

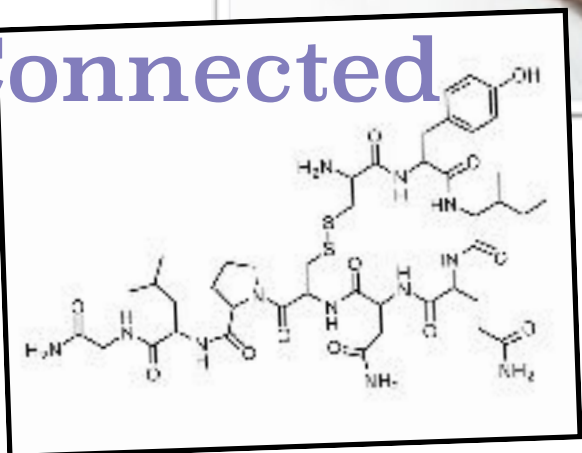
# SELCA 2018

## 3rd Annual Conference

\* November 9-10, 2018 \* Piedmont Atlanta Hospital \* Atlanta, GA



Connected



# You're Invited . . .

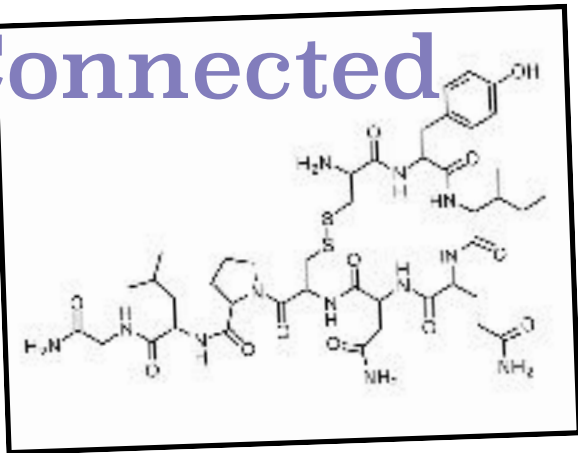
Register Today!

The Southeastern Lactation Consultant Association invites you to exhibit at the third annual regional conference in Atlanta, Georgia.

**SELCA is excited and proud to announce that Connected: SELCA Third Annual Conference 2018 will feature lactation legend, Linda J. Smith.**

Linda J. Smith, MPH, FACCE, IBCLC, FILCA is a lactation consultant, childbirth educator, author, and internationally-known consultant on breastfeeding and birthing issues. 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.

## Connected





Partner with us in our mission, helping those who help families 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 other SELCA meetings and conference registration media.

***Don't miss out- REGISTER Now!- use promo code Sponsor18***

### Exhibitor Package

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

- Contact with many decision makers in the birth & breastfeeding community
- Invitation to mingle at the cocktail party, with a logo/literature table
- The one-time use of an opt-in directory of conference participants
- Complimentary listing in the Conference Agenda
- Listing in-App
- Space on an exhibitor passport that drives traffic to your booth
- One company representative per booth space rented
- Complimentary meals and snacks for one representative
- One conference registration, including CERPS, & 2019 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)
- Additional benefits are available with increased levels of sponsorship





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.

## **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, 2018.



- 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 indicate 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. 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.

## Healthy and Sustainable Meeting Practices

SELCA has pledged to adopt standard healthy meeting practices. We recognize that having healthy meetings, conferences, and events helps to create an environment that supports members in their efforts to eat well



and be physically active. We commit to sustainable practices for the health of the planet. More information can be found at [www.healthymeeting.org](http://www.healthymeeting.org).

### **Accessibility and Non-Discrimination**

SELCA strives to uphold the conference theme of **Connected** in all of its interactions, and requests sponsors and exhibitors do the same. To promote interpersonal connection 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.

SELCA values families, and our environment welcomes children of all ages.

### **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. Exhibitors, sponsors and speaker certify that they 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).

**Venue information:** Piedmont Atlanta Hospital, Rich Auditorium.  
Specific directions are located with conference materials at [selca.info](http://selca.info).

**Hotel:** For local accommodations, we suggest you take advantage of our discounted room block by booking online using this [link](#) for Hyatt Place Atlanta/Buckhead using group code (CR110659). THE LAST DAY TO OBTAIN THIS RATE IS 10/16/18.

## HYATT PLACE ATLANTA/BUCKHEAD

3242 Peachtree Road NE  
Atlanta, Georgia, USA, 30305  
Tel: [+1 404 869 6161](tel:+14048696161)

Your Buckhead Atlanta Hotel

Welcome to a stylish and modern hotel near Georgia's biggest city. Hyatt Place Atlanta/Buckhead offers free amenities like Wi-Fi, shuttle rides, parking, and breakfasts, while fine dining, malls, and boutiques are within walking distance.

[Read 464 Guest Reviews](#)

- [Maps & Directions](#)
- [Fact Sheet](#)
- [Hotel Features](#)



### **What's Nearby?**

- Lenox Square (Buckhead)
- Swan House
- Atlanta History Center
- Georgia Governor's Mansion
- Chastain Park Amphitheater
- Piedmont Atlanta Hospital
- 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; select TICKETS and enter the code Sponsor18 in the upper corner](#)**, and pay with method convenient to you.

Yours in health,

SELCA Conference Planning Committee

470-20-SELCA [exhibits@selca.info](mailto:exhibits@selca.info)

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