



**2024 Sponsor &
Exhibitors Packet**

7th Annual IDAHO BREASTFEEDING SUMMIT

TOOLS OF THE TRADE FOR BREASTFEEDING SUCCESS



JUNE 20-21, 2024, TWIN FALLS, IDAHO

@ THE COLLEGE OF SOUTHERN IDAHO [HERRETT CENTER FOR ARTS AND SCIENCE](#)

Dear Sponsor:

It is my pleasure to offer you the opportunity to become a sponsor of the 7th Annual Idaho Breastfeeding Summit. Supporting the Idaho Breastfeeding Summit is an excellent way to market your unique brand to over 100 attendees who include:

- Maternity department nurses, supervisors, and managers
- Leaders of community-based organizations, public health professionals, WIC leaders and staff members
- Advanced-practice healthcare providers
- Lactation consultants and educators
- Community breastfeeding support educators and advocates

We strive to offer a variety of affordable sponsorship options with recognition opportunities to give you high visibility among our audience. Your sponsorship enables us to maintain affordable registration fees and support improved maternity practices, promote workplace lactation accommodations, and bridge gaps in lactation support services statewide.

The Idaho Breastfeeding Summit is the state's foremost educational gathering that establishes an annual collective action to remove barriers and increase exclusive breastfeeding rates in all Idaho communities. The Summit is a forum to evaluate our current state of breastfeeding, inspire and motivate a catalyst for change, explore best practice, acquire new skills, provide networking opportunities, and share resources and tools.

The Idaho Breastfeeding Coalition is a 501(C) (3), non-profit entity. Our mission is to improve the health and well-being of Idahoans by working collaboratively to protect, promote and support breastfeeding.

Enclosed is a copy of the sponsorship opportunities. Please consider this opportunity, as space is limited. For more information on how to participate contact the Idaho Breastfeeding Coalition at idahobreastfeeding@gmail.com . We look forward to discussing this exciting opportunity with you!

Sincerely,



Lynnelle King, BS, CD (DONA), IBCLC
Chair, Idaho Breastfeeding Coalition



Pattie Hennequin, BSN, RN, IBCLC
Vice Chair, Idaho Breastfeeding Coalition
Idaho Breastfeeding Summit Coordinator

| | GOLD \$5,000 or more | SILVER \$3,000- \$4999 | BRONZE \$1,000- \$2999 | FRIEND \$500- \$999 | SUPPORTER \$200-\$499 | NON-PROFIT \$100 or a raffle gift of \$100 value | DONATION Auction Item or swag |
|-------------------------------------------------------------------------------------|----------------------------|------------------------------|------------------------------|---------------------------|--------------------------|-----------------------------------------------------------|----------------------------------------|
| <i>SUMMIT EXHIBITOR TABLE Space is limited, first come basis</i> | * | * | * | * | * | * | |
| <i>COMPANY NAME IN SUMMIT PROGRAM ON SPONSOR RECOGNITION PAGE</i> | * | * | * | * | * | * | * |
| <i>ADVERTISING SPACE IN SUMMIT PROGRAM</i> | FULL PAGE | HALF PAGE | QUARTER PAGE | BUSINESS CARD | LOGO | | |
| <i>SPONSOR RECOGNITION ON IDAHO BREASTFEEDING COALITION WEBSITE</i> | * | * | * | * | * | * | * |
| <i>FULL SUMMIT REGISTRATION</i> | 2 PERSONS | 1 PERSON | 10% off 1 registration | 10% off 1 registration | | | |

General Rules and Guidelines

The following conditions, rules, and guidelines are part of the Idaho Breastfeeding Coalition (IBC) Breastfeeding Summit Sponsorship and Exhibit Space Application. Please read carefully before signing the application. After completing the Application, please give a copy of these rules and guidelines to the person(s) responsible for the creation of your advertisement or sponsorship materials, or the construction of your exhibit booth.

Application and Payment of Fees

Levels of Sponsorship Fees are listed on the Application form. Applications will be processed, and exhibitor space reserved after payments and required signatures are received. All applications must be accompanied by payment. IBC retains the option of returning funds.

Cancellations

Sponsor cancellations must be directed in writing to the Idaho Breastfeeding Coalition, Attn: Lynnelle King, Chair of Idaho Breastfeeding Coalition. 6700 North Linder Road, Suite 156, Box 209. Meridian, Idaho 83646. Refunds, less than administrative fee of \$100 or 10% of fees (whichever is greater), will be made at the IBC's discretion.

Assignment of Spaces for Sponsors

Exhibitor tables for the 2024 Summit are limited so get your Sponsorship and Exhibitor Registration soon!

Exhibitors will be accepted on a first come, first served basis. When the exhibitor table capacity has been reached, you will be put on a wait list. Sponsor registration fees must be paid in full by June 1, 2024, or the exhibitor space will be forfeited and given to the next company on the waiting list.

Selection of Sponsors

The IBC does not accept sponsorships, advertisements, exhibits, or donations from entities in violation of *The International code of Marketing of Breast-milk Substitutes* (the "Code") and subsequent World Health Assembly resolutions. All publications and materials distributed must be in compliance with the Code. To this end, IBC reserves the right to refuse sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item, which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

Approval Required for All Materials

IBC reserves the right to require sponsors to remove any display item(s) or literature that are not in alignment with the Code.

Acceptance of sponsorship does not constitute endorsement of the products, services, or mission of the sponsor by the IBC or its members. Sponsor organizations cannot use the IBC name without express written permission from the IBC.

Sponsorship and Exhibitor Application

Please Select a one time Summit Sponsorship Level or Exhibitor Category

One time Summit Sponsorship Levels:

- \$5,000 – GOLD
- \$3,000-\$4999 – SILVER
- \$1,000-\$2999 - BRONZE
- \$500-\$999 – FRIEND
- \$200-\$499 – SUPPORTER

NON-Profit

- \$100 or
- Gift of \$100 value for raffle

- Yes, please include Exhibitor Table at the Summit
 - I have my own table linen
 - I will need table linen
 - Other vendor needs _____
- Sorry, we will not be able to attend the Summit

Contact Name: _____ Title: _____

Organization Name: _____

Address/City/State/Zip: _____

Phone: _____ Email: _____

Website: _____ Fax: _____

Please complete and return this form to the address below and make checks payable to:

Idaho Breastfeeding Coalition
6700 North Linder Road, Suite 156
Box 209
Meridian, Idaho 83646

Note to Commercial Company Sponsors:

The following information is needed for the nursing continuing education application process. If you are a commercial company sponsor, please complete and sign the *Commercial Support Agreement* that follows and return this form with your *Application* and payment.

2024 Idaho Breastfeeding Summit

COMMERCIAL SUPPORT AGREEMENT

Commercial support is defined as financial, or in-kind, contributions given by a commercial interest, which is used to pay all or part of the costs of a (Continuing Nursing Education)CNE activity. A commercial interest is defined by the American Nurses Credentialing Center (ANCC) and the Multistate Division (MSD), as any entity producing, marketing, reselling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients. Nonprofit or government organizations, non-healthcare related companies, healthcare facilities, and group medical practices are not considered commercial interests.

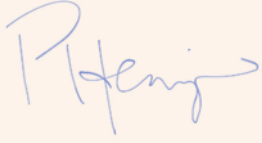
Commercial support is categorized as either financial or in-kind. In-Kind support is materials, space or other non-monetary resources or services used by an Activity Provider/Applicant to conduct an educational activity, which may include but is not limited to human resources, marketing services, physical space, equipment such as audio-visual materials and teaching tools. Financial support can be restricted or unrestricted and must be explained. Unrestricted support is support given freely and without constraint by the Commercial Interest Organization. The Activity Provider/Applicant has sole discretion to administer commercial support as appropriate for planning, developing, implementing, or evaluating the educational activity. Restricted support is given toward a specific aspect of an educational activity such as meals, breakout sessions or speaker honoraria.

| | | | |
|-----------------------------------------------|---------------------------------------------------|------------------|-------|
| Activity Title: | 7 TH Annual Idaho Breastfeeding Summit | | |
| Activity Date: | June 20-21, 2024 | Activity Format: | Live |
| Name of Commercial Interest/Supporter: | _____ | | |
| Commercial Interest Representative: | _____ | | |
| Address: | _____ | | |
| City: | _____ | State: | _____ |
| Phone: | _____ | Email: | _____ |
| Amount of Support | \$ | _____ | |

Type of Support:

- Financial**
 - Unrestricted
 - Restricted
 - Speaker honorarium
 - Speaker travel expenses
 - Meal function
 - Other – Describe:

| TERMS & CONDITIONS – <i>please check each box below to indicate your understanding and agreement to terms</i> | |
|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | All organizations must comply with the ANCC <i>Content Integrity Standards for Industry Support in Continuing Education Activities</i> |
| <input type="checkbox"/> | Organizations providing commercial support for an educational activity may not influence the planning, implementation, or evaluation of the educational activity, including: <ul style="list-style-type: none"> ● Assessment of learning needs ● Determination of objectives ● Selection or development of content ● Selection of planners, presenters, authors and/or content reviewers ● Selection of teaching/learning strategies ● Evaluation methods |
| <input type="checkbox"/> | A Commercial Interest Organization may not jointly provide educational activities |
| <input type="checkbox"/> | The Individual Activity Provider/Applicant will make all decisions regarding the disposition and disbursement of commercial support in accordance with the ANCC/MSD Accreditation criteria. |
| <input type="checkbox"/> | Commercial support will be disclosed to the learners participating in the educational activity |
| <input type="checkbox"/> | A Commercial Interest Organization may not exhibit, sell or promote its goods or services in relation to the content of an educational activity at any time during which the educational activity takes place including the introduction and conclusion of the activity, regardless of the format of the educational activity |
| <input type="checkbox"/> | Advertisements promoting the products or services of a Commercial Interest Organization in relation to the content of an educational activity must be physically separated from the educational activity, regardless of the format of the educational activity |
| <input type="checkbox"/> | Commercial Interest Organizations may provide giveaways for learners, as long as there is physical separation between accessing the giveaway and learner engagement in the educational activity |

| | | | |
|-----------------------------------------------|---------------------------------------------------------------------------------------------------------|-------|------------------|
| INDIVIDUAL ACTIVITY PROVIDER/APPLICANT | | | |
| Organization Name: | Idaho Breastfeeding Coalition | | |
| Organization Representative: |  | | Date: 03-28-2024 |
| | Pattie Hennequin Vice Chair, Idaho Breastfeeding Coalition Idaho Breastfeeding Summit Coordinator | | |
| COMMERCIAL INTEREST ORGANIZATION | | | |
| Organization Name: | | | |
| Organization Representative: | | | |
| Signature: | | Date: | |

By signature below, the representatives (1) acknowledge they are duly authorized to enter into binding contracts on behalf of the Commercial Interest and Individual Activity Provider/Applicant Organizations and (2) agree to comply with the terms and conditions outlined above.