



LACTATION CONSULTANTS OF AUSTRALIA AND NEW ZEALAND

## *Sponsorship & Exhibition Prospectus*



# **B** REASTFEEDING **R** ESEARCH **A** ND **I** NFANT **N** URTURING

LCANZ 2018 *Breastfeeding Conference*  
ADELAIDE, 5-6 OCTOBER 2018

[lcanzconference.com](http://lcanzconference.com)

## *Introduction*

You are invited to be a sponsor and/or exhibitor at the LCANZ 2018 Breastfeeding Conference to be held at the Stamford Grand Adelaide Hotel, Glenelg, South Australia, from 5 - 6 October 2018. Our 2016 Conference brought together over 150 attendees to Melbourne, and we anticipate 2018 to be just as well attended.

Breastfeeding is the biologically normal way for babies to be nourished after birth. Breastfeeding, while providing food for babies, also confers immunities and protection from disease on the newborn; the skin-to skin contact, touch, eye contact and engagement between mother and baby during breastfeeding not only promotes mother-baby bonding, breastfeeding helps baby learn to regulate stress and builds neural pathways in baby's brain.

Participants at the LCANZ 2018 Breastfeeding Conference will hear from internationally and nationally acclaimed experts in breastfeeding and lactation research and education during the 2-day conference.

The broad scientific and multi-professional dimension of the conference will attract Lactation Consultants, Nurses, Midwives, Maternal Child Health Nurses, Plunket Nurses, GPs, Paediatricians, Neonatal Nurses, Doulas, ABA Counsellors, La Leche League Leaders, public health professionals and other breastfeeding advocates.

The scientific program will be based on peer-reviewed submitted abstracts and 'hands-on' workshop sessions.

Sponsor-supported exhibition booths and table displays will be on the same level of the hotel as the plenary sessions and catering, with delegates congregating in the display area and foyer during registration, morning/afternoon teas and lunch each day.

We look forward to meeting you in Adelaide and learning more about the products and services that you offer.

**LCANZ 2018 Organising Committee**



## About LCANZ

Lactation Consultants of Australia and New Zealand Ltd (LCANZ) is the professional organisation for International Board Certified Lactation Consultants (IBCLCs) and others who have an interest in lactation and breastfeeding. Our core business is to provide members with information and educational opportunities to enable them to continue to advance their practice as lactation consultants, and enhance the profession of Lactation Consultancy generally in Australia and New Zealand. We also deliver educational opportunities to the wider population of health care professionals, to enable them to provide mothers with the most up-to-date information and expertise available on breastfeeding and lactation.

LCANZ provides a uniquely Southern Hemisphere approach to breastfeeding and lactation, and showcases the abundance of knowledge, research and skill in our region. LCANZ is the “peak body” of lactation professionals in this region and as such is in a great position to lobby Governments, and NGO’s on breastfeeding issues. We are also a Global Partner of the International Lactation Consultant Association.

### *Vision*

*International Board Certified Lactation Consultants (IBCLCs) are health professionals, expert in the management of breastfeeding and human lactation. Lactation Consultants of Australia and New Zealand (LCANZ) serve as the key advisory body for health care providers and Government authorities in matters relating to breastfeeding and human lactation.*

### *Mission*

*To build and sustain a trans-national organisation which provides professional development, advocacy and peer support for all members; to commit to the empowerment of breastfeeding women and their families/ whānau; to advise and make representations to relevant State and National Government authorities on issues relating to breastfeeding and human lactation and the profession of lactation consultancy.*

# Sponsorship & Exhibition Opportunities

All sponsorship amounts are in Australian dollars and exclusive of GST

|   | Table Display<br>\$1,100 + GST | Table Display<br>Not for Profit<br>Organisations<br>Only<br>\$350 + GST | Name Badge<br>& Lanyard<br>Sponsor<br>\$1,250 + GST | Satchel Insert<br>\$500 + GST | Advertisement<br>in Final<br>Program Book<br>Full Page<br>\$850 + GST<br>Half Page<br>\$550 + GST |
|---|--------------------------------|---|---|-------------------------------|---|
| Company logo on website, registration brochure, final program book and marketing material | ✓                              | ✓   | ✓   |                               |   |
| Delegate list (in accordance with privacy laws)   | ✓                              | ✓   | ✓   |                               |   |
| Insert in delegate satchel  | 1                              | 1   | 1   | 1                             |   |
| Exhibitor listing in final program book   | ✓                              | ✓   |   |                               |   |
| Trade display table   | 1                              | 1   |   |                               |   |
| Exhibitor registration pass   | 1                              | 1   | 1   |                               |   |
| Company logo printed on name badges and lanyards  |                                |   | ✓   |                               |   |
| Advertisement in final program book. Sponsor to supply artwork                            |                                |   |   |                               | ✓   |

## *Sponsorship & Exhibition Opportunities*

If you would like to discuss a customised sponsorship package designed specifically to meet your needs, please contact the LCAZ 2018 Sponsorship Manager at [lcanz2018@theassociationspecialists.com.au](mailto:lcanz2018@theassociationspecialists.com.au).

Other Sponsorship Opportunities

### **Notepad or Pens Sponsor - \$550 + GST each**

- Branded notepads or pens for each delegate satchel and to be placed at the back of each room. (Sponsor to supply notepads and pens)
- Company logo on the conference website, digital marketing and final program book

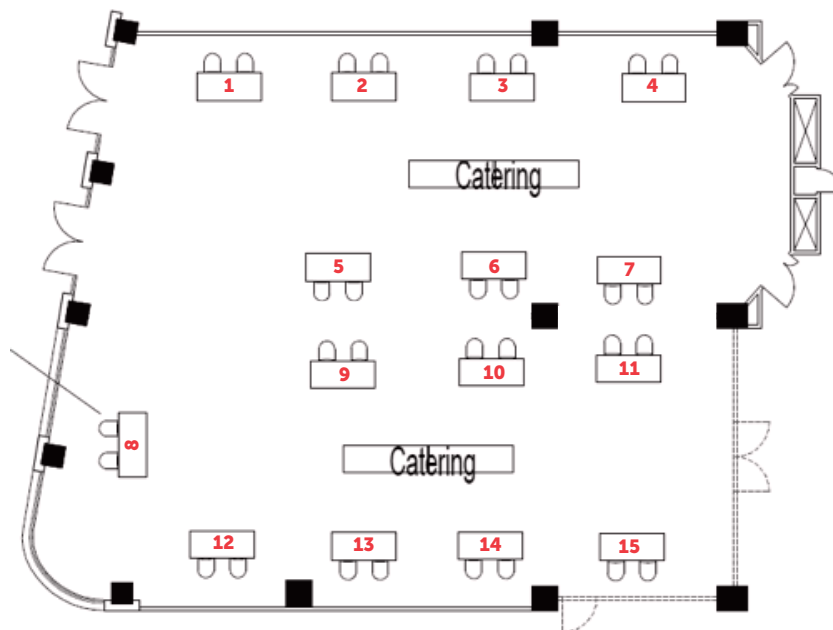
### **Delegate Satchel Sponsor - \$1,750 + GST**

- Company logo printed on the front of the delegate satchel
- Company logo on the conference website, digital marketing and final program book
- 1x Exhibitor registration pass (includes access to sessions and day catering)
- 1x Insert in the delegate satchel (no larger than A4)

WHO Code – Kindly note LCAZ will not accept any sponsorship or funding from entities that are not in compliance with the WHO Code of Marketing of Breast-milk Substitutes and its subsequent WHA relevant resolutions (<http://www.who.int/nutrition/publications/infantfeeding/9241541601/en/>). All sponsors are required to sign an agreement confirming their compliance with this Code.

## Exhibition Floor Plan

Please find below the anticipated floor plan for the conference. On the booking form please select your preferred table location.



### Booking Instructions

- Please indicate the sponsorship package(s) and/or exhibition table(s) of your choice on the attached booking form and return to the LANCZ 2018 Conference Secretariat.
- A tax invoice and a confirmation letter indicating your package will be emailed to you once your application has been approved by the Organising Committee – in accordance with WHO guidelines – and your exhibition table number has been confirmed and allocated.
- A comprehensive Exhibition Manual with further details and the necessary order forms will be forwarded approximately 7 weeks prior to the event.
- Please refer to the floor plan above for your choice of exhibition space. With regards to the table allocation process, principal sponsors will be given priority and then allocation will proceed in order of receipt of applications. The number of exhibition spaces is limited – so don't be disappointed – ORDER TODAY.
- LANCZ reserve the right to reject an application at any time.
- Full payment is required to secure your booking – tables left unpaid after the invoice due date risk being withdrawn and offered to other organisations instead.
- All printed advertising and promotional material is to be approved by LANCZ prior to printing.



LACTATION CONSULTANTS OF AUSTRALIA AND NEW ZEALAND

# Application Form

|   |  |                             |                                      |
|---|--|-----------------------------|--------------------------------------|
| Company:  |  |                             |                                      |
| Contact Person:   | Position:                              |                             |                                      |
| Address:  |  |                             |                                      |
|   |  |                             |                                      |
| Suburb:   | State:                                 | Postcode:                   |                                      |
| Telephone:  | Mobile:                                |                             |                                      |
| Email:  |  |                             |                                      |
| <b>Sponsorship Opportunities</b>  |  |                             |                                      |
| Table Display   | \$1,100 + GST <input type="checkbox"/> | Satchel Insert              | \$500 + GST <input type="checkbox"/> |
| Table Display<br>(Not for Profit Organisations Only)  | \$350 + GST <input type="checkbox"/>   | Advertisement – Full Page   | \$850 + GST <input type="checkbox"/> |
| Name Badge & Lanyard Sponsor  | \$1,250 + GST <input type="checkbox"/> | Advertisement – Half Page   | \$550 + GST <input type="checkbox"/> |
| Satchel Sponsorship   | \$1,750 + GST <input type="checkbox"/> | Notepad or Pens Sponsorship | \$550 + GST <input type="checkbox"/> |
| Please indicate preferred table location in order of priority:  |  |                             |                                      |
| <b>PREFERENCE 1:</b>  | <b>PREFERENCE 2:</b>                   | <b>PREFERENCE 3:</b>        |                                      |
| An invoice will be supplied upon confirmation of the sponsorship application  |  |                             |                                      |
| <b>WHO CODE STATEMENT</b>   |  |                             |                                      |
| I confirm that my organisation, its parent organisation and products we sell or distribute are in compliance with the WHO Code on Marketing of Breast-milk Substitutes and its subsequent WHA resolutions. I understand if found to be in breach of this code, LANCZ will refuse my booking to sponsor or exhibit at the LANCZ 2018 Conference. |  |                             |                                      |
| <b>SIGNED BY</b>  |  |                             |                                      |
|   |  |                             |                                      |
| <b>SIGNATURE:</b>   |  | <b>DATE:</b>                |                                      |
|   |  |                             |                                      |
| Please complete and forward application to:   |  |                             |                                      |
| LANCZ 2018 Conference Secretariat<br>C/- The Association Specialists Pty Ltd<br>PO Box 576, Crows Nest NSW 1585 Australia<br>Tel: +61 2 9431 8600 Fax: +61 2 9431 8677<br>Email: lcanz2018@theassociationspecialists.com.au   |  |                             |                                      |

## Exhibition Contract

1. For the purpose of this contract, the term Management shall include the Organising Committee & The Association Specialists Pty Ltd.
2. Management agrees to provide the Exhibitor with the agreed inclusions as outlined in the original Sponsorship and Exhibition Prospectus and Exhibition Manual. Any additional requirements will be at the Exhibitor's expense.
3. The Exhibitor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Exhibition and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Exhibition.
4. The Exhibitor agrees to abide by the payment schedule as outlined by Management.
5. The Exhibitor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors and members of the public attending the Exhibition, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.
6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
7. The contract may be cancelled by either party provided written notice is received at least 60 days prior to the first day of the Exhibition, in which case a full refund will apply if the exhibition booth/trade display table can be re-sold. If the Exhibitor cancels within 59 days of the first day of the Exhibition, the Exhibitor will be liable for 100% of the total contracted cost. Space abandoned or not occupied at the start of the Exhibition may be repossessed without indemnity and reassigned by Management for exhibits and other uses.
8. Management reserves the right to alter or change the space assigned to the Exhibitor, and the exhibition floor plan.
9. Management reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Exhibition participants, or in breach of the WHO Code on Marketing of Breast-milk substitutes and its subsequent WHA resolutions.
10. The Exhibitor agrees to confine their presentation within the contracted space only and to maintain staff in the booth/table space during Exhibition hours.
11. The Exhibitor agrees that any contract with the Press on Exhibition premises shall be by arrangement with Management officials.
12. The Exhibitor is responsible for the placement and cost of insurance related to his/her participation in the Exhibition.
13. There are no provisions for storing materials at the hotel. Exhibitors are strongly encouraged to engage the services of a company handling storage and shipping for exhibitions, and to make adequate storage arrangements for valuable and bulky items.
14. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Exhibition will take place and according to the labour laws of the jurisdiction in which the building is located.
15. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Exhibition, but must remain intact until the closing hour of the last day of the Exhibition. The Exhibitor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Exhibition building, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
16. The Exhibitor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of the exhibition stand/table or the utilisation of the exhibited products.
17. The Exhibition area will be closed during off-hours. Exhibitors with special security needs should contact the Management. Every precaution will be made to prevent losses due to pilfering, but the Management will not accept liability for losses of any kind.
18. The Exhibitor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.

**I agree to abide by the said Contractual Obligations as written above.**

**SIGNED BY**

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**SIGNATURE:**

**DATE:**

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