

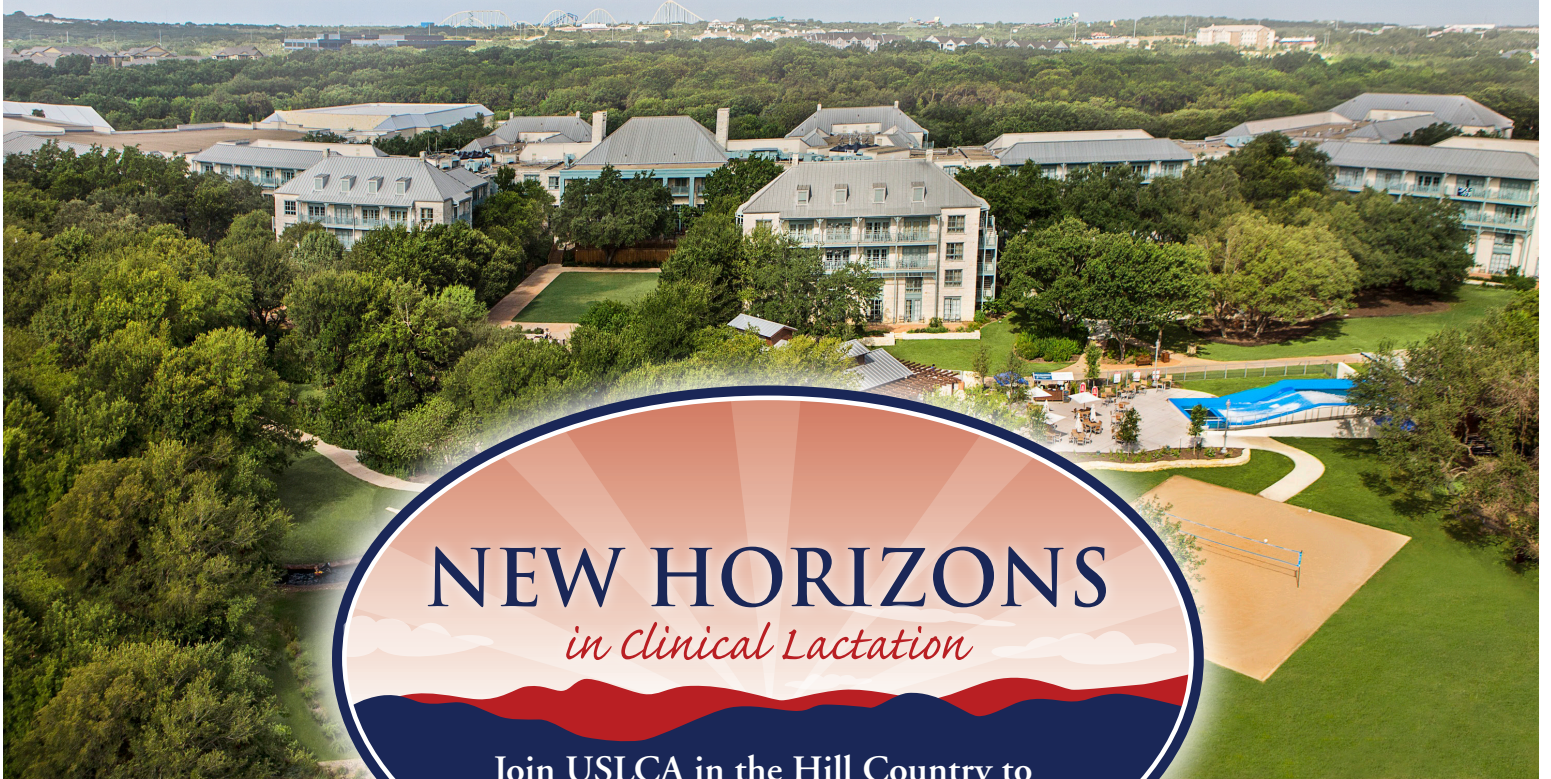
May 4-6, 2017 • Hyatt Regency Hill Country • San Antonio, TX



# USLCA 2017 2ND NATIONAL CONFERENCE

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## NEW HORIZONS IN CLINICAL LACTATION



# EXHIBITOR PROSPECTUS

United States Lactation Consultant Association



Dear Colleague,

Attached you will find the exhibitor prospectus for the 2017 second national breastfeeding conference, sponsored by the United States Lactation Consultant Association (USLCA). This year's conference, *New Horizons in Clinical Lactation -- Refresh, Renew, Revitalize Your Clinical Practice*, will be located in the beautiful Hill Country of San Antonio, Texas!

Please note the professional conference for the International Lactation Consultant Association (ILCA) is scheduled to occur outside of the United States in 2017, making attendance at the USLCA conference a unique opportunity to engage with one of the largest gatherings of lactation professionals for the year.

Join us May 4-6, 2017 at the Hyatt Regency Hill Country Resort, where you can market your products and services and engage hundreds of lactation professionals who serve as decision makers and influence purchasing decisions in both community and healthcare settings around the United States and globally.

Plan to join us in San Antonio for an exciting and productive conference- we look forward to seeing you there!

Sincerely,

USLCA Conference Planning Committee





## USLCA's Second National Conference May 4-6, 2017

The United States Lactation Consultant Association invites you to exhibit at its second national conference in San Antonio, Texas. Join hundreds of lactation consultants, nurses, physicians, midwives, dietitians and other health professionals who will attend. Make contact with lactation professionals who influence purchasing decisions made by expectant and new parents and health care organizations.

# RESERVE TODAY!

Reserve your booth space early to ensure high visibility of your products and services. Exhibitors who reserve space by March 31, 2017, will be listed in the Conference Syllabus. Exhibit space will be assigned on a first-come, first-served basis and every effort will be made to accommodate your booth preference. Exhibitor requests received after March 31, 2017, will be accepted as space allows and will not be listed in the Conference Syllabus. For placement purposes, requests will be considered received only when accompanied by credit card information or when full payment has been received.



### As an exhibitor you will receive:

- Contact with hundreds of decision-makers and leaders in the breastfeeding community
- One time use of the opt-in attendee list in Excel format to use before and after the Conference
- Complimentary listing in the Conference Syllabus
- Complimentary access to the Conference Syllabus
- One company representative per 8 x 10 - foot space rented
- Complimentary lunch for one representative
- 15% off conference registration per paid exhibitor
- One skirted 6-foot table, two chairs, one wastebasket and one company sign
- Standard booth with 8' high back drape and 3' high side drape
- All booth representatives will receive a name tag with exhibitor ribbon to permit entrance to the Exhibit Hall. On exhibition days, exhibitors may enter the Exhibit Hall one-half hour before opening and exhibitor badges must be worn for entry. Additional company representatives and a la carte meals are available to exhibitors for additional fees.

## SILENT AUCTION

In order to expand your marketing reach, you may wish to donate a product or service to our silent auction. Please contact Mistel DeVerona: [mistel\\_devarona@yahoo.com](mailto:mistel_devarona@yahoo.com) for instructions regarding your donation.

### Preliminary Exhibit Hall Hours (hours subject to change)

#### Wednesday, May 3

- Exhibitor Move-In – 5:00-8:00PM
- Set up complete by 8:00 PM
- Code Compliance Walk-through – 8:00-9:00 PM

#### Thursday, May 4

- Exhibits Open – 7:30AM - 5:00PM

#### Friday, May 5

- Exhibits Open – 7:30AM - 5:00PM
- Exhibitor Move Out – After 5pm

### EXHIBIT FEES

Commercial Exhibit .....	\$1850
Small Business .....	\$750
Non-profit .....	\$600

*A corner booth can be reserved as available for an additional \$100.*

*Those exhibitors requesting a double booth will receive a 10% reduction on the second space.*

# SAN ANTONIO AND THE HOTEL

Discover the sophistication and charm of the Hyatt Regency Hill Country. Experience the true Texan hospitality of a stunning Hill Country hotel and resort. Nestled on 300 acres of the Rogers-Wiseman family ranch, our San Antonio resort & spa offers a unique blend of countryside relaxation and casual elegance. With the inviting charm of a Texas ranch house and the amenities of a luxury resort, guests can escape to a peaceful retreat from everyday life. Float down our lazy river, pull up a rocking chair on Aunt Mary's porch, or tee off on our beautiful 27-hole golf course.



## HYATT REGENCY®

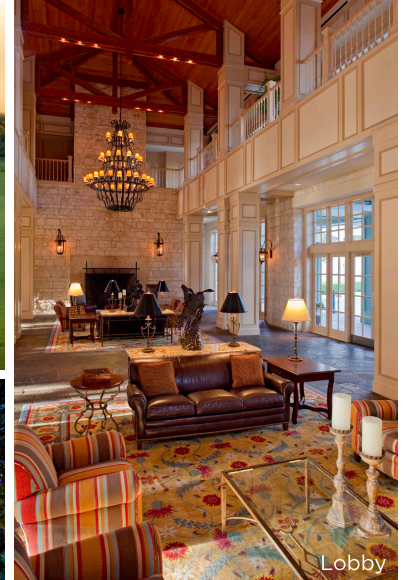
HILL COUNTRY  
RESORT & SPA



Lazy River



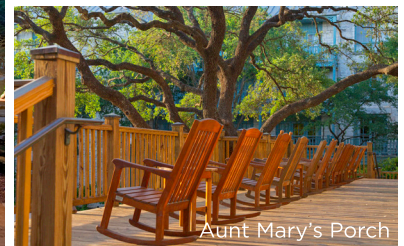
Golf Course



Lobby



Windflower Spa



Aunt Mary's Porch

Located just 1.5 miles from SeaWorld San Antonio, and only 16 miles northwest of the downtown San Antonio River Walk, the Alamo, and San Antonio International Airport, Hyatt Regency Hill Country Resort & Spa is the perfect location for meetings, events, weekend shopping excursions, or relaxing vacation getaways. Experience a retreat that feels a world away, but with the convenience and fun of San Antonio just outside your door.

The special USLCA Conference rate is \$194 single/double and is available for room stays between April 29 and May 7. The special room rate will be available until April 7th or until the group block is sold-out, whichever comes first.

Hotel reservations may be made through the Hyatt Regency Hill Country Resort & Spa by visiting: <https://resweb.passkey.com/go/USLactationConsultants> or call 1-888-421-1442 to reserve over the phone. Make sure to reference USLCA for the conference rate.



## HYATT REGENCY®

HILL COUNTRY  
RESORT & SPA

9800 Hyatt Resort Dr.  
San Antonio, TX 78251





### Sponsorship

Sponsorship Level	Donation Amount	Listed on the website	Thanked on social media	Opportunity to purchase tote bag insert	Listed in the conference booklet	Listed on conference title screens	Listed on conference giveaways	Main Stage Signage
Bronze	≤\$500	x	x	x				
Silver	\$500 -999	x	x	x	x			
Gold	\$1000-\$4999	x	x	x	x	x		
Platinum	\$5000+	x	x	x	x	x	x	
Presenting Sponsor	Reserved for a single large donor over \$10,000	x	x	x	x	x	x	x

### Advertising opportunities

<i>Clinical Lactation</i>	Range from \$410-\$1320/issue	See CL 2016 Media Kit		
	Member 1 month	Member 3 months	Non-member 1 month	Non-member 3 months
USLCA Website	\$125	\$350	\$150	\$400
USLCA Newsletter	\$50	\$125	\$75	\$200

### Exhibitor Packages

Package	Benefits	Cost
Exhibit		Corporate \$1850 Small business \$750 Non-profit \$600
Exhibit plus gold level sponsorship	Receive sponsor benefits and an ad on USLCA's website	Corporate \$2850+ Small business \$1750+
Exhibit plus platinum level sponsorship	Receive sponsor benefits and an ad on USLCA's website and half page ad in <i>Clinical Lactation</i>	Corporate \$6850+ Small business \$5750+

## IMPORTANT DATES

**MARCH 15, 2017**

- Deadline to place ad in Conference Syllabus Book

**MARCH 31, 2017**

- Deadline to cancel exhibit for a refund minus a processing fee
- Deadline for receipt of company information in Conference Syllabus

**APRIL 7, 2017**

- Deadline for USLCA rate at the Hotel (based on availability)
- Deadline to submit electronic sample of your tote bag insert for approval

## Sponsorship Opportunities

Take this valuable opportunity to support USLCA by becoming a sponsor of our conference. All sponsors will be listed on our website as they are received through April 1, 2017 in recognition of their support of lactation professionals.

Don't see a sponsorship option that meets your needs? Then call for a customized sponsorship package! Take advantage of one of USLCA's Conference opportunities to position yourself as an industry leader!

## Advertise Your Presence in the Clinical Lactation Journal

USLCA members will receive the February issue of *Clinical Lactation* prior to the Conference, and copies will also be distributed onsite. The May issue of *Clinical Lactation* will follow the 2017 Conference, and may provide you with a great way to follow up with attendees.

*Clinical Lactation* is the official journal of the US Lactation Consultant Association. Published quarterly and distributed to about 3000 lactation consultants and health care providers, this journal places your products or services in front of an audience that is most likely to use or recommend them.

## Clinical Lactation Advertising Sizes and Rates\*\*

### FOUR COLOR ADVERTISING RATES (2016)

Size	1 issue (cost per issue)	2 issue (cost per issue)	3 issue (cost per issue)	4 issue (cost per issue)
Inside Front Cover	\$1320	\$1210	\$1100	\$990
Inside Back Cover	\$1320	\$1210	\$1100	\$990
Back Cover	\$1495	\$1320	\$1210	\$1100
Full Page	\$1155	\$1100	\$1045	\$935
Half Page	\$860	\$740	\$715	\$660
Quarter	\$660	\$605	\$550	\$520

### BLACK AND WHITE ADVERTISING RATES (2016)

Size	1 issue (cost per issue)	2 issue (cost per issue)	3 issue (cost per issue)	4 issue (cost per issue)
Full Page	\$1045	\$990	\$935	\$900
Half Page	\$720	\$690	\$660	\$600
Quarter Page	\$540	\$500	\$475	\$410

\*\* advertising rates subject to change in 2017

## Ad details:

Want another opportunity to advertise? See the following opportunities below:

- USLCA Website and e-News- see <http://uslca.org/wp-content/uploads/2015/08/Ad-prospectus.pdf>
- *Clinical Lactation* - See <https://uslca.org/wp-content/uploads/2016/05/2016-Media-Kit.pdf>
- Conference Syllabus- \$100 to \$750

Include an ad in the Conference Syllabus and share information about your products with Conference attendees. A variety of sizes are available, specifications to follow.

### Size Layout Format Cost per issue:

- Inside Cover Full Page ..... \$750
- Full Page ..... \$600
- Half Page ..... \$400
- Quarter Page ..... \$250
- Business Card ..... \$100

**Deadline to purchase March 15, 2017.**

**Deadline to submit March 31, 2017.**

Detailed advertising specifications will be provided as they are available.

- Tote Bag Promotional Inserts-\$300

**Please send a sample of your insert item for approval no later than April 7, 2017.**

An electronic version is acceptable. Acceptance and additional information such as deadlines, quantity and shipping instructions will follow via email. All inserts must be preassembled and any leftover products will not be returned. Late submissions will not be placed.

Two or more exhibitors may submit a tote bag insert together for a cost of \$150 per exhibitor.





# APPLICATION TO EXHIBIT/ SPONSOR/ADVERTISE - 2017 USLCA CONFERENCE

May 4-6, 2017

Hyatt Regency Hill Country Resort and Spa

## Exhibit Opportunities

A standard 8x10-foot booth package includes one skirted table, two chairs, one wastebasket, and one company sign. One representative is permitted per booth, unless additional reps are purchased below. Please view the floor plan and indicate your top three choices for booth space(s). Placements will be made on a first-come, first-served basis after sponsors have selected their space. Contact Danielle Herbert at: [info@uslca.org](mailto:info@uslca.org) with questions regarding availability.

Booth Preference: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Please avoid placement near \_\_\_\_\_

Representative Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Credentials \_\_\_\_\_

Add. Rep. Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Credentials \_\_\_\_\_

## Exhibit Categories - please indicate your selections below.

- Commercial Exhibit \_\_\_\_\_ @ \$1850 \$ \_\_\_\_\_
- Small Business (fewer than 5 employees) \_\_\_\_\_ @ \$750 \$ \_\_\_\_\_
- Non-profit Exhibit \_\_\_\_\_ @ \$600 \$ \_\_\_\_\_

## Enhancements - please check all that apply:

- Booth Sharing Fee for Commercial Exhibit \$900
- Additional Representative for Commercial Exhibit \$200
- Booth Sharing Fee for Small Business/Non-Profit \$300
- Additional Representative for Small Business \$150
- Additional Representative for Non-profit \$75
- Corner Exhibit Booth \$100
- Additional Box Lunch tickets @ \$100/day: # \_\_\_\_\_ Thur. # \_\_\_\_\_ Fri.

Lunch subtotal \_\_\_\_\_

**Exhibit & Enhancements Subtotal \$** \_\_\_\_\_

## Sponsorship Opportunities:

Please check all that apply.

- Bronze ≤\$500
- Silver \$500-\$999
- Gold \$1000-\$4999
- Platinum \$5000+
- Presenting Sponsor-Reserved for one single large donor over \$10,000

**Sponsorship Subtotal:** \_\_\_\_\_

## Conference Syllabus Advertising

- Business Card Ad \$100
- Quarter-Page Ad \$250
- Half-Page Ad \$400
- Full-Page Ad \$600
- Full-Page Ad on inside front cover \$750
- Full-Page Ad on inside back cover \$750
- Promotional Piece in Attendee Tote bag \$300

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

Check # \_\_\_\_\_

Credit Card # \_\_\_\_\_

Signature \_\_\_\_\_

Exp \_\_\_\_\_ CVV \_\_\_\_\_

Terms Applications are due on-line by March 31, 2017, and must be accompanied by check or credit card information for the total amount due.

**Submit registration at [www.USLCA.org/new-horizons](http://www.USLCA.org/new-horizons)** or send signed application (digital signatures are accepted) and full payment in US funds to:

**Mail: USLCA  
P.O. Box 1845  
Arlington Heights, IL 60006.**

--Or--

**Email: [info@uslca.org](mailto:info@uslca.org).**

After March 31, 2017, contact USLCA headquarters to inquire about availability. I agree to the terms of this Invitation to Exhibit and the USLCA Advertising Policy.

Signature \_\_\_\_\_

Date \_\_\_\_\_

All applicants are subject to the terms, conditions, rules and regulations governing the Conference. Your signature on this application constitutes a binding contract if accepted by USLCA. Please print the name of your firm exactly as it should appear on signage and in all printed material.

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

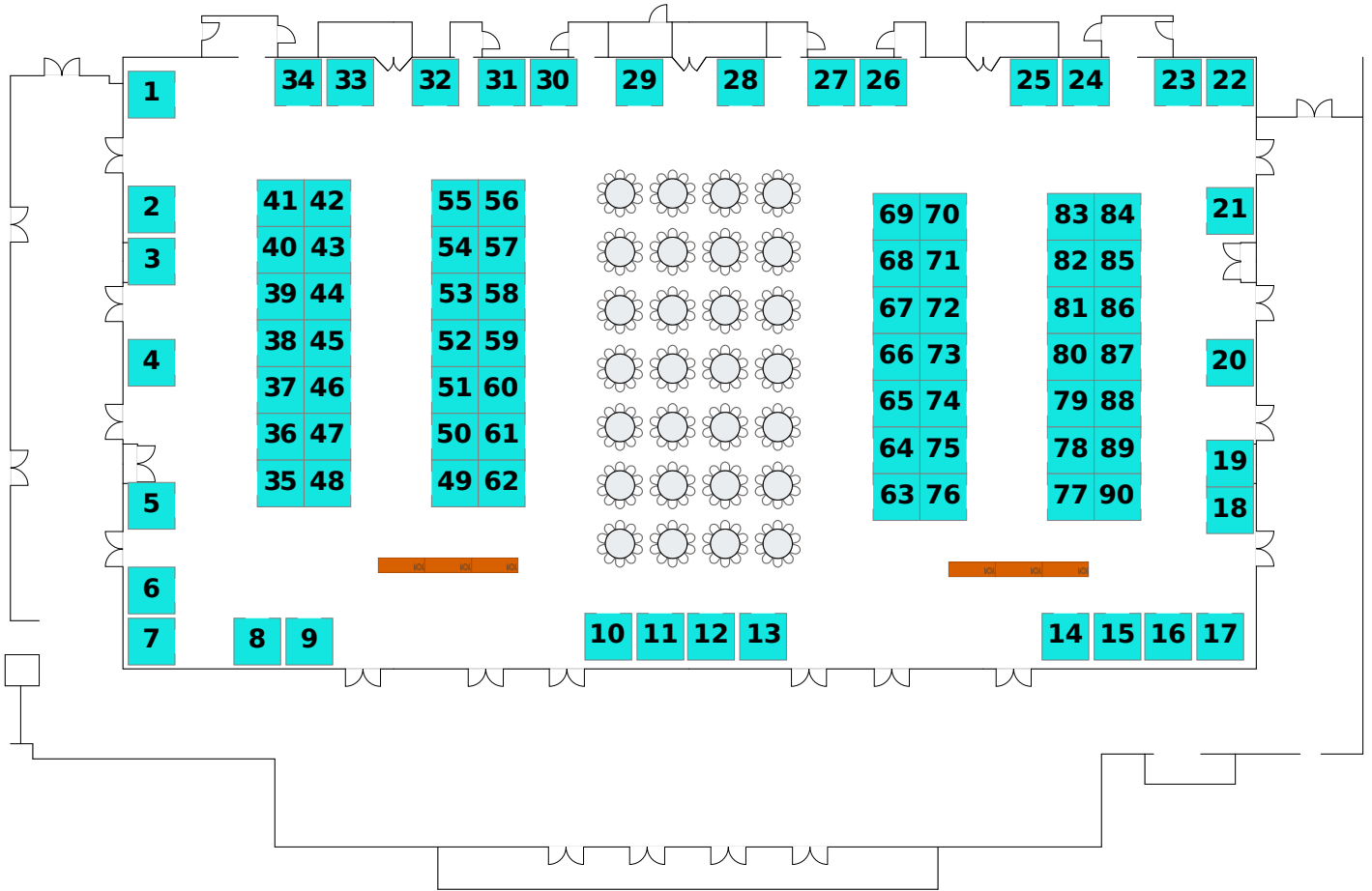
Phone \_\_\_\_\_

## Contact Information:

**United States Lactation Consultant Association  
[info@uslca.org](mailto:info@uslca.org) • 202-738-1125  
4410 Massachusetts Ave., NW #406  
Washington, DC 20016**



*USLCA Conference Floorplan*  
**INDEPENDENCE BALLROOM & FOYER**





# Rules and Regulations...

## Check-In, Installation & Dismantling of Exhibits

Exhibitor representatives will check in at the desk outside the Exhibit Hall to receive their registration packet and badges. Installation of exhibits will take place 5:00 PM – 8:00 PM on Wednesday, May 3. All exhibits must be completely set up by 8:00 PM Wednesday. A Booth Review will be conducted by USLCA between 8:00 PM – 9:00 PM to ensure that all exhibits are in compliance with Article 5.1 of the International Code of Marketing of Breast-Milk Substitutes. We request that each booth have one representative present. Space not occupied by the close of the set-up period will be forfeited and USLCA may resell, reassign or use any such forfeited space. After this time, no installation work will be permitted without special permission from show management. Dismantling will take place at 5pm on Friday, May 5. Exhibitors may not tear down before this time. Exhibits must be completely removed from the Exhibit Hall by 7pm on Friday, May 5.

**Official Service Contractor:**  
**Carolina Tradeshow Decorators**  
**P.O. Box 220051**  
**Charlotte, NC 28222**  
**Phone: 704.366.9970**  
**Fax: 704.635.7099**

CTD is the Exhibit Hall general services contractor and will provide all additional services you require, including furnishings, accessories, additional tables, labor to erect and dismantle your exhibit, and information on pricing for electricity and internet. The Exhibitor Kit will be available on the USLCA Web site at [www.uslca.org](http://www.uslca.org). Exhibitors are encouraged to order all furnishings in advance to minimize delays and avoid additional costs during set-up.

## Use of Space

Booths must be staffed during Exhibit Hall hours. Displays, demonstrations and any other advertising are limited to the confines of an exhibitor's own booth, including distribution of literature or other items. Exhibitor agrees that its exhibit shall comply with the USLCA Advertising Policies, a copy of which is included in this brochure. Exhibitor may not offer educational sessions that conflict with any part of the Conference program schedule. Sale of products is permitted except for those prohibited by USLCA Advertising Policies. Exhibitor may not exhibit another exhibitor's "end product" without permission of the exhibitor in writing, and USLCA has the right to examine this permission. Exhibitor may not share or sublet space to another party without prior permission from USLCA. If two exhibitors wish to share a booth space, both companies must sign the exhibitor application as well as notify the Director of Conferences. Booth sharing is limited to two companies per booth and additional reps beyond the two provided per booth space will cost an additional fee.

## Industry-Sponsored Events

Vendors are welcome to sponsor social events for Conference attendees at times when Conference events are not scheduled. All arrangements for vendor functions outside this Exhibitor Agreement must be made through the hotel with prior notification to USLCA. Any such function may not conflict with any part of USLCA's program, mission, or philosophy.

## Americans with Disabilities Act

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend USLCA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitor's failure or allegations of exhibitor's failure to comply with the provisions of the ADA.

## Conference Cancellation

This agreement is automatically terminated in the event the USLCA Conference is cancelled due to causes that are beyond reasonable control (i.e., acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities or other similar cause beyond the control of the parties making it inadvisable, illegal or impossible to hold the Conference). USLCA will determine an equitable basis for the refund of such portion of the exhibit fees, after due consideration of expenditures and commitments.

## Space Reduction or Cancellation

All cancellations and reductions must be made in writing. If notice of cancellation is made prior to March 31, 2017, a refund less 50% of the total cost of the booth will be issued. Please note that after March 31, 2017, NO REFUNDS WILL BE ISSUED. All refunds will be issued after the conference.

## Insurance and Liability

It is agreed that USLCA, the Hyatt Regency Hill Country Resort and Spa, and the Carolina Trade Show Decorators shall not be liable to the exhibitors for any loss, damage or injury to their property contained in such exhibits, or injuries to his person, no matter how sustained, whether from fire, theft, accident or other causes. The exhibitor expressly waives all claims from such loss, damage or injury. Exhibitors or their agents may not allow any articles to be brought into the exhibition or any act done on the premise that will invalidate the insurance or increase the premium on the policies held by the management or USLCA. Exhibitors and their agents are not permitted to do anything through which act the premises, property or equipment of or other exhibitors will be damaged. No signs can be affixed, nailed or otherwise attached to walls, doors, etc. in such a matter that would damage them. Violations will annul the exhibitor's contract and he/she will be held liable for damages from such violations.



# Advertising and Publications Policy...

## USLCA ADVERTISING and PUBLICATIONS POLICY

USLCA's Advertising and Publications Policy applies to all media produced by USLCA, and to all advertising in any USLCA media. USLCA media includes: Clinical Lactation journal, USLCA Member Minute, USLCA website, USLCA webinars, websites conducting business on behalf of USLCA, the rental of USLCA mailing labels, publications produced by USLCA, and materials for any USLCA conference or workshop (i.e. conference syllabus, conference advertising copy, speaker hand-outs, exhibits). The USLCA Board of Directors encourages the wide dissemination of information useful to USLCA members and their clients, but seeks to avoid any express or implied endorsement of products or services advertised in USLCA media. Advertising or listing in USLCA media does not imply endorsement by USLCA of any program, product or service. No current or former Director of USLCA may use her/his office with USLCA to endorse any literature or product, but is free to do so as a private individual. Advertisers must comply with all General Advertising Policies, as well as policies which pertain to their specific medium as described in Rental of USLCA Member Mailing List and Conference Exhibitor, Vendor, Advertiser and Sponsor Policies. BOD Vote: August 2007 BOD review and approval: August - October 2008 BOD review and approval: August - July 2009 BOD review and approval: October 2012

### SECTION 1.1: GENERAL ADVERTISING POLICIES

When advertising in any USLCA media, advertisers must comply with USLCA's Bylaws, the International Code of Marketing of Breast-milk Substitutes, all subsequent WHA resolutions, and all policies set forth in the USLCA Advertising and Publications Policy.

#### 1.1.1 Compliance with USLCA Bylaws.

1.1.1.1 All USLCA advertising policies will comply with USLCA Bylaws.

#### 1.1.2 Compliance with the International Code of Marketing of Breastmilk Substitutes and all subsequent WHA resolutions.

1.1.2.1 All USLCA media must be in compliance with the International Code of Marketing of Breast-milk Substitutes and all subsequent WHA resolutions.

1.1.2.2 USLCA does not invest in, nor accept funding, donations, advertising, nor sponsorship from, entities which do not comply with the International Code of Marketing of Breast-milk Substitutes and all subsequent WHA resolutions.

1.1.2.2.1 USLCA may seek an opinion letter from an independent arbiter on matters of interpretation of the International Code of Marketing of Breast-milk Substitutes (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]).

1.1.2.2.2 USLCA may request advice on whether entities are Code-compliant, and what measures might be taken to become Code-compliant, and hence eligible for advertising in USLCA media.

1.1.2.2.3 Contracts negotiated prior to determination of non-code compliancy may be honored within a reasonable period of time, not

to exceed one year.

1.1.2.2.4 All contracts entered into by USLCA must include a cancellation clause based on non-code compliancy.

#### 1.1.3 Non-Endorsement Policy.

1.1.3.1 Advertising or listing in any USLCA media does not imply endorsement by USLCA of any program, product or service.

1.1.3.2 Statements will be provided in each issue of the USLCA e-News, and on each page of the USLCA website and conference media as applicable, declaring that acceptance and publication of advertisements does not reflect endorsement by USCLA.

1.1.3.3 No current or former Director of USLCA may use her/his office with USLCA to endorse any literature or product, but is free to do so as a private individual.

1.1.4 Any Advertiser whose material is accepted by USLCA must confirm (by print or electronic means) that:

1.1.4.1 It has obtained and will maintain adequate product liability insurance coverage relative to all products advertised.

1.1.4.2 It is authorized to publish the entire contents of the advertisement.

1.1.4.3 It has carefully reviewed the contents of the advertisement.

1.1.4.4 The advertisement is truthful and not misleading.

1.1.4.5 The advertisement does not infringe upon any intellectual property law right held by a third party.

1.1.5 Any product or service for which there is a designated fee shall be considered an advertisement.

1.1.6 USLCA reserves the right to decline or prohibit any advertisement which in its judgment is inappropriate or contrary to its purposes, or promotes products or services deemed to be in conflict with the strategic plan, mission and vision of USLCA. This reservation is all inclusive as to persons, things, written matter, products, electronic media and conduct.

1.1.7 In consideration of USLCA's acceptance of any advertisement, the agency and/or advertiser shall agree to indemnify and hold USLCA harmless, without limitation, from any loss or expense resulting from claims arising from the contents or subject matter of such advertisement.

1.1.8 Any person or entity wishing to appeal any decision arising from these Advertising Policies is welcome to supply appropriate documentation to the USLCA Board of Directors.

### CONFERENCE EXHIBITOR, VENDOR, ADVERTISER and SPONSOR POLICIES

#### A. General goals for advertising at the USLCA Annual Conference

1. USLCA's mission is "To advance the IBCLC with in the United States through leadership, advocacy, professional development and research."

2. USLCA's duty of fiscal responsibility includes the option to accept funds from advertisers at the USLCA conference to reduce the overall cost of the conference for members.

4. One of the benefits valued by USLCA members in attending the Annual Conference is their opportunity to visit the Exhibit Hall to see materials displayed and marketed there, that may be of interest to them as lactation professionals, or to the clients/patients they serve.

5. USLCA is governed by its By-Laws, which require recognition and support of the International Code of Marketing of Breast-milk Substitutes (International Code of Marketing).

6. USLCA will endeavor to ensure that all marketing within its Exhibit Hall and in its conference materials supports this





Advertising and Publications Policy, and the International Code of Marketing, and will provide materials to encourage self-examination and compliance by potential exhibitors.

7. USLCA can maintain some measure of control only over the fair and equal use of its Exhibit Hall space and conference materials, for the duration of the conference.

8. USLCA cannot police marketing in the global marketplace. USLCA cannot monitor global changes in corporate ownership. USLCA does not determine if an entity is, or is not, compliant with the International Code of Marketing.

9. The decision to contract with an exhibitor rests with the USLCA BOD and Executive Director, after consideration of all factors designed to promote this policy, support the International Code of Marketing, and protect USLCA.

10. USLCA may seek an opinion letter from an independent arbiter on matters of interpretation of the International Code of Marketing (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]). USLCA will request advice on whether entities are Code-compliant, and what measures might be taken to become Code-compliant, and hence eligible for advertising in USLCA media.

11. All Exhibit Hall displays will be reviewed by USLCA prior to the opening of the Hall, to permit time for necessary corrections to be made by exhibitors.

12. Conference participants who perceive that a violation of the USLCA Advertising and Publications Policy has occurred are encouraged to immediately bring their complaint to the attention of the USLCA Executive Director at the conference registration desk.

13. USLCA's conference exhibitor, vendor, advertiser and sponsor policies apply to all promotional activities and materials, (i.e. exhibits, displays, program ads, program inserts, program advertising, conference packets or samples, and commercial mailings) produced by any person or entity in connection with any USLCA conference or event.

### ***B. Acceptance of Exhibitor, Vendor, Advertiser or Sponsor***

1. Exhibitors, vendors, advertisers and sponsors who provide products and services of interest to USLCA members and their clients, and who comply with USLCA's Advertising and Publications Policy, will be considered for rental of booth space in the Exhibit Hall and advertisements in conference materials.

2. The Prospectus provided to potential exhibitors will include the following:

- a. A copy of the USLCA Advertising and Publications Policy;
- b. A summary of the International Code of Marketing of Breast-milk Substitutes;
- c. A cover letter explaining that USLCA's By-laws require support of the International Code of Marketing of Breast-milk Substitutes, and encouraging compliance by exhibitors, using language such as the following: Our Prospectus includes a copy of the USLCA Advertising and Publications Policy. This policy emphasizes USLCA's institutional commitment to support and comply with the International Code of Marketing of Breast-milk Substitutes. USLCA is a professional organization of lactation professionals, but it is not charged with determining which companies comply with the International Code of Marketing of Breast-milk Substitutes. USLCA may seek an opinion letter from an independent arbiter on matters of interpretation of the International Code of Marketing of Breast-milk Substitutes (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]). USLCA will request advice on whether

entities are Code-compliant, and what measures might be taken to become Code-compliant, and hence eligible for advertising in USLCA media. Please help USLCA to vigorously support and endorse the International Code of Marketing by reviewing whether your product or services fall within the scope of the International Code of Marketing, and if so, whether your marketing practices are compliant. Attendees at the USLCA conference are encouraged to bring to our attention any violations they perceive in the application of the USLCA Advertising and Publications Policy.

3. All contracts with exhibitors, vendors, advertisers and sponsors will include the full text of USLCA's Advertising Policies.

4. Acceptance of an advertisement does not constitute USLCA's endorsement of the advertised product or service.

5. USLCA reserves the right to decline or prohibit any exhibitor, vendor, advertisement or sponsor which in its judgment is inappropriate or contrary to its purposes. This reservation is all inclusive as to persons, things, printed matter, products and conduct.

6. In consideration of its acceptance as an exhibitor, vendor, advertiser or sponsor, the party shall agree to indemnify and hold USLCA harmless, without limitation, from any loss or expense resulting from claims based upon the contents or subject matter of its advertising materials.

### ***C. Services and Participation of Exhibitor, Vendor, Advertiser or Sponsor***

1. If an Index to Exhibitors, Vendors, Advertisers and Sponsors is included in written materials, each will be listed alphabetically by company name.

2. All exhibitors, vendors and advertisers will be provided an equal opportunity during the conference to sponsor approved events and to make donations in accordance with the USLCA Advertising and Publications Policy.

3. Sponsorships will be acknowledged as described in the sponsorship agreement for the current year.

4. When a drawing is held during the conference (of items donated by exhibitors, vendors, advertisers and sponsors), only items from the conference booths in the Exhibit Hall will be included in the drawing. All conference registrants are eligible to win.

### ***D. Compliance with USLCA Advertising and Publications Policy at the Conference***

1. If an exhibitor, vendor, advertiser or sponsor violates USLCA's Advertising and Publications Policy, the violator may be asked to:

- a. Remove or correct the products or media in violation of the USLCA Advertising and Publications Policy;
- b. Immediately close the exhibit;
- c. Remain responsible for all unpaid fees, costs, and expenses incurred in connection with its USLCA-related promotional activity;
- d. Forfeit all claims to fees paid to any party in connection with its promotional activities.





**United States Lactation  
Consultant Association**  
**info@uslca.org**  
**202-738-1125**  
**4410 Massachusetts Ave., NW #406**  
**Washington, DC 20016**

