

# UNDERSTANDING LACTATION THE WORK CONTINUES

March 23-24, 2012  
Berkeley, CA USA



## **SWAG Conferences LLC**

[SWAGconferences.org](http://SWAGconferences.org)

**SWAG Conferences LLC invites you to advertise, sponsor and/or exhibit at our conference.** We are planning for 100-300 lactation consultants, midwives, NICU/postpartum nurses, doctors, nurse practitioners, registered dietitians, physical/occupational therapists, WIC staff and peer counselors to attend.

**Exhibit hours are 7:30AM-3:00PM on Friday and 7:45AM-3:00PM on Saturday.**

**Exhibit registration and payment is due by March 10, 2012.**

## FACULTY

### **CATHY CAROTHERS BLA, IBCLC, RLC, FILCA**

Cathy is the current president of ILCA and an International Board Certified Lactation Consultant since 1996. She served as ILCA's Director of Marketing from 2003-2009. She is Co-Founder and Co-Director of Every Mother, Inc., a not-for-profit 501(c)3 organization providing counseling and lactation training, material development, and technical assistance for health care professionals, particularly those who work with new families from disadvantaged population groups. She began as a WIC peer counselor, served in all levels of the Mississippi breastfeeding program (including State Breastfeeding Coordinator), and went on to work at the national level in the U.S. to spearhead several major national breastfeeding initiatives for federal government agencies. She was project director for the national peer counseling program curricula and the national standardized staff breastfeeding training for the United States Department of Agriculture WIC Program, developed WIC's national "Using Loving Support to Build a Breastfeeding-Friendly Community" program in 24 U.S. States, and project director for the national "Business Case for Breastfeeding" resource kit and comprehensive national training initiative in 36 U.S. states for the Department of Health and Human Services Maternal and Child Health Bureau. A former University public relations director, she is also the Media and Public Relations Chair for the United States Breastfeeding Committee. She is the mother of 5 breastfed children.

### **JAMES G. MURPHY MD, FAAP, FABM, IBCLC**

**James G. Murphy, MD**, is an Assistant Professor of Pediatrics at the F. Edward Hebert (pronounced "A-Bear") School of Medicine, Uniformed Services University of the Health Sciences. He served 25 years active duty as a physician with the US Navy, 12 years as a contract pediatrician with the US Navy and is currently a Government Service Medical Officer at the Naval Medical Center in San Diego, CA. He is a Fellow of the American Academy of Pediatrics, a Fellow of the Academy of Breastfeeding Medicine, a Board Member of the San Diego County Breastfeeding Coalition, a Medical Associate of La Leche League, a member of ILCA and, since 2009, an IBCLC. Dr Murphy began performing lingual frenulotomies in Oct 2003 and has performed over 1800 of these procedures to date including posterior sub-mucosal fibrous bands.

### **LAURIE NOMMSEN-RIVERS PhD, RD, IBCLC**

Laurie worked with hundreds of breastfeeding dyads as a staff researcher in the field of human lactation before returning to school in 2004 to pursue a PhD in Epidemiology. She has co-authored over 50 publications related to maternal child health. In addition, Laurie served as the Associate Editor of the Journal of Human Lactation from 1997 to 2006. Formerly at UC Davis, Laurie is currently Research Assistant Professor in the Division of Neonatology at Cincinnati Children's Hospital. Her broad research objective is to provide evidence-based strategies for supporting the mother-baby dyad in successfully establishing breastfeeding. Laurie's current area of research examines the causes and consequences of early breastfeeding difficulties, with particular emphasis on delayed onset of lactogenesis.

**SET UP & TEAR DOWN** **Set up starts at 7:00AM Friday and 7:00AM on Saturday.** Exhibits must be completely out of the room by the conference end times listed each day. **Exhibitors may leave their exhibits during sessions, but we are not responsible or liable for any loss of property. For electricity, you must provide your own long extension cord.**

**INSURANCE AND LIABILITY** Exhibitors must carry adequate property damage, public liability and personal injury insurance at exhibitor's own cost and expense. Conference organizers assume no risk; and by the acceptance of this agreement, the exhibitor expressly releases Conference Organizers of and from any and all liability for any damage, injury or loss to any person or goods that may arise from the rental and occupation of said space by exhibitor.

**CANCELLATIONS in writing** will be accepted until March 10, 2012 for a full refund minus a \$50 administrative fee.

## **ADVERTISING POLICY**

The Advertiser's signature on the Application to Exhibit/Advertise attests that the Advertiser will comply with all of the policies set forth in this document. Exhibitor/Advertiser signature must appear on the application before acceptance can be confirmed.

SWAG Conferences LLC's (referred to as SWAG in the following pages) Advertising Policy applies to all media produced by SWAG and to all advertising in any SWAG media.

SWAG media includes: websites, publications produced by SWAG, and materials for any SWAG conference or workshop (i.e. Conference Handbook/Syllabus, conference advertising copy, speaker hand-outs, exhibits).

SWAG encourages the wide dissemination of information useful to their clients, but seeks to avoid any express or implied endorsement of products or services advertised in SWAG media. Advertising or listing in SWAG media does not imply endorsement by SWAG of any program, product or service.

Advertisers must comply with all *General Advertising Policies*, as well as policies which pertain to their specific medium as described in *Conference Exhibitor, Vendor, Advertiser and Commercial Support Policies*.

## **GENERAL ADVERTISING POLICIES**

When advertising in any SWAG media, advertisers must comply with the *International Code of Marketing of Breastmilk Substitutes and all subsequent WHA Resolutions*, and all policies set forth in the *SWAG Advertising Policy*.

SWAG will not endorse any literature or products, or accept direct funding from industries producing or marketing products that do not comply with the *International Code of Marketing of Breastmilk Substitutes and all subsequent WHA Resolutions*.”

### **Compliance with the *International Code of Marketing of Breastmilk Substitutes and all subsequent WHA Resolutions***

1. All SWAG media must be in compliance with the *International Code of Marketing of Breastmilk Substitutes* and all subsequent WHA resolutions.
2. SWAG does not accept funding, donations, advertising nor sponsorship from sources that do not comply with the *International Code of Marketing of Breastmilk Substitutes and all subsequent WHA Resolutions*.
3. SWAG will not accept advertisements from any company that markets to the general public human milk substitutes for babies less than six months or pacifiers (dummies).
4. Advertisements will not be accepted from any company that produces human milk substitutes.

### **Non-Endorsement Policy**

1. Advertising or listing in any SWAG media does not imply endorsement by SWAG of any program, product or service.
2. Statements will be provided in the conference media as applicable, declaring that acceptance and publication of advertisements does not reflect endorsement by SWAG.

### **Any Advertiser whose material is accepted by SWAG must:**

1. Maintain adequate product liability insurance coverage relative to all products advertised.
2. Be authorized to publish the entire contents of the advertisement.
3. Carefully review the contents of the advertisement.
4. Know the advertisement is truthful and not misleading.
5. Know the advertisement does not infringe upon any intellectual property law right held by a third party.

Any product or service for which there is a designated fee shall be considered an advertisement.

SWAG reserves the right to decline or prohibit any advertisement that in its judgment is inappropriate or contrary to its purposes. This reservation is all-inclusive as to persons, things, written matter, products and conduct.

In consideration of SWAG's acceptance of any advertisement, the agency and/or advertiser shall agree to indemnify and hold SWAG harmless, without limitation, from any loss or expense resulting from claims arising from the contents or subject matter of such advertisement.

### **Conference Exhibitor, Vendor, Advertiser and Commercial Support Policies**

SWAG's duty of fiscal responsibility includes the option to accept funds from advertisers at SWAG conferences to reduce the overall cost of the conference for attendees.

One of the benefits valued by SWAG conference attendees in attending is their opportunity to visit the exhibits to see materials displayed and marketed there, that may be of interest to them as lactation professionals, or to the clients/patients they serve.

SWAG will endeavor to ensure that all marketing within its exhibits and in its conference materials supports this Advertising and Publications Policy, and the *International Code*, and will encourage self-examination and compliance by potential exhibitors.

SWAG can maintain some measure of control only over the fair and equal use of its exhibit space and conference materials, for the duration of the conference.

SWAG cannot police marketing in the global marketplace. SWAG cannot monitor global changes in corporate ownership. SWAG does not determine if an entity is, or is not, compliant with the *International Code*.

The decision to contract with an exhibitor rests with the owners of SWAG, after consideration of all factors designed to promote this policy, support the *International Code*, and protect SWAG. SWAG may seek guidance from *International Code* monitoring organizations such as the *International Code* Document Center (ICDC), International Baby Food Action Network (IBFAN) and National Alliance for Breastfeeding Advocacy (NABA) to determine whether an exhibitor's intended display meets SWAG's objectives.

All exhibit displays will be reviewed by SWAG during the first hours of the conference to permit time for necessary corrections to be made by exhibitors.

SWAG's conference exhibitor, vendor, advertiser and commercial support policies apply to all promotional activities and materials, (i.e., exhibits, displays, program ads, program inserts, program advertising, conference packets, drawing donations and commercial mailings) produced by any person or entity in connection with any SWAG conference or workshop.

## **Acceptance of Exhibitor, Vendor, Advertiser or Commercial Supporters**

Exhibitors, vendors, advertisers and commercial supporters who provide products and services of interest to SWAG attendees and their clients, and who comply with SWAG's Advertising and Publications Policy, will be considered for rental of table space in the exhibit area and advertisements in conference materials.

**Examples of advertising that *does not* meet the SWAG Advertising and Publications Policy include displays or depictions of:**

- a. Pacifiers (dummies)
- b. Infant formula
- c. Bottle-fed (or other inappropriate) complementary foods for infants and young children
- d. Items that are marketed in such a way that they violate the *International Code*.
- e. **Free items given to attendees including candy, pens, etc.**

## **Professional samples are allowed to be distributed.**

Please help SWAG to vigorously support and endorse the *International Code* by reviewing whether your product or services fall within the scope of the *International Code*, and if so, whether your marketing practices are compliant.

## **Services and Participation of Exhibitor, Vendor, Advertiser or Commercial Supporters**

If an Index to Exhibitors, Vendors, Advertisers and Commercial Supporters is included in written materials, each will be listed alphabetically by company name.

All exhibitors, vendors and advertisers will be provided an equal opportunity during the conference to make unrestricted educational grants in accordance with the SWAG Advertising and Publications Policy.

Unrestricted educational grants will be acknowledged as described in the grant agreement for the current year.

## **Compliance with SWAG Advertising and Publications Policy**

Any exhibitor, vendor, advertiser or commercial supporter that violates SWAG's Advertising and Publications Policy is subject to the following requirements:

- a. Remove or correct the products or media in violation of SWAG's Advertising and Publications Policy
- b. Immediately leave the premises when asked to do so
- c. Remain responsible for all unpaid fees, costs, and expenses incurred in Connection with its SWAG-related promotional activity
- d. Forfeit all claims to fees paid to any party in connection with its promotional activities.

## EXHIBIT CONTRACT

Company Name \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

The following will be present at the conference.

1. Name \_\_\_\_\_

Phone/Email \_\_\_\_\_

2. Name \_\_\_\_\_

Phone/Email \_\_\_\_\_

Do you need an electrical outlet for your display? Yes/No

- Contact Sue Wirth with questions: [SWAGconferences@aol.com](mailto:SWAGconferences@aol.com) or 510-524-5465.
- **Mail ads, drawing donations, sharing table items and everything else to: Sue Wirth, 908 Curtis Street, Albany, CA 94706-2108**
  - **Please return by mail all 3 pages including signature to register.**

I agree to comply with the SWAG Conferences advertisement policy.

Print Name and Title

\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

- Make checks payable to: **SWAG Conferences LLC.**
- Credit Cards: MC VISA AMEX Discover
- Signature \_\_\_\_\_ Date \_\_\_\_\_
- Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

## EXHIBITOR LEVELS

**\*Commercial Exhibitor** \$ 270 \$ \_\_\_\_\_

>\$6000 Net Annual Income: Draped 6-foot Table, 2 chairs,  
1 Syllabus, 2 representatives, 25-word listing in syllabus

\*25 Word Listing (**for Commercial Exhibitors only**)

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**Cottage Industry** \$125 \$ \_\_\_\_\_

<\$6000 Net Annual Income: Draped 6-foot Table, 2 chairs, Listing  
in Syllabus, 2 representatives

**Non-Profit Sales** \$ 75 \$ \_\_\_\_\_

1 6-foot Table, Listing in Syllabus, 2 representatives

**Non-Profit Display Only** \$ 50 \$ \_\_\_\_\_

1/2 6-foot Table, Listing in Syllabus, 1 representative

**Sharing Table** (unattended) \$ 0 \$ \_\_\_\_\_

**Continuing Education** \$ 50 \$ \_\_\_\_\_

(per person)

**Meal Tickets** (per person, per day) \$ 50 \$ \_\_\_\_\_

**Includes continental breakfast, breaks and downstairs lunch  
buffet**

**Syllabus** \$25 \$ \_\_\_\_\_

**EXHIBIT TOTAL** \$ \_\_\_\_\_

## COMMERCIAL SUPPORT OPPORTUNITIES

**Platinum Unrestricted Educational Grant**     \$5000     \$ \_\_\_\_\_

Complimentary List of Attendees and Addresses After Conference

Verbal Recognition at the Conference & Recognition in the Syllabus

**Gold Unrestricted Educational Grant**     \$2500     \$ \_\_\_\_\_

Complimentary List of Attendees and Addresses After Conference

Verbal Recognition at the Conference & Recognition in the Syllabus

**Silver Unrestricted Educational Grant**     \$1000     \$ \_\_\_\_\_

Complimentary List of Attendees and Addresses After Conference

Verbal Recognition at the Conference & Recognition in the Syllabus

**SUPPORT TOTAL**     \$ \_\_\_\_\_

## BENEFIT DRAWING

Guarantee display of your products by donating to the Conference Drawing.

For recognition in the syllabus confirm donation by October 21, 2011.

**Donated items** \_\_\_\_\_ **Value** \_\_\_\_\_

## SYLLABUS ADVERTISING

This is a great opportunity to advertise your product, have your message seen and taken home by all attendees. Please send black and white ads for full page (8.5"x11") and half page ads that copies well. For color please supply 250 copies. Ads needs to be received by October 21, 2011.

### Ad Rates

Half Page     \$ 50     \$ \_\_\_\_\_

Full Page     \$100     \$ \_\_\_\_\_

Back Cover (if available)     \$150     \$ \_\_\_\_\_

Inside Front Pocket (if available)     \$150     \$ \_\_\_\_\_

Inside Back Pocket (if available)     \$150     \$ \_\_\_\_\_

**ADVERTISING TOTAL**     \$ \_\_\_\_\_

**TOTAL EXHIBIT, SUPPORT, ADS**     \$ \_\_\_\_\_

# **Understanding Lactation: The Work Continues**

**Friday, March 23, 2012**

- |                      |   |
|----------------------|---|
| <b>7:30 - 8:00</b>   | <b>Registration and Continental Breakfast</b>   |
| <b>8:00 - 8:10</b>   | <b>Introductions</b>  |
| <b>8:10 - 9:40</b>   | <b>Making It Work: Supporting Employed Mothers with Breastfeeding</b>   |
| <b>9:40 - 9:45</b>   | <b>Stretch Break</b>  |
| <b>9:45 - 10:45</b>  | <b>Mother/Baby-Friendly Maternity Care Including Childbirth, Doula Support and In-hospital Exclusive Breastfeeding</b>                    |
| <b>10:45 - 11:00</b> | <b>Break</b>  |
| <b>11:00 - 12:30</b> | <b>When Disaster Strikes: Breastfeeding in Emergency Situations</b>   |
| <b>12:30 - 1:45</b>  | <b>Lunch</b>  |
| <b>1:45 - 2:45</b>   | <b>Delayed Onset of Lactogenesis: Causes, Consequences and Optimal Clinical Management in the Context of the Current Obesity Epidemic</b> |
| <b>2:45 - 3:00</b>   | <b>Break</b>  |
| <b>3:00 - 4:30</b>   | <b>Helping Mothers Return to Exclusive Breastfeeding</b>  |

# **Understanding Lactation: The Work Continues**

**Saturday, March 24, 2012**

<b>7:45 - 8:00</b>	<b>Registration and Continental Breakfast</b>
<b>8:00 - 9:00</b>	<b>Supporting Breastfeeding While Safely and Effectively Managing Jaundice in the Newborn.</b>
<b>9:00 - 9:05</b>	<b>Stretch Break</b>
<b>9:05 - 10:05</b>	<b>Which to Promote: The Benefits of Breastfeeding or the Risks of Formula Feeding?</b>
<b>10:05 - 10:20</b>	<b>Break</b>
<b>10:20 - 11:20</b>	<b>Ankyloglossia: When to Observe and When to Treat</b>
<b>11:20 - 12:40</b>	<b>Lunch</b>
<b>12:40 - 1:40</b>	<b>The Drive-By Diagnosis of Tongue Tie</b>
<b>1:40 - 1:45</b>	<b>Break</b>
<b>1:45 - 2:45</b>	<b>New Frontiers: Deciphering the “omics” Revolution.</b>
<b>2:45 - 3:00</b>	<b>Break</b>
<b>3:00 - 4:00</b>	<b>Illustrative Ankyloglossia Case Histories</b>

## **SITE/DIRECTIONS**

**Hs Lordships, 199 Seawall Dr, Berkeley, CA 510-843-8144 Free Parking**

FROM THE NORTH- Take I-80 West to Berkeley. Exit at University Ave. Follow Loop West to University Ave. Left on University Ave. Stay left. Left at stop sign. Left on Seawall Drive.

FROM THE SOUTH- Take the Gilman Street exit from I-80. Left at stop sign onto Gilman Street. Go under the freeway and turn Left onto the Frontage Road. At the next stop sign, University Avenue, turn Right. Left at Marina Blvd stop sign. Turn left on Seawall Dr.

FROM THE BAY BRIDGE-Take Emeryville/Powell St. exit. Make a left and go under the freeway overpass. Make a right onto Frontage Road, following the signs to the Berkeley Marina. Turn left onto University Ave. Stay left. Left at stop sign. Left on Seawall Drive.

## **CLOSEST AIRPORT**

**Oakland International Airport (OAK)**

## **AREA HOTELS**

### **Courtyard by Marriott Emeryville**

5555 Shellmound Street, Emeryville, CA 94608

510-652-8777

Close to mall and restaurants

### **Doubletree Hotel and Executive Meeting Center Berkeley Marina**

(Possible free shuttle to and from BART and Hs Lordships)

200 Marina Boulevard, Berkeley, CA 94710

510-548-7920

### **Four Points by Sheraton-San Francisco Bay Bridge**

1603 Powell Street, Emeryville, CA 94608

510-547-7888

Close to mall and restaurants

### **Hilton Garden Inn San Francisco Bay Bridge**

(Possible free shuttle to Hs Lordships)

1800 Powell Street, Emeryville, CA 94608

510-658-9300

Close to mall and restaurants