

# **SELCA 2017**

## **2nd Annual Conference**

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**\* November 4, 2017 \* Piedmont Atlanta Hospital \* Atlanta, GA**



**Community**

# You're Invited . . .

Reserve Today!

The Southeastern Lactation Consultant Association invites you to exhibit at the second annual regional conference in Atlanta, Georgia. Join us for this successful professional development event, and reach many lactation and birth professionals from Georgia and throughout the Southeast who influence expectant parents and health care organization purchasing decisions.



Partner with us in our mission, helping those who help mothers and babies breastfeed, and reserve early to make the most of your many benefits— exhibitor space and placement preferences are first-come, first-served basis, with the date of record according to receipt of full payment. ***Register early, and get additional advertising opportunities with conference registration media.***



## Exhibitor Package


































***As an exhibitor, you will benefit from the following package:***

- Contact with many decision makers in the birth & breastfeeding community
- The one-time use of an opt-in directory of conference participants
- Complimentary listing in the Conference Agenda
- One company representative per booth space rented
- Complementary meals and snacks for one representative
- One conference registration, including CERPS, & 2018 SELCA membership
- Standard 2x6 table, tablecloth, chair and company sign
- Convenient central location next to food, bathrooms & conference sessions
- Tax- Deductible Donation (Consult your accountant for 501(c)3 information)

The Exhibit Area will be open at 6:00 am for those who want to be available during Registration and Breakfast, and will remain open until 6:00 for those who wish to stay until the end of the conference. Limited electricity access is available on request, and free wifi is available. Additional representatives and shared booths will encounter an increase in fee as part of an a-la-carte custom package; you can direct your support as you see fit.

We request that all sponsors consider providing raffle items and/or gift bag giveaways. All exhibitors, sponsors and giveaways must be compliant with the Conference Regulations and the International Code of Marketing of Breast-milk Substitutes (WHO Code), and consistent with the mission of SELCA.

There are also a limited number of valuable sponsorships available at the following levels, or you may contact [exhibits@selca.info](mailto:exhibits@selca.info) to create a customized sponsorship opportunity that meets your needs.

	Exhibitor Package	Website Listing & Social Media Shout-Out	Gift Bag insert	Title Listing for Agenda & Event	Amenity Sponsor	M.C. Mention & Speech (Time varies by level of support)	Preferred Booth Location	Step & Repeat, Main Stage Signage, Newsletter Ad
Violet (partner groups) Contact us for custom package offer								
Lilac (not-for-profit) \$70+								
Lavender (For-Profit) \$150+								
Bronze \$300+								
Silver \$500+								
Gold \$850+								
Platinum \$1500+								
Presenting \$2500+								



## Exhibit Regulations

We are very grateful that you are partnering with SELCA, and we want the event to be successful for everyone. To that end, please follow all of the following regulations.

### Check In and Use of Space

All exhibitors must be checked in and set up by 9:30 am for the morning break, and remain set up until after the late break at 4:00 pm. Exhibitor credentials must be worn. Payment must be made in full prior to October 1, 2017. Any booth not checked in prior to the morning break may forfeit the space. Booth activities must not infringe on the other exhibitors (blocking common areas or exhibits, excessive noise, etc). Care must be taken not to damage the space in any way, including damage from tape or other items to attach to the walls; exhibitor is liable for any damage. Access to electricity is limited, and should be requested at time of registration, along with any other specific requests.

### Marketing

Presence in the Exhibit Area, products available in gift bags and raffles, and literature provided to conference participants do not provide any express or implied endorsement of SELCA. *Any marketing or promotional material must be in keeping with the mission of SELCA and comply with the International Code of Marketing of Breast-milk Substitutes (WHO code).* While SELCA may seek the advice of other entities such as the International Baby Food Action Network (IBFAN) or the National Alliance for Breastfeeding Advocacy (NABA) in determining compliance, we recognize that we cannot police global marketing or monitor changes in corporate ownership; as such, SELCA does not determine compliance with the WHO code.

### Accessibility and Non-Discrimination

SELCA strives to uphold the conference theme of Community in all of its interactions, and requests sponsors and exhibitors do the same. To promote a thriving sense of community and safe space in which to grow professionally, SELCA expressly prohibits discrimination or acts of aggression on the basis of race, color, sex, gender identity, ability or national origin. Exhibitors and sponsors bear full and sole responsibility for compliance with all applicable provisions of the Americans with Disabilities Act (ADA), as well as any other applicable state or federal law.



## Media Disclaimer

SELCA will photograph conference events; by registering, you grant permission for SELCA to record, photograph and use (now and in the future) your image, name and voice in all its forms and in all media pertaining to SELCA conferences. You certify that you hold the copyright or trademark for any provided photographs and/or content on literature, presentations and other materials used at the conference, or have obtained permission to use same. No photographic, audio or video recordings may be made of the conference, in part or in whole, at any time, without SELCA's express, written, permission.

## Waiver of Liability

It is agreed that exhibitors and sponsors shall indemnify, hold harmless and defend SELCA, its officers, directors and members, as well as the hosting facility Piedmont Atlanta Hospital, from and against any claim, losses, liabilities, damages and expenses (including attorneys' fees) arising out of or resulting from exhibitor's failure to comply with provisions of the ADA.

, All claims arising from the following are expressly waived:

- Event cancellation due to causes beyond reasonable control (acts of God, War, etc.)
- Loss, damage or injury to property or person (regardless of how sustained)
- Cancellation of participation due to non-compliance with the conference regulations.

Speakers with Disclosures will be listed on the website along with conference materials. Statements of fact or opinion by the speakers are theirs alone, and SELCA expressly rejects responsibility for the accuracy of any information or material presented. The presence of such material or opinions does NOT imply representation of the official policy, opinion, recommendation, or endorsement of SELCA.

Any concerns about violations of these policies may be brought to [conference@selca.info](mailto:conference@selca.info), or to any board member. SELCA reserves the right to decline or prohibit participation if it is deemed in violation of any conference regulations, or contrary to SELCA's mission and values.

## Area Information

Atlanta tourist information available upon request at [conference@selca.info](mailto:conference@selca.info), and assistance with lodging and group room rates are in progress.



Hotel: For local accommodations, may we suggest

**GRAND HYATT ATLANTA IN BUCKHEAD**

3300 Peachtree Road NE, Atlanta, GA 30305 US

[View Map](#) Near Legoland Discovery Center

4.0 Star Suburban Hotel

Located in the heart of Buckhead, Atlanta's most prestigious fashionable area. This distinct hotel combines classic elegance and unsurpassed service to offer discerning guests Atlanta's legendary hospitality.

**What's Nearby?**

- Buckhead (Midtown Atlanta)
- Lenox Square (Buckhead)
- Swan House
- Atlanta History Center
- Georgia Governor's Mansion
- Chastain Park Amphitheater
- Piedmont Atlanta Hospital
- Morningside / Lenox Park
- Ansley Park
- Atlanta Amtrak Station

Fitness Club: Visitors can purchase a one-day pass to work out at the Piedmont Hospital Health and Fitness Club for \$5 (showers and towels included). Located in the 2001 Peachtree Road Building, the club is accessible by a tunnel in the basement of the main hospital, at the end of the north corridor. Call [404-605-1965](tel:404-605-1965) or go to Piedmont's Health & Fitness Club for information on hours of operation and class schedules

**Thank You!**





We at SELCA wish to thank you for your consideration and support, and look forward to partnering with you at the conference! To secure your place, simply register online, and pay with method convenient to you.

Yours in health,

SELCA Conference Planning Committee

470-20-SELCA [exhibits@selca.info](mailto:exhibits@selca.info) 575 Boulevard Southeast, Atlanta, GA, 30312