

# Exhibitor Reservation Form

San Francisco, California  
October 27-30, 2010



## SUPPORTER TYPE

<b>Gold Level</b>	General Support or Host a Lunch or Dinner	\$25,000
<b>Silver Level</b>	Session or Speaker	\$10,000
<b>Bronze Level</b>	2nd Tier General Support	\$5,000

Please call to discuss levels of funding and an appropriate strategy to feature your work at the upcoming meeting.

## EXHIBITOR TYPE

### ONE TIME SPECIAL OFFER - SAME RATES AS 2009!

	Before Aug. 15th	After Aug. 15th
Nonprofit organization	<input type="checkbox"/> \$325.00	<input type="checkbox"/> \$390.00
For-profit organization	<input type="checkbox"/> \$825.00	<input type="checkbox"/> \$900.00
Materials distribution only (nonprofit)	<input type="checkbox"/> \$275.00	<input type="checkbox"/> \$300.00
Materials distribution only (for profit)	<input type="checkbox"/> \$600.00	<input type="checkbox"/> \$650.00

Please send me information on advertising in the peer-reviewed journal, *Breastfeeding Medicine*.

**PAYMENT:** You may pay by check, Visa, MasterCard, American Express or Discover. Checks should be made payable to: **Academy of Breastfeeding Medicine** (must be in U.S. funds drawn on a U.S. bank). Please submit your payments by **August 15th** to ensure priority positioning. In no case can a reservation be honored if full payment is not received by the start of the conference.

Enclosed is my check/money order for \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to:  Visa  MasterCard  American Express  Discover

Card number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on card \_\_\_\_\_

Billing address \_\_\_\_\_

Signature \_\_\_\_\_ Today's date \_\_\_\_\_

## CONTACT INFORMATION

Please print or type:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_ Department: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Website: \_\_\_\_\_

Company/Organization Purpose: \_\_\_\_\_

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

By signing this reservation form, the Exhibitor confirms that it supports the WHO International Code of Marketing Breastmilk Substitutes and any related subsequent WHO resolutions, and is in compliance. Acceptance of support, advertisement, or exhibit does not constitute ABM's endorsement of the organization, its product, or service.

**Academy of Breastfeeding Medicine**, 140 Huguenot Street, 3rd floor, New Rochelle, NY 10801

For additional information, please contact us at (914) 740-2115 or toll free (U.S. only) at (800) 990-4ABM Fax (914) 740-2101

E-mail: [abm@bfmed.org](mailto:abm@bfmed.org) Website: [www.bfmed.org](http://www.bfmed.org)

# Breastfeeding: A Bridge to the Gold Standard

## SUPPORTER/EXHIBITOR PACKAGE

San Francisco, California • October 27-30, 2010



- World-class Speakers
- Cutting-edge Research
- Substantial Educational Opportunity
- Interaction With Clinicians and Academics

The *Academy of Breastfeeding Medicine (ABM)* is an international organization of physicians dedicated to the promotion, protection and support of breastfeeding and human lactation. Its mission is to unite members of various medical specialties with this common purpose. *ABM's* goals are physician education, expansion of knowledge in both breastfeeding science and human lactation, facilitation of optimal breastfeeding practices, and encouragement of the exchange of information among organizations. A core partner of the World Alliance for Breastfeeding Action, *ABM* is also affiliated with the Department of Public Education of the United Nations, and a member of the United States Breastfeeding Committee. *Breastfeeding Medicine* is the official peer-reviewed medical journal of the *Academy of Breastfeeding Medicine*.

### FIFTH ANNUAL FOUNDERS' LECTURE

"Breastfeeding: An Obstetrician's View"  
John Queenan, MD, FACOG  
Professor and Chairman Emeritus  
Department of Obstetrics & Gynecology  
Georgetown University School of Medicine

### CONFERENCE CHAIRS

Amy E. Evans, MD, FAAP, FABM  
University of California, San Francisco-Fresno  
Fresno, California  
  
Michelle G. Brenner, MD, FAAP, FABM  
Eastern Virginia Medical School  
Norfolk, Virginia



Academy of  
Breastfeeding Medicine

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Obstetricians &  
Gynecologists

IN COOPERATION WITH



AMERICAN ACADEMY OF  
FAMILY PHYSICIANS

## Supporter Opportunities

Your support is an excellent way to assist *ABM* in educating physicians and other health professionals in the field of breastfeeding medicine. We welcome support for the meeting as a whole or for any of the following options, among others:

- Plenary dinner with keynote speaker or conference honoree
- Luncheon symposium
- Special event such as the Friday night Annual Banquet, Saturday night special reception, or awards ceremony
- Plenary breakfast with speaker
- Panel or individual presentation
- Scholarships for minority medical students, physicians, or other health professionals

You may choose to support an existing session or renowned speaker or suggest a session or speaker for consideration based on your priority areas or mission.

As a supporter, you will have the opportunity to work with *ABM* to showcase the work of your organization through promotional materials, including:

- Conference mailings, e-blasts, and other announcements
- Worldwide press releases
- Onsite signage
- Conference website
- Acknowledgement in the conference issue of *Breastfeeding Medicine*
- All exhibit opportunities described on the following page

## Exhibitor Opportunities

Exhibiting at the **ABM Annual International Meeting** is the perfect opportunity to showcase your work with leading professionals in the field of breastfeeding medicine. All exhibit space is reserved on a first-come, first-served basis. Don't delay — secure your key spot as an Exhibitor at **ABM's 2010 Annual International Meeting** today!

Each Exhibitor will receive a six-foot draped, skirted table suitable for a tabletop exhibit or display materials. Electric power, if needed, will need to be arranged directly with InterContinental Mark Hopkins.

In addition to exhibitor opportunities, your organization might consider supporting a specific session or speaker, or providing support for the meeting as a whole. This is also an excellent way to assist *ABM* in educating physicians and other health professionals in the field of breastfeeding medicine. If you would like further information about possible levels of funding and an appropriate strategy to meet your needs please contact the *ABM* staff for more information.

### EXHIBIT HOURS:

Exhibit set-up	Wednesday, October 27, 2010	9:00 AM
Exhibit hours	Exhibits are open during all breakfasts, lunches, and AM and PM breaks. A schedule of events is listed in the <b>Annual International Meeting Brochure</b> .	
Exhibit dismantle	Saturday, October 30, 2010 (Any residual material after 2:00 PM will be discarded.)	11:00 AM

### REGISTRATION POLICIES:

Exhibit registration may be canceled in writing without penalty until **September 27, 2010**. There will be no refunds or cancellations received after that date. Substitutions may be accepted. Please submit your payments by **August 15th** to ensure priority positioning. In no case can a reservation be honored if full payment is not received by the start of the conference.

\*All exhibitors must support the WHO International Code of Marketing Breastmilk substitutes and any related subsequent WHO resolutions and must be in compliance.

*ABM* and InterContinental Mark Hopkins, its agents and/or employees, shall not be responsible for any loss, theft or damage to the property of the exhibitor, his or her employees or representatives. Further, they will not be responsible for damage or injury to persons or property during the term of this agreement for any cause whatsoever.

### HOTEL INFORMATION:

The host hotel is the **InterContinental Mark Hopkins**, One Nob Hill, San Francisco, CA, 94108. Phone: (415)-392-3434. Website: [www.intercontinentalmarkhopkins.com](http://www.intercontinentalmarkhopkins.com). Please contact the hotel directly should you require overnight lodging and mention the **ABM Annual International Meeting** for special hotel rates.

# Breastfeeding: A Bridge to the Gold Standard

"[The 2008 Founders' Lecture was given by the] best gastroenterologist in the world and his comments and studies with respect to breastfeeding-microbiota and immunity are very important for everybody. I hope to see all of you!"

**Concepción de Alba Romero, MD, PhD**  
*Hospital 12 Octubre – Neonatology  
Madrid, Spain*

"A wondrous gathering for 21st century Alchemists, who together, have the power and process to transform something common into something golden."

**Verity Livingstone, MD, MBBS, FABM**  
*University of British Columbia  
Vancouver, Canada*

"The Annual Meeting is a great opportunity to network with other physicians who hold a passion to support breastfeeding through education and research."

**Edward R. Newton, MD, FABM**  
*Department of Obstetrics and Gynecology  
Brody School of Medicine  
East Carolina University  
Greenville, NC*

"[The] *ABM* conference...was a wonderful meeting for its education offerings, but also provided a valuable opportunity to network with colleagues with similar research and advocacy interests in breastfeeding."

**Bonny Whalen, MD**  
*Newborn Nursery  
Dartmouth-Hitchcock Medical Center  
Lebanon, NH*

## Widespread Praise for *ABM's* Annual International Meeting

"The *ABM* meeting is truly the very best networking opportunity with top physicians dedicated to breastfeeding medicine from all around the world."

**Kinga A. Szucs, MD**  
*Indiana University School of Medicine  
Family Beginnings  
Wishard Health Services  
Indianapolis, IN*

"It was stimulating, thought provoking and truly energizing. Apart from being updated about recent research findings, getting an opportunity to meet the big names in "breastfeeding", as well as old friends, was an added bonus!"

**Rukhsana Haider, PhD**  
*Training and Assistance for Health Nutrition  
Dhaka, Bangladesh*

"I attended my first *ABM* conference in 2006 and was impressed with the scholarship and fellowship. There were even a few other men. I look forward to this year's conference."

**Lawrence Noble, MD**  
*Mount Sinai School of Medicine  
New York, NY*

"When you attend the *ABM* Annual Conference, you have the opportunity to hear and interact with many of the 'big names' in breastfeeding medicine—it is an energizing experience!"

**Nancy G. Powers, MD, FABM**  
*ABM Treasurer  
Janice M. Riordan Distinguished  
Professor in Maternal Child Health  
Wichita State University  
and Clinical Associate Professor of  
Pediatrics and OB-GYN  
University of Kansas School of Medicine  
Wichita, KS*

"The lecturers were fantastic, and I learned so much. I wish that some of the lecturers were able to talk all day about the subject matter. It was so fascinating to listen to them and learn from their years of experience. There were so many states and countries represented. I made great networking connections within my state that have been invaluable. I would highly recommend the conference to anyone that has anything to do with women, infants, and/or children in any capacity."

**Meredith Buell**  
*WIC Department of State Health Services  
Bishop, TX*



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