

# ILCA 2021 ANNUAL CONFERENCE

MARRIOTT MARQUIS ★ HOUSTON, TEXAS, USA

30 AUG  
- 2 SEP  
2021



INVITATION TO EXHIBIT

# Join Us in Houston!

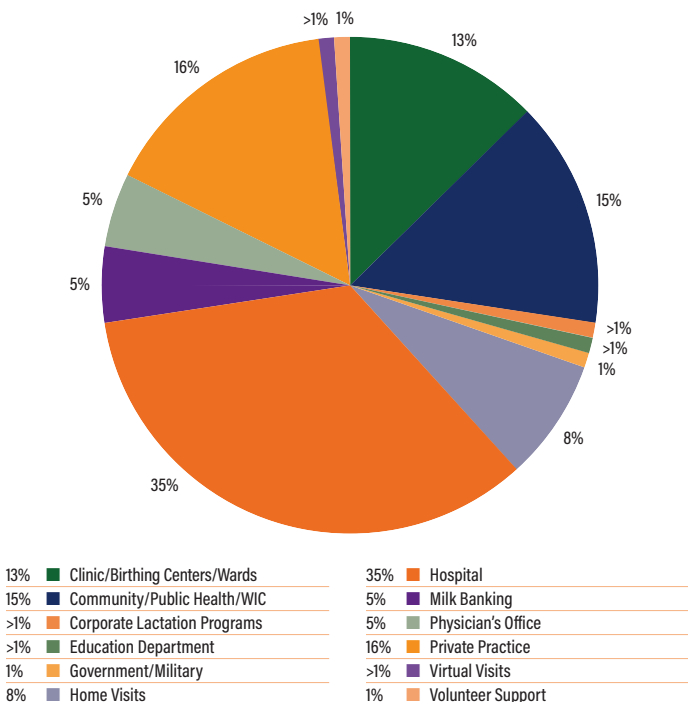
Reach hundreds of lactation professionals at ILCA's Annual Conference!

The International Lactation Consultant Association invites you to exhibit at the 2021 Conference in Houston, Texas. Connect with lactation professionals from around the world.

## Who are the ILCA Members?

Hundreds of lactation consultants, midwives, physicians, breastfeeding counselors, researchers, pharmacists, nurses, doulas and other health professionals from around the world benefit from ILCA membership. This is your opportunity to ensure these highly-educated lactation professionals - who have influence with expectant and new parents, as well as healthcare organizations - know about your products and services.

### Primary Area of Practice



## Preliminary Exhibit Hall Hours and Events

(subject to change)

### Move-In

**Monday, 30 August** ..... 8:00 am-2:00 pm  
Mandatory compliance walk-through begins at 2:00 pm  
(Booth must be staffed during walk-through)

### Exhibit Hall Hours

**Monday, 30 August** ..... 5:00 pm-7:30 pm  
Exhibit Hall Grand Opening and Showcase

**Tuesday, 31 August** ..... 10:30 am-4:00 pm  
Morning Refreshment Break / Lunch / Afternoon refreshment break

**Wednesday, 1 September** ..... 10:30 am-4:00 pm  
Morning refreshment break / Lunch / Afternoon refreshment break

### Move-Out

**Wednesday, 1 September** ..... 4:00 pm-7:00 pm

Please note: Dismantling of exhibit booths is not permitted prior to the official closing time and all booths must remain staffed until 4:00 pm. Failure to comply may impact your participation as an exhibitor or sponsor at future ILCA Conferences.

## Conference Hotel

### Marriott Marquis Houston

1777 Walker Street, Houston, Texas 77010 USA

View information about this year's conference venue [here](#).

Standard guest room \$179 USD plus tax.

Reservation information\* will be available on the [ILCA Website](#).

\*Note: Be aware of hotel poachers. The hotel will not contact you to request that you make a reservation in the ILCA block because they will not have your contact information unless you provide it to them. They may only reach out to you if you have already booked a room using the reservation information on the ILCA website. Therefore, if you are contacted by anyone other than ILCA/Sage Publications regarding making a hotel reservation, it is a scam. Do not provide your personal information to poachers.

# Reserve Your Booth Today!

Reserving your booth space early will ensure high visibility of your products and services. Exhibit space is assigned on a first-come, first-served basis. Every effort will be made to accommodate your booth preference. Exhibitors who reserve space by 9 June 2021 will be listed in the Official Conference App and Conference Program. After 9 June 2021, exhibitor requests received will be accepted as space allows and may not be listed in the Official Conference App and Conference Program. Book early! Space is limited and the exhibit hall fills up quickly!

## Booth Fees

10x10	Commercial Booth	\$1,975
10x10	Non-Profit or Small Business (5 or fewer employees)	\$800
10x10	Commercial Booth - Corner	\$2,175
10x10	Non-Profit or Small Business - Corner (5 or fewer employees)	\$950
Virtual Booth Only		\$1,000

Full payment must accompany exhibitor applications in order to be considered for International Code Committee (ICC) approval and placement in the exhibit hall.

## As an exhibitor you will receive:

- ★ Badges for two (2) company representatives per 10x10 booth space or virtual booth rented. Complimentary badges include the ability to earn CERP's at no additional fee.
- ★ Lunch and breaks on exhibit days are provided for two company representatives per in-person exhibit space.
- ★ One skirted 6-foot table, two chairs, one wastebasket and one company identification sign.
- ★ Listing in the Official Conference App and Conference Program (Applications received prior to 9 June).
- ★ One copy of the Conference Program per exhibit booth participating on-site. All exhibitors will have access to the digital program.

*Please note, booth representatives will receive a nametag and exhibitor ribbon required to allow entrance to the Exhibit Hall. On exhibit days, exhibitors must display their badges to gain entry to the Exhibit Hall up to one hour prior to show opening. Exhibitors may purchase name tags and meal tickets for additional representatives.*

*Please note that we are working with the hotel and Visit Houston to follow the most up-to-date COVID-19 safety measures. This may impact the number of booths and attendees allowed to participate in-person. If we do need to limit the number of in-person booths, priority will be given to Exhibitors and Sponsors based on spend.*

# Enhance Your ILCA Conference Presence

## Place an Ad in the prestigious *Journal of Human Lactation*

All ILCA members will receive the August issue of the Journal of Human Lactation prior to the Conference, and copies will also be distributed at the Conference. Space reservations must be made by 11 June 2021, with ad materials due by 18 June 2021.



**Journal of HUMAN LACTATION**  
Official Journal of the International Lactation Consultant Association

**EDITOR in CHIEF:**  
JOAN E. DODGSON,  
PHD, MPH, RN, FAAN

## Contact Information

Sajeevi Henry, Associate Account Executive,  
Advertising and Conference Sales

SAGE Publishing, 2455 Teller Road, Thousand Oaks, CA 91320

Direct Phone: 805.410.7356

Email: [Sajeevi.Henry@sagepub.com](mailto:Sajeevi.Henry@sagepub.com)



# Sponsorship and Exhibit Opportunities

Reach hundreds of highly educated lactation professionals at ILCA's Annual Conference. Stand out by becoming an ILCA Conference Sponsor and you will gain greater visibility by promoting your products or services. Booth costs are included in sponsorship packages.

Package Includes	Bronze \$1000	Bronze Plus \$1250	Silver \$2500	Gold \$3500	Platinum \$5000	Diamond \$6500
Logo on Conference Website	★	★	★	★	★	★
Listed on Sponsors Page in Mobile App	★	★	★	★	★	★
Logo on Thank You Ad in Conference Program	★	★	★	★	★	★
Logo on Signage placed in prominent areas throughout the in-person Conference	★	★	★	★	★	★
Attendee List Rental (pre and post conference)	★	★	★	★	★	★
Conference Bag Insert			★	★	★	★
Exhibitor Passport (on-site)				★	★	★
Logo on Conference Bags					★	★
Program Ad - 1/2 Page (color)				★		
Program Ad - Full Page (color)					★	
Program Ad - Premium Position (Covers and opposite TOC, based on availability)						★
Non-profit Booth	★	★				
Commercial Booth			★	★		
Premium Commercial Booth					★	★
Virtual Conference Booth		★	★	★	★	★
Recognition at Lunches or Breaks						★

\*Sponsor packages reserved by 31 December 2020 will receive priority booth placement.



# Sponsorship and Exhibit Opportunities

Here is a brief description of some of the opportunities included in the sponsorship packages.

## Virtual Exhibit Booth

Includes company description, company resources, representative contact info, and advanced virtual lead retrieval.

## Conference Attendee List Rental

Promote your booth to registered attendees of both the virtual and in-person events prior to the Conference, or as a follow up after the Conference. List includes **mailing and/or email addresses depending on the opt in selections chosen by the attendee**. Each rental good for a 1x use only; sample mail piece/email required in advance for ILCA approval; after approval the list will be sent as an Excel file.

*Please note registered Conference attendees will not be on the list unless they opt in to receive communications from vendors. The mailing and email lists include only the attendees who have chosen to opt in to receiving vendor communications.*

*Additional note: This Prospectus is the only place you will be offered information regarding the purchase of the ILCA Conference attendee lists. If you are contacted by anyone other than ILCA/Sage, it is a scam. Please do not provide scammers with your personal information.*

## Tote Bag Promotional Insert

Place your logoed item or information in the Conference Bags given to all in-person participants at registration. All inserts subject to ILCA approval. Reservation and approval deadline 9 June 2021. *Limited to 15 companies.*

## Exhibitor Passport

Booth-driver program where participants visit your in-person booth to get their Passport card stamped to be entered into a prize drawing. *Limited to 15 exhibitors.*

## Meals & Refreshments

Your support helps to provide meals and breaks throughout the Conference. Lunch and breaks to be served in exhibit hall. Sponsorship includes signage with your logo placed at food stations, opportunity to place your literature on tables near food, plus the opportunity to provide items such as napkins, coffee cups, etc.

★ Lunch (*one per day*)

★ Morning and Afternoon Breaks (*two per day*)

## Add on these Sponsorship Enhancements for increased visibility at the Conference:

### 15 Minute Product Theatre (\$2,500)

15 minutes for you to demonstrate, discuss, and engage with attendees on a platform near where lunch is being served.

Lunch (*3 spots per day*), 6 spots available

### Digital Conference Program Sponsorship (\$4,000)

Exclusive sponsorship of the digital conference program. Sponsorship includes:

- ★ Ad alongside each page of the digital conference program
- ★ Banner Ad in email sent from ILCA to all members promoting the program.

### Conference Email Promotion Sponsorship (\$3,000)

Exclusive sponsorship opportunity includes ad space in 5 of ILCA's emails to the full member list promoting the Conference.

### Virtual Conference Scavenger Hunt (\$250)

Drive traffic to your virtual booth with this interactive opportunity. Submit a multiple-choice question where participants have to visit your booth and view the materials or talk to a company representative to get the answer. (*Prizes will be separate from the Exhibitor Passport prizes and will only be available to those who visit your virtual booth.*)

# Exhibitor Rules & Regulations

## Check-In, Installation & Dismantling of Exhibits

1. Exhibitor representatives will check in at the Exhibitor Registration Desk to receive their registration packet and badges.
2. Exhibit installation will take place 8:00 am-2:00 pm on Monday, 30 August. All exhibits must be set up by 2:00 pm on Monday. Space not occupied by the close of the set-up period will be forfeited and ILCA may resell, reassign or use any such forfeited space.
3. At 2:00 pm on Monday a booth review will be conducted to ensure that all exhibits are in compliance with the *International Code of Marketing of Breast-Milk Substitutes* before the Exhibit Hall opens. A booth representative must be present for the review.
4. Dismantling will take place at 4:00 pm on Wednesday, 1 September. Exhibitors may not tear down before 4:00 pm. Exhibits must be completely removed from the Exhibit Hall by 7:00pm.

## General Services Contractor

Carolina Trade Show Decorators (CTD) is the Exhibit Hall general services contractor. They will provide additional services you require, including furnishings, accessories, additional tables, labor to erect and dismantle your exhibit, and pricing for electricity and Internet service. Registered exhibitors will receive an Exhibitor Service Kit from CTD approximately 90 days prior to the Conference. Exhibitors are encouraged to order all furnishings in advance to minimize delays and avoid additional costs during set-up.

## Use of Space

1. Displays, demonstrations, distribution of literature and promotional items and all other advertising are limited to the confines of an exhibitor's own booth.
2. Exhibitor agrees to comply with the ILCA Advertising Policy, a copy of which is included in this prospectus.
3. Exhibitor may not offer educational sessions or activities that conflict with the Conference program schedule.
4. Sale of products is permitted, except for those prohibited by ILCA Advertising Policies. Exhibitor may not exhibit another exhibitor's "end product" without permission of the exhibitor in writing. ILCA retains the right to request and examine this letter of permission. The vendor is responsible for necessary permits and taxes for selling onsite.
5. Exhibitor may not share or sublet space to another party without prior permission from ILCA.

## Industry-Sponsored Events

Vendors are welcome to sponsor social events for delegates when Conference events are not scheduled. All arrangements for vendor functions outside this exhibitor agreement must be made directly with the venue with prior permission from ILCA.

## Americans with Disabilities Act

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend ILCA, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitor's failure or allegations of exhibitor's failure to comply with the provisions of the ADA.

## Insurance and Public Liability

It is the responsibility of all Exhibitors to have adequate insurance coverage for their equipment, exhibits, and display materials. ILCA and their volunteers and representatives, the Marriott Marquis Houston, CTD and their offices and employees, separately and collectively, will assume no responsibility for any damage to or for the loss or destruction of an exhibit, from fire, theft or accidents or other causes, or injury to his/her person resulting from any cause. All claims for any such loss, damage or injury are waived by the Exhibitor by the signed terms and conditions upon application to exhibit.

## Conference Cancellation

This agreement is automatically terminated in the event the ILCA Conference is cancelled due to causes that are beyond reasonable control (i.e., acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities or other similar cause beyond the control of the parties making it inadvisable, illegal, or impossible to hold the Conference). ILCA will determine an equitable basis for the refund of such portion of the exhibit fees, after due consideration of expenditures and commitments.

## Space Reduction or Cancellation

All cancellations and reductions must be made in writing. If notice of cancellation is made prior to 9 June 2021, a refund less 50% of the total cost of the booth will be issued. Please note that after 9 June 2021, NO REFUNDS WILL BE ISSUED. All refunds will be issued after the conference.

# Conference Advertising Policies

- A. ILCA's annual conference or any other conference offerings may include use of advertisements and exhibit hall displays provided that materials are consistent with this Advertising Policy. ILCA's conference-related advertising applies to all promotional activities and materials produced by any person or entity in connection with any ILCA conference or workshop. This includes exhibits, displays, program inserts, program advertising, conference packets or samples, and commercial mailings.
- B. ILCA will endeavor to assist potential advertisers to comply with its Advertising Policy. This includes educational information about ILCA's Vision, Mission, Strategic Plan, and the *International Code of Marketing of Breast-milk Substitutes* and all subsequent relevant WHO resolutions.
- C. The decision to contract with an exhibitor rests with the ILCA Executive Director who acts on behalf of the Board of Directors, after consideration of all factors designed to promote this policy and to protect ILCA's interests.
- D. All exhibit hall displays will be reviewed for adherence with ILCA's Advertising Policy prior to the opening of the hall. Time will be allotted for exhibitors to make necessary corrections. Exhibitors must have their exhibit completed by the time specified, and exhibits must be staffed during the time designated for review.
- E. Concerns about compliance with the ILCA Advertising Policy at the conference site should immediately be brought to the attention of the ILCA Executive Director or the ILCA Conference Manager.

## ILCA Advertising Policy

Additionally, the Exhibitor's signature on the Application to Exhibit/Advertise attests that the Exhibitor will comply with all the policies set forth in the ILCA Advertising Policy. [Please click here to view the policy in full.](#) Exhibitor/Advertiser signature must appear on the application before acceptance can be confirmed.

## Dates to Remember

### 9 June

Deadline for receipt of application to include company listing in Conference Program

Deadline for receipt of tote bag insert sample for approval

Deadline to reserve ad in Conference Program

Deadline for ad materials for Conference Program

Deadline to submit written notice of cancellation of booth space with 50% penalty

### 11 June

Deadline to reserve ad space in the August issue of the *Journal of Human Lactation*

### 18 June

Deadline to submit ad materials for the August issue of the *Journal of Human Lactation*

### 3 August

Deadline for ILCA rate at the Marriott Marquis Houston (based on availability)

## ILCA Code of Conduct Policy

As Exhibitors at the International Lactation Consultant Association 2021 Annual Conference, we agree to create an atmosphere of integrity and dignity for conference attendees, fellow exhibitors, and association and venue staff. Therefore we pledge to:

- ★ abide by the ILCA Exhibitor Rules and Regulations set forth on the ILCA website and in the ILCA Exhibitor Prospectus;
- ★ interact respectfully and thoughtfully with all participants in the exhibit hall, educational sessions, and social situations;
- ★ respect the rights of other vendors to conduct business during exhibit hours without interference or improper intervention
- ★ refrain from behavior which could be considered harassing, forceful, deceptive, or misleading; and
- ★ understand that individuals who do not comply may be asked to leave the exhibit floor without reimbursement of incurred fees.



# Application to Exhibit/Advertise

## ILCA 2021 ANNUAL CONFERENCE

MARRIOTT MARQUIS ★ HOUSTON, TEXAS, USA



All applicants are subject to the terms, conditions, rules and regulations governing the Conference. You may submit this application or [CLICK HERE](#) to submit your application and payment online. Your signature on this application constitutes a binding contract if accepted by ILCA. Please print the name of your company exactly as it should appear on signage and in all printed material.

Company \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Company website \_\_\_\_\_

### Sponsorship and Exhibit Opportunities

The packages below include a standard 10x10-foot booth package, which includes one skirted table, two chairs, one wastebasket, and one company sign. Two representatives are permitted per booth, unless the exhibitor registers and pays for additional representatives. Please view the floor plan and indicate your top three choices for booth space(s). Placements will be made on a first-come, first-served basis after sponsors have selected their spaces. Contact Sajeevi Henry at [sajeevi.henry@sagepub.com](mailto:sajeevi.henry@sagepub.com) with questions regarding availability.

Booth Preference: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

We **DESIRE** to be next to or across the aisle from:

We do **NOT** want to be next to or across the aisle from:

#### Please indicate your Sponsorship Packages below:

(Includes booth space)

- Bronze Package ..... \$1,000
- Bronze Plus Package ..... \$1,250
- Silver Package ..... \$2,500
- Gold Package ..... \$3,500
- Platinum Package ..... \$5,000
- Diamond Package ..... \$6,500

#### Exhibit Booth Space Only:

- 10x10 Commercial Booth ..... \$1,975
- 10x10 Non-profit or Small Business (5 or fewer employees) ..... \$800
- 10x10 Commercial Booth - Corner ..... \$2,175
- 10x10 Non-profit or Small Business - Corner (5 or fewer employees) ..... \$950
- Virtual Exhibit Booth Only ..... \$1,000

#### Sponsorship Enhancements:

- 15 Minute Product Theatre (6 spots available) ..... \$2,500
- Digital Conference Program Sponsorship (Exclusive Sponsorship) ..... \$4,000
- Conference Email Promotion Sponsorship (Exclusive Sponsorship) ..... \$3,000
- Virtual Exhibit Scavenger Hunt ..... \$250

### Additional Badges

Badge includes Conference Package registration with the opportunity to earn CERPs and participate in all food and beverage functions.

- Additional Representative for Small Business/Non-Profit ..... \$350
- Additional Representative for Commercial Booth ..... \$450

### Payment Information

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_ (in US dollars)**  
(Exhibit Space/Enhancement + Sponsorship)

**Terms** - Applications are due by 9 June 2021, and must be accompanied by check or credit card information for the total amount due. Please submit your signed application (digital signatures are accepted) and full payment in US funds payable to SAGE Publications.

**Credit Card Payment** - All credit card payments will be accepted via secure online form only. Please [click here](#) to complete and submit your online application and payment.

### Space Reduction or Cancellation

All cancellations and reductions must be made in writing. If notice of cancellation is made prior to 9 June 2021, a refund less 50% of the total cost of the booth will be issued. Please note that after 9 June 2021, NO REFUNDS WILL BE ISSUED. All refunds will be issued after the conference.

**I agree to the terms of this Invitation to Exhibit and the ILCA Advertising Policy.**

Signature \_\_\_\_\_

Date \_\_\_\_\_



# Exhibit Hall Floor Plan

