

## Hale Publishing, L.P.

1712 N. Forest  
Amarillo, TX 79106  
(806) 376-9900  
(806) 376-9901 (Fax)

Dear Sir or Madam:

We would be honored if your organization would participate as an exhibitor at the 2012 Hale, Newman & Wilson-Clay Conference. The conference will take place September 12-14, 2012 at the Crowne Plaza Riverwalk in San Antonio, Texas. Your support will be greatly appreciated and will aid in making this conference a success.

The Hale, Newman & Wilson-Clay Conference is presented by Hale Publishing, L.P.

### **Exhibit Opportunities:**

Participation through **exhibiting** offers you the opportunity to:

- Publicly show your commitment to ensuring healthy infants & mothers by supporting and encouraging breastfeeding.
- Increase visibility for your company.
- Market your services to an audience of maternal and child healthcare professionals.

Applications must be received by **June 29, 2012**. Final payments must be received by **June 29, 2012**. Please note that exhibit space is limited and will be handled on a first come first serve basis. Complete the enclosed exhibitor registration and payment method forms. Mail both forms back to us to secure a spot for your company. The conference exhibitor rules and regulations are attached to this letter. In addition to exhibiting, advertising opportunities are also available. All advertisements must be in jpeg or pdf format. The deadline for advertisement material is also **June 29, 2012**.

We invite you to take part in this exciting event. Exhibitors that register for this event will receive a schedule approximately one month in advance of conference. If you have any questions or would like additional information, please contact Hale Publishing, L.P. at 1-800-378-1317 or visit the conference website at [www.ibreastfeeding.com/hale-newman-wilson-clay-conference](http://www.ibreastfeeding.com/hale-newman-wilson-clay-conference).

Sincerely,

Quetha Hale  
Hale Publishing, L.P.

**Hale, Newman & Wilson-Clay Conference**  
**Crowne Plaza Riverwalk**  
111 East Pecan Street  
San Antonio, TX  
September 12-14 2012

**Exhibitor Registration Form**  
**\*\*Due by June 29, 2012\*\***

\*Exhibitor Company: \_\_\_\_\_

\*Address: \_\_\_\_\_

\*City: \_\_\_\_\_ \*State: \_\_\_\_\_ \*Zip Code: \_\_\_\_\_

\*Contact Person: \_\_\_\_\_

\*Phone (Day): \_\_\_\_\_ Fax: \_\_\_\_\_

\*E-mail: \_\_\_\_\_

\*Brief Description of your business and products:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Exhibitor's Representative(s) Name \*City/State

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\*Required information**

## Booth Cost and Payment

\*Place a check mark next to your selection

### Types of Booths Available:

- Commercial Single \$775
- Commercial Double \$1000
- Cottage \$500
- Non-Profit \$400
- Table with no representatives \$125

### Booth Cost Includes:

- 6 Foot Skirted Table
- Chair(s)
- Trash Can
- Exhibitor Badge
- Syllabus
- CEUs
- Conference Attendance

Booth cost also includes cost of all meals and breaks that accompany the conference for the designated number of representatives:

- Commercial: single – 2 double – 3
- Cottage: 1
- Non-Profit: 1

\*\*Additional booth representatives...\$75 per person per day

\*\*\* Computers are ONLY allowed in the conference room during sessions for the sole use of taking notes.

## Advertising

### Inserts

- Up to 4 pages - \$125
- 5 or more pages - \$175

### Program Ads

- Full-Page color ad - \$350
- Half-Page color ad - \$175

### Credit Card Payment:

We accept Master Card, Visa, Discover or you may send a check

Name on card: \_\_\_\_\_ Payment total \$ \_\_\_\_\_

Account # on card: \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVN: \_\_\_\_\_

Signature: \_\_\_\_\_

**Make checks payable to *Hale Publishing, L.P.***

### Complete registration form and mail with payment to:

Hale Publishing, L.P.  
1712 N. Forest  
Amarillo, TX 79106

For travel, hotel, and conference information visit our website:  
[www.ibreastfeeding.com/hale-newman-wilson-clay-conference](http://www.ibreastfeeding.com/hale-newman-wilson-clay-conference)

## Exhibitor Rules & Policies

**Permissible Exhibits:** Participating firms will be limited to those whose services and products are appropriate to the promotion and management of breastfeeding and to the dissemination of information, which may be of use to our Exhibition's participants and their clients. Acceptance of an advertisement does not constitute, express, or imply endorsement of the advertised product or service. We reserve the sole and absolute right to determine which firms and products are appropriate in our judgment for inclusion in the Exhibition and to refuse, cancel or restrict any applicant or exhibit which is considered undesirable for any reason. This reservation is all-inclusive as to persons, things, printed matter products and conduct. Any products produced by the NESTLE company will not be permitted.

**Door Prize:** Hale Publishing, L.P. requests a door prize from each exhibitor to be given away at general sessions. No prizes or drawings are permitted at individual booths.

**Exhibit Activity:** All business activities of the Exhibitor at the Exhibition must be within the Exhibitor's allotted exhibit space and exhibit hours. Exhibitor may distribute literature which pertains to the exhibiting firm's own products or services only within the Exhibitor's assigned exhibit space. Exhibitor may not exhibit the named "end product" of another exhibitor without permission of that exhibitor in writing, and we have the right to examine this permission. In all such cases advanced written permission must be obtained.

**Exhibitor Personnel:** The Exhibition is limited to individuals, business firms, agencies, manufacturers and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish the names of its representatives. Exhibitor and its representatives are required to wear identification badges throughout the Exhibition. The badges are not transferable and we reserve the right to withdraw the use of any badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. Exhibitors are required to keep at least one attendant at their exhibits during all open hours. Attendants may wear street dress or uniforms. Costumes not regularly associated with the professional character of the conference must have prior written approval. One exhibitor may not share or sublet space to another party without prior permission.

**Exhibit Space:** There will be no additional charge to exhibitors for table, chair, table cover, table skirting, or trashcan. We reserve the right to determine the placement of each exhibit.

**Refund Policy:** Only written notification of exhibit space cancellation will be accepted: Cancellations postmarked prior to **June 29, 2012**, will have all monies refunded less a \$100 processing fee for all booths except double booths that will have all monies refunded less a \$200 processing fee refunded. No refund will be given for any space or portion of space canceled after **June 29, 2012**. Any refunds due an exhibitor will be made after the completion of the program. We reserve the right to resell space that has been canceled by Exhibitor.

**Exhibit Shipment/ Electricity/Extra Tables:** For specific questions, please contact Crowne Plaza Riverwalk at 210-354-2800. Exhibitor is responsible for any fees incurred for services rendered by Crowne Plaza Riverwalk.

**Installation and Dismantling:** Installation of exhibits shall take place on Tuesday September 11, 2012 between 1:00 p.m. and 4:00 p.m and Wednesday September 12, 2012 between the hours of 8:00 a.m. and 10:00 a.m. Exhibitor will forfeit space not occupied by the close of the installation period. We reserve the right to resell space that has been forfeited by Exhibitor. Exhibits must be dismantled on September 14, 2012 between the hours of 12:30 p.m. and 3:00 p.m. Exhibit space must be cleared of all boxes and trash. Exhibitor agrees that its exhibit shall be completely removed from the conference area by 3:00 p.m. on September 14, 2012. Exhibitor is responsible for installation, dismantling, and removal of all items from exhibit hall.

**Fire Laws:** Federal, State and City Fire Laws must be strictly observed.

**Liability and Insurance:** Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless Hale Publishing, L.P. and the Crowne Plaza Riverwalk and their respective employees and agents from and against any liabilities and expenses arising or claimed as arising out of the use of the exhibition premises or otherwise related to Exhibitor's participation at the program. Exhibitor understands that neither Hale Publishing, L.P. or Crowne Plaza Riverwalk maintains insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitors shall carry their own insurance to cover exhibit materials against loss, theft, damage and breakage and public liability insurance against injury to the person and property of others. Hale Publishing, L.P. shall not be obligated to carry any insurance for the benefit of Exhibitors. Hale Publishing, L.P. will not be responsible for damage to Exhibitor's property, or lost shipments, either coming in or going out nor for moving costs. If the Exhibitor's materials fail to arrive, Exhibitor remains responsible for exhibit rent. Exhibitor acknowledges that it is solely responsible for its own exhibit material and agrees to insure its exhibit material against loss or damage.

**Emergencies:** We will not be responsible of delays, damage, loss, increased costs or other unfavorable conditions caused by circumstances beyond our control. In the event the premises in which the program is held shall become, in our discretion, unfit for occupancy or otherwise unsuitable by reason of any cause not reasonably within our control, this agreement may be terminated. Should we terminate this agreement pursuant to the provisions of this paragraph, Exhibitor waives any and all claims for damages and agrees that we may, after computing the total amount refundable to all Exhibitors (the amount by which the total amount of fees paid by all Exhibitors exceeds the total amount of our costs and expenses in connection with its preparation for and conduct of the said exhibits, including a reasonable reserve for claims and other contingencies), refund to Exhibitor as and for complete settlement and discharge of all Exhibitor's claims and demands an amount which bears the same relationship to the fee paid by said Exhibitor as the total refundable amount as computed above bears to the total amount of fees paid by all exhibitors. Exhibitor agrees that it will not hold Hale Publishing, L.P. or the Crowne Plaza Riverwalk liable for any expense incurred by Exhibitor due to circumstances beyond our control in excess of the fee paid for the exhibit space.

**Code Compliance:** All services and products displayed or distributed by Exhibitor must be in full compliance with the International Code of Marketing of Breast-Milk Substitutes. Exhibitor may not display or distribute any service or product, which is determined in our sole discretion to violate that Code. Display or advertising of breast-milk substitutes, bottles, pacifiers and/or bottle nipples is prohibited. Advertising of any product from any person, entity, relative, or affiliate that, in our discretion, determines to be strongly associated with artificial feeding or detrimental to the course of lactation will not be accepted. If violations are observed, the Exhibitor will be required to remove the offending product or advertisement.

**Prohibitions:** Prize awards, drawings, contests, questionnaires or surveys will be permitted only after Hale Publishing, L.P. has given prior written approval. Exhibitor must inform, in writing, 30 days prior of their intent to hold any of the above and provide detailed description of what will take place. Printed materials may not include the name of the conference or make any reference to the program and Exhibition, which might cause readers to believe the conference, is sponsoring, approving, or

participating in the activity. No person, firm or organization not having contracted with Hale Publishing, L.P. for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products or services or distribute promotional materials in or on the premises of the Crowne Plaza Riverwalk or the other meeting area of the program. Any infringement of this rule will result in the removal of the offending person. Circulars or other promotional material may be distributed only from the Exhibitor's assigned space. We reserve the right to discontinue distribution of materials, which may be hazardous to exhibit participants, offensive to, or not contributing to the educational nature of the Exhibition. Exhibitor must have prior written approval to photograph or videotape any activity other than Exhibitor's own exhibit. During exhibit hours, such activities must not disrupt visitor traffic.

**Decoration Guidelines:** Taping to any walls, curtains, columns, or metal frames anywhere in the Crowne Plaza Riverwalk are not allowed. (Clip-type, beeswax, decorator hooks are acceptable) No nails, staples, pins, etc. are allowed to be used to attach items to any area of the Crowne Plaza Riverwalk. No helium filled balloons will be allowed. Please no use of hay, tumbleweeds, confetti or glitter in any carpeted areas. Your group is responsible for removing all decorations including the hooks, signs, and clips after your event. Your group will be held responsible for any damage done to the building including damage caused by not following these guidelines, accidents, or misconduct.

**Violations:** In the event of a violation, Hale Publishing, L.P. has the right, without written notice, to terminate this contract with the Exhibitor and to evict the Exhibitor at the Exhibitor's own risk and expense. Hale Publishing, L.P. reserves the right to reject, cancel, remove or restrict Exhibitors who, because of noise or any other reason, shall interfere with the best interests of the Exhibition as a whole. Violations may result in the loss of further participation in future programs and Exhibitions.

**Compliance:** Acceptance of the application and the Exhibitor's deposit for space converts this application into a contract for exhibit space.

If you have any questions call: **(806) 376-9900**

**Setup/Dismantle Hours:**

Tuesday, September 11, 2012 – 1:00 p.m. to 4:00 p.m. (Setup)  
Wednesday, September 12, 2012 – 8:00 a.m. to 10:00 a.m. (Setup)  
Friday, September 14, 2012 – 12:30 p.m. to 3:00 p.m. (Dismantle)

**Exhibit Hours:**

Tuesday, September 11, 2012 – 4:00 p.m. to 6:00 p.m.  
Wednesday, September 12, 2012 – 10:00 a.m. to 5:00 p.m.  
Thursday, September 13, 2012 – 7:30 a.m. to 5:00 p.m.  
Friday, September 14, 2012 – 7:30 a.m. to 12:30 p.m.

**Conference Hours:**

Tuesday, September 11, 2012	4:00 p.m. to 6:00 p.m. (registration)
Wednesday, September 12, 2012	10:00 a.m. to 1:00 p.m. (registration)
	1:00 p.m. to 5:00 p.m. (conference)
Thursday, September 13, 2012	7:30 a.m. to 5:00 p.m. (conference)
Friday, September 14, 2012	7:30 a.m. to 12:30 p.m. (conference)