SPONSOR & EXHIBITOR PACKET

7TH ANNUAL CALIFORNIA BREASTFEEDING SUMMIT

JANUARY 25-27, 2017

WYNDHAM ANAHEIM GARDEN GROVE, CA

California Dreamin': Communities Moving Beyond the Horizon
Dear Potential Sponsor and Exhibitor:

It is my pleasure to offer you the opportunity to become a sponsor and/or exhibitor of the 7th Annual California Breastfeeding Summit—California Dreamin’: Communities Moving Beyond the Horizon, January 25-27, 2017 in Garden Grove, CA. Supporting the California Breastfeeding Summit is an excellent way to market your unique brand to over 500 attendees who include:

- Hospital administrators, maternity department managers and nurses
- Leaders of community-based organizations, public health professionals, and WIC leaders and staff members
- Physicians and advanced-level healthcare providers
- Lactation consultants and educators
- Community breastfeeding support educators and advocates

We strive to offer a wide range of affordable sponsor and exhibit options with recognition opportunities to give your high visibility among our audience. Your sponsorship enables us to maintain affordable registration fees and our ability to advocate for improved maternity practices, promote workplace lactation accommodation, establish breastfeeding friendly healthcare provider offices, and bridge gaps in lactation support services before and after the hospital experience in California’s communities.

The California Breastfeeding Summit is the state’s premier convening that establishes an annual collective action to remove barriers and increase exclusive breastfeeding rates among all populations in California. The Summit is a forum to evaluate our current state of breastfeeding, inspire and motivate a catalyst for change, explore best practice, acquire new skills, provide networking opportunities, and share resources and tools.

The California Breastfeeding Coalition, a 501(C)(3), non-profit entity, is a grassroots coalition of 46 community breastfeeding coalitions, as well as public and private partnerships with a broad reach within California’s communities. Our mission is to improve the health and well-being of Californians by working collaboratively to protect, promote, and support breastfeeding. The aim of these collaborative efforts is to remove all barriers to breastfeeding for a healthier California.

Enclosed is a copy of the sponsorship opportunities. Please consider this opportunity, as space is limited. For more information on how to participate, contact Arissa Palmer at 323-210-8505 or apalmer@breastfeedla.org. We look forward to discussing this exciting opportunity with you!

Sincerely,
Robbie Gonzalez-Dow, MPH, RD, Executive Director
Arissa Palmer, Sponsorship Chair
# Sponsorship Levels

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>STAR</th>
<th>EXHIBITOR</th>
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<tr>
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<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$350 Non Profit/Sole Proprietor</td>
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<td>$650 For Profit</td>
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Opportunity for company representative to give welcome remarks at the opening plenary

Company logo on online registration brochure and registration page

Display of company banner near stage/podium

Company logo on summit program

Company logo in summit program sponsor recognition page

Promotional insert in summit folder or bag (content subject to CBC approval)

Opportunity to reach attendees via email two weeks prior to the summit

Company name in summit program sponsor recognition page

Advertising space in summit program

<table>
<thead>
<tr>
<th></th>
<th>Full Page</th>
<th>Half Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Business Card</th>
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</table>

Sponsor recognition on California Breastfeeding Coalition (CBC) website

Summit registrations: registration includes three full days, all sessions, evening reception, and luncheons

|                | 5 | 3 | 2 | 2 | 1 | 1 |

Exhibitor table for three days

|                      | 3 Exhibit Tables | 2 Exhibit Tables | 1 Exhibit Table | 1 Exhibit Table | 1 Exhibit Table | 1 Exhibit Table |

Company name and contact information listed in the summit program

The CBC does not accept sponsorships, advertisements, exhibits, or donations from entities in violation of The International Code of Marketing of Breast-milk Substitutes (the “Code”) and subsequent World Health Assembly resolutions. All publications and materials distributed must be in compliance with the Code. To this end, the CBC reserves the right to refuse sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.
**Marketing Opportunities**

### Full Color Advertising in the Summit Program

<table>
<thead>
<tr>
<th>Price</th>
<th>Placement</th>
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<tbody>
<tr>
<td>$700</td>
<td>Back Cover</td>
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<tr>
<td>$600</td>
<td>Inside Front Cover</td>
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<td>$600</td>
<td>Inside Back Cover</td>
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<td>$500</td>
<td>Full Page</td>
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<td>$350</td>
<td>Half Page</td>
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<tr>
<td>$200</td>
<td>Quarter Page</td>
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**Materials are due to the CBC by Friday, December 16, 2016**

Email your digital ad file to robbiegd.cbc@gmail.com

**Submission Guidelines:**

- **Format:**
  - High resolution JPG accepted.
  - Ads must be complete and sized at 100%

- **Image:**
  - Resolution must be at least 300dpi.
  - Embed all fonts and graphics when creating the JPG files.

- **Trim Size:**
  - 8 ½” x 11”

- **Color:**
  - Any color must be in high-res RGB format.

### Other Marketing Opportunities

- **$2,500**
  - **Attendee Tote Bags** (Limited to 1 Sponsor): Your company logo will be printed on one side of the tote bag with the California Breastfeeding Coalition on the opposite side or side by side. This company also receives the Star Sponsorship level benefits.

- **$300**
  - **Promotional Item in Tote Bag**: The item could be a full-page flyer, post card, report, pen, etc.

- **$2,000**
  - **Summit Evening Reception** on January 25th: Signage with the company logo.

- **$1,000**
  - **Morning Coffee/Tea Service** for one day: Signage with the company logo.

- **In-Kind**
  - **Silent Auction Donation**: Your company can gain further exposure of your product by participating in the California Breastfeeding Summit Silent Auction. Our items will be on display throughout the summit. This is a popular and fun event for attendees as well as a great way to support the Coalition. Please consider donating items valued at $100 or more and join in on the fun of bidding. Please complete the form on page 7. **All items should be received by January 9, 2017.**

  Send donation with form to:
  Arissa Palmer c/o BreastfeedLA
  2851 W. 120th St., Suite E #335
  Hawthorne, CA 90250

### Questions?

Please contact Arissa Palmer at 323-210-8505 or email to apalmer@breastfeedla.org

California Breastfeeding Coalition | 510 Beaumont Ave, Pacific Grove, CA 93950
Phone: 831-917-8939 | Email: californiabreastfeeding@gmail.com
http://californiabreastfeeding.org/
Sponsor and Marketing Opportunities Application

SPONSOR

First Name                     Last Name

Company Name                  Website

Address                        City/State/Zip

Phone                          Email

Product/Service Exhibiting

SPONSORSHIPS  Please select your choice of sponsorship level.

☐ $20,000 Platinum Sponsor     ☐ $15,000 Gold Sponsor
☐ $15,000 Gold Sponsor        ☐ $10,000 Silver Sponsor
☐ $5,000 Bronze Sponsor       ☐ $2,500 Star Sponsor
☐ Electricity. If you need electricity, a form will be emailed to you so that you can pay the hotel directly for the $50 charge.

ADVERTISING IN THE SUMMIT PROGRAM  Please select all that apply.

☐ $700 Back Cover              ☐ $600 Inside Front Cover
☐ $600 Back Cover              ☐ $500 Full Page
☐ $350 Half Page               ☐ $200 Quarter Page

OTHER MARKETING OPPORTUNITIES  Please select your choices of other marketing opportunities.

☐ $2,500 Attendee Tote Bags    ☐ $300 Promotional Item in Tote Bag
☐ $2,000 Summit Evening Reception ☐ $1,000 Morning Coffee/Tea Service
☐ In-Kind Silent Auction Donation  Please complete form on page 7.

Application/Contract Terms

Application to exhibit/sponsor this ____ day of ______ 20____ by and between _________________________________ (hereinafter called
"Exhibitor/Sponsor") and the California Breastfeeding Coalition. In accordance with the following terms, conditions, and regulations governing
exhibitors and sponsors of the Summit of the California Breastfeeding Coalition at the Wyndham Anaheim Garden Grove, CA, January 25-January 27,
2017 the undersigned hereby makes application for exhibit space/sponsorship/marketing which, when accepted by the California Breastfeeding
Coalition, becomes a contract. Terms and conditions in the Sponsor and Exhibitors Opportunities Packet are a part of this contract. The undersigned
agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by California
Breastfeeding Coalition management, the Wyndham Anaheim Garden Grove, CA or state of California. Failure to abide by such rules and regulations
results in forfeiture of all monies paid or due the California Breastfeeding Coalition under terms of this agreement.

Signature __________________________ Date __________________

Payment Information

☐ Pay by Check:  Check # ________________ (Please make check payable to the California Breastfeeding Coalition)
☐ Pay by Invoice:  I need an invoice sent to the above contact and address for payment.

PLEASE SUBMIT THE PAYMENT AND A SIGNED COPY OF THIS APPLICATION BY DECEMBER 16, 2016 TO:
California Breastfeeding Coalition | 510 Beaumont Ave, Pacific Grove, CA 93950
Tax Exempt EIN# 45-2688965
email: robbiegd.cbc@gmail.com
Exhibitor and Marketing Opportunities Application

EXHIBITOR

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
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<th>Company Name</th>
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<th>Phone</th>
<th>Email</th>
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Product/Service Exhibiting

EXHIBITOR  Please select your choice of exhibitor. If you are going to only be an exhibitor, you can also register online at this link https://cabfsummit2017exhibitors.eventbrite.com

- $650 For Profit
- $350 For Profit Sole Proprietor
- $350 Non Profit
- Electricity. If you need electricity, a form will be emailed to you so that you can pay the hotel directly for the $50 charge.
- $350 For Profit Sole Proprietor

ADVERTISING IN THE SUMMIT PROGRAM  Please select all that apply.

- $700 Back Cover
- $600 Inside Front Cover
- $600 Back Cover
- $500 Full Page
- $350 Half Page
- $200 Quarter Page

OTHER MARKETING OPPORTUNITIES  Please select your choices of other marketing opportunities.

- $2,500 Attendee Tote Bags
- $2,000 Summit Evening Reception
- $1,000 Morning Coffee/Tea Service
- $300 Promotional Item in Tote Bag
- $2,000 Summit Evening Reception
- In-Kind Silent Auction Donation Please complete form on page 7.

Application/Contract Terms

Application to exhibit/sponsor this __________ day of __________ 20____ by and between _________________________________ hereinafter called “Exhibitor/Sponsor” and the California Breastfeeding Coalition. In accordance with the following terms, conditions, and regulations governing exhibitors and sponsors of the Summit of the California Breastfeeding Coalition at the Wyndham Anaheim Garden Grove, CA, January 25-January 27, 2017 the undersigned hereby makes application for exhibit space/sponsorship/marketing which, when accepted by the California Breastfeeding Coalition, becomes a contract. Terms and conditions in the Sponsor and Exhibitors Opportunities Packet are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by California Breastfeeding Coalition management, the Wyndham Anaheim Garden Grove, CA or state of California. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due the California Breastfeeding Coalition under terms of this agreement.

Signature ___________________________ Date ______________

Payment Information

- Pay by Check: Check # __________ Please make check payable to the California Breastfeeding Coalition. Please submit payment and a signed application to California Breastfeeding Coalition, 510 Beaumont Ave, Pacific Grove, CA 93950 by December 16, 2016.
- Pay by Invoice: I need an invoice sent to the above contact and address for payment. Email signed application to robbiegd.cbc@gmail.com or mail to California Breastfeeding Coalition, 510 Beaumont Ave, Pacific Grove, CA 93950 by December 16, 2016.
- Pay by Credit Card: Go to this link by December 16, 2016 https://cabfsummit2017exhibitors.eventbrite.com

PLEASE SUBMIT THE PAYMENT AND APPLICATION BY DECEMBER 16, 2016
Tax Exempt EIN# 45-2688965
# Silent Auction Item Donation Form

## Donor Information

**Donor Name**

Who should we contact regarding this donation? Acknowledgment letters will also be sent to this person. Name and Title

**Company Name**

**Address** | **City/State/Zip**
---|---

**Phone** | **Email**
---|---

## Item Description

**Donated Item**

**Estimated Value** | **What is the expiration date to use / redeem this prize?**
$ | 

How does the winner redeem the item?

**Detailed item description of 50-100 words.**

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**PLEASE REPLY BY JANUARY 9, 2017**

Questions can be directed to Arissa Palmer at 323-210-8505 or email to apalmer@breastfeedla.org

All items should be received by January 9, 2017. Send donation with form to: Arissa Palmer c/o BreastfeedLA 2851 W. 120th St., Suite E #335 Hawthorne, CA 90250
General Rules & Regulations

The following contract conditions, rules, and regulations are part of the California Breastfeeding Coalition (CBC) Breastfeeding Summit Exhibit Space and Sponsorship Application and Contract. Please read carefully before signing the application. After completing the Application and Contract, please give a copy of these rules and regulations to the person(s) responsible for the construction of your exhibit booth, or creation of your advertisement or sponsorship materials.

Application/Contract and Payment of Fees

Rates are as listed in the Application and Contract. Applications will neither be processed nor space assigned or confirmed without the required payments and signatures. All applications must be accompanied by payment of the total charges. The CBC retains the option of returning funds.

Cancellation

Cancellations must be directed in writing to California Breastfeeding Coalition, 510 Beaumont Ave., Pacific Grove, CA 93950. Refunds, less an administrative fee of $100 or 10% of fees (whichever is greater), will be made at the CBC’s discretion, but no refund will be given for any cancellation made after December 30, 2016. In case of fire, the elements, or any other causes beyond management’s control that prevent the holding of the conference, this contract will not be binding.

Assignment of Space/Opportunities

All space will be assigned and opportunities awarded on a first-come, first-served basis. Every effort will be made to accommodate requests. The CBC reserves the right to make such changes to the exhibit hall floor plan as may be deemed necessary.

Selection of Sponsors/Exhibitors

The CBC does not accept sponsorships, advertisements, exhibits, or donations from entities in violation of The International Code of Marketing of Breast-milk Substitutes (the “Code”) and subsequent World Health Assembly resolutions. All publications and materials distributed must be in compliance with the Code. To this end, the CBC reserves the right to refuse sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

Approval Required for All Materials

CBC reserves the right to require exhibitors/sponsors to remove any display item(s) or literature that are not in alignment with the Code.

Acceptance of exhibit/sponsorship does not constitute endorsement of the products, services, or mission of the exhibitor/sponsor by the CBC or its member organizations. Exhibitor/sponsor organizations cannot use the CBC name without express written permission from the CBC.
The following contract conditions, rules, and regulations are part of the California Breastfeeding Coalition Summit Exhibit Space Application and Contract. Please read carefully before signing the application. After completing the Application and Contract, please give a copy of these rules and regulations to the person(s) responsible for the construction of your exhibit booth.

1. **Exhibitor Check-in:** Please check-in at the registration desk. Exhibitors will be given badges that must be worn at all times.

2. **Please note:** All exhibit booth setup must be completed by January 25, 5:30 PM and no dismantling may begin before closing of the exhibit hall on Friday, January 27, 12:00 PM.

3. **Show Cancellation:** If the conference or exhibit is cancelled due to circumstances beyond the control of the California Breastfeeding Coalition (CBC), the CBC will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space that may be recoverable from third-party vendors at the time of such cancellation.

4. **Liability:** The CBC and the Wyndham Anaheim Garden Grove will not be responsible for the safety of the property of the exhibitors from theft, fire, damages, accident, or other causes. Exhibitors agree to protect, save, and hold the CBC and the Wyndham Anaheim Garden Grove and all agents and employees thereof (hereinafter collectively called “indemnities”) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save, and hold harmless the indemnities against and from any and all losses, costs (including attorney’s fees), damages, liability, or expense arising from or out of or by any reason of any accident of bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees and business invitees which arises from or out of or by reason of said exhibitor’s occupancy and use of the exhibition premises or a part thereof.
**General Exhibit Information**

**Exhibit Show Set-Up and Hours**

Exhibitors may start setting up at 1:00 PM on Wednesday, January 25, 2017

**TENTATIVE Dedicated Exhibit Times**

- Wednesday, January 25, 2017
  5:30 PM to 7:00 PM with Reception
- Thursday, January 26, 2017
  7:00 AM to 6:00 PM
  Dedicated times: AM—7:00-8:00, 10:45-11:00
  PM—2:10-2:30, 3:30-3:40, 5:00-6:00
- Friday, January 27, 2017
  7:00 AM to 11:00 AM
  Dedicated times: AM—7:00-8:00, 9:00-9:30, 10:30-11:00

**Exhibit Show Space**

Each exhibit space includes one 6 ft. skirted and draped table with two chairs. Wireless internet is available at no cost. Electricity is available for a cost of $50. Please check your needs on the application.

**Restrictions:** Exhibitors will not be allowed to display, promote, give away samples or show pictures of infant formula, bottles or nipples. All promotional material must be compliant with the WHO-UNICEF “International Code of Marketing of Breastmilk Substitutes.” The California Breastfeeding Coalition reserves the right to decline any sponsor or promotional material that it judges inappropriate.

**Parking**

Valet parking is available at the cost of $16.00 per night with in and out privileges. As a convenience to Summit guests, Wyndham offers complimentary self parking. Rates subject to change.

**Location**

The location of the California Breastfeeding Summit
Wynndham Anaheim Garden Grove
12021 Harbor Boulevard
Garden Grove, CA 92840
Tel: 714-867-5555

**Hotel Reservations**

Call 714-867-5555 or 877-999-3223 and mention the California Breastfeeding Summit when making your reservation to get the special room rate.

Online reservation link:
https://aws.passkey.com/event/13857146/owner/7979/home

Reserve your room by 5:00 PM January 6, 2017.

Special room rates are available:
$120 single/double/triple/quadruple occupancy

**Shipping and Receiving**

Please clearly label your shipping with Name of Event, Date and Contact Name.
Send to:
Wyndham Anaheim Garden Grove
12021 Harbor Blvd.
Garden Grove, CA 92840

Package handling will be assessed a labor fee of $4.00 per box or $100.00 per pallet roundtrip.