



Investments in MCH:

STRENGTHENING

Families and the MCH Workforce



Exhibitor and Sponsor Prospectus



TABLE OF CONTENTS

We invite you to take a look at the AMCHP 2019 Annual Conference.
Click on any of these interactive links below to immediately view all AMCHP has to offer.

1 WHO ATTENDS THE CONFERENCE?

1 WHO SHOULD EXHIBIT?

2 EXHIBITOR INFORMATION

3 EXHIBIT HALL FLOORPLAN

4 SPONSORSHIP OPPORTUNITIES

7 TERMS AND CONDITIONS

8 2019 AMCHP ANNUAL CONFERENCE EXHIBIT & SPONSORSHIP APPLICATION



Investments in MCH:

STRENGTHENING

Families and the MCH Workforce



WHO ATTENDS THE CONFERENCE?



In 2018, over 900 individuals attended the AMCHP conference. State health officials are the primary audience for the AMCHP annual meeting.

MCH or CYSHCN program at a State Health Department – 45%

Nonprofit group or association – 20%

University, college or academic institution – 18%

Other (including Health Care Facility, Corporate Organization) – 17%



Your participation offers direct connections with health officials responsible for programs in the fields of:

- Infant mortality reduction
- Women's health
- Reproductive health
- Adolescent health
- Children and youth with special health care needs,
- Early childhood services
- Birth defects/genetics
- Surveillance
- A range of other programs that serve women, children
- Families

In 2018, 89% of conference attendees agreed that they learned more about the exhibiting companies after visiting the hall. In addition, over 90% of AMCHP conference attendees influence purchasing decisions or make the final purchasing decisions in their organizations. In 2018, attendees ranked two out of the top three networking opportunities as Exhibit Hall Receptions.

For exhibitors, this means that you can connect directly with hundreds of individuals responsible for evaluating and selecting products in a cost and time-effective manner.



WHO SHOULD EXHIBIT?

- Health departments and government agencies
- Software and data analysis companies
- Research organizations
- Health technology firms
- Assistive technology-alternative augmentative communication firms
- Pharmaceutical and vaccine makers
- Policy and advocacy organizations
- Companies that develop child safety and wellness products
- Other organizations that want to improve the health and well-being of infants, children, adolescents, women and families

EXHIBITOR INFORMATION

- **Commercial Rate Tabletop Exhibit & Conference Registration: \$1350**
- **Commercial Rate 10 x10 Exhibit Booth & Conference Registration: \$1550**
- **Government/Nonprofit Rate Tabletop Exhibit & Conference Registration: \$1000**
- **Government/Nonprofit Rate 10 x10 Exhibit Booth & Conference Registration: \$1200**

See the enclosed Exhibit Hall floor plan for exhibit table locations. Exhibitors may purchase additional spaces to create a larger display. Each space will be professionally prepared for you in advance.

Each Table Top or 10x10 Exhibit Space includes:

- 6' skirted table, two chairs, wastebasket
- Exhibit identification sign
- One full conference registration (includes Sunday exhibitor reception, B-L and coffee breaks)
- One Exhibit Hall-only badge for staff (includes Sunday exhibitor reception, B-L and coffee breaks)
- One time use of pre-conference attendee list (distributed approx. two weeks prior to the conference; mailing addresses only)
- One time use of post-conference attendee list (distributed approx. two weeks after the conference; mailing addresses only)
- Mobile App listing

EXHIBIT DATES AND TIMES*

Sunday, March 10

11:00 a.m. – 4:00 p.m. Exhibitor Set-up
4:45 p.m. – 7:00 p.m. Exhibition kick-off reception and poster presentations—
Dedicated Hall Hours

Monday, March 11

7:45 a.m. – 4:30 p.m. Exhibit Hall Open
7:45 a.m. – 8:45 a.m. Breakfast in the Exhibit Hall and Poster Presentations— Dedicated Hall Hours
3:15 p.m. – 4:15 p.m. Dessert Networking Reception and Poster Presentations in Exhibit Hall—
Dedicated Hall Hours

Tuesday, March 12

8:00 a.m. – 12:00 p.m. Exhibit Hall Open
8:00 a.m. – 9:00 a.m. Breakfast in the Exhibit Hall and Poster Presentations— Dedicated Hall Hours
10:45 a.m. – 12:00 p.m. Coffee Break in Exhibit Hall and Poster Presentations— Dedicated Hall Hours
12:00 p.m. – 3:00 p.m. Dismantle— *note no early dismantle allowed!*

*Hours indicated are tentative and subject to change, but all exhibitors will be notified in writing of any changes to this schedule.

If you are interested in becoming a sponsor, please review the Sponsorship Opportunities in the section below regarding the exhibit space benefit included in the sponsorship package.

Reservation Procedure

Please print and complete the enclosed Exhibit and Sponsorship Application and fax or send by post to: Association of Maternal & Child Health Programs
Attn: 2019 Exhibit Registration
512 Herndon Parkway
Herndon, VA 20170
Fax: (703) 964-1246
Phone: (703) 964-1242

****PLEASE NOTE: CREDIT CARDS NUMBERS ARE ONLY ACCEPTED BY FAX OR VIA PHONE. DO NOT SUBMIT CREDIT CARD PAYMENTS BY E-MAIL OR STANDARD MAIL** If you are unable to submit by fax, please e-mail the form to amchpexhibits@conferencemanagers.com and **call** your credit card number in to (703) 964-1240 x 170, Monday – Friday from 9:00 a.m. – 3:00 p.m. ET

All contracts must be accompanied by full payment. Exhibit space will not be confirmed until payment is received. All fees must be paid in full before the exhibiting organization will be permitted to occupy exhibit space. Please make checks payable to AMCHP and include the name of your organization along with reference to “2019 AMCHP Conference Exhibit/ Sponsor” in the memo section.

Traffic generating features:

- Poster sessions are co-located with the exhibit hall
- Break times scheduled through the conference will afford numerous opportunities for participants to visit your exhibit
- Exhibition Kick-Off Reception on Sunday evening
- Monday and Tuesday breakfast in the hall

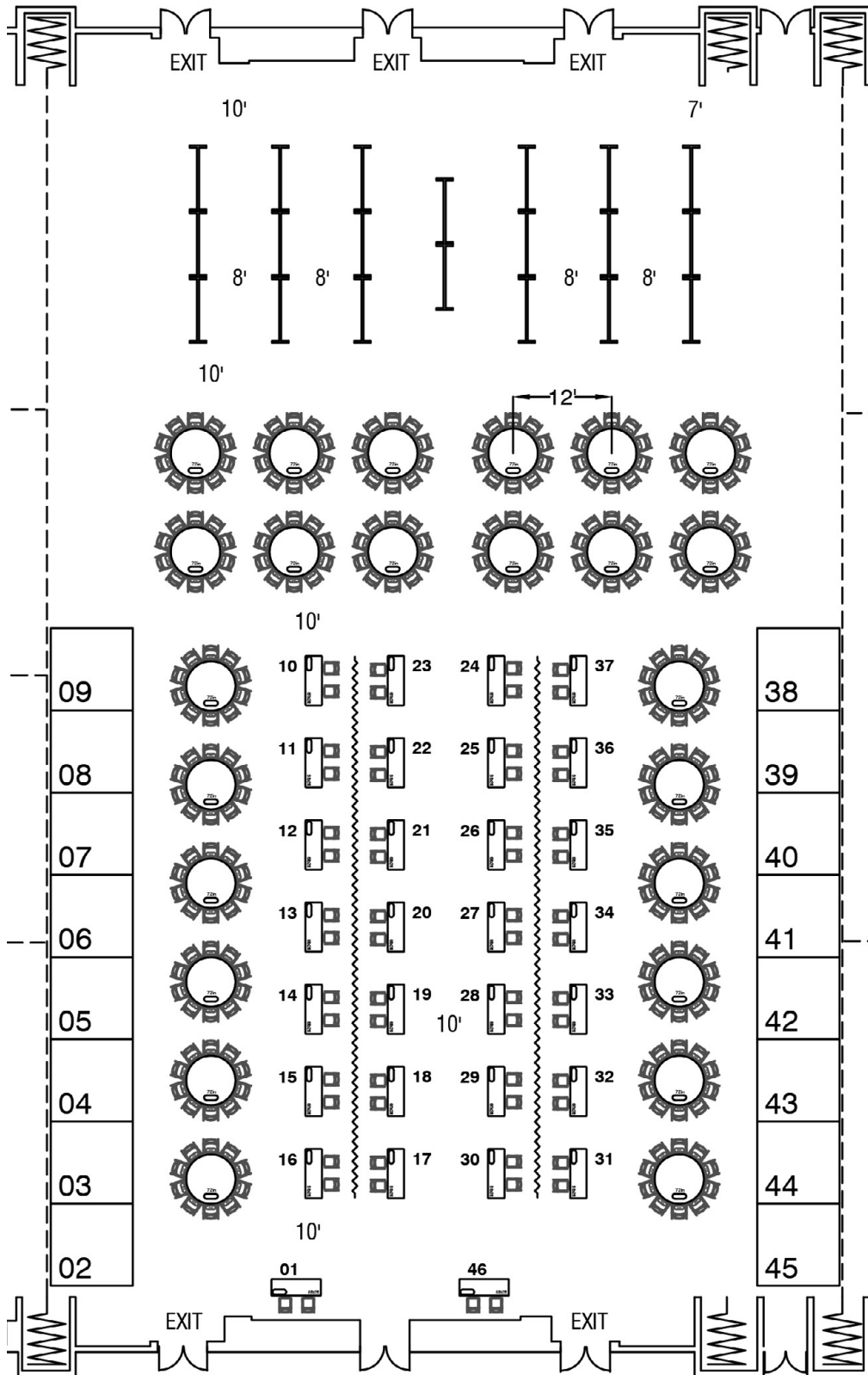
Mobile App

All sponsors and exhibitor listings will be accessible through the mobile app. The app will be accessible to attendees before, during and after the conference providing additional exposure to your company information, right in the palm of their hand.

Enhance your listing with logos and hyperlinks, placed alongside a short description of your organization. Increase exposure by sending alerts to all the attendees to promote products and services as they make their personal schedules.

All exhibitors will receive the standard listing, so be sure to return your listing update form for the maximum exposure.

EXHIBIT HALL FLOORPLAN



ENTRANCE

View the most current floor plan at: <https://www.expocad.com/host/fx/conferencemanagers/19amchp/exfx.html#floorplan>

SPONSORSHIP OPPORTUNITIES

Sponsorship is an effective way to enhance recognition of your products or services and make a lasting impression with the conference attendees. Sponsorship provides the premier visibility imperative to remain competitive. Each sponsorship package can be tailored to meet your budget and visibility needs. Please contact amchpexhibits@conferencemangers.com for additional information.

Sponsorship Levels:

Platinum \$10,000+
Gold \$7,500 - \$9,999
Silver \$5,500 - \$7,499
Bronze \$3,500 - \$5,499



All sponsorship items include:

- Event signage if applicable.
- Sponsor ribbons for all company representatives.
- Recognition in General Session slides
- Recognition by level in mobile app
- Full conference registration (quantity dependent on sponsorship level)
- One time use of pre-conference attendee list (distributed approx. two weeks prior to conference; e-mail and mailing addresses)
- One time use of post-conference attendee list (distributed approx. two weeks after conference; mailing and email addresses)
- Acknowledgement in the conference program for your sponsored item, if applicable

Gold and Above:

In addition to the general sponsorship benefits, Gold and Platinum sponsors will also receive:

- Company logo and Web address link on Annual Meeting Website
- One (1) 10x10 exhibit booth
- Full Conference Registrations (quantity varies by level)
- Two Exhibit Hall Only badges
- One tote bag insert, sponsor pays production costs
- Upgraded Mobile App listing to include logo and hyperlink

Silver Level:

In addition to the general sponsorship benefits, Silver sponsors will also receive:

- Two (2) full conference registrations
- One (1) exhibit hall badge
- One (1) 10x10 exhibit booth
- URL and logo placed in AMCHP 2019 mobile app

Bronze Level:

In addition to the general sponsorship benefits, Bronze sponsors will also receive:

- One (1) full conference registrations
- One (1) exhibit hall badge
- One (1) 10x10 exhibit booth

Mobile App - \$10,000 Quantity: 1 Platinum Level

Full sponsorship of the AMCHP 2019 conference mobile app entitles you to have your logo on the splash screen and in the main banner. It will also include your URL and a hyperlink in your exhibitor page, and includes two (2) alerts to attendees prior to or during the conference.

In addition to the general sponsorship benefits, sponsors will also receive:

- Three full conference registrations
- Sponsorship recognition for one general session or award

Exhibit Hall Opening Reception - \$7,500 Quantity: 2 Gold Level

This reception is the first official event in the Exhibit Hall and features casual fare and a cash bar. Your logo will appear on recyclable, biodegradable napkins and event signage. A member of AMCHP Leadership will be thank you during the welcome remarks, where we will share your name and exhibitor table number.

In addition to the general sponsorship benefits, gold sponsors will also receive:

- Two full conference registrations

SPONSORSHIP OPPORTUNITIES (CON'T)

Lunch - \$7,500 Quantity: 1 Gold Level

The Tuesday networking lunch and general session is the final on-site event for attendees, so a sponsor will leave a lasting impression. You will be thanked at the start of the session and table-top tents will be placed at each table to share your logo, website, and a short description of your organization.

In addition to the general sponsorship benefits, gold sponsors will also receive:

- Two full conference registrations

Lanyards - \$5,500 Quantity: 1 Silver Level

Every attendee will receive a conference lanyard for a name badge. Your logo will be one of the first things they see upon arrival, and will be highly visible.

Tote Bags - \$5500 Quantity: 2 Silver Level

Attendees will have a reusable, recyclable conference tote bag. Your logo, along with the conference logo, will be one of the first things they see upon arriving and will stay with them long after the conference.

Pocket Program - \$5500 Quantity: 1 Silver Level

Feature your logo on the front cover and four-color back cover ad on the only printed program for attendees during the conference. Attendees will be referencing this guide throughout the week.

Breakfast - \$5500 Quantity: 4 Silver Level

Help get attendees off to a great start by providing a continental breakfast. Your logo will appear on the recyclable coffee sleeves that attendees will carry throughout the day.

Notebook & Pen - \$5500 Quantity: 1 Silver Level

Attendees will see your logo when they take notes throughout the conference and beyond. Made from recycled materials, notebooks are ever-present during the conference.

Family Delegates and Scholars Dinner - \$5500

Quantity: 1 Silver Level

Connect with families of children and youth with special health care needs or those working directly to support them. This special dinner honors their work and unites this community. You will be thanked at the start of the session and table-top tents will be placed at each table to share your logo, website, and a short description of your organization.

Exhibitor Session - \$3500 Quantity: 4 Bronze Level

You get your own room for 60 minutes (not a sales pitch but a helpful discussion of your solution, involving participation by your clients) Session descriptions are listed in the program. There will only be one exhibitor session per time slot. To help market this session, you will also receive:

- A description of your session in the conference program;
- A push alert through meeting app to remind attendees on the day of your session.

Note: Session sponsor agrees to provide title, description, and list of presenters to the planning committee chair for review and approval. Must feature a presenter working in the field of public health and representing a local, state, federal, or academic perspective.

Poster Showcase - \$3500 Quantity: 2 Bronze Level

The poster showcase will be available for viewing whenever the Exhibit Hall is open and will be highlighted during two special events on Sunday and Monday. Your organization will be thanked at the poster presentation kick-off and a sign with your logo will be placed near the poster display.

New Director Luncheon - \$3500

Quantity: 1 Bronze Level

Connect with new directors at this special gathering. Directors in their role for under two years are welcome to join and receive advice and guidance from more seasoned leaders. You will be thanked at the start of the session and table-top tents will be placed at each table to share your logo, website, and a short description of your organization.

Refreshment Break - \$3500 Quantity: 2 Bronze Level

Morning and afternoon breaks allow attendees to network and re-energize. Your organization will be recognized with signs at the refreshment entrance area. Your logo will be placed in the pocket program sponsoring this event.



Sponsored E-Blast

\$1000 exhibit company \$1850 non-exhibiting company

Quantity: 3

Sponsor to provide graphics/text. E-blast sent from AMCHPs communications to all registered attendees.

General Session Chair Drop - \$1000 Quantity: 3

Sponsor a General Session Chair drop and place your materials in the hands of 800 plus attendees. Choose one of the three General Sessions to sponsor. Sponsor provides materials and AMCHP will display these for you.

Tote Bag Gift Items - \$750 Quantity: 5

Items must be functional (e.g. mouse pads, post-it notes, bookmarks, key chains, pedometers, etc.) No paper gifts, please. Production costs are not included in this sponsorship fee. Sponsor is responsible for all production, shipping, and material handling costs. Advance approval required.

Tote Bag Insert - \$500 Quantity: 5 Contributing Level

One single page flyer not to exceed 8.5"x11". Production costs are not included in this sponsorship fee. Sponsor is responsible for all production, shipping, and material handling costs. Advance approval required.

Room Drop - \$500

One single page flyer not to exceed 8.5"x11" that will be slipped under attendee hotel room doors on the highest attendance days. Sponsor pays production and hotel delivery fees.

Alerts in Mobile App - \$250 for 1 alert; \$400 for 2 alerts Contributing Level

Increase your conference exposure by sending alerts to all the attendees to promote products and services as they make their personal schedules, beginning one month before the conference and continuing through the conference itself.

Hyperlinked exhibitor URL or logo in Mobile app - \$125 per item or \$200 for both

Make it easier for attendees using our mobile technology to access your website by enhancing your basic information in the conference app.



TERMS AND CONDITIONS

1. Codes and Agreements: The Sponsor/Exhibitor hereby agrees to be bound by the Terms and Conditions set forth in this document.

2. Space Assignments: Tabletop exhibit space requests will be addressed in order of receipt of application and payment. In order to emphasize the relevance and importance of Sponsor's/Exhibitor's products and services, the exhibit area will be arranged to promote your offerings in a non-competitive environment. Sponsor/Exhibitor locations will be assigned to the tabletop exhibit space based on best fit. The Association of Maternal & Child Health Programs (AMCHP) reserves the right to make final assignments. Decisions regarding space are solely at the discretion of AMCHP.

3. Use of Space: The Sponsor/Exhibitor shall not sublet or share the tabletop exhibit space provided by AMCHP, nor shall the Sponsor/Exhibitor assign this lease in whole or in part without written notice to and approval from AMCHP. The Sponsor/Exhibitor will forfeit space not occupied by the close of the installation period. The space then may be resold, reassigned or used by the exhibit management.

4. Early Dismantling of Exhibits: Exhibits are to remain set up until March 12, 2019 at 12:01 p.m., unless otherwise modified by AMCHP. Early dismantling of exhibits may result in loss of Exhibitor privileges in future years.

5. Exhibit Hall Only Registration: Exhibit Hall Only registration allows participants access only to the exhibit area. It does not include access to sessions or meal functions (with the exception of meal functions in the Exhibit Hall).

6. Exclusion: AMCHP reserves the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the event. AMCHP shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. AMCHP reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.

7. Safety Regulations: The use or storage of flammable liquids, gases or solids will not be permitted. Only a safety film can be used. Video/computer presentations must be placed on tables and arranged so that aisles are not blocked. Sponsors/Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed and other material must comply with fire department regulations.

8. Liability: The Sponsor/Exhibitor assumes the entire responsibility and liability for losses, damages and claims arriving out of injury or damage to Sponsor's/Exhibitor's displays, equipment and other property brought upon the premises of the If you are interested in becoming a sponsor, please review the Sponsorship Opportunities in the section below regarding the exhibit space benefit included in the sponsorship package., and agrees to indemnify and hold harmless AMCHP, its parent affiliates, their heirs, executors, directors and agents, and the Hotel, its agent, servants and employees, against any and all liability, losses, damages and claims. Sponsor/Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners and managers, which result from any act or omission of Sponsor/Exhibitor. Sponsor/Exhibitor agrees to defend, indemnify and hold harmless AMCHP, and the Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from Sponsor's/Exhibitor's use of the property. Sponsor's/Exhibitor's liability shall include all losses, costs, damages or expenses arising from, out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor/Exhibitor, its agents, employees and business invitees which arise from or out of the Sponsor's/Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof. All terms and conditions may be subject to changes under this contract.

9. Guard Service: AMCHP will provide guard service when the exhibit area is closed and exercise reasonable care for the protection of Exhibitors' materials and displays. Beyond this, AMCHP, its officers, agents, employees, subsidiaries, affiliates and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an Exhibitor either from fire, theft, accidents or other causes.

10. Amendment of Terms and Conditions: Any and all matters or questions not specifically covered by the preceding terms and conditions shall be subject solely to the decision of AMCHP and the Hotel. These Terms and Conditions may be amended at any time by AMCHP and the Hotel. All amendments shall be binding to Sponsors/Exhibitors.

11. Cancellation/Refund: In the event the Sponsor/Exhibitor cancels its reservation for space, and does so on or before Friday, December 14, 2018, the Sponsor/Exhibitor will be refunded the rental fee less a \$200 non-refundable deposit per exhibit. Cancellations received after Friday, December 14, 2018, will forfeit the entire rental fee. No refunds will be made if space is not used, or for space not used part of the time.

12. Payment: Exhibit space assignment will not be made until payment is received in full. Submit your application early for best placement! By signing this application, the undersigned acknowledges that the topic, products or services described must support or be consistent with the healthy development of children and families. AMCHP reserves the right to determine which materials are appropriate to its audience. The undersigned further agrees to abide by all policies and terms and conditions of the annual conference.

The foregoing Terms and Conditions have been formulated for the best interests of all Sponsors and Exhibitors.

2019 AMCHP ANNUAL CONFERENCE EXHIBIT & SPONSORSHIP APPLICATION

Organization Name: _____ Contact Name/Title: _____

Address: _____ City: _____ State: _____ Zip: _____ Country: _____

E-mail Address: _____ Phone: _____ Website: _____

Exhibits:

☐ Commercial Tabletop Exhibit: \$1350 per table (unless included in your sponsorship) **Total \$** _____

☐ Commercial 10 x10 Exhibit: \$1550 (unless included in your sponsorship) **Total \$** _____

☐ Nonprofit/Government Rate Tabletop Exhibit: \$1000 per table, which includes conference registration (unless included in your sponsorship) **Total \$** _____

☐ Nonprofit/Government Rate 10 x10 Exhibit: \$1200 (unless included in your sponsorship) **Total \$** _____

Please list three exhibit location choices below in order of preference: 1st _____ 2nd _____ 3rd _____

Sponsorships: Please check sponsorship option choice below.

☐ Mobile App \$10,000

☐ Exhibit Hall Opening Reception \$7,500

☐ Lunch \$7500

☐ Lanyards \$5500

☐ Tote Bags \$5500

☐ Pocket Program \$5500

☐ Breakfast \$5500

☐ Notebook & Pens \$5500

☐ Family Delegates and Scholars
Dinner \$5500

☐ Exhibitor Session \$3500

☐ Poster Session \$3500

☐ New Director Luncheon \$3500

☐ Refreshment Break \$3500

☐ Sponsored E-blast \$1850
(non-exhibitor) \$1000 (exhibitor)

☐ General Session Chair Drop
\$1000 per General Session

☐ Tote bag gift item \$750 + printing costs

☐ Tote bag insert \$500 + printing costs

☐ Room drops \$500 + printing and
room drop costs

☐ App alerts in mobile app \$250 for
one alert; \$400 for two alerts

☐ Hyperlinked exhibitor URL or logo in
mobile app \$125 for the logo \$125
for the hyperlink \$200 for both

Total \$ _____

Exhibit Total: \$ _____ Sponsorship Total: \$ _____ **TOTAL DUE: \$** _____

Payment: Please indicate preferred payment option.

AMCHP's preferred method of payment is wire transfer or check.

If you require payment via a credit card, please contact amchpexhibits@conferencemanagers.com.

A credit card processing fee of \$25 will be applied to all credit card transactions over \$1,000.

☐ Check made payable to AMCHP 2019 is enclosed

(please include name of your organization and "2019 AMCHP Conference Exhibit/Sponsorship")

☐ Please invoice my company

Required: I have read and understand the terms and conditions.

Authorized Signature: _____ Date: _____

Return completed form to:

AMCHP Attn: 2019 Sponsorship/Exhibit Registration 512 Herndon Parkway, Ste. D Herndon, VA 20170

Fax: 703-964-1246 Phone: 703-964-1240 x 170