International Lactation Consultant Association®
2020 Conference and Annual Meeting

Invitation to Exhibit

www.ilca.org/ilca2020
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 2020 Conference & Annual Meeting in Houston, Texas. SUPPORT lactation professionals worldwide.

Who Are the Meeting Delegates?

Hundreds of lactation consultants, midwives, physicians, breastfeeding counselors, researchers, pharmacists, nurses, doulas and other health professionals from around the world attend ILCA conferences. 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.

Preliminary Exhibit Hall Hours and Events
(subject to change)

Move-In

Wednesday 8 July .......... 9:00am-3:00pm
Mandatory compliance walk-through begins at 3:00pm. (Booth must be staffed during walk-through.)

Exhibit Hall Hours

Wednesday 8 July .......... 6:00pm-8:30pm
Exhibit Hall Grand Opening and Showcase

Thursday 9 July ............... 9:30am-3:15pm
Morning Refreshment Break / Lunch / Afternoon Refreshment Break

Friday 10 July ................. 9:30am-3:15pm
Morning Refreshment Break / Lunch / Afternoon Refreshment Break

Move-Out

Friday 10 July ................. 3:15pm-6:00pm

Please note: Dismantling of exhibit booths is not permitted prior to the official closing time and all booths must remain staffed until 3:15pm. 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 $174 USD plus tax

Reservation information* is 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 1 May 2020 will be listed in the Official Conference App and Conference Program. After 1 May 2020, exhibitor requests received will be accepted as space allows and may not be listed in the Official Conference App and Conference Program. Full payment must accompany exhibitor applications in order to be considered for placement in the exhibit hall. Book early! Space is limited and the exhibit hall fills up quickly!

As an exhibitor you will receive:

- Badges for two (2) company representatives per 10x10 booth space rented.
- Lunch and breaks on exhibit days are provided for two (2) company representatives per 10x10 booth space rented.
- 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 1 May).
- One copy of the Conference Program per exhibit booth.
- 15 percent discount on any full conference registrations purchased for the staff of an exhibiting company.
- Discounted CERP package available to exhibitors only.

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.

Booth Fees

<table>
<thead>
<tr>
<th>Size</th>
<th>Booth Type</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>10x10</td>
<td>Commercial Booth</td>
<td>$1,975</td>
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<tr>
<td>10x10</td>
<td>Non-Profit or Small Business (5 or fewer employees)</td>
<td>$800</td>
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<tr>
<td>10x10</td>
<td>Commercial Booth – Corner</td>
<td>$2,175</td>
</tr>
<tr>
<td>10x10</td>
<td>Non-Profit or Small Business – Corner (5 or fewer employees)</td>
<td>$950</td>
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Full payment must accompany exhibitor applications in order to be considered for International Code Committee (ICC) approval and placement in the exhibit hall.

Additional Support of ILCA

Place an Ad in the prestigious Journal of Human Lactation

All ILCA members will receive the May 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 March 2020, with ad materials due by 19 March 2020.

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
Fax: 805.375.5282
Email: 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’ll gain greater visibility by promoting your products or services. Booth costs are included in sponsorship packages.

<table>
<thead>
<tr>
<th>Package Includes</th>
<th>Bronze $1,000</th>
<th>Silver $2,300</th>
<th>Gold $3,500</th>
<th>Platinum $5,000</th>
<th>Diamond* $6,500</th>
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<tbody>
<tr>
<td>Logo on Exhibitor/Sponsor Page of conference website</td>
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<td>Listed on Sponsors Page in mobile app</td>
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<td>Logo on Thank You Ad in Conference Program</td>
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<td>Logo on Signage placed in prominent areas throughout the Conference</td>
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<td>Attendee List Rental (pre and post conference)</td>
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<td>Conference Bag Inserts</td>
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<td>Exhibitor Passport</td>
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<td>Logo on Conference Bags</td>
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<td>Program Ad - Half Page (color)</td>
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<td>Program Ad - Full Page (color)</td>
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<td>Program Ad - Premium Position (covers and opposite TOC, based on availability)</td>
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<td>Non-profit Booth</td>
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<td>Commercial Booth</td>
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<td>Premium Commercial Booth</td>
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<td>Choice of Family-Baby Room, Meals, or Breaks</td>
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*Sponsor packages reserved by 31 December 2019 will receive priority booth placement.

* Limit 4
Here is a brief description of some of the opportunities included in the above packages.

**Conference Attendee List Rental**
Promote your booth to registered attendees 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 communication.*

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

**Conference Program Advertising**
Provided to all attendees at registration, the Conference Program is a valuable resource referenced over and over during and after the Conference. Expand your visibility with a Program Ad. *Ad reservations and materials due deadline 1 May 2020.*

**Family-Baby Room**
Private room for families to feed and attend to their children. Sponsor may furnish room with relevant products, including but not limited to nursing pillows, breast pumps and other promotional material.

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

- Breakfast (one per day)
- Lunch (one per day)
- Morning and Afternoon Breaks (two per day)
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 9:00am-3:00pm on Wednesday 8 July. All exhibits must be set up by 3:00pm on Wednesday. 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 3:00pm on Wednesday 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 3:15pm on Friday 10 July. Exhibitors may not tear down before 3:15pm. Exhibits must be completely removed from the Exhibit Hall by 6:00pm.

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 1 May 2020, a refund less 50% of the total cost of the booth will be issued. Please note that after 1 May 2020, 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 Advertiser’s signature on the Application to Exhibit/Advertise attests that the Advertiser 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.

ILCA Code of Conduct Policy

As Exhibitors at the 2020 International Lactation Consultant Association 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.

Dates to Remember

11 March
Deadline to reserve ad space in the May issue of the Journal of Human Lactation

19 March
Deadline to submit ad materials for the May issue of the Journal of Human Lactation

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

5 June
Deadline for ILCA rate at the Marriott Marquis Houston (based on availability)
Application to Exhibit/Advertise

2020 ILCA Conference & Annual Meeting
8-11 July 2020  •  Marriott Marquis Houston  •  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 ___________________________________________ Title __________________________
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 below. 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 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
- Silver Package ................................................................. $2,300
- 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

Enhancements and Additional Badges:

- LEAARCC Approved Course or ......................... (20% discount on a booth) CAAHEP Accredited Program
- Additional Representative for Small Business/Non-Profit............. $100
- Additional Representative for Commercial Booth....................... $175
- CERP Package for Exhibit Representative (Thurs-Sat) .............. $250

Payment Information

TOTAL AMOUNT DUE — $__________ US Dollars
(Exhibit Space/Enhancement • Sponsorship)

Terms – Applications are due by 1 May 2020, 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.

Payment by Check – Check #__________
Make check payable to SAGE Publications and mail with a completed copy of your application to:

Donna Jarrett, Commercial Sales
SAGE Publications
RE: ILCA 2020 Conference
2455 Teller Road, Thousand Oaks, CA 91320

After 1 May 2020, contact Sajeevi Henry to inquire about availability:
Sajeevi Henry
Sajeevi.Henry@sagepub.com
Phone: 805.410.7356
Fax: 805.375.5282

Space Reduction or Cancellation

All cancellations and reductions must be made in writing. If notice of cancellation is made prior to 1 May 2020, a refund less 50% of the total cost of the booth will be issued. Please note that after 1 May 2020, 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 __________________________