Dear Sponsor:

Please join us at the 28th Annual Partners in Perinatal Health Conference on May 2, 2017. We invite you to be a sponsor for this dynamic event, to be held at Four Points Sheraton, Route 1, Norwood MA.

Partners in Perinatal Health are 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, chiropractors, birth and postpartum doulas.

Partners in Perinatal Health have a long-standing reputation for the prominence and quality of our speakers as well as our regional 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. We are excited to expect over 500 attendees.

Partners in Perinatal Health are 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, 2017. For more information, please contact Sharon 617. 480.0918 samcnm@gmail.com, Linda 781.910.8861 islakdc@gmail.com or Beverly 617. 461.4661 bgnathan@gmail.com. Please visit our website www.piphma.org.

We look forward to hearing from you.

Sincerely,

Sharon Mullen Linda Slak Beverly Nathan

Sharon Mullen  Linda Slak  Beverly Nathan
Sponsorship Chairperson  Sponsorship Committee  Sponsorship Committee
Sponsorship offers your company the extra exposure necessary to increase brand awareness. Partners in Perinatal Health offers several affordable options to meet your marketing needs in this competitive environment. In addition to the publicity incentives outlined below, sponsors will receive special recognition of support during the welcoming announcements and at lunch.

VISIONARY SPONSOR   $2500

***Commit before January 10, 2017 and have your company name/logo printed on the PIPH Brochure distinguishing early sponsorship commitment

- Company sticker on the front cover of PIPH folders (given to all conference attendees)
- Literature about your company/products inserted into the conference packet
  mail to: AdCare Educational Institute, Inc, 5 Northampton St., Worcester MA 01605 prior to April 21, 2017
- Company recognition throughout the conference with logo on signs posted around venue
- Company name and link on PIPH website, Facebook, & Twitter
- Company banner to be visible in the main ballroom
  Supplied by you and given to your conference contact prior to April 25, 2017
- Company name on donor list
- Four complimentary conference registrations
- Four complimentary breakfasts, lunches and snacks
- Two six foot display tables or one eight foot display table

PHILANTHROPIST SPONSOR   $1500

- Company name/logo on signs posted around venue
- Company banner to be visible in the main ballroom
  Supplied by you and given to your conference contact prior to April 25, 2017
- Company name and link on PIPH website, Facebook, & Twitter
- Company name on donor list
- Three complimentary conference registrations
- Three complimentary breakfasts, lunches and snacks
- One eight foot display table

PLEASE NOTE: The number of complimentary registrations and lunches will be strictly enforced.
Sponsor Registration

Registration deadline is **April 10, 2017**.

Organization/Company ________________________________________________

Contact Name _______________________________________ Phone (____) ________________________________

Address ______________________________________________________________

City________________________ State________ Zip_____________________

E-Mail____________________ Fax (____) __________ Website______________________________

Names and titles of table staff for nametags (Visionary Level – 4 staff; Philanthropist Level – 3 staff) 
1)________________________________________________ 3)________________________________________________

2)________________________________________________ 4)________________________________________________

Products or services to be displayed________________________________________

Will you need an electrical outlet? No_____ Yes____

Sponsorship Opportunities:

- $2500 Visionary Sponsor
- $1500 Philanthropist Sponsor

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

Credit Card Type: __________________ Card #: ____________________________ Exp. Date: __________

CV Code ___________ 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, your company/organization recognizes the Code provisions and agrees to comply with them.

Sharon 617.480.0918 samcnm@gmail.com
Linda 781.910.8861 lslakdc@gmail.com
Beverly 617.461.4661 bgnathan@gmail.com
Partners in Perinatal Health

WHO ARE WE?

Partners in Perinatal Health was formed in 1989 as a statewide partnership of non-profit organizations committed to improving the quality of health care and support services available to pregnant women and families through an annual conference about perinatal issues.

Our 28th conference will be held on May 2, 2017 at Four Points by Sheraton Norwood Hotel and Conference Center in Norwood Massachusetts.

WHAT ARE OUR OBJECTIVES?

- To examine current health 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 addressing 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 objectives of the Partners in Perinatal Health Conference
- A statewide focus
- A membership or constituency
- Experience organizing and planning educational activities or events
The Partners in Perinatal Health supports the World Health Organization Code regarding the marketing of breastfeeding substitutes and has requested that all sponsors and exhibitors at the Conference comply.


The Code addressed the following eleven (11) areas of critical concern –

1. No advertising of the products under the scope of the Code to the public;

2. No free samples to mothers;

3. No free or low cost supplies of breastmilk substitutes to maternity wards or hospitals (WHA Resolution 39.28m 1986);

4. No promotion of products in health care facilities;

5. No company mother craft nurses to advise mothers;

6. No gifts or personal samples to health workers;

7. No words or pictures idealizing artificial feeding, including pictures of infants on the labels of the products;

8. Information to health workers should be scientific and factual;

9. All information of artificial feeding, including the product labels, should explain the benefits of breastfeeding and the costs and hazards associated with artificial feeding;

10. Unsuitable products, such as sweetened condensed milk, should not be promoted for babies; and

11. All products should be of high quality and take account of the climatic and storage conditions of the country where they are used.