

# Exhibitor Prospectus

## **Working Together to Optimize Perinatal Outcomes**

A symposium on changing the future landscape of maternity health care

November 3, 2018

**Featured speaker:**

Penny Simkin, PT CD(DONA)

**Guest speakers:**

Jennie Joseph, CPM

Stephanie Devane-Johnson, PhD, CNM

# Working Together to Optimize Perinatal Outcomes

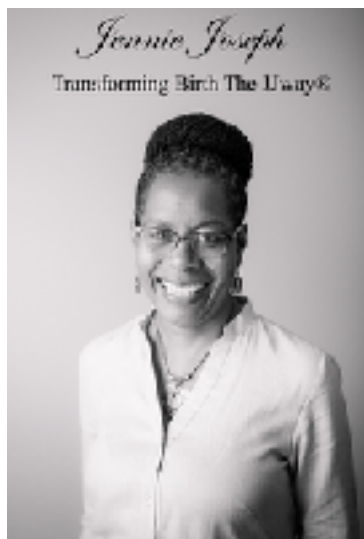
A symposium on changing the future landscape of maternity health care

## FEATURED SPEAKER



**Penny Simkin, PT, CD (DONA), CDT (DONA), CCE** is a physical therapist who has specialized in childbirth education and labor support since 1968. She has prepared over 15,000 women, couples, and siblings as a childbirth educator. She has assisted hundreds of women and couples through childbirth as a doula. She is author or co-author of books for both parents and professionals, including “The Labor Progress Handbook;” “Pregnancy, Childbirth, and the Newborn: The Complete Guide;” “When Survivors Give Birth: Understanding and Healing the Effects of Early Sexual Abuse on Childbearing Women;” “The Birth Partner: A Complete Guide to Childbirth for Dads, Doulas, and All Other Labor Companions,” She has developed teaching materials for birth classes and produced several videos for educators, doulas, and families, the latest of which is for siblings-to-be, “There’s a Baby.” She is co-founder of DONA International (formerly Doulas of North America) and PATTCh (Prevention and Treatment of Traumatic Childbirth). Currently, she serves on the editorial board of the journal, *Birth: Issues in Perinatal Care*, and serves on the senior faculty of the Simkin Center for Allied Birth Vocations at Bastyr University, which was named in her honor.

## GUEST SPEAKERS



**Jennie Joseph, CPM** is a British-trained midwife, a women's health advocate, the founder and executive director of Commonsense Childbirth Inc. and the creator of **The JJ Way®**. She developed an innovative maternal child healthcare system, markedly improving birth outcomes for women with the goal of helping to achieve a healthy, full-term pregnancy. There are both quantitative and qualitative studies underway regarding Jennie's work as well as continuous reviews of the impact of her clinical and educational programs. Jennie's model of health care, The JJ Way®, provides an evidence-based system to deliver MCH services which improve health, reduce costs and produce better outcomes all round.

Jennie Joseph has built up a reputation across the United States and has given numerous presentations, including a Congressional briefing on Capitol Hill, in order to discuss the statistical data as well as describe practical solutions to improving birth outcomes. Jennie has a leadership position amongst US and international midwives movements and is a subject matter expert on racial and perinatal disparities in the USA. Jennie firmly believes in patient-centered, woman-centered care and works tirelessly to support the systems, providers and agencies charged with delivering that type of care.



**Dr. Stephanie Devane-Johnson PhD, CNM** is an experienced African American nurse and certified nurse midwife (CNM) with over 25 years of Obstetrics and Gynecology experience. Dr. DeVane-Johnson is a health disparity researcher and has successfully developed and implemented community engagement projects. She received her Bachelors of Science Degree in Nursing from the University of North Carolina at Charlotte in 1993. In 1997 she received a Masters of Science Degree in Nursing and Certification in Nurse-Midwifery from Vanderbilt University and her PhD in Nursing at UNC-Chapel Hill 2016. Stephanie's research interest is breastfeeding in the African American community. More specifically, the impact socio-historical influences have on infant feeding decisions. She is a Duke University School of Nursing Assistant Professor and a Community Health Improvement Partnership Program (D-CHIPP) affiliate.

## TARGET AUDIENCE

## ABOUT THE SYMPOSIUM

<p>LABOR SUPPORT DOULAS POSTPARTUM DOULAS CHILDBIRTH EDUCATORS LACTATION SPECIALISTS MIDWIVES LABOR &amp; DELIVERY NURSES FAMILY MEDICINE PHYSICIANS OB PHYSICIANS</p>	<p>Penny will share her Pearls of Wisdom from her 50 years of preparing families for childbirth and her 50 years of training doula to work with families. Penny has developed teaching materials that is currently being used around the world. Some books such as The Birth Partner is required reading in some perinatal educational programs. We have two dynamic guest speakers, Jennie Joseph, CPM and Stephanie Devane Johnson, PhD, CNM. These speakers are making a significant contribution in vital and challenging areas of maternity care. They offer a thoughtful approach to some challenges is maternity care as well as their openness to new solutions to a old problem.</p>
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The 4 Moms 2 Be Exhibit Hall delivers a valuable opportunity for exhibitors to connect with hundreds of birth professional who seek products, resources and information relevant to their work within the field. Display your company's products or services and interact with as much as 500 doulas, childbirth educator, midwives and other birth professionals.

## THE BENEFITS FOR EXHIBITORS

### OVERVIEW

Introduce, promote and connect your brand to an audience who uses your product or services.

8+ hours of exhibits space in the foyer of The Friday Center

3x6 exhibit table, w/table cloth and table skirt

1 Complimentary conference registration

1 discounted rate of \$100 (1/3 off) a 2nd conference registration. \*Must be booked at the time of reservation

Breakfast, lunch, and snacks

Gather useful data about industry trends

Social Media recognition

Link on website

### TOP THREE BENEFITS

#### Exposure

this may be the largest gathering of perinatal professionals in the triangle area

#### Opportunity

Face to Face engagement with perinatal professionals/prospective customers

## Numbers

Your best opportunity to talk to hundred of perinatal professionals in one spot.

## **IMPORTANT EXHIBITOR INFORMATION**

### Symposium location

The Friday Center, 100 Friday Center Drive, Chapel Hill NC

### Dates

Saturday, November 3, 2018

### Exhibitors fee

\$350.00

### Hall hours

Vendors can not enter the building before 7am for setup and all table setup must be complete by 7:45am  
Exhibit hours 8:00am - 6:00pm

You may not begin to dismantle the display prior to 5:45pm Saturday, November 3, 2018.  
The building but be evacuated by 7:00pm on the day the symposium

### Shipping Supplies to the site

Is available

### Exhibit Content

Exhibits must be consistent with the professional nature of the symposium.  
Exhibit space will not be used to express controversial social, political or professional issues

### Acceptance of Exhibits

ALL applications for exhibit space are subject to review. 4 Moms 2 Be reserves the right to decline any exhibit, product and/or service not in line with our core values, i.e., infant formula companies will NOT be accepted under any circumstances.

4 Moms 2 Be reserves the right to request additional information prior to approving any exhibit application

### Exhibit Space Payment

Upon approval the exhibitor will receive an approval email/invoice. A registration/payment link will be provided in the confirmation email. Your space is NOT guaranteed until payment in full is received. All payments are made on a secured credit card portal within the link. NO payments will be accepted on the day of the event.

### Assigned Exhibit Space

Once the exhibit request is accepted you will be assigned a table location. The location may not be change on the day of the event.

### Exhibit On-site transactions

Due to The Friday Center regulations, exhibitors are prohibited from making direct sales transactions on site but you are free to demonstrate, give samples and/or distribute information about your products or services.

You agree to hold 4 Moms 2 Be, Venus Standard, affiliates and/or assigned harmless for damages or negligence.

### Vendor Name Tag

Upon arrival, you will receive a vendor name tag. This tag must be worn through the event. This tag identifies you to other vendors and prospective customers. This tag is also required for meals and beverages.

#### Liability & Insurance/Hold Harmless Policy

The Exhibitor or Employer Sponsor/Exhibitor, upon agreeing to exhibit, expressly releases the 4Moms2Be or any of its officers, directors, employees, or committee members; or the owners, employees, or representatives of the Friday Center) from any responsibility or liability for any injury, loss, or damage that may occur to the Exhibitor or to the exhibitor's employees or property prior to, during, or subsequent to the period covered by the Exhibitor's agreement, including, but not limited to, any responsibility or liability for negligently caused injury, loss, or damage; and further, the Exhibitor agrees to hold harmless and indemnify 4Moms2Be and the Friday Center against any and all claims made against the 4Moms2Be and/or the Friday Center by any person and arising out of the Exhibitor's acts or omissions.

#### Exhibit Hall Security

4Moms2Be will NOT provide security for the exhibit area during the entire exhibit period. The Exhibitor understand they are completely and solely responsible for the display and personal items against damage, loss or theft of any kind. Neither 4Moms2Be nor the Friday Center is liable for, or carries any insurance on, exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance coverage on their goods, including transit to and from the show location.

#### Exhibit Space Cancellation & Refund Policy

No refunds for vendor cancellations or no shows.

If the symposium or the Exhibit Hall is canceled due to circumstances beyond the control of 4Moms2Be or the Friday Center, all payments submitted by Exhibitors and Employer Sponsors/Exhibitors for exhibit space will be refunded.

Questions, comments or concerns please contact

Venus Standard  
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