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USBC  
**NATIONAL  
BREASTFEEDING  
CONFERENCE &  
CONVENING**

Advertising, Marketing & Sponsorship  
Prospectus





# WELCOME!

The U.S. Breastfeeding Committee is thrilled to reconvene in person for the 2023 National Breastfeeding Conference & Convening (NBCC) from June 8-10, 2023 in Bethesda, Maryland.

## Schedule:

### ***Preconference Workshop & Awards Ceremony (Schedule TBD)***

- Thursday, June 8: Welcome Dessert Reception at 8 p.m. ET.

### ***Main Conference***

- Friday, June 9: 9:00 a.m. - 6:00 p.m. ET
- Saturday, June 10: 9:00 a.m. - 3:30 p.m. ET

## Location:

Hyatt Regency Bethesda  
One Bethesda Metro Center  
7400 Wisconsin Ave.  
Bethesda, MD 20814

Visit our conference webpage for the link to book your hotel accommodations with the group rate.



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# ABOUT THE USBC

The United States Breastfeeding Committee (USBC) is an independent nonprofit organization that was formed in 1998 in response to the *Innocenti Declaration of 1990*, of which the United States Agency for International Development was a co-sponsor. Among other recommendations, the *Innocenti Declaration* calls on every nation to establish a multisectorial national breastfeeding committee comprised of representatives from relevant government departments, non-governmental organizations, and health professional associations to coordinate national breastfeeding initiatives. **What began as a conversation with 19 people has grown into a powerful coalition of more than 100 organizations that work collaboratively to drive efforts for policy and practices that create a landscape of breastfeeding support across the United States.**

**Our Mission:** to drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States.

**Our Vision:** thriving families and communities.



## ABOUT THE NBCC

This year's theme "Expanding Connections and Partnering for Progress" will bring together a diverse set of clinical, community, advocacy, and research professionals. Collectively, they recognize the public health importance of breastfeeding as critical for reducing the burden of infant morbidity and mortality, childhood and adolescent obesity, chronic disease, maternal type II diabetes, and maternal breast and ovarian cancers.

The convening is designed to develop and strengthen the leadership capacity of the public health workforce, including representatives from direct service organizations, breastfeeding coalitions, hospitals and healthcare facilities, health departments, research institutions, and federal agencies to effectively protect, promote, and support breastfeeding at the national, state, local, and community levels.





# WHY SPONSOR THE NBCC?

1

**Attendees are excited to reconvene in person again this year, and excitement from our attendees is lively!** Take advantage of opportunity to connect with people again in person, share the work you are doing, and increase industry visibility at the same time.

2

Not only will you reach hundreds of conference attendees with your company or organization's advertising, but you'll remain visible to nearly 20,000 visitors on the USBC website every month for the next year! Maximizing your presence and support for the First Food field has never been easier.

3

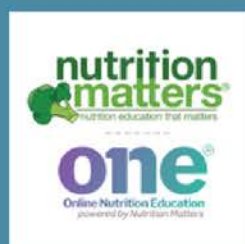
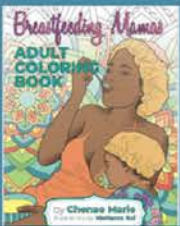
NBCC conference attendees span across a landscape of breastfeeding supporters. You'll expand and grow your own network exponentially while having the opportunity to make a lasting impression on organizations nationwide. Walk away with new contacts, friends, and a renewed excitement that ***together, we do great things!***

# 2022 IN REVIEW

CONFERENCE SPONSOR

## Lactation Education Resources

### EXHIBITORS





# 2022 IN REVIEW



**7,655**

Agenda views between attendees. Maximize your exposure to attendees by sponsoring the conference!



**8,765**

Private & community messages sent between attendees. Our attendees outperform Whova averages by nearly 7,000 messages!



**524**

Registered attendees. Your advertising will reach hundreds of attendees in the First Food field and beyond!



**1,112**

Total likes for attendee-submitted photos and content. Advertise where people are engaging and increase your exposure!





# SPONSORSHIP OPPORTUNITIES

*Sponsoring the National Breastfeeding Conference & Convening demonstrates your commitment to supporting the First Food field! We offer sponsorship opportunities at a range of price points to meet just about any budget. Build your own package with additional items in the Sponsor Registration Form.*

## **Diamond Sponsor: \$10,000**

*Includes:*

- All Gold-level sponsor benefits
- Free virtual exhibitor booth
- Includes up to (3) complimentary full conference registration, including sessions, continuing education credits, and meals.
- One-time E-mail blast message to the attendee mailing list (executed by USBCC office)
- Added visibility with sponsor's name and logo included on an individual scrolling slide before all plenary sessions
- Complimentary advertising opportunities. Booths are reserved on a first come, first served basis, regardless of sponsorship level. Choose between (1) booth, up to (3) advertising inclusions, or any mixture of the two.
- Opportunity to provide brief remarks at the conference.

## **Gold Sponsor: \$7,500**

*Includes:*

- All Silver-level sponsor benefits
- Free virtual exhibitor booth
- Includes up to (2) complimentary full conference registration, including sessions, continuing education credits, and meals.
- Complimentary advertising inclusion of one promotional item or insert in attendee bags
- Opportunity to provide brief remarks at the conference.

## **Silver Sponsor: \$5,000**

*Includes:*

- All Bronze-level sponsor benefits
- Free virtual exhibitor booth.
- Includes (1) complimentary full conference registration, including sessions, continuing education credits, and meals.
- Complimentary advertising inclusion of one promotional item or insert in attendee bags.
- Opportunity to provide brief remarks at the conference.

## **Bronze Sponsor: \$2,500**

*Includes:*

- Free virtual exhibitor booth
- Complimentary access to online attendee directory
- Recognition in conference app
- Recognition in an attendee e-blast message
- Recognition on the conference web page pre- and post-conference
- Recognition during opening plenary session and with sponsor's name in list of sponsors on a scrolling slide before all plenary sessions





# SPONSORSHIP & ADVERTISING OPPORTUNITIES

*Sponsoring the National Breastfeeding Conference & Convening demonstrates your commitment to supporting the First Food field! We offer sponsorship opportunities at a range of price points to meet just about any budget. Contact us for a customized package.*



## **Awards Reception: \$10,000**

This awards reception highlights and honors the achievements of breastfeeding advocates and leaders that dedicate their service to making breastfeeding and human milk feeding a viable option for most families. Help make their reception one to remember! This exclusive sponsorship will recognize your company as the sponsor of the highly anticipated awards ceremony.



## **Welcome Exhibits Dessert Reception: \$7,500**

Everyone loves desserts, exhibits, and networking, and this event combines all three! Show your support by sponsoring Thursday evening's Welcome Exhibits Dessert Reception. This sponsorship includes one giveaway (at sponsor's expense) for each attendee. Special signage recognizes your company as the sponsor of the evening's events.



## **Table Topics Breakfast: \$5,000**

Keep your company's name visible by sponsoring the "Table Topics Breakfast" for conference attendees. Special signage recognizes your company as the sponsor, and you are invited to make remarks from the podium, addressing all attendees (5 minutes).



## **Attendee Tote Bags: \$4,500**

Conference tote bags are distributed to all attendees and are among the most visible sponsorship opportunities, frequently used by attendees long after the close of the events. This exclusive sponsorship includes your company's name and logo imprinted on each bag, as well as the option to include one promotional item in the bags (packet promotion). The USBC logo and name of the event will also appear.





### **Wellness Kit: \$4,000**

Attendees appreciate being provided with travel-friendly comforts such as lip balms, moisturizer, and hand sanitizer. As the sponsor of this kit, you will be able to provide branded items (with USBC approval) for the kit, and put your postcard or other promotion item in the kit with the wellness items. ***This sponsorship makes a BIG impression!***



### **Branded Lanyards: \$3,500**

Allow attendees to display their name tags and ribbons in style! Provide your own custom-made lanyard as a gift to all attendees and make a lasting impression, long after the conference ends!



### **Refreshment Breaks: \$2,000**

*3 breaks available: Friday morning, Friday afternoon, and Saturday morning.*

Reinforce your presence at the conference by sponsoring a beverage/coffee/tea break for attendees. Special signage recognizes your company as the sponsor of the break. In addition, you may provide logo-imprinted napkins or cups for use at this event.



### **Lactation Lounge: \$1,500**

Breastfeeding and human milk expression is welcomed everywhere at USBC events! For those seeking a private space to pump or feed their baby, you will be appreciated for supporting this area. Signage recognizing your support will be posted at the Lactation Lounge, where we'll have a refrigerator, comfortable seating, and electrical outlets for pumping or phone charging.

*You may also elect to sponsor in an "unrestricted donation" capacity. We have unrestricted donations as an option in the Sponsorship Registration Form. Fill in any custom amount!*



# À LA CARTE ADVERTISING OPPORTUNITIES

*Explore additional advertising opportunities below, and add to an existing sponsorship level if desired.*



## **Commercial Packet Promotion: \$400**

Have your target audience carry your message away with them! Provide your promotional flyer, brochure, or sample item to all conference attendees in their conference bags. Submit a sample of your item for approval (PDF image is fine) no later than May 26, 2023.



## **Nonprofit Packet Promotion: \$250**

Take advantage of a discounted advertising opportunity for nonprofit organizations! Get your promotional flyer, brochure, or sample item to all conference attendees in their conference bags. Submit a sample of your item for approval (PDF image is fine) no later than May 26, 2023.

## ADVERTISING DETAILS

1. Only companies and organizations whose services and products are appropriately related to the purpose of the USBC shall be permitted as sponsors, advertisers, or exhibitors. The USBC 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. The USBC 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.
2. All inclusion materials and advertisements must be approved by the conferencing team, and must be submitted for review before May 26, 2023.
3. Download and review all Rules & Regulations (available on our website) before applying for any advertising opportunities.
4. Please email a digital file of any inclusion materials and advertisements to [conference@usbreastfeeding.org](mailto:conference@usbreastfeeding.org) for final approval.





# EXHIBITOR OPPORTUNITIES

*Exhibitor booths are **very** limited. Please submit your application as soon as possible. Exhibitors who opt to "exhibit only" must purchase individual meal tickets if they are not purchasing full conference registration. Exhibit booth applications may be accompanied by any other a la carte marketing opportunity or additional sponsorship opportunity.*

*In-person exhibits get to participate in the Passport Contest!*



## **Commercial (Large Company): \$1,500**

Details:

- Includes virtual booth advertising
- Includes *one* Exhibit Only admission (meals must be added if attendee is not registered for the full conference)



## **Commercial (Small Company <\$100K): \$750**

Details:

- Includes virtual booth advertising
- Includes *one* Exhibit Only admission (meals must be added if attendee is not registered for the full conference)



## **Nonprofit (Large Organization): \$1,200**

Details:

- Includes virtual booth advertising
- Includes *one* Exhibit Only admission (meals must be added if attendee is not registered for the full conference)



## **Nonprofit (Small Organization <\$500K): \$500**

Details:

- Includes virtual booth advertising
- Includes *one* Exhibit Only admission (meals must be added if attendee is not registered for the full conference)

Download the Marketing & Sponsorship Rules and Regulations on our website.



# EXHIBITOR DETAILS

*The exhibit area is located in the foyer just outside of the ballroom. Coffee breaks will be provided in this area, so attendee engagement is maximized during breaks. Exhibitors are provided with one 6' draped table, two chairs, and access to the hotel's wireless internet. Exhibits must fit within an 8' x 8' floor space. Electricity for your exhibit may be added for an additional fee.*

## All exhibitors also receive:

1. \$100 registration discount on full conference access.
2. Complimentary access to online attendee directory.
3. Recognition in *Whova* app and on conference website, **plus** a complimentary virtual booth.
4. **One** complimentary "exhibits only" pass (includes breaks and Thursday reception). Those wanting to attend sessions must purchase a full conference registration.
  - Tickets for breakfasts and lunches must be purchased separately on the registration form, unless a full registration ticket is purchased.
  - To access sessions, you may purchase a full registration ticket (for with a complimentary \$100 discount that is automatically emailed to you after completing your marketing application.

# EXHIBITOR HOURS

*Exhibit hours are maximized for exhibitor exposure, however, the exhibitors are welcome to take breaks at their discretion. Early departure is permitted, with prior approval.*

|                |   |
|----------------|---|
| Set Up         | Thursday, June 8: 5:00 p.m. - 8:00 p.m. ET  |
| Thursday Hours | Thursday, June 8: 8:00 p.m. - 9:30 p.m. ET  |
| Friday Hours   | Friday, June 9: 8:00 a.m. - 6:00 p.m. ET    |
| Saturday Hours | Saturday, June 10: 8:00 a.m. - 3:30 p.m. ET |
| Tear Down      | Saturday, June 10: 3:30 p.m. - 5:00 p.m. ET |

Download the Marketing & Sponsorship Rules and Regulations on our website.





# VIRTUAL EXHIBITOR OPPORTUNITIES

All attendees will be using the *Whova* app. Use this opportunity to engage with them live, and for up to three months following the conference!



**Virtual Exhibit Fee: \$250**



**Virtual Exhibit Fee for BIPOC-led or BIPOC-serving Organizations: \$125**

## EXHIBITING VIRTUALLY

*All virtual booth set ups must be completed by June 4, 2023.*

### ***What's in it for you:***

- Connect with Attendees (using your own company Zoom link, or via chat).
- Advertise promotional offers, conduct raffles, and create exclusive giveaways.
- Branding customizations: logo uploads, company information, contact information, and more.
- Upload handouts and useful documents.
- Add product videos to personalize your brand.
- Setup a live showcase where you can host a virtual live demo.
- Upload welcome videos and branded product videos.
- Create leads & export contacts into your CRM.

Download the Marketing & Sponsorship Rules and Regulations on our website.





# RULES & REGULATIONS

*The following contract conditions, rules, and regulations are part of the U.S. Breastfeeding Committee Conference Marketing Application and Contract. Please read carefully before completing the application form. After completing the application form, please share these rules and regulations with the person(s) responsible for the construction and staffing of your exhibit, or creation of your advertisement or sponsorship materials.*

## General Rules & Regulations

**Application/Contract and Payment of Fees:** Rates are as listed in the Application Form. Applications will neither be processed nor space or opportunities assigned or confirmed without the required payments and confirmation of agreement to the rules and regulations. All applications must be accompanied by payment of the total charges. Receipt of payment does not oblige the USBC to accept a contract as binding; the USBC retains the option of returning funds.

**Assignment of Space/Opportunities (Including Virtual):** All spaces, including virtual spaces, will be assigned and opportunities awarded on a first-come, first-served basis. Every effort will be made to accommodate requests. The USBC reserves the right to make such changes to the exhibit hall floor plan as well as the "virtual exhibit hall" as may be deemed necessary.

**Cancellation:** Cancellations must be addressed in writing to [conference@usbreastfeeding.org](mailto:conference@usbreastfeeding.org). Refunds, less an administrative fee of \$100 or 10% of fees (whichever is greater), will be made at the USBC's discretion, but no refund will be given for any cancellation made after **May 26, 2023**. In case of any civil disobedience, natural disaster or other "Act of God" causes beyond the USBC's control that prevent the holding of the conference on the scheduled dates, the event may or may not be re-scheduled. In case of fire, the elements, or any other causes beyond the USBC's control that prevent the holding of the conference, this contract will not be binding.

**Selection of Exhibitors/Sponsors:** Only companies and organizations whose services and products are appropriately related to the purpose of the USBC shall be permitted as sponsors, advertisers, or exhibitors. The USBC 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. The USBC 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, electronic matter, and conduct.

**Advance Approval Required for All Materials:** Sponsors and exhibitors must submit to the USBC an electronic sample of each item and/or recorded item to be displayed or distributed. All items must be submitted for approval by **May 26, 2023**.

*Acceptance of exhibit/sponsorship does not constitute endorsement of the products, services, or mission of the exhibitor/sponsor by the USBC, its member organizations, or any breastfeeding coalitions. Exhibitors and sponsors may not use the USBC's name or logo without express written permission.*



## Exhibit Space Rules & Regulations

**Exhibit(s):** All exhibits will be 8' x 8', and the hotel will provide the following to each exhibitor: one 6' table draped in black linen, two chairs, and access to wireless internet. Virtual exhibitors will be invited to set up their own virtual booth space within the *Whova* platform.

**Security:** Exhibitors are solely responsible for their own exhibit material and should insure exhibit and materials against loss or damage.

**Exhibitor Onsite Registration:** Exhibitors must register at the registration desk on Thursday, June 8, between 5:00 – 8:00 p.m. Exhibitors will be given badges that must be worn at all times.

**Use of Space:** Exhibitors shall not assign, share, or sublet any space without written consent of the USBC. Care must be taken that no display extend beyond the dimensions of the exhibit space, or interfere with the view of other exhibitors. Annoying volume produced from the operation of any equipment or apparatus is not permitted.

**Liability:** The USBC 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 USBC 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 exhibitors, and further, exhibitors 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, their agents, employees and business invitees which arises from or out of or by reason of said exhibitors' occupancy and use of the exhibition premises or a part thereof.

**Safety Regulation:** Exhibitors must adhere to all municipal, state, and federal laws, rules, and regulations. No combustible decorations may be used at any time: all drapes, table coverings, and other materials must comply with fire department regulations.

**Failure to Occupy Space:** Exhibitors, as specified in these rules and regulations, will forfeit space not occupied by the close of the exhibit setup period. This space may be resold, reassigned, or used by the exhibit management. There will be no refund for space not occupied.

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

**Music Licensing:** Exhibitors are responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.

**Sales/Giveaways:** Sales and giveaway items from exhibits are permitted, except for those same items that the USBC sells through official conference vehicles. Exhibitors are responsible for collecting taxes, obtaining any necessary licenses, and filing appropriate forms. The USBC must approve all items no later than Friday, May 26, 2023. Unapproved items may not be distributed. Any exhibitor found distributing items not officially approved by the USBC will be required to stop distribution immediately.

**Americans with Disabilities Act:** Exhibitors shall be responsible for making exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold the USBC harmless from any consequences of their failure in this regard.

*Please note: All exhibit setup must be complete by Thursday, June 8 at 8:00 p.m. Dismantling may be done during specified tear down hours, and must be complete by Saturday, June 10 at 5:00 p.m.*

*All virtual booth set ups must be completed by June 4, 2023.*



# WHY DO ATTENDEES LOVE THE NBCC?



Attendees of the USBC National Breastfeeding Conference & Convening come together for an experience rich with group learning and lively connection! We hope you'll join us this year in our efforts to *expand connections and build partnerships* within the First Food field, and beyond!

*"I feel inspired to bring the embodied "feeling" of what I received at the conference, which was obviously undergirded by a lot of thoughtful and hard work. The sense of collective impact, of all of us moving in a similar direction though we might have different capacities and resources, was palpable. The inclusion of organizations that are just getting off the ground, not formal entities is inspired. Thank you!"*



*"You all are amazing. Thank you for always conducting an inclusive, thoughtful, useful and inspiring conference. I am grateful for the opportunity to continue to learn and grow my equity lens and mirror so I can do my part in helping to achieve equitable outcomes. I still have so much work to do! Thank you!"*





# THANK YOU!

For considering a sponsorship and/or advertising opportunity at the 2023 National Breastfeeding Conference & Convening.

Becoming a sponsor or advertiser easy. Customize your own package by clicking the link below. Complete your registration by May 26, 2023 and a member of our conference team will be in touch with you as soon as possible. Please contact us with any questions or concerns. We can't wait to see you again, ***in person!***

Please find the Marketing & Sponsorship Application Form and download the Rules & Regulations on our webpage.

## Website

[www.usbreastfeeding.org](http://www.usbreastfeeding.org)

## Email

[conference@usbreastfeeding.org](mailto:conference@usbreastfeeding.org)