

La Leche League of Southern California/Nevada Area Conference



May 22-24, 2009

Newport Beach Marriott Hotel and Spa
900 Newport Center Dr., Newport Beach, CA 92660 (949) 640-4000

Article 1: GENERAL POLICY FOR ADVERTISERS AND EXHIBITORS

All ads and exhibits must be compatible with La Leche League International principles and policies and should be of some value to (most) people attending the Area Conference. Exhibits should not be obtrusive or detract from the primary purpose of the Area Conference, which is to reflect good mothering through breastfeeding. Ads accepted previously may become unacceptable due to changes in La Leche League International policies and/or philosophy. La Leche League of Southern California/Nevada will have final approval of all advertisers and exhibitors.

La Leche League International fully supports the WHO International Code of Marketing of Breast-milk Substitutes and subsequent World Assembly resolutions relevant to the International Code, passed before October 2006. LLLI shall not enter into sponsorship agreements with, nor accept advertisements or exhibits from, any corporation that violates the International Code. The term 'corporation' includes subsidiaries and parent companies of known International Code violators. Breaches of this provision that occur or become apparent during the term of the contract will result in the contract being terminated.

Article 2: ENDORSEMENTS

Acceptance of an ad or exhibit does not constitute an endorsement by La Leche League International or La Leche League of Southern California/Nevada. A disclaimer to that effect will be printed in the Conference Program Book. Materials approved for the La Leche League International Conference or by La Leche League International may not necessarily be approved by La Leche League of Southern California/Nevada.

An organization that promotes a cause, supports either or both sides of a controversial issue, and/or advocates a particular procedure, method, or system related however vaguely to health, must have express written permission from La Leche League of Southern California/Nevada in order to exhibit.

Article 3: PRIVILEGE OF REGULATION AND REFUSAL

La Leche League of Southern California/Nevada reserves the right to regulate or prohibit any ad or exhibit deemed inappropriate or unacceptable, as per the World Health Organization (WHO) Code. The aim of the International Code of Marketing of Breastmilk Substitutes is to contribute to the provision of safe and adequate nutrition for infants by the protection and promotion of breastfeeding and information through appropriate marketing and distribution. Exhibits accepted previously may become unacceptable due to changes in La Leche League International or La Leche League of Southern California/Nevada policies and/or philosophy. Neither the following products nor literature advertising, recommending, and/or suggesting their uses are to be displayed, handed out, or sold:

- Infant formula
- Baby bottles and nipples/teats
- Pacifiers and nipple shields
- Tobacco products and alcoholic beverages
- Contraceptives and/or contraceptive devices
- Items of Religious Content
- No written and/or recorded materials including, but not limited to books, pamphlets, magazines, articles, reprints, tapes, records, etc., are to be sold without prior approval

The following products may be advertised/exhibited with advance permission:

- Foods intended for children of an appropriate age
- Food supplements, vitamins, minerals, and medications
- Films, slide presentations, and/or children's records or books approved by La Leche League Southern California/Nevada Review Committee.

All manuals or guides relating to the use or operation of any product or service exhibited must be submitted to La Leche League Southern California/Nevada for advance approval.

La Leche League So. CA/NV reserves the right to control exhibit materials and to refuse any exhibit and/or exhibit materials deemed inappropriate.

Article 4: CONTRACT AGREEMENT

Advertising contracts for Program Book ads must be signed and returned to La Leche League of Southern California/Nevada and all fees paid in full prior to the printing of the Program Book.

Exhibitor contracts must be signed and returned to La Leche League of Southern California/Nevada and all fees must be paid in full prior to the opening of the Conference. La Leche League of Southern California/Nevada must also have the names of the personnel who will staff your exhibit. An official Conference nametag will be required for all who enter the Exhibit Area and who wish to be in the Conference areas of the facility. Limit the number of exhibit personnel to three persons.

Exhibitors may attend any opening and/or closing Conference sessions; however, a registration fee must be paid to attend Conference sessions. The Registration fee for exhibitors is the Spouse Fee listed in the Registration Brochure and is limited to 2 registrants at that price, subject to any applicable late fee.

Exhibitors shall not schedule private functions during Conference hours.

La Leche League of Southern California/Nevada reserves the right to limit or prohibit prize drawings or contests, distribution of items and any "extreme" promotional activities.

In all cases, advance written permission must be obtained from the Area Conference Supervisor.

Sue Garcia, Conference Supervisor
18207 Santa Sophia Circle
Fountain Valley, CA 92708
Sgarcia199@gmail.com

Fees for contracts received after May 1, 2009 must be paid via Money Order or Cashier's Check.

Article 5: DONATIONS

Donations for the Leader Enrichment Fund drawing are a wonderful way to showcase your products or services and reach your target audience. Donations received by April 10, 2009 will be acknowledged in the Program Book. All donations will have a sign with the donor's name prominently displayed with the donated items. We will gladly display product or service information at no cost with any donation. Please send your items by May 1, 2009, to:

Torrey Click, Conference Donation Coordinator
819 Baghdady Street
Corona, CA 92879
Torrey_daybreak@hotmail.com

Article 6: GUIDELINES FOR ADVERTISERS

ADVANCE APPROVAL IS REQUIRED FOR ALL ADS. Advertisers are required to submit the ad in .jpg or .tiff format or in camera-ready black and white copy. **NOTE: .pdf files are not acceptable.** Vertical ads are not acceptable. All advertisers must meet the deadline listed on the advertiser contract. An ad may be rejected for lack of appropriate approval time. The ad fees will be returned if the ad is not approved.

Article 7: AD PLACEMENT

La Leche League of Southern California/Nevada will make every effort to place ads according to the advertiser's preference. Priority is determined by the order in which contracts and ad copy accompanied by payment in full are received. La Leche League So. CA/NV will attempt to separate ads of similar products and/or services and will try to honor your request if you do not wish your ad to be located near that of a specific organization or product. However, we cannot guarantee such spacing.

Article 8: GUIDELINES FOR EXHIBITORS

ALL EXHIBIT MATERIALS MUST BE SUBMITTED IN ADVANCE FOR APPROVAL. Exhibitors are required to submit a detailed list of items to be exhibited and/or sold. Product samples or photos may be requested at a later date. In addition, a copy of all printed materials (e.g., brochures, catalogues, flyers, etc.) for each exhibit must be submitted for approval. NOTE: An exhibitor's products and/or literature may be rejected for lack of appropriate approval time. The exhibit fees will be returned if the exhibit is not approved. *La Leche League does not guarantee sales to any exhibitor.*

Article 9: SALES OF PRINTED AND RECORDED MATERIALS

Advance approval from La Leche League of Southern California/Nevada is necessary for the exhibit and/or sale of any written and/or recorded materials including, but not limited to, books, pamphlets, magazines, articles, reprints, tapes, CDs, DVDs, etc. Items competitive with the Area Conference Bookstore or items in the La Leche League International catalogue may be rejected solely because of this competition.

Article 10: EXHIBIT LOCATION

La Leche League of Southern California/Nevada will make every effort to assign table locations according to exhibitor preference. Priority is determined by the order in which contracts accompanied by payment in full are received. La Leche League of Southern California/Nevada will attempt to separate exhibits of similar products and/or services and will try to honor your request if you do not wish to be located near a specific organization or product. However, La Leche League of Southern California/Nevada cannot guarantee such spacing. Exhibits may be located in hall areas. **We suggest you either have locked cabinets or remove your merchandise after conference hours.**

Article 11: SETUP AND TAKE DOWN

Setup of exhibits will begin on Friday, May 22 at 12:00 noon and must be completed by 2:30 p.m. The Conference Committee will preview all exhibits at 3:00 p.m. Sales will not begin until the preview is complete and each exhibit has been approved. The Exhibitor will forfeit exhibit space not occupied by the close of the setup period. No refund will be given. La Leche League of Southern California/Nevada may resell, reassign, or use any forfeited space. It is the responsibility of each exhibitor to have his/her own exhibit set up completed prior to the opening of the Exhibit Area and taken down immediately after its close.

Exhibit hours are:

Friday 4:00 p.m. to 8:00 p.m.
Saturday 9:00 a.m. to 6:00 p.m.
Sunday 9:00 a.m. to 5:00 p.m.

Exhibit take down will begin on Sunday, May 24, 2009 at 5:00 p.m. and must be completed by 7:00 p.m.

Article 12: EXHIBIT TABLE

The exhibit table will include one covered six-foot table and two chairs. La Leche League of Southern California/Nevada will provide an 8" x 11" sign displaying the full name or an accepted well-known abbreviation of the organization's name.

Article 13: CANCELLATION

Cancellations must be received by April 10, 2009, for any refund of fees.

Article 14: EXHIBITOR ACTIONS

All exhibits must be completely contained in the Exhibit Area and within the space allotted in each individual contract. Undignified methods of attracting attention including, but not limited to loudspeakers, annoying or loud noise/music, flashing lights, etc., are prohibited. The Exhibitor agrees to exhibit only those items or services normally supplied or manufactured by said exhibitor in the normal course of business, and agree to comply with the conditions and policies set forth in the "Guidelines for Exhibitors." *La Leche League of Southern California/Nevada reserves the right to make any changes it deems necessary and retains the right to control, remove, prohibit, and/or refuse any exhibit material(s) and/or item(s) which it considers inappropriate or unacceptable.*

Article 15: CONTRACTED SERVICES

The Exhibitor agrees to accept the terms and conditions contained in the agreements between the Newport Beach Marriott Hotel and Spa and La Leche League of Southern California/Nevada on matters and questions not covered in this contract. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save La Leche League of Southern California/Nevada, La Leche League International and the Newport Beach Marriott Hotel and Spa, their officers and employees, against all claims to persons or property, governmental charges or fines, attorneys' fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy and/or the exhibition premises or any part thereof.

Article 16: ADVERTISING/EXHIBITING FEES

EXHIBIT FEES

Exhibit space will not be reserved unless we have received full payment. Exhibitors will be listed in the Program Book if contract and full payment are received by May 1, 2009. Exhibit fees will not be refunded for canceled exhibits after April 10, 2009. If electricity is requested, notify us in writing so that your space may be located near an outlet. ***No booth site substitutions will be allowed at the Conference.***

Each single business entity may purchase a second table at 50% of the price of the original table. A second table must represent the same business as the first.

Area A spaces consist of a 6' banquet table and two chairs, located near a wall, in a high traffic area. Area B spaces are 6 foot by 6 foot, and include a 6' banquet table and 2 chairs, located inside a meeting room adjacent to the bookstore or to the donation drawing display area. All exhibit spaces include one luncheon ticket for Saturday and one for Sunday.

AREA A: \$300.00 2nd table \$150.00
AREA B: \$200.00 2nd table \$100.00

PROGRAM BOOK AD FEES

Each Conference registrant receives a Program Book. Advertisements are an important feature of the Program Book. Conference guests enjoy seeing products and services of interest and tend to support advertisers that support La Leche League. Please note specific ad sizes and pricing.

- Ads should be in electronic format: .jpg or .tiff or bit. **Note: pdf files are not acceptable.**
- If necessary, a photo-ready black and white hard copy can be used.
- Word processing documents (Word or Mac) are acceptable.
- Horizontal format only; **vertical format ads are not acceptable.**

PROGRAM BOOK ADVERTISING DEADLINE IS APRIL 15, 2009.

Program Book BACK PAGE: 7 inch vertical x 4.5 inch horizontal ad	\$300.00
Program Book FULL PAGE: 7 inch vertical x 4.5 inch horizontal ad	\$100.00
Program Book HALF PAGE: 4 inch vertical x 4.5 inch horizontal ad	\$ 75.00
Program Book BUSINESS CARD: 2.0 inch vertical x 3 inch horizontal	\$ 40.00

For more information contact:

Sue Garcia 18207 Santa Sophia Circle Fountain Valley, CA 92708
(714) 962-0883 SGarcia199@gmail.com

For additional Conference information, visit: www.lalecheleaguescnv.org

Complete, sign and return Contract on next 2 pages.



La Leche League of Southern California/Nevada Area Conference
Breastfeeding: Our Families, Our Future
May 22-24, 2009

CONTRACT

(page 1)

Company/Organization: _____

Contact Person: _____ Title: _____

Phone: _____ Other Phone: _____

Fax: _____ Email: _____

Address: _____

City: _____ State: _____ ZIP _____

Please initial:

_____ I agree to comply with Article 1: GENERAL POLICY FOR ADVERTISERS AND EXHIBITORS

_____ I agree to comply with Article 2: ENDORSEMENTS

_____ I agree to comply with Article 3: PRIVILEGE OF REGULATION AND REFUSAL

_____ I agree to comply with Article 4: CONTRACT AGREEMENT

_____ I agree to comply with Article 5: DONATIONS

_____ I agree to comply with Article 6: GUIDELINES FOR ADVERTISERS

_____ I agree to comply with Article 7: AD PLACEMENT

_____ I agree to comply with Article 8: GUIDELINES FOR EXHIBITORS

_____ I agree to comply with Article 9: SALES OF PRINTED AND RECORDED MATERIALS

_____ I agree to comply with Article 10: EXHIBIT LOCATION

_____ I agree to comply with Article 11: SETUP AND TAKE DOWN

_____ I agree to comply with Article 12: EXHIBIT TABLE

_____ I agree to comply with Article 13: CANCELLATION

_____ I agree to comply with Article 14: EXHIBIT ACTIONS

_____ I agree to comply with Article 15: CONTRACTED SERVICES

_____ I agree to comply with Article 16: ADVERTISING/EXHIBITING FEES

La Leche League of Southern California/Nevada is not responsible for theft or damage to the exhibit and materials. Exhibitors are responsible for security of their own exhibits. Exhibitors assume the entire cost of insurance and must secure private insurance coverage, if desired.

Name _____ Signature _____ Date _____

CONTRACT

(page 2)

Exhibitors: List below the complete description of all items and services to be sold at the Conference. Use additional pages if needed.

Exhibitors: List below the name tags (maximum of 3) you will need for your exhibit personnel:

List your items to be donated to the Leader Enrichment Fund Drawing (use back for more space).

Item(s) _____ Estimated value _____

Check if electricity is requested: _____

PAYMENT OF FEES: An exhibit space includes a covered 6-foot table and 2 chairs. Please pay fees accordingly should additional space be required.

Exhibit Area (circle one)	A B	Fee	_____
Additional Table/s			_____
Program Book Advertising Fee			_____
LATE FEE if sent AFTER MAY 1, 2009: \$25.00* Fee			_____
TOTAL FEES ENCLOSED:			_____

*Payment submitted after May 1, 2009, must be made by Money Order or Cashier's Check only.

Please make checks payable to "La Leche League of Southern California/Nevada."
Send payment with the Contract (both pages 1 and 2) to:

Lynay Behringer, Conference Merchandising
25084 Santa Ynez Ct., Hemet, CA 92544

Although we make every attempt to have a "flow of traffic," La Leche League of Southern California/Nevada cannot guarantee sales.

Office use only

Pd date _____ # _____ Total: _____ E-mail confirmation _____

Sent to SG _____ Area _____