



Sponsor & Exhibitor Opportunities



Midwifery Matters **Conference**

Thursday, 19 September & Friday, 20 September 2019
Edmonton: DoubleTree by Hilton (Downtown)

Deep roots. Growing to new heights

About us

For over 30 years, the Alberta Association of Midwives (AAM) has been the professional body that serves a passionate community of midwives and the practice of midwifery in Alberta. Registered midwives are primary caregivers who deliver safe, cost effective, and high-quality maternity care. The AAM's mission is to promote the growth and sustainability of midwives and midwifery services in Alberta. There are almost 140 midwives and 29 students in Alberta supporting about 7% of the births each year in hospital and out of hospital (home, freestanding birth centre and other locations).



post-conference survey, there were also requests for more exhibitors and more time to explore the exhibits. Our exhibitors were happy as well with one stating:

“Enjoyed being a part of this exciting group and a part of the very first conference! . . . Space was great, committee was excellent to work with . . . for a first conference, it was very well done. Looking forward to the next conference and being a part of it again!”

We believe that the people who were involved with the conference were inspired and that their commitment to midwifery as a calling and a means of social justice for all birthing people was reinforced. Midwifery Matters!

Conference history

In 2018, the AAM hosted its inaugural conference at the Grey Eagle Resort on the Tsuut'ina Nation (adjacent to Calgary) after being awarded funding through the Status of Women Community Grant Program. There were 118 participants including attendees, conference staff and volunteers, and exhibitor staff. The participants and speakers hailed from many locations including Airdrie, Calgary, Camrose, Cochrane, Edmonton, Grand Prairie, Medicine Hat, Okotoks, Red Deer, Rocky Mountain House, Sylvan Lake, British Columbia, Manitoba, Nunavut, Ontario, Kentucky and Oregon.

With 96% of participants finding the speakers extremely engaging or very engaging, the conference program was curated by Dr. Lolly de Jonge who is filling that role again this year. In our



Why sponsor/ exhibit?

Targeted Audience: Showcase your products or services to midwives and other maternity care professionals. We have a number of high profile speakers who will attract participants from across the maternity care field.

Networking: You'll be able to establish new relationships with attendees and build existing relationships. The display area is set up to maximize traffic with participants accessing the conference area by walking through the exhibit space. Partners can participate in all aspects of the conference (except the Annual General Meeting).

Spread the word: Share the knowledge and ideas with your colleagues present, discuss and help make a change.



Keynote speaker



Dr. Michael Klein, has played a vital role in placing maternity care at the heart of family medicine. Refusing to serve in the United States medical corps during the Vietnam War, he fled to Canada in

1967 and became a family practitioner, a pediatrician, neonatologist and a full professor at McGill University and the University of British Columbia. Concerned by the harmful effects of certain medical interventions during the birth process, he researched and advocated for family-friendly birth practices, including the re-introduction of midwifery, the promotion of doulas and the elimination of routine intrusive interventions such as episiotomy—all of which are now widely accepted in birth settings.

Inclusion and equity speaker

Naomi Cromwell is the founder and a principal at Euphony Equity and Inclusion Works. She is a woman of Afro-Caribbean and European ancestry born and currently residing on unceded Coast Salish territory (Vancouver). A musician, educator and social justice activist, Naomi is a community builder and human rights advocate. She focuses on the concepts of culture, diversity versus decolonization, equity, inclusion, identity, intersectionality and cultural competency. Naomi invites others to explore their own cultural identities, deconstruct their cultural biases, and critically examine systemic barriers to gain a deeper understanding of issues faced by people of underrepresented identities.



Sponsorship packages

Benefits	Bronze \$2,000	Silver \$4,000	Gold \$6,000	Platinum \$9,500
ADVERTISING AND PROMOTION				
Logo on all promotional and conference materials including directional signage	✓	✓	✓	✓
Conference delegate bag inserts	✓	✓	✓	✓
Ad in conference program	1/4 page	1/2 page	full page	Inside front/ back page
Logo on conference website	✓	✓	✓	✓
EXHIBITS				
Selection of exhibit display in prime location	✓	✓	✓	✓
Badges indicating partnership role	✓	✓	✓	✓
Exhibit table, chair and power access	✓	✓	✓	✓
Sponsorship of and signage in Comfort & Green Room				✓
Full conference registration	1	2	3	4
ACTIVITIES				
Recognized as a Sponsor at the at Opening Ceremony and Closing Ceremony	✓	✓	✓	✓
Recognized as the Sponsor of Key Note Speaker Opportunity for spokesperson to address delegates at Opening Ceremony (5 minutes)				✓
Recognized as the Sponsor of the New Registrant event			✓	✓
Recognized as the Sponsor at a Breakfast of Lunch	✓	✓	✓	✓
Recognized as the Sponsor at a Nutritional Break	✓	✓	✓	✓

Exhibitor package: \$500 – \$750

(lower rates for local, small, or indigenous businesses; non-profit organizations; government or health care agency)

This is an excellent opportunity to showcase your business in our exclusive exhibitors' area. All booths are situated so that delegates will walk past them to get to the main plenary room.

Includes meals and breaks for one person (exhibitors are welcome to purchase tickets to social events)

Alternative options

Delegate bag insert: starting at \$100

Add your business' message, offer a redeemable coupon or share the latest news with a delegate badge insert.

Program: starting at \$50

Place your message in our beautifully designed conference program. Delegates consult the program prior to the conference and refer to it constantly throughout the event! Contact the AAM directly to discuss this further. Design services available at cost.

Don't see what you're looking for?

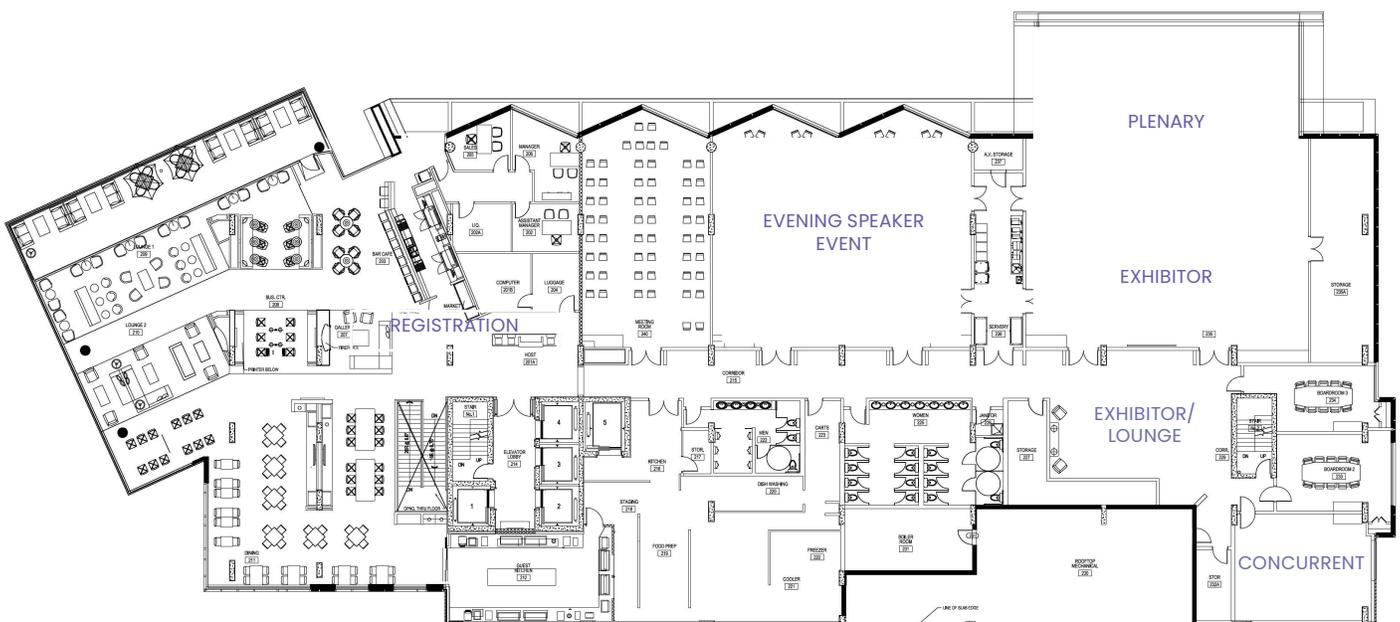
Other options are available. Please contact Harjit Baumann, Manager, Member Services & Communications if you do not see an option that meets your needs.

We can work with you to find an opportunity that will let you target your investment in the conference.

o 1.888.316.5457 ext. 105

e conference@alberta-midwives.ca

Floor Plan



Schedule

Partners will be able to engage with midwives and other maternity care professionals throughout the conference. The exhibits are open to participants all day on Thursday, September 19 and Friday, September 20. The following sets out the schedule including times where your exposure may be maximized (subject to change without notice).

Wednesday September 18	Thursday September 19	Friday September 20
Set up noon - 5pm	Breakfast and Exhibits 7:30 to 8:30am	Breakfast and Exhibits 7:30 to 8:30am
	Nutritional Break and Exhibits 10:00 to 10:30am	Nutritional Break and Exhibits 10:30 to 11:00am
	Lunch and Exhibits Noon to 1:00pm	Lunch and Exhibits Noon to 1:00pm
	Nutritional Break and Exhibits 2:30 to 3:00pm	Nutritional Break and Exhibits 2:30 to 3:00pm
	Public Event 6:30 to 8:00pm (Speaker) 9:00 pm to 1:00 am (Dance)	

Conference venue

DoubleTree by Hilton (Downtown Edmonton)
30 mins from the International Airport (outside of rush hour)

Room Rate \$169.00

To receive this discounted rate, please mention our conference when you call to book.

Reservations

Reservations: 1.587.525.1234 | Email: harmesh.borole@hilton.com

Shipping

Please pre-pay and ship exhibit materials and delegate bag inserts to arrive at the hotel before Wednesday, September 18 by noon. Delegate bags will be prepared that afternoon. Clearly mark all boxes to indicate the contents (e.g. exhibit, bag insert) and forward to the attention of the banquet department for the Alberta Association of Midwives Conference.

Exhibiting guidelines

An Exhibitor Agreement with our full Exhibiting Guidelines will be forwarded to all Partners and Exhibitors and includes a requirement of compliance with the [World Health Organization's International Code of Marketing of Breast-Milk Substitutes](#) and relevant subsequent resolutions. The AAM reserves the right to refuse any sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item which in our sole judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

Alberta Association of Midwives
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#AAMCONF2019



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