



The MAWS conference will be held Thursday and Friday, April 19<sup>th</sup> and 20<sup>th</sup>, 2018 in Auburn, WA, and we'd like to invite you to participate as a sponsor! We've selected your business as a potential sponsor, because we believe that our membership wants to know about and would benefit from your service, and that you will benefit from face to face exposure with our members.

**What is MAWS, who are our members, and what is the conference all about?** MAWS is a statewide professional organization of midwives. We promote the interests of our members, who work diligently to care for pregnant and birthing families throughout the state. Our members are on-call, busy professionals. Many have families. Our conferences are a combination of networking and continuing education opportunities for our members.

**What's in it for sponsors?** Conference sponsors have a unique opportunity to connect with our membership—a group that we believe is especially suited as current and potential consumers of your products and services. Your sponsorship dollars are your investment toward a direct connection with your customers. In addition to the benefits your business reaps from sponsorship, you can know that your investment supports the future of midwifery in WA, which benefits midwives and all of the pregnant and birthing families we serve.

**What should we expect for the event?** The day of the event, sponsors and vendors will arrive before the conference attendees to setup their space. Higher level sponsors will receive more prominent location and event presence as a matter of staging. Vendors and sponsors will be set up in the same location that the main conference event is held in, and will have high foot traffic near their booths. Event attendees are encouraged to visit booths throughout the event and the schedule has dedicated time built in to visit vendors and sponsors.

**How can my organization be successful at a MAWS conference?** Successful vendors and sponsors connect and interact with our attendees! Offering conference-only specials and incentives is a great way to drum up short term business. "Swag" that appeals to busy medical professionals with your logo is a great way to get folks to remember you. Some ideas include stethoscope ID badges, USB sticks, cloth tape measures, pens and stationary, water bottles, hand sanitizer, lip gloss, and reusable shopping bags.

**What should we bring?** Marketing materials to be included in attendee packets and handed out at registration should be sent to the conference coordinator ahead of time; other marketing materials that you wish to give away at your table should be brought the day of. Tables, chairs, and linens are included in your registration fee. A variety of foods and coffee are available at the event for purchase until close on Thursday and 2 PM on Friday. You may wish to bring your own food or purchase some at the event. Wireless internet is available, plan to utilize whatever technology best suits your business for your booth or for sales, as needed!

**Who do I contact?** Vendors and sponsors can contact Lisa Stotts, at 503-551-5605 or Laura Kuhs at 302-722-7002 for more information. Both contacts may be reached via email at [conference@washingtonmidwives.org](mailto:conference@washingtonmidwives.org).



### 2018 Sponsorship Levels

Please note! All sponsors are asked to donate an item to the silent auction. See application.

	At the Event	Registration Packets	T-Shirts	Table Presence	Web Presence	Other
<b>\$125 Advertising Partner</b>		Full page marketing piece in registration packets			Links on: -Conference registration site	
<b>\$500 Bronze Sponsor</b>		1/2 page marketing piece in registration packets	Business name on back of conference t-shirt	6' long vendor table for display of marketing materials		
<b>\$1,000 Silver Sponsor</b>	-Logo across event signage	1 full page marketing piece in registration packets	Small logo on back of conference t-shirt	6' long vendor table for display of marketing materials	Presence on: -MAWS website -Conference registration site -e-Alerts to members -Social media platforms	Small logo placement on direct mailing to members
<b>\$2,500 Gold Sponsor</b>	-Prominent logo across event signage	Up to 2 full page marketing pieces in each packet	Small logo on back of conference t-shirt	6' long vendor table for display of marketing materials	Presence on: -MAWS website -Conference registration site -e-Alerts to members -Social media platforms	Large logo placement on direct mailing to members
<b>\$5,000 + Major Sponsor</b>	-Mention of your business at break times  -Prominent logo across event signage	-Logo on Conference Attendee Packets  -Unlimited marketing pieces in each packet	Large logo on back of conference t-shirt	6' long vendor table for display of marketing materials	All of the above mentioned social media and online presence, with emphasis on your business	Large logo placement on direct mailing to members  Logo prominent on attendee name badges

### 2018 Vendor Benefits

Please Note! To be considered a vendor, businesses must have products or services for sale at the conference.

	Table Presence
<b>\$150 Two Day Rate</b>	Bring as much product for sale and distribution as you can! 6' long vendor table for display of marketing materials
<b>T-shirts and Advertising</b>	Look below for combination discounts if you'd like your business to be featured on t-shirts and have extra marketing

### Add-Ons and Combinations

If you'd like a combination of vendor and sponsor benefits, take a look at these options.

	Table Presence
<b>\$50 T-shirt Text Add-On</b>	Business name on back of conference t-shirt
<b>\$100 T-shirt Logo Add-On</b>	Business Logo on back of conference t-shirt
<b>\$250 Advertising Vendor Combo</b>	Vendors who wish to increase their advertising presence may add on the advertising partner package for only \$100!



**2018 Sponsor & Vendor Application**

Business/Organization Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Item or service to be donated for auction: \_\_\_\_\_ Value: \_\_\_\_\_

Names of individuals to attend for manning table: \_\_\_\_\_

*Vendor and sponsor registration fees include tables, chairs, and linens. Please note that catering will not be offered at the 2018 conference. Businesses who would like to sponsor but do not have staff available to attend the event may send materials ahead of time to be setup and displayed on their behalf.*

**Level of Support:**

- \$125 Advertising Partner
- \$500 Bronze Sponsor
- \$1,000 Silver Sponsor
- \$2,500 Gold Sponsor
- \$5,000+ Major Sponsor
- \$150 Vendor
- \$250 Vendor/Advertising Combo
- \$50 T-shirt Text Add-On
- \$100 T-shirt Logo Add-On

Total Remitted: \_\_\_\_\_

Please complete and return to [conference@washingtonmidwives.org](mailto:conference@washingtonmidwives.org)

**Include a high-quality print-ready logo with your application.**

**Make all checks payable to MAWS and remit with a copy of this application to:**

MAWS  
2120 N Oakes St  
Tacoma, WA 98406