

2007
Exhibit
Prospectus

International Celebrating the
1956 | 2006 La Leche League
50th Anniversary
Power of Breastfeeding
Conference
2007
July 20-23, 2007 Hilton Chicago



Celebrating



the Power of

Breastfeeding



Dear Friend of La Leche League,

We invite you to participate as an exhibitor, advertiser, or sponsor at the La Leche League International 50th Anniversary Conference, "50 Years: Celebrating the Power of Breastfeeding" in Chicago, IL, July 20-23, 2007.

Our audience is highly targeted. Planning to attend are La Leche League Leaders, lactation consultants, nurses, physicians, childbirth educators, health care providers, parents, and children with about 15 percent coming from outside the USA. Exposure to this La Leche League constituency provides you with the potential to reach our worldwide membership of more than 60,000 families at a very reasonable cost.

Since this is a special Golden Anniversary Conference and exhibit space is limited, we anticipate a sell-out. We will fill space on a first come, first served basis.

We have slotted several hours of unopposed Exhibit Hours and a Grand Opening Reception in the Exhibit Hall which will encourage conference attendees to visit.

La Leche League International Conferences are an effective and profitable way to market your products. With the enclosures, you will be able to reserve an exhibit booth, reserve space for ads in the Conference Program Book, and request information on advertising in a variety of La Leche League International publications.

This opportunity only comes around once every two years, so don't miss this chance to meet past and future customers face-to-face. Please take some time to review the following material and give your strong consideration to participating in this event.

Sincerely,

ReNata Bauder
Exhibits Manager
2007 LLLI International Conference
Phone: 847-519-7730 X 254 • Fax: 847-519-0035
Email: rbauder@llli.org



Guidelines for Exhibitors and Advertisers

Agreements

Your completed form and payment in full will serve as your authorization to La Leche League International (LLLI) to arrange for a Commercial or Educational Exhibit and the listing of the exhibit and/or to publish your advertisement and/or contribution listing in the LLLI 19th International Conference Program Book. The exhibitor/advertiser agrees to comply with the terms, conditions, and decisions made by LLLI on matters not covered in this exhibitor prospectus.

Any manufactured item that can affect the safety of mothers or babies must have proof of product liability insurance.

General Policy

Products must be compatible with LLLI principles and policies and marketed in accordance with the WHO International Code of Marketing of Breast Milk Substitutes.

Endorsements

Acceptance of an exhibit or advertisement does not constitute LLLI endorsement. This information will appear as a notation in the program.

Exhibitor's Name

The full name or an accepted, well known abbreviation of the name of the exhibiting organization must appear plainly on each exhibit; this sign will be provided by LLLI.

Exhibits Requiring Special Permission

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 the express permission of LLLI to exhibit. Exhibits accepted previously may become unacceptable due to changes in their and/or LLLI policies and/or philosophy.

La Leche League International fully supports the WHO (World Health Organization) International Code of Marketing of Breast Milk Substitutes (LLLI Board of Directors, 1981, 1988, 1993).

Items Not Permitted

Neither the following products nor literature advertising, recommending, and/or suggesting their use are to be displayed, handed out, sold, or advertised.

- Infant formula.
- Baby bottles and nipples/teats.
- Pacifiers and nipple shields (not rigid plastic breast shells or breast shields).
- Tobacco products and alcoholic beverages.
- Any food or beverages that are not wholesome and nutritious.
- Contraceptives and/or contraceptive devices.

Products Permitted with Caution

The following products may be advertised or exhibited with caution:

- Foods intended for children of an appropriate age.
- Food supplements, vitamins, minerals, and medications.

Advance Approval Required for All Exhibit Materials

Exhibitors must submit to LLLI a sample of each item or printed and/or recorded materials, tapes, etc. Items competitive with LLLI sales or the Conference Bookstore may be rejected solely because of this competition.

Sale of Printed and Audio/Visual Materials

Written and audio/visual materials including, but not limited to books, pamphlets, magazines, articles, reprints, tapes, videos, etc., can be advertised or sold at any exhibit with prior approval from the LLLI Review Committee.

Video or audio programs may not be played so loudly that they disturb other exhibitors.

Approval Required for Advertising Materials

Advertisers must submit a sample of their ad and/or a sample of the product being advertised if requested. Samples will be returned at the advertiser's expense.

Privilege of Regulation and Refusal

LLLI reserves the right to control exhibit materials and to refuse any exhibit and/or exhibit materials deemed inappropriate and reserves the right to reject any advertisement for any reason.

Contract Agreements

The application form for Exhibitors and Advertisers must be signed and returned to LLLI along with all fees paid in full prior to the opening of the Conference.

General Information

Copy and Contract Stipulations

All advertisements are accepted and published entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and uphold the publisher harmless from and against any claims or suits for libel, slander, violation of rights of privacy, plagiarism, copyright or trademark infringement, and any other claims or suits based on the contents or subject matter of such publication.

Advertising Code

All advertising shall be attractive, factual, and dignified, and shall be calculated to provide useful product and service information. The use of superlatives, exaggerated claims, and flamboyant methods of presentation should be avoided.

The advertising, listing, exhibiting, or promotion of a product shall not:

- A) Violate, or assist in violating, any governmental regulation or statute;
- B) Relate to products or services which have been judged worthless, dangerous, or of secret composition by official action of appropriate agencies or by consultants of LLLI;
- C) Include claims of a type which have been subject to unfavorable decision by the Federal Trade Commission or the Food and Drug Administration; and
- D) Include products or services that are harmful to health or family life.

Conference & Exhibit Hall Location

Hilton Chicago
720 S Michigan Ave
Chicago, IL 60605
USA

Exhibits are located in the Northwest Hall



Exhibit Hours:

Friday, July 20	1:00 PM	—	6:30 PM
Saturday, July 21	11:30 AM	—	12:30 PM
	2:00 PM	—	7:00 PM
Sunday, July 22	9:15 AM	—	12:30 PM
	2:00 PM	—	4:00 PM
Monday, July 23	9:15 AM	—	12:30 PM

Installation of Exhibits:

Thursday, July 19	1:00 PM	—	7:00 PM
Friday, July 20	8:00 AM	—	11:30 AM

Installation must be completed by 11:30 AM, Friday, July 20. Displays may NOT be dismantled prior to the official closing at 12:30 PM, Monday, July 23.

Dismantling:

Monday, July 23	12:30 PM	—	5:00 PM
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The Exhibit Floor Manager will be on duty during the hours the exhibit hall is open and a security guard on duty before and after these times. Exhibitors are encouraged to have two to three people to staff their booth during exhibit hours.

We expect all booths to be staffed during the times the Exhibit Hall is open.

Assignment of Exhibit Space

LLLI makes every effort to assign booth locations in order of exhibitor preference. Priority is determined by the order in which applications accompanied by payment in full are received. LLLI 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, LLLI cannot guarantee such spacing. LLLI may change the exhibit booth configuration if necessary to improve traffic flow.



Additional Marketing Opportunities

Use of Space

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear; exhibits should be arranged so that attendants will be inside assigned space. Display material or equipment at the sides of the booth shall not exceed the height of the sidewalls within 5' of the front of the exhibit space. Display material may not be higher than 42" above the sidewalls in the back 5' of the exhibit space. All material used for decoration, i.e., paper, cardboard, cloth, etc., shall be a flame-retardant type. Safety and fire exits and equipment must be left accessible and in full view at all times.

Advertising

Advertisements in the Conference Program are available in two-color format (Second color is determined by LLLI). Exhibitors receive a 15% discount on rates. Ads should arrive at LLLI prior to May 25, 2007. Advertisements that are not in acceptable formats or are received late will forfeit their place in the Program Book.

Send finished ads to the LLLI office marked "Attention: Conference/N.J.Bykowski." Include your email address so we may acknowledge receipt. If you have not received an acknowledgement by June 10, 2007, call ReNata Bauder, Exhibits Manager, at 847-519-7730 x 254 to inquire on status of advertisement.



Sponsorship

Strengthen your visibility by sponsoring a particular Conference event, such as refreshment breaks, banquet, or other Conference facilities. This extra financial contribution to La Leche League International provides you with additional publicity opportunities. Your company's name is announced as a function underwriter and acknowledged at the entrance to the room or hall in which it is held.

There is also a special heading in the Conference Program for names of companies and the events they sponsor. If you would like our Exhibit Manager to contact you regarding underwriting a certain aspect of the Conference, check the appropriate box on the Exhibitor Application.

Conference Registration and Hotel Information

When you return the enclosed Exhibitor Application Form you will receive a Conference Program Book, Exhibitor Registration Form, and Hotel Reservation Form. You will also receive a Service Manual from GES Exposition services with full information on contract rules and regulations, shipping instructions, and order forms for any special furniture, carpeting, electrical outlets, etc., you may need.

Additional Exhibitor Benefits

As an exhibitor your exhibit personnel are invited to attend the Opening Night on July 20 and the Conference Opening General Session on Sunday, July 21 at 8 AM. Your exhibit personnel may also attend the Gala Closing Banquet on Tuesday evening, July 23, at the regular ticket fee of \$70. A complimentary registration badge to attend all Conference sessions is included with two of the Commercial Exhibitor Packages. (Additional fees charged for Luncheon or CERP credits.) You can register for these options on the Exhibitor Registration Form which will be sent to you after you return the enclosed Exhibitor Application.

Exhibit Hall Grand Opening Reception

An Exhibit Hall Opening Reception will be offered from 4:30-6:30 P.M. on Saturday, July 20 at no additional cost to exhibitors.

Northwest Hall



July 20-23, 2007
 Hilton Chicago Exhibit Hall
 720 S Michigan Ave
 Chicago, IL 60605 USA

Key:
 Yellow indicates Prime Entrance Option



Celebrating

the Power of

La Leche League International has always known that breastfeeding plays a crucial role in developing a healthy future. A woman's decision to breastfeed is an investment in the future; the welfare of children around the world depends on their receiving mother's milk.

From a group of seven mothers who joined together in 1956 to offer support to their friends, La Leche League International has grown into an international organization that reaches more than 300,000 people every month. Its size and scope have changed, but the mission remains constant: to help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

Breastfeeding

Our Conference Attendees are Consumers!

They spend disposable family income on:

- *Childbirth education/alternative childbirth methods*
- *Home schooling materials/information*
- *Cookware*
- *Video and audio products*
- *Diapering methods*
- *Organic foods and spices*
- *Learning toys for children*
- *Breastfeeding products*
- *Nursing bras*
- *Maternity/nursing fashions*
- *Posters/books/teaching aids*
- *Pre-packaged nutritious snacks & foods*
- *Baby backpacks/slings/carriers*
- *Mineral waters/natural juices/spring water*
- *Yogurt*
- *Home-fitness equipment*
- *Child/baby safety equipment*
- *Family biking/jogging equipment*
- *Mother/Baby inspired jewelry*
- *Mother/Baby inspired artwork/sculpture*
- *Food Supplements/Vitamins*
- *Homeopathic Remedies*
- *Baby Medicines*
- *Family Autos*
- *Educational Materials*
- *Women's clothing, jewelry, and accessories*
- *Children's clothing*
- *Hand-crafted items*
- *Artwork and home decor*

Sample of Past Exhibitors

A Fashion Hayvin	International Lactation Consultant Association (ILCA)
AED/Linkages Project	Jackie Schaefer Art
American Academy of Pediatrics (AAP)	Lamaze International
AMMA Maternity and Nursing Art Rahbar	Lansinoh Laboratories
Arms Reach Co-Sleeper	Maternal Concepts
Attachment Parenting International	Maya Wrap
Au Naturel Baby	Medela
Baby TLC & Eco TLC	The Midwife's Cottage
Bailey Medical	Mind-a-Mommy
The Beauty of Breastfeeding	Moby Wrap
Birthing the Future	Monkey Bums
Birth with Sol	Mothering Magazine
Bradley Method	Motherlove Herbal Company
Bravado Designs	Motherwear International
The Breastfeeding Café	My Play-BIRTH
CAPPA (Childbirth and Postpartum Professional Association)	"Nurse-n-Glow, Bela Baby"
Childbirth Graphics/WRS Group	Organic Valley
Daddy UniverseCity	Over the Shoulder Baby Holder
Designs by Lucinda	Parenting Concepts
Diaper Free Baby	Pharmasoft Publishing
Discovery Toys	Platypus Media
DONA (Douglas of North America)	The Play Cottage
Dr.Ray's Products (Spiffies)	Prince Lionheart
Earth Wisdom	Saturn Corporation of Alexandria VA
Ecobaby Products	Saunders/Mosby
Fresh Baby	Separation Technology
g. Diapers	Snugglebunny Press
Geddes Productions	Thirteen Moons
Glamourmom	Tinokis
Granola Threads	Trainikins
Harvard Common Press	Unique Baby Boutique
Healthy Children's Center for Breastfeeding	Usborne Books
Human Milk Banking Association of North America (HMBANA)	US Department of Health and Human Services
Hollister	Whisper Wear
IBLCE (International Board of Lactation Consultant Examiners)	WishGarden Herbs
INFACT Canada	World Alliance for Breastfeeding Action
	Zannadu Cloth Diapering Solutions
	Zolowear

and...an additional opportunity!

The LLLI Seminar on **Breastfeeding for Physicians** will be held in the same location just prior to the International Conference July 18-20, 2007

Call or write for Seminar Exhibit Prospectus

LLLI Department of Education

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