Midwifery Today Conference
Advertising Opportunities
Mount Laurel, New Jersey • April 18–22, 2018
Exhibitor Dates: April 20–22, 2018
“Love Is the Essence of Midwifery”

Reach a Targeted Audience!
Midwives, Doulas, Nurse-midwives, Childbirth Educators, Aspiring Midwives & Students

midwiferytoday.com/conferences/new-jersey-conference-2018

Mail: P.O. Box 2672, Eugene, OR 97402 USA
Tel: +1-541-344-7438 or 800-743-0974 (U.S./Canada)
Fax: +1-541-344-1422
E-mail: ads@midwiferytoday.com

Photo by Monet Moutrie—monetnicole.com
About Midwifery Today

Midwifery Today was founded in 1986 in order to advocate for normal, healthy birth and to educate birth professionals. In 1992, the first Midwifery Today conference was held in Eugene, Oregon. Since then, the conference program continued annually, soon including up to three conferences a year in domestic and international locations. Hundreds of midwives join us each year to learn, network and recharge.

“Thank you so much for your amazing work. I had a wonderful time, felt very welcomed, and came out with a greater understanding of how midwifery can empower women.”

“After being on the midwifery path for six years or so … this is the first time, aside from very intimate circles, I have experienced the love, care, compassion, and vision I’ve always thought midwifery encompassed. Thank you for providing opportunities for expansion, growth, love, global and individual healing, community, wisdom keeping, and more … you are loved and appreciated.”

—Testimonials from the Harrisburg, Pennsylvania, 2016 Conference

About Our Birth Professionals

• Attendees at Midwifery Today conferences are not only practicing midwives, but aspiring and student midwives, doulas, lactation consultants, naturopathic doctors, childbirth educators, massage therapists, and advocates for natural birth.
• The birth professionals who attend our conferences practice in hospitals, birth centers, private practices, and homes.
• Birth professionals are involved in many aspects of prenatal and postpartum care and well-being for pregnant moms and babies, which can include nutritional counseling, gynecologic care, breast cancer screenings, emotional counseling, family planning, breastfeeding consultation, therapeutic treatments, and many more aspects of holistic care.
• A great variety of products and services appeal to our conference-goers, from gifts for mom and baby, medical equipment, educational materials, nutritional supplements, organic and holistic products, midwifery colleges, and much more.
• The main professional focus of our conference attendees is the support of moms, dads, and babies, enabling them to live happier, healthier lives.
Advertising Opportunities for
Midwifery Today’s Mount Laurel, New Jersey, 2018 Conference

Mount Laurel Conference • Exhibit April 20–22, 2018

Exhibit Tables

| BY February 5, 2018: $425 | AFTER February 5, 2018: $475 |

Midwives, doulas, nurse-midwives, childbirth educators, and other childbirth practitioners attend our conferences to learn and grow from the experiences and information provided. Attendees are interested in the products and services they see and will make a personal connection with you and your products/services.

Price includes a 6 foot table, chairs, and skirting. Electric outlets are available, but exhibitors must bring their own extension cord and power strip. All exhibitors who submit signed contracts and payments by February 5, 2018, will be included in the conference program. Last-minute exhibitors are generally accepted; however, we will not be able to include them in the program.

Exhibitors get a 50% discount on one conference registration of 3 or more days.

Conference Program Ads

- Back Cover (full page)
- Inside Front & Back Covers
- Full Page (7.5” w x 10” h)
- 1/2 Page Hor. (7.5” w x 5” h)
- 1/2 Page Ver. (3.75” w x 10” h)
- 1/4 page (3.75” w x 5” h)
- Business Card (3.5” w x 2” h)

(See order form for prices.)

Please send a digital, grayscale ad. In general, high resolution JPEG (.jpg), TIFF (.tif), or Postscript (.ps) files with all fonts downloaded and high resolution graphics (300 dpi) are ideal. We also accept PDF (.pdf) files.

E-mail digital copy to: ads@midwiferytoday.com or Upload For files larger than 4 MB, please e-mail layout@midwiferytoday.com for upload instructions.

Program Ad Deadline:
February 5, 2018

Registration Inserts

BY February 5, 2018: $125 / AFTER February 5, 2018: $150

Inserts may be promotional flyers, coupons, samples, or announcements from your business or service. This is a perfect opportunity for you to take advantage of the buying power of midwives, doulas, and other birth professionals. Flyers will be inserted into conference packets or bags given to all registrants. Please, no paperclipped inserts.

Size limit: 8½” x 11”, Quantity: 250

Insert Mailing Instructions

- Mail inserts to arrive no later than April 16, 2018, but no earlier than April 11, 2018.
- Please number multiple boxes (1 of 2, etc.).

Mail inserts to:
The Hotel ML
915 Route 73
Mount Laurel, NJ 08054


Mail payment to:
Midwifery Today, Inc.
Conference Inserts
P.O. Box 2672
Eugene, Oregon 97402 USA

Venue Information

The Hotel ML
915 Route 73
Mount Laurel, New Jersey 08054
+1-856-234-7300 thehotelml.com

Specific Responsibilities of the Exhibitors

Exhibit area will be open all day Friday–Sunday. Setup is at 7:00 am on Friday. Plan to be at your table during morning registration, breaks and lunchtime. You are responsible for your table and products. No security is provided.

Contact the hotel for instructions if you plan to mail packages for your exhibit table.

Projection Ad

BY February 5, 2018: $75 / AFTER February 5, 2018: $100

Your ad will loop in a slide show format with other ads for 20 minutes before the first morning general session and for up to 10 minutes before other general sessions or breakouts, as time allows.

Submit a 1024 x 768 pixel graphic for best results. For files larger than 4 MB, please e-mail layout@midwiferytoday.com for upload instructions.

For more information, contact us:
+1-541-344-7438 Fax +1-541-344-1422
ads@midwiferytoday.com
Exhibitors shall assume entire responsibility and hereby agree to protect, indemnify, defend, and hold harmless The Hotel ML and Midwifery Today, Inc., their employees and agents, against all claims, losses, and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by Exhibitor’s installation, removal, maintenance, or occupancy of the exhibition premises or any part thereof, excluding any such liability caused by the sole negligence of The Hotel ML or Midwifery Today, Inc., their employees, or agents.

In addition, the Exhibitor acknowledges that neither The Hotel ML nor Midwifery Today, Inc., maintain insurance covering Exhibitor’s property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

There will be no refunds of exhibition costs after February 5, 2018. A processing fee equal to 30% of the amount paid will be deducted from any refund given on or before this date.

Neither The Hotel ML nor Midwifery Today, Inc., will assume any responsibility for lost or stolen articles.

I, the Exhibitor, agree to all terms and conditions stated in this contract. In addition I have read and agree to the terms and conditions for advertising with Midwifery Today, Inc., wherein Advertiser is understood to be the Exhibitor.

Authorized Signature                                                   Date                                          Exhibitor Name

Please sign this agreement, fill out the Advertising Order Form and return both to the Advertising Director at Midwifery Today, Inc. Keep a copy for your records.
This is an agreement between Midwifery Today, Inc., and ________________________________ (Advertiser) regarding advertising options at the Midwifery Today Conference to be held April 18–22, 2018, at The Hotel ML in Mount Laurel, New Jersey.

Please select your choice of advertising options:

<table>
<thead>
<tr>
<th>Conference Program Ad</th>
<th>By Feb. 5, 2018</th>
<th>After Feb. 5, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (full page)</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover (full page)</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover (full page)</td>
<td>$200</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$165</td>
<td></td>
</tr>
<tr>
<td>½ Page</td>
<td>$90</td>
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<tr>
<td>¼ Page</td>
<td>$55</td>
<td></td>
</tr>
<tr>
<td>Business Card</td>
<td>$45</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Projection Ad</th>
<th>By Feb. 5, 2018</th>
<th>After Feb. 5, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75</td>
<td>$100</td>
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</tbody>
</table>

| Registration Packet Inserts | $125 After Feb. 5, 2018 | $150 |

| Exhibit Table* | $425 After Feb. 5, 2018 | $475 |

*Advertiser must submit a signed Exhibitor Contract.

Do you need an electrical outlet?
- No
- Yes (Bring a heavy-duty extension cord and power strip.)

Do you need an electrical outlet?

| Conference Program | $__________ |
| Registration Packet Inserts | $__________ |
| Exhibit Table | $__________ |
| Projection Ad | $__________ |

Total Amount Due $__________

Method of Payment
- Check/Money Order
- MasterCard
- Visa

Card Number __________________________ Name on Card __________________________ Exp. Date __________
Address __________________________ Signature __________________________
(as it appears on credit card bill)

Contact Information
Advertiser __________________________ Phone __________________________
Contact Person’s Name __________________________ Title __________________________
Names of Exhibit Attendants (for name tags) __________________________
Address __________________________ Fax __________________________
City, State, Country, Zip/Postal Code __________________________ E-mail __________________________
Product or Service (for program listing, 10–15 words) __________________________ Website __________________________

Contact Information for Program (if different from above)
______________________________ __________________________

Terms and Conditions
Refund/Cancellation Policy: Advertisers may cancel this agreement at any time by written notice to Midwifery Today. There will be NO refunds of conference advertising fees after February 5, 2018. A processing fee equal to 30% of the amount paid will be deducted from any refund given on or before this date.

I have read and agree to the Advertising terms and conditions with Midwifery Today, Inc., and further represent our right to use any graphic, image, or photograph provided for advertising publication, including model release or product image, and agree to hold Midwifery Today harmless from any claims arising from such use.

Advertiser’s Signature __________________________ Date __________________________
Advertising Terms and Conditions

Definition of terms
“MT” means Midwifery Today, Inc.
“Advertisement” (“Ad”) or “Advertising” means material or a message in any format that promotes an Advertiser’s brand or products or services.
“Advertiser” means a person or entity that provides Advertisements, whether directly or indirectly or through its advertising agency, to promote itself, its brands, or the products or services it offers.

Payment
The Advertiser agrees to pay the charges for Advertisements published or distributed, or for exhibit tables reserved at his/her direction. PAYMENT IS DUE ON OR BEFORE THE ADVERTISEMENT DEADLINE.
Late payment may result in a late charge, loss of discount, cancellation of the Advertisement, and/or postponement of the Advertisement to the following issue.
Year-long contracts are not subject to rate increases that occur during the period of the contract. At the end of the contract, rate increases may be put into effect for subsequent Ads.

Deadlines
The Ad deadlines for Midwifery Today magazine are January 15 (March issue), April 15 (June issue), July 15 (September issue) and October 15 (December issue). The ad deadline for Midwifery Today E-News is Thursday, 9 am U.S. Pacific Time, when publication is the following Wednesday.
Deadlines for conference Advertisements vary. Please see the specific conference Advertising Opportunities information for details.
Ad copy is due on or before the Ad deadline. Ad copy submitted after the deadline may result in a late charge, loss of discount, cancellation of the Ad, and/or postponement of the Ad to the following issue.
Last minute conference exhibits are generally accepted on a space-available basis.

Changes and cancellation
All verbal instructions regarding contracts or changes of any kind must be confirmed in writing by the Advertiser.
Cancellation of or changes to Ads will generally not be accepted after Ad deadline, and none may be presumed executed without acknowledgment from MT.

Cancellation of year-long contract
Advertisers may cancel a year-long contract by written notice to MT at least 10 days prior to the next Ad deadline. At such time, the Advertiser will be responsible to pay for any Ads already run as part of a yearly contract at their full, not discounted, rate.
All such sums of money are due and payable before the next Ad deadline in order to cancel the contract.
In the absence of written termination notice from the Advertiser, MT is authorized to insert the last contracted Ad and bill the Advertiser toward fulfillment of the contract.

Restrictions
MT reserves the right to determine placement of all Ads and shall not be bound by requests for special positions other than covers, despite efforts made to meet Advertiser’s preferences.
MT reserves the right to refuse or cancel any Advertisement and to disallow any promotion or sale of any item at its conferences or through use of its mailing lists which, in its sole opinion, does not conform to MT’s standards.

Limit of Liability
MT’s liability for any error shall not exceed the single instance cost of the space purchased. MT is not responsible for errors in key numbers or other typing errors.
Conditions appearing on contracts or submitted copy that conflict with MT’s policies will not be binding upon MT.
All agreements are subject to acts of God, fires, strikes, accidents, and other occurrences beyond MT’s control. MT shall not be liable for any costs or damages if the terms of an Advertising Agreement are not fulfilled due to any such cause.
The Advertiser assumes responsibility for any and all claims that may arise as a result of Advertisements with MT and will indemnify MT against any claims or liability arising there from.
Any graphic or image provided to Midwifery Today, created by MT for an advertiser, or recorded at a Midwifery Today sponsored event after notice to participants, may appear in any medium for marketing or editorial use by MT.

Advertising Policy Notice: MT does not accept Advertising or conference exhibits for breast milk substitutes, pacifiers, nipples, or bottles. Other unacceptable Advertising includes, but is not limited to, duplication of products or services offered by MT, pyramid schemes, and any product or service believed by MT to be harmful to mothers or babies. Advertisements for breast pumps, pump accessories, and breast milk storage devices are generally acceptable. Any graphic or any image provided to MT, created by MT for an advertiser, or recorded at a MT sponsored event, may appear in any medium for marketing or editorial use by MT.

[Updated 09/30/13]