



*College of Lactation Consultants Western Australia Inc.*

## **Invitation to Sponsors and Exhibitors**

### **2010 Conference**

## **Breastfeeding and Sleep: from Confusion to Clarity**

**May 14<sup>th</sup> – 15<sup>th</sup> 2010**

**The University Club of Western Australia**

**Enquires: please contact**

Katrina Peters

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*College of Lactation Consultants Western Australia Inc.*

PO Box 1254, South Perth WA 6951



## College of Lactation Consultants Western Australia Inc.

The College of Lactation Consultants Western Australian Branch (CLCWA) invites you to sponsor, exhibit, or advertise at our 2010 conference. Our conferences attract national and international speakers and are attended by lactation consultants, midwives, child health nurses, dietitians, doctors and other health professionals who wish to expand their knowledge in the field of breastfeeding and lactation. In sponsoring this conference you will ensure these professionals become aware and knowledgeable about your products and services. Our last conference attracted 180 attendees from Perth, interstate and regional areas.

### Sponsorship Opportunities

<b>Major Sponsor</b> (3 available) .....	<b>\$1500</b>
<ul style="list-style-type: none"><li>• Logo on the front cover of conference/registration flier</li><li>• Full page advertisement on either the back cover, inside back cover or inside front cover of Syllabus (allocated according to sponsor preference, and according to order of receipt of confirmation of sponsorship)</li><li>• Recognition on Syllabus cover, 100 word listing in the Syllabus</li><li>• Priority exhibit space</li><li>• 2 Conference registrations including morning/afternoon teas, lunch and Syllabus</li><li>• 2 draped 6-foot tables</li><li>• Complimentary placement of brochure and/ or promotional item in registration package</li><li>• Verbal recognition during the Welcome and Closing addresses on both days</li></ul>	
<b>Commercial exhibit</b> (> \$6000 net annual income) .....	<b>\$550</b>
<ul style="list-style-type: none"><li>• 1 draped table, 25 word listing in Syllabus</li><li>• Complimentary placement of brochure and/ or promotional item in registration package</li><li>• 1 conference registration (including morning/afternoon tea and lunch)</li></ul>	
<b>Cottage industry</b> (<\$6000 net annual income) .....	<b>\$250</b>
<ul style="list-style-type: none"><li>• 1 draped table, listing in Syllabus, (morning/afternoon tea and lunch)</li></ul>	
<b>Non- Profit</b> (ABA exempt) .....	<b>\$150</b>
<ul style="list-style-type: none"><li>• 1 draped table, listing in Syllabus, (morning/afternoon tea and lunch)</li></ul>	
<b>Syllabus advertising</b>	
<ul style="list-style-type: none"><li>• Inside back/front cover (dependent on availability).....</li></ul>	
	<b>\$150</b>
<ul style="list-style-type: none"><li>• Back cover (dependent on availability) .....</li></ul>	
	<b>\$250</b>
<ul style="list-style-type: none"><li>• Half page.....</li></ul>	
	<b>\$75</b>
<b>Satchel inserts (fliers, brochures, product samples).....</b>	<b>\$100</b>

### Lanyards for Name Badges and Conference Satchels

- You supply lanyards and/or conference satchels with your logo printed on them  
– great visibility for your company

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## **2010 Conference Breastfeeding and Sleep**

### **SPONSORSHIP AND TRADE EXHIBITION REGISTRATION FORM**

**Company name** \_\_\_\_\_  
**Contact name** \_\_\_\_\_  
**Postal address** \_\_\_\_\_  
**Suburb** \_\_\_\_\_ **State** \_\_\_\_\_  
**Country** \_\_\_\_\_ **Postcode** \_\_\_\_\_  
**Telephone** \_\_\_\_\_  
**Facsimile** \_\_\_\_\_  
**Email** \_\_\_\_\_

**Type of Sponsorship** \_\_\_\_\_

#### **Payment**

(A 50% deposit is required with this booking form. The balance is to be paid by 1<sup>st</sup> March 2010.  
A tax invoice/receipt will be sent on receipt of the Form)

**Payment by cheque** is payable to CLCWA Inc and mailed to PO Box 1254 South Perth 6951

OR

#### **Credit Card Payment (please circle)**

Visa / MasterCard / Bankcard

**Card Number** \_ \_ \_ \_ \_

**Card Holder** \_\_\_\_\_

**Expiry date** \_ \_ / \_ \_

**Signature** \_\_\_\_\_

**Payment Amount** \_\_\_\_\_

**Have you signed our Sponsor and Trade Display Policy? (see overpage)**

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## **Sponsor and Trade Display Policy**

This policy applies to all promotional activity related in any way to the College of Lactation Consultants Western Australia (CLCWA) including, but not limited to, Conference exhibits, trade displays and program advertising.

The CLCWA will not accept any advertisement that CLCWA, in its sole discretion, determines is either in violation of any provision of the International Code of Marketing Breastmilk Substitutes and subsequent relevant WHO resolutions, or does not support successful breastfeeding.

The CLCWA will not accept any advertisement for human milk substitutes, free standing feeding bottles, pacifiers (dummies), and/or bottle teats.

Advertisements will not be accepted from any company that produces human milk substitutes.

If an index of advertisers is included in a program insertion or handout, advertisers will be listed in order of category of sponsor (eg major sponsor first).

Acceptance of an advertisement does not constitute the CLCWA's endorsement of the advertised product or service.

By signing this policy the sponsor confirms that they are not in violation of any provision of the International Code of Marketing Breastmilk Substitutes and subsequent relevant WHO resolutions

If a sponsor or exhibitor is found to be in violation of this policy statement the relationship between CLCWA and the sponsor will be terminated immediately. In addition, said sponsor or exhibitor shall remain responsible for unpaid fees, costs or expenses incurred in connection with said sponsor's CLCWA promotional activities.

This sponsor and exhibitor policy must be signed and dated by each sponsor and exhibitor and returned with the sponsorship/trade display Registration Form..

Agreed by: \_\_\_\_\_ (Print Name)

\_\_\_\_\_ (Sign)

Position: \_\_\_\_\_

Date: \_\_\_\_\_

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