



American College of Nurse Midwives,
Eastern MA Chapter

Association of Women's Health,
Obstetric & Neonatal Nurses,
Massachusetts Section

Boston Association for
Childbirth Education &
The Nursing Mother's Council

Boston University
School of Public Health
Department of
Maternal & Child Health

Center for Community Health and
Health Equity,
Brigham & Women's Hospital

DONA International

Healthy Mothers, Healthy Babies
Coalition of Massachusetts

International Cesarean Awareness
Network

La Leche League of MA/RI/VT

Lamaze International of
New England

March of Dimes,
Massachusetts Chapter

Massachusetts
Department of Public Health

Massachusetts
Lactation Consultant Association

Massachusetts Midwives Alliance

Massachusetts Women, Infants and
Children (WIC) Program

Postpartum Support International

The Organization of Labor Assistants
for Birth Options and Resources

February 1, 2010

Dear Sponsor:

Please join us at the 21st Annual Partners in Perinatal Health Conference on Tuesday, May 18, 2010. We invite you to be a sponsor for this dynamic event. We are very excited to announce the new venue at the Sheraton Four Points Conference Center in Norwood, Massachusetts. This center will promote higher visibility and convenience for our sponsors and exhibitors.

Partners in Perinatal Health is a collaboration of non-profit organizations committed to quality care for new and expectant families in New England. The attendees include a diverse spectrum of maternal and child health specialists including midwives, nurses, obstetricians, social workers, nutritionists, lactation consultants, childbirth educators, and birth and postpartum doulas.

Partners in Perinatal Health have a long-standing reputation for the prominence and quality of its speakers as well as its statewide focus. This makes for another excellent opportunity for sponsors to reach a broad array of perinatal health care providers.

Sponsorship affords your business an excellent opportunity to gain visibility, strengthen professional associations and support programs for healthier families. Sponsors and exhibitors have been consistently pleased with both the numbers and the diversity of participants at the annual conference. This year we expect approximately 500 attendees.

Partners in Perinatal Health is committed to providing in-depth, high quality conferences that are affordable for participants. Your sponsorship will help provide scholarships to keep this conference accessible to all.

This conference is a unique forum to build your market while supporting maternal and family health programs in New England. We encourage you to be part of this important event. The deadline for sponsorship is March 30, 2010. For more information, please contact Jean MacBarron at (781) 223-4805 or jean.macbarron@gmail.com. Please visit our website: www.piphma.org.

We look forward to hearing from you.

Sincerely,

Jean MacBarron
Sponsorship Chairperson
2010 Partners in Perinatal Health Conference



PARTNERS IN PERINATAL HEALTH

WHO ARE WE?

Partners in Perinatal Health is a partnership of non-profit organizations committed to improving the quality of health care and other support services available to pregnant and parenting families. Formed in 1989, the partnership has sponsored twenty annual conferences about issues of perinatal care. Our twenty first conference will be held on May 18, 2010 at the Sheraton Four Points Conference Center, Norwood, MA.

WHAT ARE OUR OBJECTIVES?

- To examine current issues that impact infant survival and women's health.
- To identify cultural issues affecting perinatal health care and support services.
- To share knowledge and exchange information among health professionals and consumers about perinatal health.
- To examine model programs that address the many conditions that put mothers, children and families at risk.

WHO PARTICIPATES?

Partner organizations share the following characteristics:

- The organization's mission and activities are related to maternal and child health and perinatal issues;
- A commitment to the goals of the partners in Perinatal Health Conference;
- A statewide focus;
- A membership or constituency; and experience organizing and planning educational activities or events.

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Postpartum Support International

ToLabor



Sponsorship Opportunities

Deadline, March 30, 2010

Sponsorship offers your company the extra exposure necessary to increase brand awareness. Partners in Perinatal Health offer several affordable options to meet your marketing needs in this competitive environment. All sponsors are recognized through prominent signage onsite as well as in the conference mailings (if commitment is received prior to mailings). Special recognition of support to all attendees during the welcoming announcements and at lunch.

GOLD SPONSORSHIP \$2000

- Insert your notepad/pen into registrant's bag that sponsor provides
- Literature about your company/products inserted into the conference packets
- Company banner to be visible in main ballroom
- Company name/logo on signs posted around venue
- Company name and link on PIPH website
- Company name on donor list
- Three complimentary conference registrations
- Three complimentary lunches
- Two eight foot display tables

SILVER SPONSORSHIP \$1500

- Literature about your company/products inserted into the conference packets
- Company name/logo on signs posted around venue
- Company name and link on PIPH website
- Company name on donor list
- Two complimentary conference registrations
- Two complimentary lunches
- One eight foot display table

BRONZE SPONSORSHIP \$1000

- Company name/logo on signs posted around venue
- Company name and link on PIPH website
- Company name on donor list
- Two complimentary conference registrations
- Two complimentary lunches
- One six foot display table

EXHIBITOR \$525

- One complimentary conference registration
- One complimentary lunch
- One six foot display table



Partners in Perinatal Health

21st Annual Conference: Together, Supporting Families
Sheraton Four Points Conference Center, Norwood, MA - May 18, 2010

Sponsor Registration Form – Deadline: March 30, 2010

Organization/Company _____

Contact Name _____ Phone (____) _____

Address _____

City _____ State _____ Zip _____

E-Mail _____ Fax (____) _____ Website _____

Names and titles of booth staff for nametags 1) _____

2) _____

3) _____

Products or services to be displayed _____

Will you need an electrical outlet? No _____ Yes _____ (\$35 additional cost)

Sponsor Opportunities:

- \$2000 Gold Sponsorship
- \$1500 Silver Sponsorship
- \$1000 Bronze Sponsorship
- \$525 Exhibitor Fee
- \$35 Electrical Outlet
- \$ 40 Each additional lunch (please specify number: _____)

Total Cost: _____

Please make checks payable to AdCare Educational Institute Inc. Send payment and form to: AdCare Educational Institute, Inc.; 5 Northampton St.; Worcester, MA 01605

Type of Credit Card: _____ Credit Card #: _____ Exp. Date: _____

Security Code (V-Code3): _____ Full Name on Card: _____

Signature: _____

Acceptance of sponsors does not imply endorsement of any specific organizations or products by Partners in Perinatal Health, Healthy Mothers, Healthy Babies of MA, Partner Organizations, or the planning committee.

Partners in Perinatal Health supports the World Health Organization Code regarding the marketing of breastmilk substitutes. By registering as a sponsor, the company/organization recognizes the Code provisions and agrees to comply with them.

Jean MacBarron, (781) 223-4805 or jean.macbarron@gmail.com

Summary - WHO code of Marketing of Breastmilk Substitutes (1981)

The Code deals with these 11 important areas:

- ❖ No advertising of the products under the scope of the Code to the public.
- ❖ No free samples to mothers.
- ❖ No free or low-cost supplies of breastmilk substitutes to maternity wards and hospitals. (WHA Resolution 39.28, 1986)
- ❖ No promotion of products in health care facilities.
- ❖ No company mothercraft nurses to advise mothers.
- ❖ No gifts or personal samples to health workers.
- ❖ No words or pictures idealizing artificial feeding, including pictures of infants, on the labels of the products.
- ❖ Information to health workers should be scientific and factual.
- ❖ All information of artificial feeding, including the labels should explain the benefits of breastfeeding, and the costs and hazards associated with artificial feeding.
- ❖ Unsuitable products, such as sweetened condensed milk, should not be promoted for babies.
- ❖ All products should be of high quality and take account of the climatic and storage conditions of the country where they are used.