

CAPPA 2012

KANSAS CITY, MO

JULY 19-22, 2012

Are You Ready to Build a Bridge?

Hello to all of our 2012 sponsors and partners:

CAPPA: Childbirth and Postpartum Professional Association has in just over a decade, become the **largest childbirth education organization in the world** with branches in: USA, Canada, Israel, India, Ecuador and the Caribbean. Since 1998 CAPPA has offered the highest level of professionalism and member services available. 2010 proved to be our most successful year to date. We held our first sold out conference and opened 3 new branches around the world. Once again in 2011, we were proud to continue to grow and open another international branch, this time in the Caribbean. As we continue to grow around the world, our memberships, sponsors and partners will grow as well.

CAPPA is honored to be the only organization of its kind to offer a **FREE conference** to its members, every year enabling people around the world to attend a conference where they can receive CEUs, support, business skills and friendship. Our members have tremendous influence on fellow childbirth professionals, as well as parents. By choosing to sponsor, exhibit, or advertise with **CAPPA** you can reach your highly targeted market, not only nationally but internationally as well.

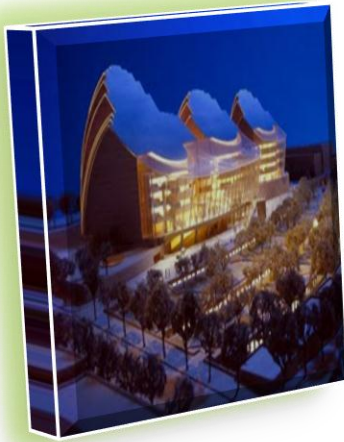


BRIDGE THE GAP BETWEEN
YOUR COMPANY AND
YOUR TARGET MARKET



Enjoy the attached video to learn more about the CAPPA vision!

<http://www.youtube.com/watch?v=WxOYsGu1oPE&feature=relmfu>



Join us in Kansas City, MO. July 19-22, 2012

Marriott Country Club Plaza

CAPPA will offer certification workshops before and after conference for those individuals seeking certification who have not had an opportunity to take these courses yet.

**July 17-19, 2012 Pre-conference workshops
July 23-24, 2012 Post-conference workshops**

For sponsor or vendor information please email: cappasponsor@gmail.com

You may also call Kym at: 352-359-04792

Watch the promotional video here

<http://youtube/jxPXcqRz4YI>



CAPPA 2012 Conference Agenda

Thursday July 19, 2012

- 4:00-5:00 PM—Volunteer meeting, Brenda Bach
- 4:00-6:00 PM—Exhibitor Setup
- 6:00-7:30 PM—Pre-registration
- 7:00-8:30 PM—Showroom open, Silent Auction viewing

Friday July 20, 2012

- 7:00-8:00—Conference Registration, Showroom open
- 8:00-8:45—Conference Opening: Tracy Wilson Peters, CAPPA CEO
- 8:45-10:00—General Session 1, TBA
- 10:00-11:00—Showroom open, Silent Auction Bidding Opens
- 11:00-12:15—General Session 2, TBA
- 12:15-12:30—Presenter Level Sponsor Presentation, Doulas.com/OSD
- 12:30-2:00—Showroom Open - Lunch
- 2:00-3:00—Optional Session A: TBA
- 3:15-4:15—Optional Session B: TBA
- 4:30-5:30—Optional Session C: TBA
- 8:00-11:00— Disco Themed Dessert Party
DJ and Dancing for members

Saturday July 21, 2012

- 7:30-8:30—Registration, Showroom open
- 8:30-9:00—Opening Session:
- 9:00-10:15—Session 1, TBA
- 10:15-11:15—Showroom open
- 11:15-12:30—General Session 2: TBA
- 12:30-12:45—Presenter Level Sponsor Presentation, TBA
- 12:45-2:15—Showroom open - Lunch
- 2:15-3:15—Optional Session A: TBA
- 3:30-4:30—Optional Session B: TBA
- 4:45-5:45—Optional Session C: TBA

Sunday July 22, 2012

- 8:00-9:00—Registration, Showroom Open
- 9:00-9:15—Opening:
- 9:15-10:30—General Session 1: TBA
- 10:30-11:15—Showroom open— Silent Auction ends - All exhibitors may pack out at 11:15
- 11:15-11:30 - Presenter Level Sponsor Presentation, TBA
- 11:30-12:45— General Session 2: TBA
- 12:45-1:00—Closing Remarks/ Silent Auction winners

1:00 All Silent Auctions MUST be purchased

Additional Workshops for Pre and Post Conference 2012

CAPPA 20 Hour CLE™ Breastfeeding Course

Program Executive Director Laurel Wilson, IBCLC, CLE, CCE, CLD

July 17-19, 2012

8:30 am-5:30 pm each day

Labor Doula Training

Program Executive Director Ana M. Hill, CLD, CLE, CCCE

July 18-19, 2012

8:30 am - 6:30 am each day

Postpartum Doula Training

Program Executive Director Darla Burns, CPD, CLD, CCCE, CLE

July 18-19, 2012

9: 00 am - 5:00 pm both days

Teen Educator Advanced Training

Program Executive Director Chelsea Eardley

July 23-24, 2012

9:00 am-6:00 pm each day

Childbirth Education Training

Program Executive Director Louise E. DeLaney, CCCE, CLD, CLE

July 23-25, 2012

8:00 am - 6:00 pm each day

For more information on each program or to register for trainings please go to
www.cappa.net

These trainings have requirements and fees not associated with Conference

Conference Sponsorship Opportunities

Platinum Pregnancy Partnership = 9 month contract

\$13,000.00:

- * Platinum Partners will be listed on CAPPAs FaceBook Fan Page as one of CAPPAs “favorite pages”
- * Platinum Partner - CAPPAs will suggest your company’s FaceBook Page to all of CAPPAs 12,000 plus FaceBook Fans once per quarter
- * Platinum Partners will be Tweeted on CAPPAs Twitter account once per month for the 9 month contract
- * Platinum Partners will have their company YouTube Video uploaded to CAPPAs YouTube channel for the duration of the contract
- * Platinum Partners will have a CAPPAs radio interview/infomercial www.cappa.net/audio
- * Platinum Partners will have one article in CAPPAs Connections (electronic newsletter). The article will include a survey monkey response with up to three (3) questions of your choosing
- * Platinum Partners will present their company’s 10 minute YouTube Video or DVD presentation during general assembly to promote your company and/or product (deadline will be **45 days before** conference for approval)
**** Presenting Sponsor package** as seen below**
- * Two 6-foot Exhibitor tables
- * Your company’s banner hanging in the conference general session area
- * One full page ad in conference manual (Deadline June 1, 2012)
- * Your company logo and website on CAPPAs conference webpage with active link
- * Your company logo and website listed in conference program as Platinum Pregnancy Partnership
- * Company name and logo on conference scrolling screens before and after all sessions and during breaks
- * Your company flyer, brochure or product included in Attendee Bags
- * Live company banner link on iCAPPAs home page www.icappa.net in jpeg format
- * Your company logo listed as Platinum Pregnancy Partnership in all pre-conference electronic communications (15,000 contacts will receive a minimum of 15 E-blasts)
- * Recognition of your company’s Platinum Pregnancy Partnership during the opening session
- * Post Conference 300 word, live link E-Blast to all conference attendees including a photo of your company representative and booth
- * Special recognition as our Top level partner in our post conference video which will be posted on CAPPAs YouTube channel, iCAPPAs, FaceBook page, Twitter, and more
- * One (1) CAPPAs 1 year membership
- * Two (2) complimentary CAPPAs Conference general session passes
- * Two (2) conference social passes
- * Sponsor ribbon on name badge

All conference benefits are for 2011 CAPPAs Conference

Presenting Sponsor

\$7,000.00:

- * Two 6-foot Exhibitor tables
- * Your company's banner hanging in the conference general session area
- * One full page ad in conference manual (Deadline June 1, 2012)
- * Your company logo and website on CAPPAs conference webpage with active link
- * Your company logo and website listed in conference program as Platinum Pregnancy Partnership
- * Company name and logo on conference scrolling screens before and after all sessions and during breaks
- * Your company flyer, brochure or product included in Attendee Bags
- * Live company banner link on iCAPPAs home page www.icappa.net in jpeg format
- * Your company logo listed as Platinum Pregnancy Partnership in all pre-conference electronic communications (15,000 contacts will receive a minimum of 15 E-blasts)
- * Recognition of your company's Platinum Pregnancy Partnership during the opening session
- * Post Conference 300 word, live link E-Blast to all conference attendees including a photo of your company representative and booth
- * Special recognition as our Top level partner in our post conference video which will be posted on CAPPAs YouTube channel, iCAPPAs, FaceBook page, Twitter, and more
- * One (1) CAPPAs 1 year membership
- * Two (2) complimentary CAPPAs Conference general session passes
- * Two (2) conference social passes
- * Sponsor ribbon on name badge

Contributing Sponsor

\$5,000.00:

- * Two 6-foot Exhibitor tables
- * ¼ page ad in conference program (Deadline May 1, 2011)
- * Your company recognized as Silver Sponsor on CAPPAs web page
- * Company name and logo on conference scrolling screens before and after all sessions and during breaks.
- * Your company's flyer, brochure or product included in Attendee Bags
- * Recognition of your company's Contributing Sponsorship during the opening session
- * Your company logo listed as Contributing Sponsor in all pre-conference electronic communications (15,000 contacts will receive a minimum of 15 E-blasts)
- * One (1) CAPPAs 1 year membership
- * Two (2) complimentary CAPPAs Conference general session passes
- * Two (2) conference social passes
- * Sponsor ribbon on name badge

Supporting Sponsor

\$2,500.00:

- * 1/8 page ad in conference program
- * One (1) 6' skirted exhibitor table
- * Recognition of Supporting Sponsorship on CAPPAs Conference web page
- * Your company flyer, brochure or product included in Attendee Bags
- * One (1) CAPPAs 1 year membership
- * One (1) complimentary CAPPAs Conference general session passes
- * One (1) conference social pass
- * Sponsor ribbon on name badge

A La Carte Selections~

Conference program Sponsor

\$2,500.00

As the conference program sponsor you will be providing a book that services many professionals as a reference guide long after conference has ended. Used throughout the conference by all who attend, each speaker will have their presentation printed as a reference guide. As the sponsor of the program, your company may submit a two-color advertisement that will appear on the back cover of the program. Only one (1) company may have the honor of providing every conference attendee with a free program.

Conference Tote Bags:

\$2,000.00

Be the exclusive sponsor of our conference tote bags and we will put your logo over the shoulder of each attendee. Attendees love going green and shopping at home with their conference tote bags, promoting your brand wherever they go. We will also include a promotional flyer or brochure and sample product that you supply in each bag.

Evening with the CAPPa CEO and Board of Directors:

\$2,000.00

By sponsoring this V.I.P. dinner and presentation night, you have a chance to really let your company shine. Your company will be able to have a 30 minute one- on- one presentation and provide dinner for some of the most influential professionals in the childbirth services profession. CAPPa will agree to a photo release for your company's use as well as publishing photos of the event in our post conference video and CAPPa Connections newsletter.

Power Point Messaging Sponsor:

\$2,000.00

Have your companies Power Point template be the main information source throughout the conference. Send CAPPAs your template and we will use that template to create our information screen that runs before and after each speaker and during all breaks as our main information source.

Conference Lanyards:

\$1,500.00

Your logo will hang close to the heart of our attendees when you sponsor our nametag lanyards. Attendees will have room for business cards, room key and credit cards all necessary for shopping the showroom and networking.

Video Advertisement:

\$1,000.00

Have your company's professional video advertisement continuously viewed by conference attendees in our exhibitor showroom. Your DVD will be running in clear view at the checkout line at CAPPAs very own exhibit tables throughout the conference. What better way to get your message directly to CAPPAs members than at the CAPPAs table! All advertisements should be a 3 minute or less DVD due 60 days (May 19, 2012) prior to conference for CAPPAs approval.

Chair drops:

\$500.00

Would you like to have your company stand out like no other? Reach all of our attendees in the Grand Ballroom as our 2011 CAPPAs Conference opens by having your promotional material placed in the chairs of all who attend. All attendees will have to pick up your promotional item or printed materials before they sit down for the conference.

Swag Bag Promos:

For profit \$300.00 Non-profit \$200.00

Unable to attend this year's conference? You can still reach your target audience! By placing a sample of your product or a promotional flyer into the bags of all conference attendees, you will be providing the materials that attendees will refer to again and again at home. All promotional materials must be received in Kansas City, MO on or before July 3, 2012.

Exhibitor Options:

Exhibitor Table Rental:

Premium Table: \$1,000.00

Standard Table: \$800.00

Non-Profit \$600.00

Buy one table, get second one at half price

All CAPP A Conference Exhibitors will receive:

One (1) 6' skirted table

Two (2) chairs

One (1) CAPP A 1 year membership

One (1) conference general session pass

Conference Program Ads:

Place an ad in our conference program where it will be seen by attendees as they review session information after the conference. We have a variety of sizes to fit your needs:

Below, please see our options for ads, using two (2) colors only:

Full Page (8x10) two (2) Color	\$500.00
Half Page (5x8) two (2) Color	\$350.00 <i>Landscape only</i>

Below, please see our options for Black and White Ads:

Full Page (8x10)	\$200.00
Half Page (5x8)	\$125.00 <i>Landscape only</i>
Quarter Page (4x5)	\$ 75.00
Business Card (2x4)	\$50.00

This is not a contract! Please request a contract from

Kym Dalton at: cappasponsor@gmail.com

SEND ALL ADS: cappasponsor@gmail.com in .jpeg format

landscape only for ½ page ads

All ads and articles are subject to CAPPA's final approval

“Together we can build bridges for better birthing outcomes around the world”

We all can agree that “it takes a village.” Imagine the village we could all create when we build bridges within the birthing community, each bridge connecting one birth professional to another, each spanning across the world. By building bridges, we can connect doulas, educators, nurses, midwives, and doctors, uniting all birth professionals as a team around the world. By understanding and respecting each other we can work together for the betterment of all families.

Are you ready to build a bridge?