



Marketing and Exhibit Prospectus

CAPPA 2010 Conference

July 22-25, 2010

Hilton University Place, Charlotte, NC





Dear Friends of CAPP A,

Childbirth and Postpartum Professional Association (**CAPP A**) has seen enormous growth creating a membership of over 2000, making **CAPP A** the fastest growing childbirth organization in the world. Our members have tremendous influence on fellow childbirth professionals, as well as parents. By choosing to sponsor, exhibit, or advertise with **CAPP A** you can reach your highly targeted market.

Not only will **CAPP A** place you face to face with educators, nurses, midwives, doulas, obstetricians, pediatricians, lactation consultants, and many more, but **CAPP A** will strive in every way possible to market your support for **CAPP A**. We will place your business name and logo on our International website and give active links for certain sponsorship levels. Our Marketing and Networking teams will be posting live Facebook and Twitter updates during the conference and will mention sponsors by name. **CAPP A** prides ourselves on being a business friendly organization and appreciates each and every exhibitor, sponsor, and member that holds **CAPP A** true to their heart.

The Power of Women

The Power of Women is the foundation of an organization like CAPP A. Our 2010 conference is meant to be reflective of the innate power within each woman, and to be a place to reconnect with the powers that connect us as women and support professionals for the childbearing year. Power is our ability to connect to our internal greatness and leadership capabilities, empowering ourselves for our highest good and our community's highest good. Since the beginning of time, women have expressed their power and changed the world. CAPP A is focused on making a worldwide change in the consciousness around conception, birth and breastfeeding. We welcome you to step into that change and into your own power. Join us at the 2010 CAPP A conference in Charlotte, NC July 22-25, 2010 to hear speakers* who will light the fires of your power and bond with the sisterhood power that is CAPP A.

** While we recognize the power and influence of the women shown in the collage previous, we do not imply they will be speaking or appearing at our conference. These women were chosen to demonstrate the "power of women" because of their remarkable work in the birth and breastfeeding fields. Details regarding our speakers will be posted as soon as they become available. www.cappa.net*

CAPP A Leadership





Charlotte, North Carolina

Our hotel, the Hilton University Place, is surrounded by [The Shoppes at University Place](#). This large shopping complex offers more than 80 stores! Relax after a long day of socializing and learning with a pedicure or a quiet dinner with friends. There's even a lake - complete with swans! - For you to escape to. The area also hosts a series of [concerts](#) all summer long!

Shopping aside, Charlotte is North Carolina's largest city (and the 19th largest in the country), so plenty of entertainment options are available to you. There's a reason it was chosen as one of the best places to live in 2008 by several publications, including CNNMoney.com!

The Mint Museum of Art, Latta Plantation, Daniel Stowe Botanical Gardens, and Concord Mills shopping mall are just few of the interesting attractions located within a few miles of the hotel. The Lowe's Motor Speedway is also nearby, so NASCAR fans should be sure to make a stop there after conference hours!

For more information about Charlotte, please see charlottesgotalot.com!

Conference Sponsorship Opportunities

Gold Sponsor

\$5000 or more:

- * First two paid Gold Sponsors will be given 15-20 minute presentation during general assembly to promote your company or product
- * Three 6-foot Exhibitor tables
- * 1 full page ad in conference manual (Deadline April 15th, 2010) {online}
- * CAPPAs contact lists (5000+ names and information)
- * Live company banner link on CAPPAs web site / conference page

Silver Sponsor

\$2500-\$4999

- * Half page ad in conference manual (Deadline April 15th, 2010) {online}
- * Two 6-foot Exhibitor tables
- * Half CAPPAs contact list (2,500 names and information)
- * Company name and logo on direct mailing to childbirth professionals worldwide as well as CAPPAs members (date sensitive)

Bronze Sponsor

\$1000-\$2499

- * Quarter page ad in conference manual
- * One 6-foot exhibitor table
- * Database of conference attendees to be provided after conference

Chocolate Lover's Paradise Party Sponsor

\$2500

Be the exclusive sponsor of our Friday night social event. We will have all things chocolate on the menu including a decadent chocolate fountain with a variety of foods for dipping, chocolate drinks and a cash bar. As the sponsor of this event, one 6 foot table for a product display will be available. CAPPAs will also supply napkins with your provided logo.

Exhibitor Options

Exhibitor Table Rental:

For Profit \$600
Two Exhibit Tables \$850
Exhibitor Table Rental: Non-Profit \$450

All tables are six foot skirted tables with trash can and two chairs

Advertising Opportunities

Notepads & Pens

\$4000

CAPPA will place your logo on the notepads and pens given to each attendee for note taking during our conference sessions. These refillable items will keep your name close at hand after the conference as well when our attendees use it for personal notes.

Attendee Bags

\$3000

Be the exclusive sponsor of our conference tote bags and we will put your logo over the shoulder of each attendee. Attendees will take these bags home and reuse them, promoting your brand wherever they go. We will also include a promotional flyer or brochure and sample product that you supply in each bag.

Name Badge Holders

\$1500

Your logo will hang close to the heart of our attendees when you sponsor our nametag/neck pouches. Attendees will have room for business cards, room key and credit cards in the zippered pouch—all necessary for shopping the exhibitor room and networking.

Swag Bags

For profit \$300 Non-profit \$200

Can't attend our conference as a vendor? You can still reach your target audience by placing a sample of your product or a promotional flyer into the bags of all conference attendees. You provide the materials that attendees will refer to again at home. We will also include a business card sized ad in the conference manual.

Conference Manual Ads

Want even more exposure? Place an ad in our conference manual where it will be seen by attendees as they review session information after the conference. We have a variety of sizes to fit your needs:

Full Page (8x10) Color	\$200
Half Page (5x8) Color	\$125
Quarter Page (4x5) Color	\$ 75
Business Card Color	\$50
CAPPA Corporate Membership per year	\$200

CAPPA Sponsorship Selections

Make your sponsorship selections below by circling all options you wish to use.

Sponsorship Options

Gold Level	\$5000
Silver Level	\$2500
Bronze Level	\$1000
Conference Notepad & Pen Sets (Your Logo)	\$4000
Conference Tote Bags (Your Logo)	\$3000
Chocolate Lover's Paradise Party	\$2500
Conference Lanyards (Your logo)	\$1500

Conference Manual Ads

Full Page (8x10) Color	\$200
Half Page (5x8) Color	\$125
Quarter Page (4x5) Color	\$75
Business Card Color	\$50
CAPPA Corporate Membership per year	\$200

Exhibitor Tables

For Profit, 1 table	\$600
For Profit, 2 tables	\$850
Non-Profit, 1 table	\$450

TOTAL = \$ _____

All ads **MUST** be sent to donna@cappa.net in .pdf or .jpeg format by April 15th, 2010.

Fax this page, CAPPA contract and Payment Page to 770-932-7281 Attn: CAPPA Conference

CAPPA Exhibitor Contract

By signing this contract, the exhibitor and his/her representatives have read and agree to abide by all rules, requirements, restrictions and regulations as set forth in the terms of this contract. Failure to abide by such rules and regulations will result in forfeiture of all monies paid or due CAPPA under the terms of this agreement.

Only individuals, firms and organizations whose services and products are appropriately related to the purpose of CAPPA shall be permitted to exhibit. *All publications, material distributed and products must be in compliance with the World Health Organization International Code of Marketing Breast milk Substitutes.*

Exhibits are limited to the space assigned. Material, flyers, brochures and other printed matter distribution shall be limited to the individual exhibit space. Volumes on any audio equipment should be set at a reasonable level, so as to not disturb others.

Exhibitors must adhere to all municipal, state and federal laws, rules and regulations. No combustible decorations may be used at any time: all drapes, table coverings and other materials must comply with fire department regulations.

The exhibitor understands that she/he is responsible for all liability insurance coverage for person and property. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arriving out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the Hilton at Charlotte University Place, Charlotte, NC, its agents, servants, and employees, and CAPPA from any and all such losses, damages, and claims.

The exhibitor will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.

The exhibitor will be responsible for all additional charges imposed by the hotel and/or convention service.

Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold CAPPA harmless from any consequences of exhibitor's failure in this regard.

The exhibitor will forfeit space not occupied by the close of the set up period, Thursday, July 22nd, 9:00pm. This space may be resold, reassigned or used by the exhibit management. There will be no refund for space not occupied.

If the conference or exhibits are cancelled due to circumstances beyond the control of CAPPA, CAPPA will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the exhibit space.

CAPPA reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products and conduct.

All ads must be received by April 15th, 2010. This is the responsibility of the contracting company and ads will NOT be renewed.

Contract Signature Page

**We will contribute the following item (s) for the Silent Auction:

1) Retail value: \$ _____

Item: _____

2) Retail value: \$ _____

Item: _____

The exhibitor understands that this application and contract will NOT be processed unless payment in full has been received by the stated deadline.

Signed: Date: _____

Name (PRINT): _____

Company: _____

Address: _____

Contact Number: () _____

E-mail: _____

Remember to include a sample of any intended packet insert and mail to:

P.O. Box 491448 Lawrenceville, GA 30049

Fax with credit card to: (770)932-7281 Attn: CAPP Conference

Payment Information Page

(Please print neatly) I would like to pay by:

Check:

Check # _____ to CAPPA Foundation

To: CAPPA

PO Box 491448

Lawrenceville, GA 30049

Credit Card:

- VISA
- MasterCard
- American Express

Card # _____

Exp Date ____/____

Security code _____

Signature of Card Holder: _____



The CAPPA Foundation is a non-profit organization, a section 501 (c) 3

CAPPA does not accept advertising for infant formula or baby bottle/nipples