



*American College of Nurse-Midwives*  
**58<sup>th</sup> Annual Meeting & Exhibition**  
Nashville, Tennessee | May 29–June 2, 2013  
*Midwives in Harmony for Women's Health*



EXHIBITOR & SPONSORSHIP  
**PROSPECTUS**  
NASHVILLE CONVENTION CENTER



# Join Us!

The American College of Nurse-Midwives invites you to join us for the ACNM 58<sup>th</sup> Annual Meeting & Exhibition, May 29–June 2, 2013, at the Nashville Convention Center and adjoining Renaissance Nashville Hotel in Nashville, Tennessee. The ACNM Annual Meeting & Exhibition is the premier continuing education, networking, and business meeting for certified nurse-midwives (CNMs) and certified midwives (CMs) nationwide.

**Now is the time** to take advantage of our exhibit hall and sponsorship opportunities to maximize your impact with more than 1500 women's health experts at an event that is growing every year.

## About ACNM

The American College of Nurse-Midwives (ACNM) is the professional association that represents certified nurse-midwives and certified midwives in the United States. With roots dating to 1929, we are one of the oldest women's health care organizations in the United States. We provide research, administer and promote continuing education programs, establish clinical practice standards, and create liaisons with state and federal agencies and members of Congress.

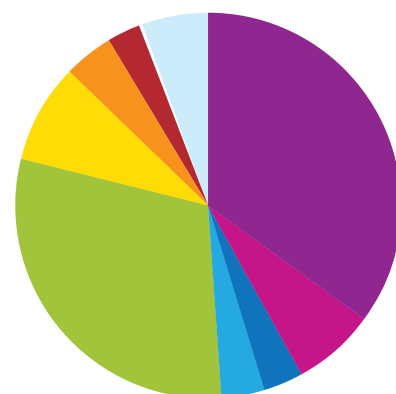
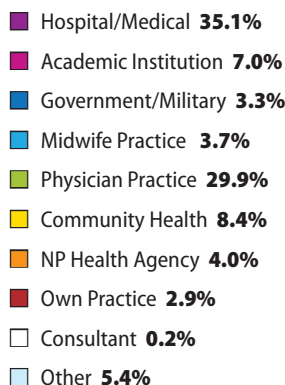
## About CNMs/CMs

Certified nurse-midwives and certified midwives are primary care providers specializing in pregnancy, birth, and the health needs of women throughout their lifespan. Our members are well-known for attending births, but what you may not know is that CNMs and CMs are experts in women's health who:

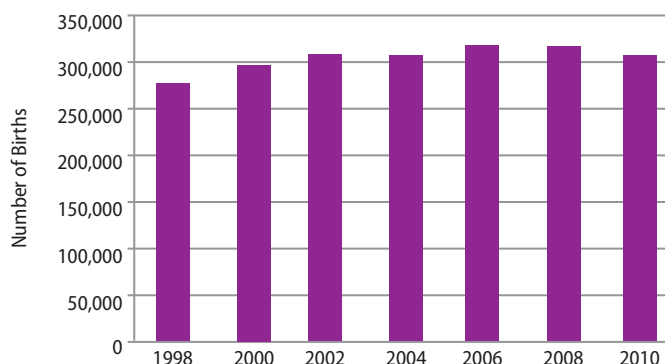
- Are licensed health care providers with prescriptive authority in all 50 states, the District of Columbia, and most US territories\*
- Practice collaboratively with physicians and in hospitals
- Attend approximately 11% of vaginal deliveries in the United States
- Care for newborns, infants, and women of all ages
- Perform routine gynecologic care, including family planning services, Pap tests, perimenopausal care, breast cancer screenings, and other women's health services
- Focus on helping women make informed decisions, often creating a bond of trust and support that is increasingly rare in health care today.



## Where CNMs/CMs Work<sup>1</sup>



## Births Attended by Certified Nurse-Midwives and Certified Midwives, 1998-2010<sup>2</sup>



\* Because CM is a newer, equivalent pathway to midwifery, it is not yet reflected in all state legislatures. CMs can practice in New Jersey, New York, Rhode Island, Delaware, and Missouri, and have prescriptive authority in New York.

1 2010 ACNM Compensation and Benefits Survey. Accessed 10/4/2012. <http://bit.ly/MW3Kh9>.

2 Births: Final Data for 2010. National Vital Statistics Reports: Vol 61, No 1. 2012.

# A Must-Attend Event

“The exhibit team and annual meeting committee made the entire process from start to finish so easy and so enjoyable! We felt welcome, appreciated, and will definitely return to this premier event in 2013!”

— Dean Insurance Agency

CNMs and CMs play a leading role in women’s health care and are well-positioned to play an even more prominent role in years to come. Capitalize on this opportunity to reach an audience of 1500 key players in women’s health, the colleagues they work with every day, and the women they serve.

## ACNM Enhances Your Exhibit Investment by Offering:

- 1 FREE full meeting registration per booth—a value of \$450 for members, \$670 for non-members
- 2 FREE Exhibitor Personnel badges per booth
- FREE Annual Meeting Program Highlights listing (7000 copies, advance mailer)
- FREE Annual Meeting Final Program listing (1500 copies, onsite)
- FREE listing on Annual Meeting Web site
- Exhibit hall reception and lunches
- Exhibitor Lounge with refreshments
- Sponsorship Opportunities—a comprehensive promotion package to reinforce your position as a premier leader in women’s health

## Traffic-Generating Features:

We’ve added these traffic-generating features to the Exhibit Hall:

- Welcome Reception
- Lunch Breaks and Refreshments
- Internet Lounge
- Everything ACNM, a hub of activity for ACNM divisions and committees
- Midwifery Market, a popular fundraising outlet for ACNM affiliates
- Prizes, attractions, special demonstrations, and live music



## The Ultimate Venue for:

- Pharmaceutical Companies
- Women’s Health Products and Services
- Maternal and Child Health Organizations
- Schools of Nursing
- Midwifery Education Programs
- Herbal Products
- Safety and Childcare Products
- Fitness and Nutrition Products
- Infant and Children’s Products
- Books and Publications
- Health Information Technology Products
- Travel Products





### Included in the Booth Price

- One 6' table draped and skirted, two chairs, and a wastebasket
- 8' high drape and 3' side drape
- Standard 7" x 44" identification sign
- 24-hour security service
- 2 complimentary staff badges
- 1 Full Conference badge
- Product/service listing in Final Program (if received by deadline)
- Exhibit hall reception, lunches, and refreshments (during regular exhibit hall hours)

See page 12 of this prospectus for additional information on booth types, sizes, and fees.

## You asked, we listened!

Survey results showed that the majority of exhibitors wanted a few more hours to interact with attendees. In 2013 there will be a total of 11 hours of open exhibit hall time.

### Move-In/Installation

- Wednesday, May 29 ..... 2:00PM – 8:00PM
- Thursday, May 30 ..... 8:00AM–1:00PM

### Exhibit Hall Schedule

- Thursday, May 30 ..... 4:00PM–6:30PM
- Friday, May 31 ..... 11:30AM–3:30PM
- Saturday, June 1 ..... 9:30AM–2:00PM

### Move-Out/Dismantling

- Saturday, June 1 ..... 2:15PM–6:00PM

Dismantling may begin at 2:15PM.

The Exhibit Hall must be cleared no later than Saturday at 6:00PM.

## Floorplan

View available, sold, and reserved booths and choose your preferred location on ACNM's active floor plan at <http://bit.ly/VDH5bf>.

# Advertising Opportunities

ACNM offers advertising options in the Annual Meeting Final Program, *On Location* (the onsite newsletter), and *Quickening* (the quarterly newsletter of ACNM). See pricing and deadlines below:

## Quickening

Quarterly newsletter of the American College of Nurse-Midwives mailed to members before and after the meeting. Two-color or black and white. Estimated circulation, 7,000.

## Final Program

Comprehensive meeting guide distributed to all attendees onsite. Black and white. Estimated circulation, 1,500.

## On Location

ACNM Annual Meeting newsletter distributed to all attendees onsite. Full color. Estimated circulation, 1,500.

## ACNM offers a variety of advertising opportunities

throughout the year. See all the ways you can reach out to our members at [www.midwife.org/corporate-opportunities](http://www.midwife.org/corporate-opportunities).

Ad Location and Specs	Final Program To 1,500 attendees	Quickening (Select spring or summer issue) To 7,000 members	On Location To 1,500 attendees	Combo Package*
<b>Deadline</b>	4/12/2013	Pre-Meeting 3/1/2013 Post-Meeting 6/1/2013	4/12/2013	varies
<b>Back Cover</b> (7.375 x 9.75 inches)	\$1,200	+	n/a	
<b>Full Page</b> (7.375 x 9.75 inches)	\$800	+	\$1,200	20% discount = \$1,600
<b>Half Page</b> (7.375 x 4.75 inches)	\$400	+	\$700	20% discount = \$900
<b>Quarter Page</b> (3.625 x 4.875 inches)	\$250	+	\$350	20% discount = \$500

\* Special pricing for placing a same-sized ad in two or more publications. Combo rates apply to ad of same size in the Final Program and your choice of On Location or one issue of Quickening.



# Sponsorship Opportunities

All sponsors receive recognition in ACNM newsletters, Final Program, Annual Meeting Web site, onsite banners, and slides at various meetings.



## **CEU Tracking Station — \$6,500**

The tracking station is a service that members appreciate for months after the Annual Meeting. Your company's logo will be on the front page of the CE Tracking Site. A certificate of attendance will be available on demand for all attendees to print out, and as a sponsor, you will be acknowledged for providing this invaluable service.



## **Internet Lounge — \$5,000**

Attendees visit the Internet Lounge to check e-mail and network with colleagues before, during, and after events. Sponsor(s) name, logo, Web site, and booth number will appear on the home page of all computer screens located in the café.



## **Hotel Door Drop — \$3,000**

Deliver promotional materials directly to attendees' rooms. Literature may be printed on both sides and should measure no larger than 8 ½" x 11." All items will be subject to approval. You provide your printed item and are responsible for shipping and handling.



## **Registration Bag Inserts — \$1,250**

Insert promotional materials into official conference bags distributed to attendees at registration. Literature may be printed on both sides and should measure no larger than 8 ½" x 11." All items will be subject to approval. You provide your printed item and are responsible for shipping and handling.



## **Welcome Banner — \$2,000**

Welcome attendees to Nashville with an ACNM Annual Meeting & Exhibition banner with your company logo displayed near the registration desk.

## **Educational Sponsorship Opportunities**

In addition to these opportunities, sponsors may support an already-scheduled workshop speaker and/or education session. At a minimum, this includes speaker transportation costs, hand-out materials, hotel accommodations, and speaker honorariums.

## **Opening General Session Speaker — \$3,000**

This sponsorship ties your organization's name with a high-profile guest and helps pay for speaker fees, travel stipends, and honoraria.

## **Premier Speakers — \$5,000**

Four nationally known speakers will address major clinical issues in women's health. Sponsors are acknowledged by signage, Program Highlights, and screen projection.

## **Exam Prep Workshop for Student Midwives — \$5,000**

Student midwives are recognized by the College as an integral and valued element of the membership, representing the future of the profession. These events provide students with an opportunity to discuss issues of importance to them, as well as time to interact with each other and the ACNM Board of Directors.

## **Research Poster Presentations and Awards — \$2,500**

These scientific poster presentations are chosen by the ACNM Division of Research. The posters provide invaluable insight and information to meeting registrants on the current and developing technologies and procedures that influence the practice of midwifery.

*Additional Sponsorship Opportunities—*  
**Display your corporate logo on these exclusive opportunities:**

**Badge Holders — \$2,500**

**Hotel Key Card — \$3,000**

**Official Conference Pens — \$1,000**

# Premier Event Sponsorship Opportunities

## Opening Reception — \$10,000 exclusive or \$5,000 shared

Kick off the meeting with your company logo displayed at the Opening Reception. Sponsor will have an opportunity to address attendees at the reception. Cocktail napkins will be printed with your corporate logo.

## Midwifery Celebration Party — \$15,000 exclusive or \$7,500 shared

Treat attendees to an evening of letting loose in honor of the midwifery profession. Your corporate logo will be projected on the dance floor and displayed at each food and bar station.

## Networking Lunch — \$8,000

Corporate logo displayed at the lunch and on napkins in Exhibit Hall.

## ACNM Affiliates Leadership Meeting — \$5,000

More than 70 CNMs and CMs who plan local meetings, provide clinical education, and have the potential to serve in national leadership positions are offered the opportunity to expand their knowledge and expertise in this program.

## Coffee Break — \$2,500

Refresh attendees between events and education sessions with coffee cups displaying your corporate logo.

## President's Reception — \$3,000

Let the ACNM president acknowledge your company at this special invitation-only event. Corporate logo will be displayed in a prominent location.

## First Timers' Reception — \$2,000

Welcome first-time meeting attendees as they get the lay of the land. Your corporate logo will be displayed at the reception.





# Exhibitor Guidelines

The terms "Association" and "ACNM" shall mean the American College of Nurse-Midwives, its officers, committees, agents, or employees acting for it in the management of the Exhibition. The term "Exhibition" shall mean the ACNM Annual Meeting & Exhibition to be held in Nashville, TN, May 29-June 2, 2013. The term "Exhibitor" shall mean any person, organization, or other entity that is approved to maintain an Exhibit at the Exhibition. The term "Hotel" refers to the Renaissance Hotel and "Operator" refers to City of Nashville, TN, a municipal corporation. Rules and Regulations may be amended at any time by ACNM Management in its sole reasonable discretion. ACNM Management reserves the right to grant or deny its consent in its sole reasonable discretion and the right to apply, interpret, and enforce these rules in its sole reasonable discretion. Any point not specifically covered in these rules is subject to the decision of ACNM Management, whose decision shall be final.

**GUIDELINES FOR PRODUCT PROMOTION:** In all cases where products that directly impact the health of women and families are promoted, the promotion must: a) be consistent with available scientific evidence; b) promote the professional image and trusting relationship between women and midwives; c) ensure that attendees receive full disclosure regarding safety of the product; and d) should not conflict with the mission of the College. ACNM reserves the right, without recourse, to absolutely control or prohibit any exhibit or part of any exhibit, which, in its opinion, is not suitable or in keeping with the purpose of the Exhibit Hall. This reservation concerns persons, things, conduct, printed matter, souvenirs, catalogues, etc. Unethical behavior or infraction of the rules on the part of the exhibitor or their representatives will subject the exhibitor/representatives to dismissal and possible refusal to rent space in the future. Under these conditions, no refund shall be made by ACNM.

**ACCEPTANCE AND ASSIGNMENT OF SPACE:** This Contract shall be deemed accepted by ACNM Management upon space assignment.

Booth assignments are generally made on a first-come, first-served basis, taking into consideration representation at previous ACNM Annual Meetings, the date a request is received, availability of requested area, the amount of space requested, special needs, and compatibility of Exhibitors.

The Association, however, reserves the right in its sole discretion to use other assignment criteria.

Because of the large number of companies exhibiting similar, or related product lines, ACNM cannot guarantee that a company exhibiting similar products or a competitor will not be located in a nearby or adjoining booth space. The Association also reserves the right to reconfigure booth space and relocate an Exhibit as necessary with the understanding that the Exhibitor shall be notified prior to such relocation.

**ELIGIBILITY:** The Association reserves the right to determine the eligibility of any company or product for inclusion in the Exhibition. The acceptance of a booth for the Exhibition does not carry the Association's endorsement of the equipment, supply, or service displayed there. Exhibits and the conduct of Exhibitors are subject to the approval of the Association. The Association reserves the right to require the modification of any Exhibit which, in its opinion, is not in character with the Exhibition. The Association reserves at all times the right to approve the nature of the Exhibits and conditions under which the Exhibits are displayed.

**PAYMENTS:** A non-refundable 50% deposit of the space rental fee is due within 30 days of receipt of the Contract. All booth charges must be paid in full by March 9, 2013. The balance must be paid within 30 days to hold exhibit booth location. Contracts received after this date must be accompanied by full payment, which is non-refundable. Should Exhibitor fail to remit timely payment, ACNM shall have the right to withhold or cancel a booth reservation without notice and retain any non-refundable amounts paid.

**CANCELLATIONS:** This Contract may be cancelled by Exhibitor by giving written notice to ACNM, subject to the following fees:

- On or before March 9, 2013 — 50% of the rental space fee will be refunded.
- After March 9, 2013 — no refunds

These fees apply in the event of Exhibitor cancellation or failure to participate for any reason whatsoever. Cancellation fees will NOT be applied to any other past, current, or future charges incurred by Exhibitor and are non-transferable. In no event will Exhibitor receive a credit from any revenue later generated by reuse of the reserved space by ACNM Management. Exhibitor may also forfeit all exhibitor privileges, including but not limited to:

- Priority points for ACNM 2014 booth selection
- Booth Personnel and complimentary full conference badges
- Removal of company listing from the Program and Web site

**UPSIZING:** At any time after signing the original Contract, Exhibitor may enter into a new contract for larger space, subject to availability.

**DOWNSIZING:** The originally reserved amount of space may be reduced by Exhibitor by giving written notice to ACNM, subject to the following:

- On or before March 9, 2013 — Exhibitor must pay 50% of the original Contract price, which amount may be applied against the reduced space.
- After March 9, 2013 — Exhibitor must pay 100% of the original Contract price, which amount may be applied against the reduced space. Any payment in excess of the cost of the new space is nonrefundable.

**ARRANGEMENT OF EXHIBITS:** ACNM follows International Association of Exhibitions and Events (IAEE) Guidelines. Detailed guidelines will be available on the ACNM Web site, but generally, no Exhibit will be permitted to interfere with the light, space, comfort, or view of another Exhibit.

Displays shall comply with the following:

- Back wall shall not be higher than 8 feet overall.
- Side walls shall not be higher than 36 inches except on island spaces.
- All back wall illumination must either be indirect or muted by translucent panels.
- Aisles must be kept clear from flooring to ceiling.

Exposed parts of the display must be finished so as not to be objectionable to other Exhibitors and/or the Association or such parts will be ordered draped by the Association and billed

to the Exhibitor. Equipment or products exceeding the height limitation may be permitted for island. Exhibitors provided written approval is granted by the association. The Exhibitor must pay all costs incurred in the operation of its booth. This provision specifically covers expenditures incurred for lights, power, water, and other utilities or services in connection with its own booth. The floor space for all booths must be carpeted or in some other way covered, with the cost for this covering being the responsibility of the exhibitor. If such floor covering has not been arranged by the Exhibitor prior to the conclusion of move-in, ACNM Management may order carpeting at Exhibitor's expense. The Association shall provide aisle carpeting.

Booth purchase includes standard back wall and side wall drapes, one six-foot draped and skirted table, two chairs, one waste basket, and a complimentary listing on the Web site and in the printed program.

**CARPETING:** Carpeting is required for all 10'x10' and 8'x10' booth spaces.

**SERVICES:** ACNM will select an official contractor to provide service to Exhibitors. The contractor will provide labor, equipment, and supervision. Complete information, instructions, and schedule of prices regarding shipping and drayage, labor for erecting and dismantling, electrical, furniture and carpet rental, cleaning, etc., will be included in the Exhibitor's Service Kit to be posted at [www.midwife.org/am](http://www.midwife.org/am) approximately 4 months prior to the event. ACNM assumes no responsibility or liability for such contractors. Exhibitor must use qualified personnel (union or otherwise) for material handling, installing and dismantling exhibits, and other services as required by the Convention Center's rules and regulations. If applicable, union regulations for the Convention Center will be provided in the Exhibitor Manual.

## COMPLIANCE WITH LAWS, RULES, AND SAFETY PRECAUTIONS:

Exhibitor is responsible for knowledge of and compliance with all federal, state, and local laws, regulations, orders, and requirements applicable to Exhibitor's participation in ACNM, as well as all rules and regulations of the Nashville Convention Center and all related expenses and taxes. Exhibitor shall take all necessary measures to safeguard persons and property in the Convention Center from any hazards associated with Exhibitor's exhibit equipment. Exhibitor shall comply with applicable industry safety standards. Exhibitor agrees that if notified by ACNM that

the condition of Exhibitor's space is unsatisfactory for any reason, Exhibitor will immediately remedy the condition.

**INSTALLATION AND DISMANTLING:** Until full payment of the space rental fee has been received, Exhibitor will not be allowed to set up, nor will freight be delivered to booth.

**EXHIBIT SCHEDULE:** Employees manning the booth must have Exhibitor badges. The display area will be closed to Exhibition Attendees except during scheduled Exhibit hours; however, registered Exhibitors will have access at all hours. ACNM shall have sole control over attendance policies at all times. Exhibitor personnel MUST be properly registered in order to staff a display and must wear (non-transferable) registration badges during move-in and Exhibit hours.

**SECURITY:** General overall 24-hour access control will be provided for the Exhibition period including move-in and move-out. However, ACNM is not responsible for the loss of any material by or for any cause, and urges the Exhibitor to exercise normal precautions to discourage pilferage. Only registered Exhibition Attendees and Exhibitors and registered guests will be authorized to enter during Exhibit periods.

**DELIVERY OF EQUIPMENT:** Exhibitors will be responsible for delivery of their own equipment and/or display material to the Nashville Convention Center and for removal of equipment and/or display material. The official drayage contractor shall control all traffic into and out of the Exhibit area to minimize delays and tie-ups. The Exhibitor assumes full responsibility for the delivery of its materials to the space, which is assigned for the purpose of exhibiting its product, service, or materials. The Association assumes no responsibility for the performance of services by common carrier, express services, the US mail, and telephone companies, or any other service for which the Exhibitor may wish to make a contract.

**MOVE-IN:** Exhibit material cannot be received at the Convention Center prior to the move-in date. Exhibitor must complete installation of its exhibit in contracted space no later than 1:00PM CDT, May 30<sup>th</sup> 2013. Should Exhibitor fail to do so, Exhibitor will be deemed a "No Show" and its space shall be subject to reassignment or cancellation without notice (unless ACNM Management has earlier approved Exhibitor's late arrival). Should Exhibitor arrive after this deadline, ACNM Management reserves the







right to assign or withhold space, and any new space assigned shall be subject to the terms and conditions of the Contract as if it were Exhibitor's original contracted space.

**MOVE-OUT:** Exhibitor must not dismantle exhibit nor begin packing before the final closing of the Exhibition on June 1, 2013 at 2:00pm CDT. Permission from ACNM is required for delivery or removal of any portion of an exhibit during the open Exhibition hours. Exhibitor shall remove all its property from the Convention Center by 6:00pm CDT, June 1, 2013. If such property is not removed within the period of time for move-out, ACNM may remove such property at Exhibitor's expense. The advance written approval of ACNM shall be required for any additional move-in and/or move-out time. Exhibitor agrees that if ACNM should receive, handle, or have in its care or custody Exhibitor's property, of any kind, shipped or otherwise delivered to the Hotel prior to, during, or following the Exhibition, ACNM shall act solely for the accommodation of Exhibitor and ACNM shall not be liable for any loss, damage, or injury to such property.

**"EARLY TEARDOWN" POLICY:** Early teardown or dismantling of booths by exhibitors is strictly prohibited. Early teardown or dismantling disrupts the integrity of the show and endangers attendees still in the exhibit hall. By signing the booth space agreement, exhibitors agree to remain on the exhibit hall floor with their booths fully in place until the official close of the trade show, as stated above. Any exhibitors dismantling their booths prior to the scheduled time will be penalized a \$250 fine and loss of priority points. Show Management will monitor and enforce this policy. Please plan your travel accordingly.

**RESTRICTIONS:** Exhibitor's activities shall be restricted to Exhibitor's booth space only. ACNM reserves the right to restrict, reject, prohibit, or eject any exhibit, in whole or in part, which becomes objectionable due to noise, safety hazards, or other reasons. ACNM reserves the right to deny access to or eject any person whose behavior becomes objectionable. In any such event, no refunds will be issued.

**ADVERTISING, CIRCULARS, AND SOLICITATION:** ACNM reserves the right to prohibit distribution of souvenirs, advertising matter, or any other materials. Distribution from anywhere other than within Exhibitor's booth is forbidden.

**SUBLEASING SPACE:** Unless approved in advance and in writing by ACNM, Exhibitor shall not assign or sublet this Contract, in whole or in part, nor exhibit any products or services other than those manufactured or handled in Exhibitor's normal course of business, nor permit any third party to solicit business in Exhibitor's space. Multiple-company sharing of exhibit space shall require advance written permission from ACNM.

**COMPETING EVENTS:** Exhibitor shall not conduct any competing event of more than 50 people during official ACNM hours. Such meetings must be approved by exhibits manager and are subject to a fee.

**MUSIC:** Due to licensing restrictions, the use of music in presentations, including video presentations, is generally prohibited unless Exhibitor can provide ACNM with proof of Broadcast Music Industry (BMI), American Society of Composers & Performers (ASCAP), or Society of European Stage Authors and Composers (SESAC) certification and licensing.

**SOUND LEVELS:** Sound levels of presentations must be kept at or below 85 decibels and not interfere with surrounding exhibits.

**BOOTH PERSONNEL:** Exhibitor must have staff present at booth during all open Exhibition hours. Exhibitor's personnel shall conduct themselves in a professional manner at all times.

**PHOTOGRAPHY AND VIDEO TAPING:** Neither photography nor video-taping are permitted in the Convention Center without the express written consent of ACNM.

**CHILDREN:** In the interest of safety, no person under 18 years of age will be allowed on the show floor during Exhibition set-up and teardown hours. During open exhibit hours, children 12 years old and under must be accompanied by a supervising adult at all times. Parents of younger children may request an exemption from ACNM. No matter what the age of the child, as a condition of the child's admission to the Exhibit Hall, parents must agree to abide by ACNM's rules regarding children and to be responsible for the child and assume all responsibility for damage to exhibits and equipment.

**FOOD AND ALCOHOL:** The Convention Center is the exclusive provider of food, beverage, and catering services within the Convention Center. Any Exhibitor offering alcoholic beverages at any event held in conjunction with ACNM must (i) carry a minimum of two million dollars (\$2,000,000.00) in liquor liability insurance during the event and (ii)

comply with all the rules and requirements of the Convention Center as well as the ACNM alcohol policy, which may be obtained from ACNM upon request.

**AMERICANS WITH DISABILITIES ACT (ADA):** Exhibitor is solely responsible for ensuring that its booth is in full compliance with the ADA, and for all costs related thereto.

**FORCE MAJEURE:** ACNM may suspend or terminate this Contract without penalty in the event the Hotels or Convention Center becomes unavailable, is destroyed or damaged, or if it becomes inadvisable, impracticable, illegal, or impossible to hold the ACNM Meeting as scheduled due to any event beyond the control of ACNM, including but not limited to the following: strike; lockout; injunction; emergency; act of God; act of war; curtailment of local, national, or international transportation facilities with a significant impact on domestic and/or international travel; and economic factors which make it impractical for ACNM to hold the Exhibit as scheduled or otherwise perform its obligations hereunder (including the unavailability or inadequacy of any convention center, headquarters, hotel(s), or necessary expansion space). In such an event, Exhibitor hereby waives any and all damages and claims for damages and agrees that the sole liability of ACNM shall be to refund to Exhibitor all payments made for exhibit space, less a proportionate share of all expenses incurred and committed by ACNM, such as, but not limited to, advertising, convention center fees, etc., to the extent any monies remain after payment of such expenses.

**INSURANCE:** Exhibitor shall carry adequate insurance to protect itself against bodily injury (including death) and property damage claims arising from Exhibitor's participation in ACNM, including but not limited to (i) worker's compensation as required by law and (ii) commercial general liability insurance in such amounts as are adequate, but in no event less than one million US dollars (\$1,000,000.00) combined single limit for both bodily injury and property damage. Said insurance shall name ACNM as additional insured's, shall contain an endorsement that such policy shall remain in full force and effect notwithstanding that the insured has waived its right of action against any party prior to the occurrence of a loss, and shall require the insurer to waive all rights of subrogation against ACNM. Further, said insurance shall include a provision for notification to ACNM at least thirty (30) days prior to cancellation. Exhibitor shall furnish ACNM with a Certificate of Insurance verifying such coverage 45 days prior to move in day. Exhibitor shall not do any act or thing in the Convention Center which might violate any insurance policy held by ACNM.

**DAMAGE TO CONVENTION CENTER:** Exhibitor shall be solely responsible for any and all damage to the Convention Center caused by Exhibitor, its contractors, or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors.

**INDEMNIFICATION:** Exhibitor agrees to defend, indemnify, and hold harmless ACNM, the Convention Center, the Operator, and their respective officers, directors, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgments, and liabilities (including court costs and reasonable attorney's fees) based upon or arising out of any act, omission, negligence, misconduct, or breach of any material condition of this Contract by Exhibitor, its contractors, or their respective officers, directors, employees,

representatives, servants, agents, invitees, licensees, or subcontractors.

**NO LIABILITY:** ACNM and its agents will use reasonable care to protect Exhibitor against loss. The responsibility of ACNM to Exhibitor does not extend beyond such endeavors; provided, however, that ACNM may choose to provide a refund in an amount up to the fees actually paid by Exhibitor, in its sole discretion. In no event shall ACNM be liable for any indirect, consequential, punitive, or incidental damages, even if advised of the possibility of such damages. Exhibitor is solely responsible for the security of its property and the property of others under its control.

**WAIVER:** Exhibitor acknowledges that ACNM, the Convention Center, and the Operator do not carry insurance coverage for Exhibitor's property. Exhibitor agrees to bear all risk of any bodily injury (including death) or property damage or loss which Exhibitor or its contractors, or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors might sustain as a result of Exhibitor's participation in ACNM. Exhibitor hereby waives any and all rights of recovery, refund, or compensation for bodily injury (including death) or property damage against ACNM, its Sponsors, the Convention Center, the Operator, and their officers, directors, employees, and agents based upon or arising out of Exhibitor's participation in ACNM, except such losses as may be the result of the sole gross negligence or willful misconduct of such parties.

**LAWS:** Exhibitor agrees that the sole jurisdiction and venue for any litigation arising from or relating to this Contract shall be an appropriate federal or state court located in the State of Maryland. Exhibitor hereby waives trial by jury in any action, proceeding, or counterclaim brought by or against ACNM with respect to this Contract. In the event that ACNM needs to bring a suit to enforce any of its rights outlined, they shall be entitled to recover all costs from the suit (including attorney's fees) from Exhibitor.

**GENERAL:** The parties are independent contractors with respect to each other, and nothing herein shall create any association, partnership, joint venture, or agency relationship between the parties. Neither party has any right or authority to assume or to create any obligation or responsibility on behalf of the other party except as otherwise provided herein. The parties agree that all rights and obligations provided in this Agreement which do not expressly terminate pursuant to this Agreement shall survive beyond the term of this Agreement and shall remain in full force and effect in perpetuity. This Agreement represents the entire agreement of the parties and supersedes any other understanding of the parties concerning the subject matter herein. This Contract may be modified only with the written consent of ACNM Management. The waiver of a breach of any of the terms hereof or of any default hereunder, shall not be deemed a waiver of any subsequent breach or default, whether of the same or similar nature, and shall not in any way affect the other terms hereof. No waiver or modification shall be valid or binding unless in writing and signed by the waiving party. All provisions of this Agreement shall be severable and no provision shall be affected by the invalidity of any other provision to the extent that such invalidity does not also render such other provision invalid. All notices required under this Contract shall be considered given when deposited in the US mail, certified, return receipt requested, addressed to the respective parties as listed on the first page of this Contract.

# Advertising Order Form

Please complete this agreement and fax it to 240-485-1818; mail it with payment to Barbra Elenbaas, 8403 Colesville Road, Suite 1550, Silver Spring, MD, 20910; or e-mail it to [belenbaas@acnm.org](mailto:belenbaas@acnm.org). Please e-mail your ad in PDF format to [belenbaas@acnm.org](mailto:belenbaas@acnm.org). If you have any questions, please contact Barbra Elenbaas at [belenbaas@acnm.org](mailto:belenbaas@acnm.org) or 240-485-1822.

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

**Payment Type:** ☐ Check ☐ Visa ☐ MasterCard ☐ Bill to Purchase Order # \_\_\_\_\_

*All payments must be made in full. All checks must be in US dollars drawn on US banks within the continental United States and made payable to the American College of Nurse-Midwives.*

CREDIT CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SECURITY CODE (BACK OF CARD) \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_ CARDHOLDER'S SIGNATURE \_\_\_\_\_

## Select your choice(s) for your advertisement below:

### Final Program only, deadline 4/12/2013

☐ Back Cover \$1,200 ☐ Inside Front Cover \$1,000 ☐ Full Page \$800 ☐ Half Page \$400 ☐ Quarter Page \$250

### On Location only, deadline 4/12/2013

☐ Back Cover \$2,000 ☐ Full Page \$1,300 ☐ Half Page \$700 ☐ Quarter Page \$350

**Quickening only, (CHOOSE ONE)** ☐ spring issue, deadline 3/1/2013 **OR** ☐ summer issue, deadline 6/1/2013

**Select Ad Size:** ☐ Full Page \$1,200 ☐ Half Page \$700 ☐ Quarter Page \$350

### Combo Packages, deadline based on package\*

☐ **Back Cover of Final Program and On Location \$2,560**

☐ **Full Page in Final Program and (CHOOSE ONE)** ☐ On Location **OR** ☐ Quickenings spring **OR** ☐ Quickenings summer—\$1,600

☐ **Half Page in Final Program and (CHOOSE ONE)** ☐ On Location **OR** ☐ Quickenings spring **OR** ☐ Quickenings summer—\$900

☐ **Quarter Page in Final Program and (CHOOSE ONE)** ☐ On Location **OR** ☐ Quickenings spring **OR** ☐ Quickenings summer—\$500

*\*Ads in Final Program and On Location are due 4/12/2013. The ad submission deadline for spring Quickenings is 3/1/2013 and the deadline for summer Quickenings is 6/1/2013.*

For additional advertising and sponsorship opportunities with ACNM throughout the year,  
visit [www.midwife.org/advertising](http://www.midwife.org/advertising).



# Sponsorship Application

**Sponsorship Item of Interest** *(Please describe):* \_\_\_\_\_

*(Note: Item assigned on a first come, first served basis.)*

COMPANY NAME AS IT SHOULD APPEAR IN PRINTED MATERIALS

CONTACT PERSON

E-MAIL

ADDRESS

CITY/STATE/ZIP

TELEPHONE

FAX

**Payment Information:** A 50% non-refundable deposit must be received with the application's final balance due within 30 days. All checks must be in US dollars drawn on US banks within the continental United States and made payable to the American College of Nurse-Midwives. **Return original and deposit in check form to ACNM Annual Meeting & Exhibition, Lock Box P.O. Box 758898, Baltimore, MD 21275-8896. For credit card payment, please fill out the information below and mail to the lock box address, fax to 240.485.1818 or email to [schavan@acnm.org](mailto:schavan@acnm.org).**

**Payment Type:** ☐ Check ☐ Visa ☐ MasterCard ☐ Bill to Purchase Order # \_\_\_\_\_

CREDIT CARD NUMBER

EXPIRATION DATE

SECURITY CODE (BACK OF CARD)

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

In accordance with the terms, conditions, and regulations governing sponsorships at the Annual Meeting of the American College of Nurse-Midwives, the undersigned hereby makes application for sponsorship which, when confirmed by American College of Nurse-Midwives, becomes a contract. Terms and conditions in the prospectus are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by management. Failure to abide by such rules and regulation results in forfeiture of all monies paid or due under terms of this agreement.

SIGNATURE

DATE

Please copy for your records. For questions, please contact Tana Stellato at 240.485.1828 or email [ACNMmeeting@stellatosolutions.com](mailto:ACNMmeeting@stellatosolutions.com).

# Application to Exhibit

**Returning Exhibitor:** ☐ YES ☐ NO *If yes, please indicate which year(s):* ☐ 2012 ☐ 2011 ☐ 2010 ☐ 2009

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PRIMARY CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

MEETING ATTENDEE NAME \_\_\_\_\_

TITLE \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

Organization Type	Booth Type Check One	Early Bird Until January 13, 2013		Regular Fee After January 13, 2013
		Booth Options	Cost	Cost
Corporate, Commercial, Company, Hospital	<input type="checkbox"/>	10' x 10' Prime	\$2,500	\$2,800
		10' x 10'	\$2,200	\$2,500
Government Agency, Non-profit*	<input type="checkbox"/>	10' x 10' Prime	\$2,500	\$2,800
		10' x 10'	\$1,500	\$1,700
Tabletop Exhibit**	<input type="checkbox"/>	6' skirted table	\$ 900	\$900
ACNM Affiliate, ACME-accredited Midwifery Education Program	<input type="checkbox"/>	8' x 10' only or tabletop	\$500	\$700

\* [501(c)3 or 501(c)6]. Proof of non-profit status is required; attach copy of incorporation papers. \*\*Tabletop exhibits are reserved for companies with five or fewer people and in business for five or less years. Included in fee is a 6-foot draped and skirted table, two chairs, one wastebasket, backwall drape (8' in height), sidewall drape (3' in height) and one company sign, 7" x 44". NOTE: 3' side rails are not provided for tabletops. Carpeting is required for all 8' x 10' and 10' x 10' booths.

**Booth Selection:** Review the interactive online Exhibit Hall floor plan at <http://bit.ly/VDH5bf> and select three booth locations. Booth assignments will be made based on priority point criteria for on-site sales in Long Beach. After the meeting, assignments are made on a first come, first serve basis.

Please list your preferred booth choices here: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

**Preferred Booth Orientation:** ☐ Corner ☐ Inline ☐ Island

**Number of 10'x10' Booths :** \_\_\_\_\_ x \$ \_\_\_\_\_ per booth = \$ \_\_\_\_\_ Total Booth Cost

**Payment Type:** ☐ Check ☐ Visa ☐ MasterCard ☐ Bill to Purchase Order # \_\_\_\_\_

**Amount Enclosed:** 50% Deposit \$ \_\_\_\_\_ or Total Booth Cost \$ \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

SECURITY CODE (BACK OF CARD) \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

CARDHOLDER'S SIGNATURE \_\_\_\_\_

A 50% non-refundable deposit must be received with the application. Final balance is due within 30 days. All booths must be paid in full by March 9, 2013. No refunds will be given for space cancelled after this date. After March 9, 2013, all new booth applications must be paid in full. See cancellation clause in Exhibit Guidelines for more information. Please copy for your records. **Return original and deposit in check form to ACNM Annual Meeting & Exhibition, Lock Box P.O. Box 758898, Baltimore, MD 21275-8896. For credit card payment, please send to the lock box address, fax to 240.485.1818 or email to [schavan@acnm.org](mailto:schavan@acnm.org).**

The undersigned agrees to all the policies set forth in the Exhibitor Prospectus and hereby authorizes the American College of Nurse-Midwives (ACNM) to reserve exhibit space at the Long Beach Convention & Entertainment Center. The undersigned also agrees to pay a 50% non-refundable deposit of the total cost of booth space at time of submission of application.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_