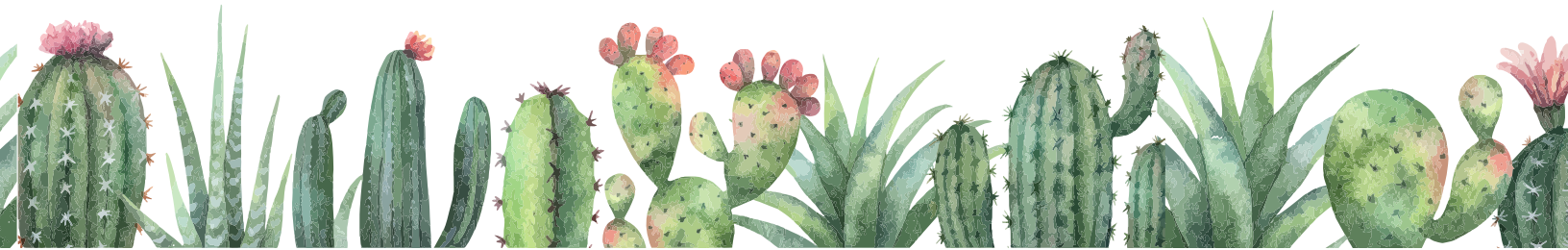


2023 AABC Birth Institute

Birth Centers - An Oasis in the Desert

Restoration. Nourishment. Sustainability

October 12-15, 2023 | Tucson, Arizona



VENDOR PROSPECTUS

Join us at the premier conference for birth centers



AABC
AMERICAN ASSOCIATION
OF
BIRTH CENTERS



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Exhibit. Sponsor. Advertise

Our return to an in-person conference last year was met with much enthusiasm. We are looking forward to another great conference this year in Tucson and invite you to join us. The 2023 AABC Birth Institute is a terrific opportunity to showcase your products/services in-person to birth center leaders and decision-makers.

This annual convention of the **American Association of Birth Centers (AABC)** brings together midwives, physicians, nurses, doulas, and birth centers administrators to learn and network.

Choose one of our budget-friendly ways to promote your products and services and make an impact with this audience; it could be your best business decision of 2023!

Why participate in the 2023 AABC Birth Institute?



200+ birth center professionals, clinical and administrative



Steady growth of birth centers continues. The number of birth centers has doubled in last decade



Reach your target audience



Engage with thought leaders and industry experts



Decision-makers at freestanding birth centers, alongside midwifery units, and midwifery practices



Make connections with current and prospective customers



General Information

CONFERENCE DATES

October 12-15, 2023

EXHIBIT DATES + HOURS

Thursday, October 12th: 8:30pm - 10:00pm

Friday, October 13th: 10:00am - 3:00pm

Saturday, October 14th: 10:00am - 3:00pm

LOCATION

El Conquistador, A Hilton Resort
Tucson, Arizona

Please note: The conference is being held at a hotel called El Conquistador, which is located on the ancestral lands of the Tohono O'odham Nation and the Pascua Yaqui Tribe. We recognize the discomfort this may cause due to the history of colonial violence against Indigenous Peoples. This is not congruent with AABC's core values of anti-racism and cultural humility. When we contracted with the hotel 2 years ago, we did not have the lens to consider the name in our selection process. We recognize now how problematic this name is and apologize for the harm this may cause. Unfortunately, AABC does not have the resources to break our hotel contract at this point. Moving forward, we commit to incorporating racial justice values in our review and selection process.

AABC COVID-19 CONFERENCE GUIDANCE

Decisions regarding protocols will be based on a three-tiered approach, in this priority: CDC guidance, state and city mandates, and venue mandates.

Additionally,

- AABC strongly recommends that all attendees and participants are vaccinated prior to attending a conference.
- Attendees and exhibitors are expected to know and abide by the protocols currently in place at the time of the conference. You can find the most up-to-date information on the AABC conference website.



Photo credit: Birth Detroit

- AABC recognizes our membership may have varying degrees of agreement with the protocols that will be in place while at the conferences. AABC cannot modify the mandates that may be in place and exemptions will not be possible. If you have any questions, please contact AABC.

By being transparent in our decision-making process and expectations for conference attendance and performance, we hope that members will know how to plan for the conference.





SPONSORSHIP

Be a champion of optimal birth! This is a valuable opportunity to be visibly recognized for your support of AABC and its dedication to the birth center as the place for the practice of midwifery and optimal birth. As a sponsor, you will be recognized prominently throughout the conference as a champion supporter of birth centers and AABC.

Choose from among these sponsorship levels:

	SILVER	GOLD	PLATINUM
	\$2,500	\$4,000	\$5,500
Company showcase on conference website linked logo plus company description	✓	✓	✓
Recognition throughout the conference including signage, conference manual, and mobile app	✓	✓	✓
Complimentary ad in the conference manual: silver – half page; gold – full page; platinum – full page with cover placement	✓	✓	✓
Complimentary exhibit table		✓	✓
Complimentary conference registration			✓
Logo imprint on conference swag bag			✓

Apply at AABCBirthInstitute.org/vendors or call 215.234.8068





Sponsorship Unpackaged

Add to your sponsorship level or create your own sponsorship package by selecting one or more of these unique sponsorship items. As a sponsor you will receive recognition in the conference agenda and on the Birth Institute website.

Charging Station in the Exhibit Hall - \$800

Help keep attendees powered up by sponsoring a charging station in the exhibit hall. Sponsors will be recognized with signage at the station.

Coffee & Refreshment Breaks - \$1,750

Set the exhibit hall buzzing by sponsoring the morning break with fresh fruit and coffee, or the afternoon break with coffee and dessert. Sponsors will be recognized with signage at the coffee break.

Name Tags - \$1,000

Put your company in the forefront at the conference with your company name and logo printed on the nametags.

Notebooks - \$1,200

Maximize your visibility while helping attendees with remembering all they are learning at the conference with your logo on notebooks provided to all participants.

Speaker Equity Fund - \$1,800 - \$5,500

AABC is launching an exciting new opportunity for sponsors: our Speaker Equity Fund will cover costs for Birth Institute speakers from historically marginalized communities. Join us in this initiative by funding an individual speaker or an entire panel. Sponsors will be recognized with signage at the session.

Individual: \$1800 | Panel of 3: \$5500



Photo credits:
Cheryl Rude, Aubre Tompkins, and Valerie Vaughn





EXHIBITS

Exhibiting at the AABC Birth Institute is an excellent opportunity to introduce and/or promote your company and products, the exhibit hall is a hub of networking and activities.

The exhibit hall will open Thursday evening during the Welcome Reception and continue through to Saturday afternoon – October 12-14, 2023. There will be no exhibit hall hours on Sunday to facilitate the travel needs of vendors. The exhibit hall is centrally located to the meeting rooms, with coffee and desert breaks in the exhibit hall.

Each **Standard Table-Top Exhibit** includes:

- (1) 6' table, draped, two chairs
- Listing and profile in the conference app
- (2) representative badges
- 10% discount on conference advertising

Need some extra space to display products, banners, or set up chairs for consultations? Upgrade to an **Island Booth**. This 10x10 area provides more room for displays and signage or to welcome in guests and clients. With an island booth, you have the flexibility to arrange your space to fit your needs.

Exhibit Fees	Standard Exhibit	Island Booth
Commercial	\$795	\$1500
Non-Profit	\$595	\$1200
AABC Institutional or Birth Center Member	\$595	\$1200

Bonus!

EXHIBITOR MARKETING TOOLKIT

Promote your presence at the AABC Birth Institute with these **FREE** resources:

- Customize the following with your company name and booth number
 - Email banner graphic
 - Postcard invitation in PDF format
 - Social media graphic
- Linked company logo on conference website
- Company listing and profile in the conference app
- Company profile and contact information in the conference agenda, a print/digital program book provided to all attendees





ADVERTISING

Conference App Advertising

Drive traffic directly to your website or highlight special deals and offers at your booth with conference app advertising.

\$500 Push Notification to all participants (only 4 available)

\$250 Vendor Post in Activity Stream

Conference Agenda Advertising

Maximize your advertising dollars with our two-for-one advertising package. When you place an ad, it will automatically be included in both digital and print formats of the conference agenda which is distributed to all meeting attendees.

\$300 Full Page Ad (*measures: 7" x 9.5"*)

\$200 Half Page Ad (*measures: 7" x 4.65" - horizontal; 3.35" x 9.5" - vertical*)

All ads must be received by August 15, 2023. Please submit ad in a jpg, png, pdf or eps file. Questions? Call 215-234-8068. Please email your ad to aabc@birthcenters.org

Conference Swag Bag Insert

Put your flyer, brochure or promotional item into the hands of each Birth Institute attendee with a Swag Bag Insert.

\$200 Promotional flyer, sample or coupon

\$260 Catalog or magazine

Send a sample or draft of your insert with your advertising application for approval. Shipping instructions and dates will be sent with your confirmation.



Apply at AABCBirthInstitute.org/vendors or call 215.234.8068



EXHIBIT POLICIES

Contract for Space: The signed application for exhibit space and subsequent notice of space assignment constitutes a contract between the exhibitor and the American Association of Birth Centers (AABC). The following rules and policies are part of the contract. Any point not specifically covered in the rules will be the final decision of AABC.

Space Assignment: Exhibit space will be assigned on a first come, first served basis with consideration given for requests made on the application.

Payment for Space: Full payment in the form of credit card, check or authorized purchase order is expected at the time the application is made.

Eligibility: AABC reserves the right to determine the eligibility of any company or product for inclusion in the exhibit hall. The acceptance of a vendor for the exhibit hall does not carry AABC's endorsement of the equipment, supply, or service displayed there. Exhibits and the conduct of exhibits are subject to the approval of the Association.

Exhibitor Registration: Exhibit space does not include registration for the AABC Birth Institute. Exhibitors interested in attending the educational sessions must register for the conference.

Cancellation: Exhibitors may cancel this agreement at any time with written notice to AABC. AABC reserves the right to reassign all cancelled space. Refunds will be made according to the following schedule:

Notification by July 1, 2023 - Full refund less \$25 administrative fee.

Notification by August 1, 2023 - Partial refund of 50%.

Notification after August 15, 2023 - No refund.

Set-Up and Tear Down: Exhibitors may set up their exhibits on Thursday, October 12, 2023 from 2:00 - 7:00 PM. Exhibitors must dismantle their exhibits beginning at 3:00 PM on Saturday, October 14, 2023. All exhibit materials must be removed from the hall by 4:30 PM.

The exhibitor will forfeit space not occupied by the close of the set-up period, Thursday, October 12, 2023 at 7:00PM. This space may be resold, reassigned, or used by the conference management. There will be no refund for space not occupied.

The exhibitor is responsible for any and all additional charges imposed by the conference hotel including electricity and shipping or receipt of packages.

Damages: Damage to the facility caused by the exhibitor, his/her employees or agents, is the sole responsibility of the exhibitor.

Liability and Insurance: The individual exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save the AABC, the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents. The individual exhibitor will obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. Upon request, the exhibitor agrees to provide a Certificate of Insurance evidencing the coverage described above.

ADVERTISING POLICIES

All advertising is subject to final approval by AABC.

Conference App Advertisements: All ads must be received by August 15, 2023. Acceptable formats include: JPG or PNG.

Conference Agenda Advertisements: All ads must be received by August 15, 2023. Acceptable formats include: JPG, PNG, PDF, EPS or QXP.

Swag Bag Inserts: Send a sample or draft of your insert with your advertising application for approval. Shipping instructions and dates will be sent with your confirmation.

Eligibility: AABC reserves the right to determine the eligibility of any company or product for inclusion in advertising. The acceptance of an advertiser does not carry AABC's endorsement of the equipment, supply, or service displayed there. Advertisements and the conduct of advertisers are subject to the approval of the Association.

