

midwifery today conference

Advertising Opportunities

trends and traditions in midwifery and birth



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**Philadelphia,
Pennsylvania***
April 14–18, 2010
Exhibitor Dates:
April 16–18, 2010

*Conference is located about 19 miles
northwest of Philadelphia in King of Prussia

Reach a Targeted Audience!

Midwives, Doulas, Nurse-midwives, Childbirth Educators,
Aspiring Midwives & Students

Midwifery Today
www.midwiferytoday.com

Mail: P.O. Box 2672, Eugene, OR 97402 USA

Tel: (541) 344-7438 or (800) 743-0974 (U.S./Canada)

Fax: (541) 344-1422

E-mail: conference@midwiferytoday.com

Advertising Opportunities for Midwifery Today's Philadelphia 2010 Conference

Philadelphia Conference • Exhibit April 16–18, 2010

Exhibit Tables

**\$399 commercial, \$299 schools,
\$299 non-profit organizations**

Midwives, doulas, nurse-midwives, childbirth educators and other childbirth practitioners attend our conferences to learn and grow from the experiences and information provided. Attendees are interested in the products and services they see and will make a personal connection with you and your products/services.

Price includes a table, two chairs and stand electricity. All exhibitors who submit signed contracts and payments prior to February 15, 2010, will be included in the conference program. Last minute exhibitors are generally accepted; however, we will not be able to include them in the program.

Venue Information

Midwifery Today Conference

Dolce Valley Forge

301 W. DeKalb Pike

King of Prussia, Pennsylvania 19406

(610) 337-1200 Fax (610) 337-1959

Specific Responsibilities of the Exhibitors

Exhibit area will be open all day Friday–Sunday. Setup is at 7:00 am on Friday. Plan to be at your table during morning registration, breaks and lunchtime. You are responsible for your table and products. No security is provided.

Contact the hotel for instructions if you plan to mail packages for your exhibit table.

Projection Ad

A full page ad that will loop in slide show format for 10 minutes before every general session.

Sponsorship

Reach a targeted audience in print, online and at the conference with a conference sponsorship. You'll receive an exhibit table, a full page ad in the conference program, a full page ad in *Midwifery Today* magazine, a link to your Web site from the online conference page, two months of Web advertising and more. A savings of \$470! For details and more information, contact our Ad Director.

For more information, contact:

Kristen Fadich, Ad Director

(541) 344-7438 Fax (541) 344-1422

ads@midwiferytoday.com

Conference Program Ads

Back Cover (full page)

Inside Front & Back Covers

Full Page (7.5"w x 10"h)

1/2 Page Hor. (7.5"w x 5"h)

1/2 Page Ver. (3.75"w x 10"h)

1/4 page (3.75"w x 5"h)

Business Card (3.5"w x 2"h)

(See order form for prices.)

Ads must be digital; call for specs. In general, high resolution Postscript (.ps) files with all fonts downloaded and high resolution graphics (300 dpi) are ideal. We also accept PDF files. Please include a good quality hard copy draft for proofing purposes.

E-mail digital copy to: ads@midwiferytoday.com

Or mail CD-R disks to:

Midwifery Today

P.O. Box 2672

Eugene, OR 97402

Please **upload** files larger than 512 KB to Midwifery Today's Web site:
www.midwiferytoday.com/upload/

Deadline:

February 15, 2010

Registration Inserts

\$100 for 300 flyers

Inserts may be promotional flyers, coupons, samples or announcements from your business or service. This is a perfect opportunity for you to take advantage of the buying power of midwives, doulas and other birth professionals. Flyers will be inserted into conference packets or bags given to all registrants. Please, no paperclipped inserts.

Size limit 8½" x 11"

Insert Mailing Instructions

Mail inserts to arrive no later than April 9, 2010

(but no earlier than April 2, 2010).

Mail inserts to:

Pam Royer

Dolce Valley Forge

301 W. DeKalb Pike

King of Prussia, PA 19406

Hold for Arrival: Midwifery Today Conference April 14-18

Mail payment to:

Midwifery Today, Inc.

Conference Inserts

P.O. Box 2672

Eugene, Oregon 97402 USA



EXHIBITOR CONTRACT

Midwifery Today Conference King of Prussia, Pennsylvania

April 14–18, 2010

Exhibitors shall assume entire responsibility and hereby agree to protect, indemnify, defend and hold the Dolce Valley Forge and Midwifery Today, Inc., their employees and agents, harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, or occupancy of the exhibition premises or any part thereof, excluding any such liability caused by the sole negligence of the Dolce Valley Forge or Midwifery Today, Inc., their employees or agents.

In addition, the Exhibitor acknowledges that neither the Dolce Valley Forge nor Midwifery Today, Inc., maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

There will be no refunds of exhibition costs after February 15, 2010. A processing fee equal to 30% of the amount paid will be deducted from any refund given on or before this date.

Neither the Dolce Valley Forge nor Midwifery Today, Inc., will assume any responsibility for lost or stolen articles.

I, the Exhibitor, agree to all terms and conditions stated in this contract. In addition I have read and agree to the terms and conditions for advertising with Midwifery Today, Inc., wherein Advertiser is understood to be the Exhibitor.

Authorized Signature

Date

Exhibitor Name

Please sign this agreement, fill out the Advertising Order Form and return both to the Advertising Director at Midwifery Today, Inc. Keep a copy for your records.

Conference Advertising Order Form

Philadelphia, Pennsylvania • April 14–18, 2010



This is an agreement between Midwifery Today, Inc., and _____ (Advertiser) regarding advertising options at the Midwifery Today Conference to be held **April 14–18, 2010, at the Dolce Valley Forge in King of Prussia, Pennsylvania.**

Please select your choice of advertising options:

Conference Program *Ad deadline is February 15, 2010.*

- Back Cover (full page) \$300
- Inside Front Cover (full page) \$250
- Inside Back Cover (full page) \$250
- Full Page \$175
- 1/2 Page \$100
- 1/4 Page \$60
- Business Card \$50

See Ad Opportunities page for sizes

- Projection Ad \$100
- Registration Packet Inserts \$100

Exhibit Table *Advertiser must submit a signed Exhibitor Contract.*

- Commercial \$399
- Schools/Nonprofit Organizations \$299
- Sponsorship \$3000

Conference Program	\$ _____
Registration Packet Inserts	\$ _____
Exhibit Table	\$ _____
Projection Ad	\$ _____
Total Amount Due	\$ _____

Method of Payment

- Check/Money Order MasterCard Visa

Card # _____ Name on Card _____ Exp. date _____

Address _____ Signature _____
(as it appears on credit card bill)

Contact Information

Advertiser _____ Phone _____

Contact Person's Name _____ Title _____

Names of Exhibit Attendants (for name tags) _____

Address _____ Fax _____

City, State, Country, Zip/Postal Code _____ E-mail _____

Product or Service _____ Web site _____

Terms and Conditions

Refund/Cancellation Policy: Advertisers may cancel this agreement at any time by written notice to Midwifery Today. There will be NO refunds of conference advertising fees after **February 15, 2010**. A processing fee equal to 30% of the amount paid will be deducted from any refund given on or before this date.

I have read and agree to the terms and conditions for advertising with Midwifery Today, Inc.

Advertiser's Signature: _____ Date _____

Advertising Terms and Conditions

Definition of terms

“MT” means Midwifery Today, Inc.

“Advertisement” (“Ad”) or “Advertising” means material or a message in any format that promotes an Advertiser’s brand or products or services.

“Advertiser” means a person or entity that provides Advertisements, whether directly or indirectly or through its advertising agency, to promote itself, its brands, or the products or services it offers.

Payment

The Advertiser agrees to pay the charges for Advertisements published, distributed or exhibit tables reserved at his/her direction.

PAYMENT IS DUE ON OR BEFORE THE ADVERTISEMENT DEADLINE.

Late payment may result in a late charge, loss of discount, cancellation of the Advertisement and/or postponement of the Advertisement to the following issue.

Year-long contracts are not subject to rate increases that occur during the period of the contract. At the end of the contract, rate increases may be put into effect for subsequent Ads.

Deadlines

Ad copy and payment for all Ads is due on or before February 15, 2010. Late payment or Ad copy submission after deadline may result in a late charge, loss of discount, or cancellation of the ad.

Changes and cancellation

All verbal instructions regarding contracts or changes of any kind must be confirmed in writing by the Advertiser.

Cancellation of or changes to Ads will generally not be accepted after Ad deadline, and none may be presumed executed without acknowledgment from MT.

Restrictions

MT reserves the right to determine placement of all Ads and shall not be bound by requests for special positions other than covers, despite efforts made to meet Advertiser’s preferences.

MT reserves the right to refuse or cancel any Advertisement which, in its opinion, does not conform to MT’s standards. (See Advertising Policy Notice.)

MT reserves the right to determine the placement of all exhibits and shall not be bound by requests for special positions, despite efforts made to meet Advertiser’s preferences.

Limit of Liability

MT’s liability for any error shall not exceed the cost of the space purchased. MT is not responsible for errors in key numbers or other typesetting errors.

Conditions appearing on contracts or submitted copy that conflict with MT’s policies will not be binding upon MT.

All agreements are subject to acts of God, fires, strikes, accidents, and other occurrences beyond MT’s control. MT shall not be liable for any costs or damages if the terms of an Advertising Agreement are not fulfilled due to any such cause.

The Advertiser assumes responsibility for any and all claims that may arise as a result of Advertisements with MT and will indemnify MT against any claims or liability arising there from.

Advertising Policy Notice: Midwifery Today, Inc., (MT) reserves the right to refuse any Advertisement and to disallow any promotion or sale of any item at its conferences or through the use of its mailing lists. MT does not accept Advertising or conference exhibits for breast milk substitutes, pacifiers, nipples or bottles. Other unacceptable Advertising includes, but is not limited to, duplication of products or services offered by MT, pyramid schemes and any product or service believed by MT to be harmful to mothers or babies. Advertisements for breast pumps, pump accessories and breast milk storage devices are generally acceptable.