



VELB

Verband Europäischer LaktationsberaterInnen
European Lactation Consultant Association
www.velb.org • www.ilca.org



EXHIBITOR AND SPONSOR INFORMATION

Trade show from 21 – 23/10/2010

- Sponsoring – conference bags, lanyards, scholarships and sponsorships, various contributions in kind, advertising with prospectus material, Internet links etc.
- Advertisements in the conference guide
- Special sponsorship opportunities

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Conference Management

VELB Verband Europäischer LaktationsberaterInnen
(European Lactation Consultant Association)

www.velb.org

office@velb.org

ILCA International Lactation Consultant Association

www.ilca.org

info@ilca.org

Conference Organisation

TS-Management GmbH
Brünigstrasse 12, Postfach 139
6055 Alpnach Dorf
Switzerland
Phone: +41 (0)41 671 01 74
Fax: +41 (0)41 671 01 71
velb2010@ts-management.ch
www.ts-management.ch



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THE CONFERENCE

The aim of the following brief description is to give you an overview of the conference. We will be pleased to provide more information on the conference timetable, contents and speakers.

Type of event

Expert conference with accompanying exhibition

Target group

Internationally certified breastfeeding and lactation consultants IBCLC, doctors, midwives, nursing staff and all those who support parents and their babies

Number of participants

Approx. 800-1000 participants from all over Europe and overseas

Date

21/10 – 23/10/2010

Venue

Congress Center Basel
Messe Schweiz (Basel) AG, 4005 Basel
Switzerland
www.congress.ch

Main subjects discussed

Evolution, breastfeeding and development
Skin contact and hormones
Breastfeeding for special babies
Breastfeeding in exceptional situations
Codex and ethics
Breastfeeding advice
Breastfeeding and SIDS

Planned conference timetable

Wednesday, 20/10/2010

The VELB General Meeting will take place on the eve of the first day of the conference. This will be followed by a conference welcome reception.

Thursday, Friday and Saturday 21- 23/10/2010

On these days, the scientific programme will unfold in the form of general assemblies, lecture series and poster presentations.

General program

Wednesday, 20/10/2010

VELB General Meeting followed by a welcome reception and lecture

Thursday, 21/10/2010

Cosy get-together with dinner in a traditional restaurant in Basel

Friday, 22/10/2010

Evening reception

On the occasion of this conference, VELB dispenses with publicity and the presentation of baby foods, notably breast milk substitutes as well as dummies and baby bottle teats.

The participating companies and organisations undertake to comply with the WHO Codex for marketing breast milk substitute products and the ILCA advertising guidelines. The codex and the advertising guidelines can be found on our homepage (www.velb.org).



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EXHIBITION

Take the opportunity to present your company, products or services as part of the three-day trade show with your individual booth. The exhibition booths are situated very close to the lecture halls, meaning that you can make use of an optimal presentation area for making contact with conference participants during the registration process, coffee breaks, poster presentations and lottery drawings.

Exhibition times:

Wednesday, 20/10/2010: optional from 15:00 hours
(initial registration, VELB General Meeting, welcome reception)
Thursday, 21/10/2010: 08:00 – 17:00 hours
Friday, 22/10/2010: 08:00 – 18:00 hours
Saturday, 23/10/2010: 08:00 – 15:00 hours

The service offering for a standard exhibition site comprises

- 1 exhibition site of 6 m² with standard exhibition package (1 table, 2 chairs)
- 2 company representatives per booth
- free conference participation for 1 company representative
- listing on the VELB homepage and in the conference guide

The smallest exhibition site area available is 6 m².

Prices per square metre for the three-day trade fair

Category A:

Commercial exhibitors

€ 170.00 / CHF 255.00 until 30/04/2010
€ 200.00 / CHF 300.00 from 01/05/2010

Category B:

< 4 staff or non-profit organisations

€ 85.00 / CHF 112.00 (change) until 30/04/2010
€ 100.00 / CHF 135.00 (change) from 01/05/2010

The registration deadline is 31/07/2010.

The participation terms for exhibitors can be obtained via the VELB homepage as of 30/01/2010 (www.velb.org) or the conference office (www.ts-management.ch).



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SPONSORING OPPORTUNITIES

Conference bags

Upon registration, all participants will receive a conference bag containing all conference documents. Since your company logo is placed next to the VELB and ILCA logo on the bag, you will continue to advertise your company internationally well beyond the conference duration.

Costs: by agreement as a contribution in kind

Contents of the conference bags

You may include an information brochure in the conference bag.

Costs: depending on size (see page 9)

Notepad and ball-pens

The conference bag will be equipped with a pad (at least DIN A5) as well as a ball-pen for taking notes. This will enable participants to remember important conference contents as well as your company.

Costs: payment in kind

Scholarships for participants

By financing a scholarship for participants you pay their participation fee and / or travelling and accommodation expenses, thereby laying the foundation for an ongoing professional relationship.

Costs: at least one participation fee

Refreshment breaks

By financing a refreshment break for participants you will make a lasting impression.

Costs: by agreement with the catering company, depending on type of refreshment bought and number of participants.

Contributions in kind for lottery drawings

Lottery drawings are extremely popular among conference participants. Make use of this method to effectively advertise your company by making available contributions in kind for the lottery drawings.

In case you have other sponsoring suggestions, please share them with us. The conference committee will be pleased to consider your ideas: velb2010@ts-management.ch



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ADVERTISEMENTS

Conference guide (German / English)

For the conference, a conference guide is published both as a hardcopy in German and English and as CD/PDF files. At the beginning of the event, conference participants will be given a copy of the conference guide which contains important information on the conference programme as well as lectures and speakers. After the conference, the conference guide will be offered for sale. Capitalise on this publicity opportunity by placing advertisements in the guide.

2 nd cover page (4-colour print)	€ 900.00	CHF	1,350.00	180x240mm bled-off 210x297mm +3mm
3 rd cover page (4-colour print)	€ 900.00	CHF	1,350.00	180x240mm bled-off 210x297mm +3mm
4 th cover page (4-colour print)	€ 1,200.00	CHF	1,800.00	180x240mm bled-off 210x297mm +3mm
Inside part (b/w, 1/2 page, across)	€ 400.00	CHF	600.00	180x148.5mm bled-off 210x148.5
Inside part (b/w, 1/1 page)	€ 600.00	CHF	600.00	180x240mm bled-off 210x297mm +3mm

Technical data:

Circulation	1,500 copies
Format	A4 portrait
Type area	180x240mm
Bled-off	210x297mm + 3mm bleed

Closing date for advertisements: 31/07/2010

The advertising terms can be obtained via the VELB homepage www.velb.org as of 30/01/2010.



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Registration for the Exhibition

TS-Management GmbH

Brünigstrasse 12, Postfach 139
6055 Alpnach Dorf
Switzerland

E-mail: velb2010@ts-management.ch

Phone: +41 (0)41 671 01 74

Fax: +41 (0)41 671 01 71

Please fax to +41 (0)41 671 01 71 or send by e-mail to velb2010@ts-management.ch by 31/07/2010 at the latest.

.....
Company / organisation First and last name (contact person)

.....
Address, postcode, Town Country

.....
Phone number Fax number

.....
E-mail

We are: Company Category A Company Category B Non-profit organisation

.....
Exhibition products / services

.....
Exhibition area: we would like to order m², if possible m wide and m deep

We hereby order the following **additional offers**:

Additional company representative for € 150.00 each number

Additional conference participation for company representative for € 250.00 each number

Price per square metre (minimum area 6m²):

Category A:

Commercial exhibitors

€ 170.00 / CHF 262.50 until 30/04/2010

€ 200.00 / CHF 300.00 from 01/05/2010

Since VELB is a non-profit organisation, no VAT is charged.

Category B:

< 4 staff or non-profit organisations

€ 80.00/ CHF 112.50 until 30/04/2010

€ 100.00 / CHF 135.00 from 01/05/2010

Special points:

The conference organisation cannot guarantee availability of the requested measurements and locations. The minimum space that can be rented is 6 m². The prices exclusively refer to renting the floor space without booth setup. Additional technical equipment and related information is to be ordered additionally from the conference office. You will receive a confirmation of receipt of your booth application within one week. The participation terms for exhibitors can be obtained via the VELB homepage (www.velb.org).

On the occasion of this conference, VELB / ILCA dispense with publicity and presentation of baby foods, notably breast milk substitutes as well as dummies and baby bottle teats.

Exhibitors undertake to comply with the international WHO Codex for marketing breast milk substitute products and the VELB advertising guidelines. The codex and the advertising guidelines can be found on our homepage (www.velb.org).

By submitting this registration, these conditions are expressly accepted.

.....
Place, date

.....
Signature



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.....
Company / organisation First and last name (contact person)
.....
Address, postcode, Town Country
.....
Phone number Fax number
E-mail

Since VELB is a non-profit organisation, no VAT is charged.

We hereby order the following sponsoring service(s), as ticked below:

- Conference bags – contribution in kind or financing by agreement
- Contents for the conference bags:

2-side flyer (1 sheet)	€ 700.00	CHF 1,050.00
Multiple side flyer (8 sheets max.)	€ 1,000.00	CHF 1,500.00
- Notepads and ball-pens – contribution in kind
- Lanyards – contribution in kind

- Scholarships for participants – at least the participation fee or by agreement
- Refreshment breaks – by agreement with the catering company, depending on type of refreshment bought and number of participants
- Contributions in kind for lottery draws

- Financial support amounting to €..... CHF
- Placing an advertisement (please enclose completed insertion order)
- We are interested in a special sponsoring arrangement; please contact us

The terms for sponsors can be obtained via the VELB homepage (www.velb.org). By submitting this registration, these terms are expressly accepted.

.....
Place, date Signature



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Announcements, Advertisements – Insertion Order

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 Brünigstrasse 12, Postfach 139
 6055 Alpnach Dorf
 Switzerland
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 Phone: +41 (0)41 671 01 74
 Fax: +41 (0)41 671 01 71

Please fax to +41 (0)41 671 01 71 or send by e-mail to velb2010@ts-management.ch.

.....
 Company / organisation First and last name (contact person)

 Address, postcode, Town Country

 Phone number Fax number
 E-mail

We hereby order the following advertisement:

Conference guide (German / English)

Closing date for advertisements: 30/06/2008

Format: DIN A 4 portrait
Circulation: 1,500 copies

2 nd cover page (4-colour print)	€ 900.00	CHF	1,350.00	180x240mm bled-off 210x297mm +3mm
3 rd cover page (4-colour print)	€ 900.00	CHF	1,350.00	180x240mm bled-off 210x297mm +3mm
4 th colour page (4-colour print)	€1,200.00	CHF	1,800.00	180x240mm bled-off 210x297mm +3mm
Inside part (b/w, 1/2 page, across)	€ 400.00	CHF	600.00	180x148.5mm bled-off 210x148.5
Inside part (b/w, 1/1 page)	€ 600.00	CHF	900.00	180x240mm bled-off 210x297mm +3mm

Since VELB is a non-profit organisation, no VAT is charged.

Technical data:

Print run 1,500 copies
 Format A4 portrait
 Type area 180x240mm
 Bled-off 210x297mm + 3mm bleed

Data formats:

- High-end-PDF (embedding fonts!)
- TIFF
- JPG

Picture and logo graphics must be submitted, in their corresponding original size with 300 Dpi, in digital form, either by e-mail or CD ROM along with an original printout. Should processing of the formats be required (e.g. the fonts have not been converted into paths), a processing fee of € 50.00 / CHF 75.00 will be incurred.

The terms can be obtained via the VELB homepage (www.velb.org). By submitting this registration, these terms are expressly accepted.

.....
 Place, date Signature