



Sponsors & Exhibitors Packet

4th Annual Idaho Breastfeeding Summit

Nourishing Partnerships to Benefit Idaho Families

June 26 & 27, 2020

Boise, Idaho



Jack's Urban Meeting Place

1000 W Myrtle St
Boise, ID 83702

Dear Potential Sponsors:

It is my pleasure to offer you the opportunity to become a sponsor of the **4th Annual Idaho Breastfeeding Summit – Nourishing Partnerships to Benefit Idaho Families**. Supporting the Idaho Breastfeeding Summit is an excellent way to market your unique brand to over 100 attendees who include:

- Maternity department nurses, supervisors, and managers
- Leaders of community-based organizations, public health professionals, WIC leaders and staff members
- Advanced-practice healthcare providers
- Lactation consultants and educators
- Community breastfeeding support educators and advocates

We strive to offer a variety of affordable sponsorship options with recognition opportunities to give you high visibility among our audience. Your sponsorship enables us to maintain affordable registration fees and our ability to educate and support improved maternity practices, promote workplace lactation accommodations, establish breastfeeding friendly healthcare provider offices, and bridge gaps in lactation support services before and after the hospital experience in Idaho communities.

The Idaho Breastfeeding Summit is the state's foremost educational gathering that establishes an annual collective action to remove barriers and increase exclusive breastfeeding rates in all Idaho communities. 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 Idaho Breastfeeding Coalition is a 501(C) (3), non-profit entity with a broad reach within Idaho communities. Our mission is to improve the health and well-being of Idahoans 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 Idaho.

Enclosed is a copy of the sponsorship opportunities. Please consider this opportunity, as space is limited. For more information on how to participate, the Idaho Breastfeeding Coalition at idahobreastfeeding@gmail.com . We look forward to discussing this exciting opportunity with you!

Sincerely,



Lynnelle King, BS, CD (DONA), IBCLC
Chair, Idaho Breastfeeding Coalition

	PLATINUM	GOLD	SILVER	BRONZE	FRIEND	SUPPORTER	NON-PROFIT
	\$5,000 or more	\$3,000-\$5000	\$2,000-\$3000	\$1,000-\$2000	\$500-\$1000	\$250-\$500	\$100 or a raffle gift of \$100 value
SUMMIT EXHIBITOR TABLE Space is limited, first come basis	*	*	*	*	*		*
COMPANY NAME IN SUMMIT PROGRAM ON SPONSOR RECOGNITION PAGE	*	*	*	*	*	*	
ADVERTISING SPACE IN SUMMIT PROGRAM	FULL PAGE	HALF PAGE	QUARTER PAGE	BUSINESS CARD			
SPONSOR RECOGNITION ON IDAHO BREASTFEEDING COALITION WEBSITE	*	*	*	*	*	*	
FULL SUMMIT REGISTRATION	3 PERSONS	2 PERSONS	1 PERSON				

The Idaho Breastfeeding Coalition (IBC) does not accept sponsorships, advertisements, 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 comply with the Code. To this end, the IBC 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.

General Rules and Guidelines

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

Application and Payment of Fees

Levels of Sponsorship Fees are listed on the Application form. Applications will be processed, and sponsor space reserved after payments and required signatures are received. All applications must be accompanied by payment. IBC retains the option of returning funds.

Cancellations

Sponsor cancellations must be directed in writing to the Idaho Breastfeeding Coalition, Attn: Lynnelle King, Chair of Idaho Breastfeeding Coalition. 6700 North Linder Road, Suite 156, Box 209. Meridian, Idaho 83646. Refunds, less an administrative fee of \$100 or 10% of fees (whichever is greater), will be made at the IBC's discretion.

Assignment of Spaces for Sponsors

Sponsors tables for 2020 Summit are limited so get your Sponsor registration in soon!

Sponsor will be accepted on a first come, first serve basis. When Sponsor table capacity has been reached, you will be put on a wait list. Sponsor registration fees must be paid in full by May 15, 2020 or the vendor space will be forfeited and given to the next company on the waiting list.

Selection of Sponsors

The IBC 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, IBC 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

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

Acceptance of sponsorship does not constitute endorsement of the products, services, or mission of the sponsor by the IBC or its members. Sponsor organizations cannot use the IBC name without express written permission from the IBC.

In Kind Donations (Monetary and Gift):

Idaho Breastfeeding Coalition
Attention: Mary Kay Klein, IBC Treasurer
6700 North Linder Road, Suite 156
Box 209
Meridian, Idaho 83646
208.740.1077

Sponsorship and Exhibitor Application

Please Select a Sponsorship Level or Exhibitor Category Below

Sponsorship Levels:

- ☐ \$5,000 – Platinum
- ☐ \$3,000-\$5000 – Gold
- ☐ \$2,000-\$3000 - Silver
- ☐ \$1,000- \$3000 – Bronze
- ☐ \$500-\$1000 – Friend
- ☐ \$250-\$500 – Supporter

NON-Profit

- ☐ \$100 or
- ☐ Gift of \$100 value for raffle

- ☐ Yes, please include Exhibitor Table at the Summit
- ☐ Sorry, we will not be able to attend the Summit

Contact Name: _____ Title: _____

Organization Name: _____

Address/City/State/Zip: _____

Phone: _____ Email: _____

Website: _____ Fax: _____

Please complete and return this form to the address below and make checks payable to:

Idaho Breastfeeding Coalition
6700 North Linder Road, Suite 156
Box 209
Meridian, Idaho 83646

Chair: Lynnelle King
Vice Chair: Pattie Hennequin
Treasurer: Mary Kay Klein
Secretary: Caroline Davis
Board Members:

Carrie Anstrand,	Lacey Averett,
Cindy Galloway	Paige Jackson
Mary Monroe	Randi Scrima
Jacqueline Watson	

If you have questions, please contact the Idaho Breastfeeding Coalition at idahobreastfeeding@gmail.com
208.740.1077

Note to Commercial Company Sponsors:

If you are a commercial company sponsor, please complete and sign the *Commercial Support Agreement* that follows and return this form with your *Application* and payment.

4th Annual Idaho Breastfeeding Summit **COMMERCIAL SUPPORT AGREEMENT**

Commercial support is defined as financial, or in-kind, contributions given by a commercial interest, which is used to pay all or part of the costs of a CNE activity. A commercial interest is defined by the American Nurse's Credentialing Center (ANCC) and the Multistate Division (MSD), as any entity producing, marketing, reselling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients. Nonprofit or government organizations, non-healthcare related companies, healthcare facilities, and group medical practices are not considered commercial interests.

Commercial support is categorized as either financial or in-kind. In-Kind support is materials, space or other non-monetary resources or services used by an Activity Provider/Applicant to conduct an educational activity; which may include but is not limited to human resources, marketing services, physical space, equipment such as audio-visual materials and teaching tools. Financial support can be restricted or unrestricted and must be explained. Unrestricted support is support given freely and without constraint by the Commercial Interest Organization. The Activity Provider/Applicant has sole discretion to administer commercial support as appropriate for planning, developing, implementing or evaluating the educational activity. Restricted support is given toward a specific aspect of an educational activity such as meals, breakout sessions or speaker honoraria.

Activity Title: 4th Annual Idaho Breastfeeding Summit

Activity Date: June 26 and 27, 2020 Activity Format: ☒ Live ☐ Enduring

Name of Commercial Interest/Supporter: _____

Commercial Interest Representative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Amount of Support \$ _____

Type of Support: ☐ In-Kind Support – Describe:

☐ **Financial**

☐ Unrestricted

☐ Restricted

☐ Speaker honorarium

☐ Meal function

Note: Double click the shaded box, select the option “Checked” and press Ok to mark the appropriate box with a checkmark.

☐ Speaker travel expenses

☐ Other – Describe:

TERMS & CONDITIONS – please check each box below to indicate your understanding and agreement to terms	
<input type="checkbox"/>	All organizations must comply with the ANCC Content Integrity Standards for Industry Support in Continuing Education Activities
<input type="checkbox"/>	Organizations providing commercial support for an educational activity may not influence the planning, implementation or evaluation of the educational activity, including: <ul style="list-style-type: none"> • Assessment of learning needs • Determination of objectives • Selection or development of content • Selection of planners, presenters, authors and/or content reviewers • Selection of teaching/learning strategies • Evaluation methods
<input type="checkbox"/>	A Commercial Interest Organization may not jointly provide educational activities
<input type="checkbox"/>	The Individual Activity Provider/Applicant will make all decisions regarding the disposition and disbursement of commercial support in accordance with the ANCC/MSD Accreditation criteria.
<input type="checkbox"/>	Commercial support will be disclosed to the learners participating in the educational activity
<input type="checkbox"/>	A Commercial Interest Organization may not exhibit, sell or promote its goods or services in relation to the content of an educational activity at any time during which the educational activity takes place including the introduction and conclusion of the activity, regardless of the format of the educational activity
<input type="checkbox"/>	Advertisements promoting the products or services of a Commercial Interest Organization in relation to the content of an educational activity must be physically separated from the educational activity, regardless of the format of the educational activity
<input type="checkbox"/>	Commercial Interest Organizations may provide giveaways for learners, as long as there is physical separation between accessing the giveaway and learner engagement in the educational activity

By signature below, the representatives (1) acknowledge they are duly authorized to enter into binding contracts on behalf of the Commercial Interest and Individual Activity Provider/Applicant Organizations and (2) agree to comply with the terms and conditions outlined above

INDIVIDUAL ACTIVITY PROVIDER/APPLICANT

Organization Name: Idaho Breastfeeding Coalition

Organization Representative: Pattie Hennequin, Vice Chair of the Idaho Breastfeeding Coalition
and Nurse Planner for the 2020 Idaho Breastfeeding Summit.

Signature:  Date: January 21, 2020

COMMERCIAL INTEREST ORGANIZATION

Organization Name: _____

Organization Representative: _____

Signature: _____ Date: _____