

EXHIBITOR OPPORTUNITIES

The Wisconsin Association for Perinatal Care (WAPC) is the leading statewide multidisciplinary membership organization dedicated to improving health outcomes for women, infants, and their families.

The 2017 WAPC Annual Statewide Perinatal Conference will provide an ideal opportunity to reach hundreds of perinatal health professionals from various settings throughout the state.

It's a meeting you can't afford to miss! We hope you will join us and lend your support as an exhibitor.

2017 Conference: At-A-Glance

Purpose: Provide continuing education and networking opportunities for perinatal care professionals in a variety of disciplines.

Attendees: 300 to 350 perinatal health professionals, including:

- Physicians - obstetricians, neonatologists, pediatricians, family practitioners
- Nurses - staff and advanced practice, educators, public health, family planning
- Other Professionals - nutritionists, pharmacists, therapists, social workers, childbirth educators, lactation consultants

Institutions represented: Hospitals and clinics, public health agencies, educational institutions, and insurers

Session Topics: Selected to span the continuum of perinatal care (maternal/fetal, infant, and family) and address system and community health issues in a variety of formats (plenary and group sessions, panel discussions, poster sessions, debates, and pre-conference workshops)

Benefits of Participation:

- Gain access to health care practitioners and representatives from health care institutions across the state
- Raise awareness about your organization
- Show your commitment to enhancing health outcomes for mothers, infants, and families



WAPC 47th Annual Statewide Perinatal Conference April 30-May 2, 2017, Kalahari Resort, Wisconsin Dells, WI

EXHIBIT OPPORTUNITIES

The 2017 conference offers exhibitors numerous opportunities for exposure and networking with attendees during Sunday's Reception, Monday's scheduled breaks, and lunch. Exhibits are considered an integral part of the learning experience, allowing participants to talk with exhibit representatives and gather information in a non-competitive environment. A WAPC-sponsored drawing provides an added incentive for attendees to visit exhibit booths. Exhibitors benefit from making new or renewing contacts with professionals who work in every area of perinatal health.

Exhibit Package:

- 1 - 8'x8' booths w/8' high drape
- 1 - 7"x44" identification sign
- 1 - 2'x8'x30" skirted table
- Two chairs
- Name badges for exhibit staff
- Listing of your company/organization on the WAPC Conference Web site
- Reduced conference rates for hotel rooms
- Close proximity to meeting rooms and refreshment break areas

Meals: Exhibitors are invited to participate in Sunday's reception and Monday's continental breakfast, lunch, and refreshment breaks. Reservations for the Monday evening banquet can be paid for separately.

Fees:

\$500 Commercial organizations
\$300 Non-profit organizations without conference registration
\$110 Non-profit organizations with paid conference registration

Meeting Roster: Exhibitors may purchase a list of conference attendees for \$75. Lists will be available following the meeting.

Questions: Contact Barb Wienholtz, WAPC Annual Conference Coordinator, at (608) 285-5858 ext. 201 or wienholtz@perinatalweb.org.

Exhibit Deadline: Space is limited and exhibits are assigned on a first-come, first-served basis. Please return the agreement form and payment by **March 31, 2017**. You will receive a confirmation letter and further information prior to the conference.

EXHIBIT SCHEDULE

Set-up Times: Sunday, April 30 between 12:00 p.m. and 5:00 p.m. (exhibits may not be set up during reception time)

Exhibit Hours:

Sunday, April 30

5:30-6:30 p.m. During Reception

Monday, May 1

7:30-8:00 a.m. During continental breakfast

9:30-10:00 a.m. During refreshment break

2:30-3:00 p.m. During refreshment break

Dismantle:

Monday, May 1 after 3:00 p.m.

Hotel Reservations: Exhibitors are responsible for making their own hotel reservations. A block of rooms is reserved in the name of the Wisconsin Association for Perinatal Care Annual Conference, at the Kalahari Resort. The special conference rate is \$109 for single, double, triple, and quad plus 12.25% sales tax. To make reservations, call the hotel at 1-877-254-5466.

Exhibit Terms and Conditions: Make note of the following exhibition terms and conditions at the 2017 Annual Statewide Perinatal Conference.

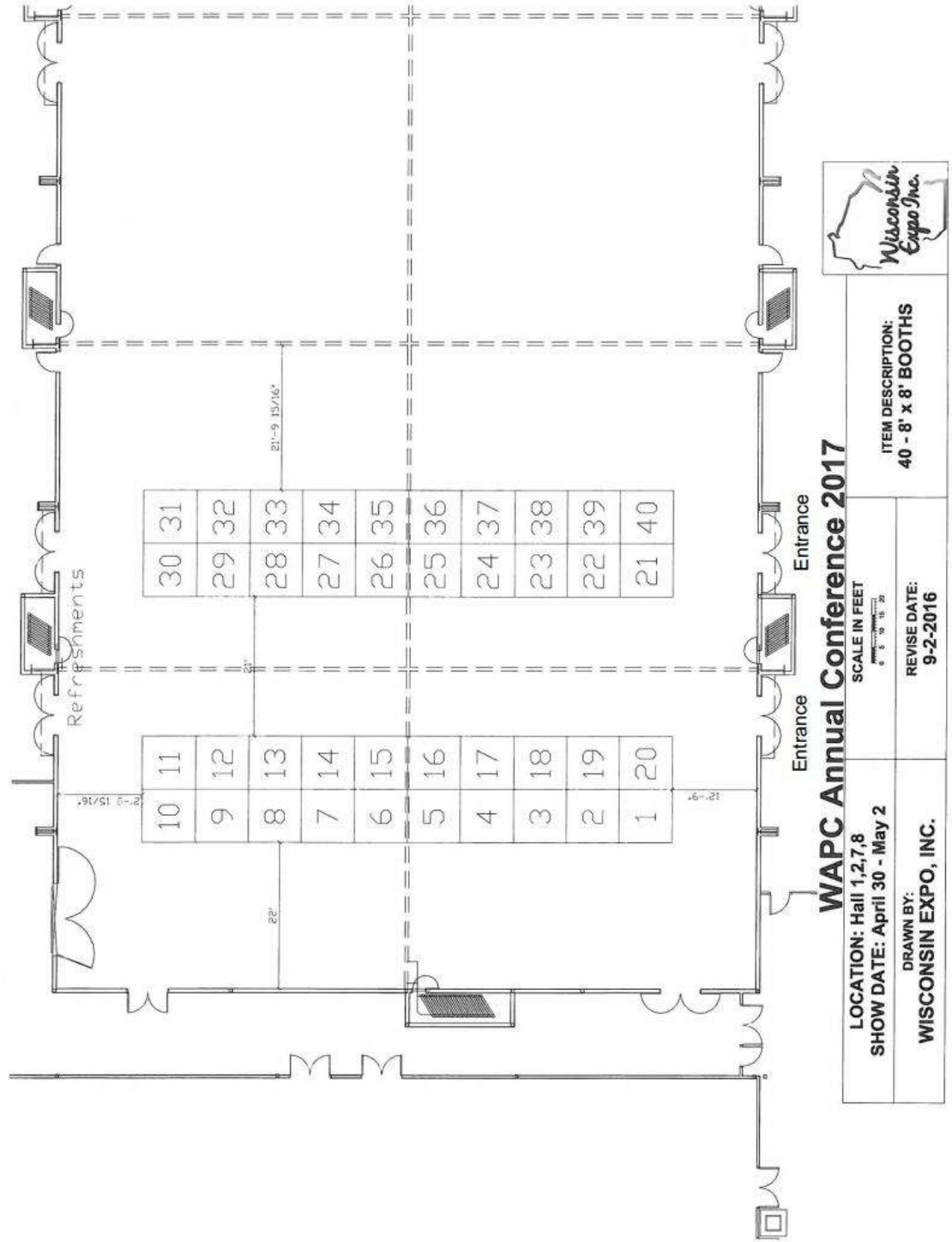
- **Use of Exhibit Space:** Display tables and/or exhibits shall not be placed or constructed in such a manner as to interfere with other exhibits. Exhibits that violate any municipal or state laws, rules, and regulations, including safety and fire codes, will not be permitted.
- **Pre-Shipment:** You can pre-ship materials to the Wisconsin Expo, Inc. from April 13 through April 20, 2017. For more information contact: DJ Cartledge at (262) 670-1300. You will receive more information in the exhibit service kit.
- **Electrical:** An order form for electrical hook-ups, adapters, or extension cords will be emailed with the exhibit service kit.
- **Liability:** The exhibitor assumes responsibility and liability for all losses, damages, and claims arising out of injury or damage to the exhibitor's displays, equipment, and other property prior to, during, and subsequent to the conference. The Wisconsin Association for Perinatal Care and Kalahari Resort, as well as the agents and employees of the aforementioned, shall not be held responsible by the exhibitor for any and all such losses, damages, and claims. The exhibitor shall be responsible for any damage done to the building by them or their employees.
- **Fire Regulations:** All muslin, velvet, silk, or any other cloth decoration must stand a flameproof test as prescribed by the local fire ordinance. Aisles must be maintained according to Fire Code Regulations. Cardboard boxes must be removed and disposed of properly.
- **Cancellation:** A \$50 fee will be assessed on cancellations of exhibits after March 27, 2017. No refunds will be made on cancellations after April 7, 2017.
- **Raffles:** Exhibitors are prohibited from holding raffles for gifts or products during the WAPC Annual Conference.



WAPC's Policy Regarding Commercial Support for WAPC Activities

1. WAPC will solicit and accept support only for projects and activities that are consistent with the Association's mission.
2. WAPC determines how funds provided by commercial supporters for educational activities will be used.
3. The overall planning and responsibility for an educational activity belongs to the Wisconsin Association for Perinatal Care. This includes the selection of speakers, topics, meeting sites, and other important decisions.
4. WAPC will not permit product promotions (advancements) as part of an educational presentation. There are no continuing education credits for exhibitors.
5. WAPC does not provide product endorsements (approvals).
6. WAPC will be vigilant at all times to avoid any real or apparent conflict of interest in accepting donations.
7. All faculty members for continuing education must complete and sign a "faculty disclosure declaration" prior to their presentation. All faculty members participating in any WAPC sponsored programs are expected to disclose to the program audience any real or apparent conflict(s) of interest that may have a direct bearing on the subject matter of the continuing education program. The intent is not to prevent a speaker with a potential conflict of interest from making a presentation, rather it is intended that any potential conflict should be identified openly so that the participants may form their own judgments about the presentation with the full disclosure of the facts.
8. Sponsors will be identified to participants of WAPC activities.

EXHIBIT LAYOUT





WAPC 47th Annual Statewide Perinatal Conference
April 30-May 2, 2017, Kalahari Resort, Wisconsin Dells, WI

EXHIBITOR AGREEMENT FORM

Company/Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

(Confirmation letters and other correspondence will be sent to the contact person above.)

Exhibitors: I/We would like to exhibit at the 2017 Annual Statewide Perinatal Conference:

Commercial Organizations:

Please reserve _____ exhibit table(s) at \$500 each. \$ _____

Non-profit Organizations:

Non-profit organization without conference registration:
Please reserve _____ exhibit table(s) at \$300 each. \$ _____

Non-profit organization with paid conference registration:
Please reserve _____ exhibit table(s) at \$110 each. \$ _____

I have included the conference registration form and fee
(Before March 18-\$295 for WAPC members, \$380 for non-members
After March 18-\$335 for WAPC members, \$420 for non-members)

Please send a copy of the conference attendance list for an additional \$75. \$ _____

Please review the enclosed exhibit room diagram and indicate your table location preferences (1-40) below:

First Choice: _____ Second Choice: _____ Third Choice: _____

Please provide a one to two sentence description of your organization to be included in the Annual Conference Web site and materials.

Meals for commercial exhibitors:

I would like to make reservations for the following meals:

- Monday, 5/1 lunch at 12:15 p.m. (included in exhibit fee)
- Monday, 5/1 evening banquet at 7:00 p.m. _____ at \$50.00 each \$ _____

Meals for non-profit exhibitors without conference registration:

I would like to make reservations for the following meals:

- Monday, 5/1 lunch at 12:15 p.m. (included in exhibit fee)
- Monday, 5/1 evening banquet at 7:00 p.m. _____ at \$50.00 each \$ _____

Meals for non-profit exhibitors with paid conference registration:

(Monday lunch & banquet are included in the conference registration fee)

Total enclosed: \$ _____

Make check payable to the Wisconsin Association for Perinatal Care. WAPC's Federal EIN is 39-1363820. If you choose to pay by credit card, please contact Barb Wienholtz at 608-285-5858, Ext. 201.

I agree to abide by "WAPC's Policy Regarding Commercial Support for WAPC Activities"

Signature: _____

Name/Title (*print or type*): _____

Return completed form with payment
no later than **March 31, 2017**, to the following address:

Wisconsin Association for Perinatal Care
211 S. Paterson St., Suite 250
Madison, WI 53703
Fax: 608-285-5004
Email: wapc@perinatalweb.org

**Please retain a copy of this agreement form for your records.
Thank you!**