

**BABIES NEED
MOM-MADE
NOT MAN-MADE!**

2nd World Breastfeeding Conference 2016

**Lets Invest in Creating an Enabling
Environment for Mothers and Babies**

11 – 14 December 2016

Johannesburg, South Africa



EXHIBITION GUIDELINES

Introduction

The International Baby Food Action Network (IBFAN) and the Department of Health - Republic of South Africa are co-hosting the 2nd World Breastfeeding Conference in collaboration with WHO, UNICEF, WABA and gBICS partners in Johannesburg South Africa from 11th to 14th December 2016.

The Conference will call for committed action and provide the platform for breastfeeding advocates, governments, scientists, civil society organisations, UN agencies, international organizations, research institutions, public interest groups, and other stakeholders to discuss and share experiences. It will provide opportunity to review the global investment promises for maternal, infant and young child nutrition in light of resolutions from the 65th WHA of 2012, and to generate ideas for further resource mobilization and/or strengthening of interventions. In addition, the conference will provide an opportunity to broaden understanding that the same barriers that led to the decline in breastfeeding rates more than 30 years ago still exist today. Such barriers include promotion of artificial feeding by manufacturers, unsupportive health facility practices, more working mothers, inadequate traditional support, among others. These factors have continued to influence/impede the change in breastfeeding patterns and violate the human rights of those affected.

The conference will also address breastfeeding in a human rights framework, emphasizing women's rights, children's rights, the right to food and nutrition, and maternity protection. Furthermore, the conference will raise awareness on progress so far made in improving breastfeeding rates, which has occurred at different speeds in many countries – both developed and developing. It will also raise awareness on a number of challenges that continue to arise in the promotion, protection and support of breastfeeding and other IYCF interventions due to funding, structural, policy and political environment.

Objectives of the conference

- 1) To engage, inspire, innovate and advocate in partnership with like-minded breastfeeding advocates and stakeholders for the attainment of Maternal Infant and Young Child Nutrition targets set by the 65th World Health Assembly;
- 2) To broaden the understanding on the persistent barriers that despite various global policy and advocacy initiatives over the past 30 years, continue to impede improvement in exclusive breastfeeding rates and violate the human rights of those affected;
- 3) To raise awareness about the inadequate and wide variation among member countries – both developed and developing, in the progress made towards improving breastfeeding practices, which is attributable to funding, structural, policy and political challenges;

- 4) To highlight the pivotal role played by the promotion, protection and support of breastfeeding in transforming maternal and child health since the 2012 World Breastfeeding Conference, and to build upon this momentum; and
- 5) To foster collective action, adoption and alignment of regional and country level strategies as well as plans towards targets set in the Sustainable Development Goals (SDGs), and advocate for increased investment for optimal breastfeeding and MIYCN.

Terms and Conditions

We are committed to bringing you the best opportunity to meet and network with many Health and Nutrition experts particularly Breastfeeding advocates, prospects and partners in the field of Health and Nutrition. Authors, keynote speakers and delegates are attending this conference with the common aim of hearing about the latest developments in the field and will be keen to learn about your innovations, products and services. The conference is expected to attract more than 700 attendees, which ensures that the event has the buzz you need to generate interest in what you offer.

For efficient coordination and logistics, to showcase your best practices, products, and or services, we kindly request you to confirm your participation before **10 November 2016**.

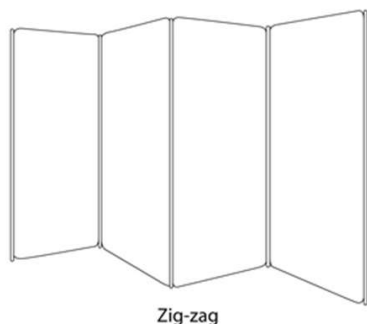
Please read these terms and conditions carefully:

- The venue for the Conference is Birchwood Hotel & OR Tambo Conference Centre Johannesburg, South Africa. The stall/booth exhibitions will be held in Tambo Hall.
- Please consult the Organizers for use of the Conference logo.
- The Organizers and the Conference participants appreciate quality “giveaways” at exhibition booth or stall table-tops. However, all promotional items that are distributed at the Conference must be approved in advance by the Organizers.
- Each exhibiting organization is entitled to assign ONE (1) representative that attend the exhibition stall/booth. A second exhibitor will pay \$350 if paid by 30 September 2016 or \$400 if paid after 30 September 2016. Badges with clearly labelled names of the assigned persons will be provided by the Organizers. The persons are required to visibly wear their badges throughout the Conference.
- All exhibition stalls/booths are to be properly staffed at all times during the Conference. Personnel attending the exhibition space must observe acceptable dressing and behaviour. Alcohol beverages, smoking and any noise are strictly forbidden within and around the exhibition area.
- Any side event by exhibitors must receive prior approval of the organizers so as to avoid conflict with the Conference program and activities.

Exhibition Package

Each participating institution will have 2 x Poster Boards set up at 90 degree angle to create a “V” with a small table and chair in front. Your Exhibitor’s package includes:

- Each booth will contain: 2 x Poster Boards set up at 90 degree angle to create a “V” with a small table and chair in front. Thumb tack or prestik must be used to stick up your marketing materials. See layout below:



- Meals (lunch, conference lunch and coffee breaks and attendance to the welcome cocktail reception and gala dinner) for one person. Second exhibitor if any will pay \$350 if paid by 30 Sept 2016 or \$400 if paid after 30 Sept 2016.
- Distribution of a brochure or advertising material of the exhibitor in the attendees pack is available on request

Spaces will be allocated on a first-come, first-served basis though the Conference will be given priority in the allocation of exhibition space.

The Conference organizers reserve the right to review content and may decline to offer space to institutions whose objectives are inconsistent with Conference objectives and guidelines.

- Exhibitors will need to bring their own equipment.
- There is a limited space for stand up banners. (banners have to be confined within the poster display board space)
- Staff manning the booths will need to be registered under their organizations and you are requested to complete the Exhibition Booking Form and Return to the Meeting Logistics Organiser – Conference Call – as soon as possible to ensure accurate accreditation.

Timetable

Activity	Time and date
Set up	10 December: 09:00-15:00
Exhibition	11 December to 14 December: 09:00-18:00
Dismantling	15 December: 07:00-14:00

Payments

There are 2 categories of exhibitors. Academia, NGOs, public health organizations and professional associations will be category number one. Commercial entities will be category number two. The following fees will be applicable.

Booth/Stall Rate	Date
Category one: \$1,000	before 30 September, 2016
Category two: \$2,000	
Category one: \$1,200	after 30 September, 2016
Category two: \$2,400	
Closed	after 10 November, 2016

Payment is by bank electronic transfer . Please ensure all invoices are paid in full by 10 November 2016. Exhibitors are responsible for the delivery, set-up, maintenance, dismantling, insurance and security of their own exhibition stand at the conference. Exhibitors are also responsible for ensuring the arrival of any materials sent by courier or mail.

Deadline for exhibitor registration and payment: **10 November 2016**

Cancellation policy

Exhibitors are supposed to install their displays by/before 15:00 hours, Saturday 10th December 2016. The Organizers reserve the right to reallocate free spaces to other exhibitor(s) that are in a waiting list, and may need more space and/or use it for other purposes related to the Conference.

The Organizers are not liable to any cost of whatsoever that may be incurred by the Exhibitor who did not put their display by the specified time.

- If you wish to cancel your booking before 10 November 2016, there will be 50% refund.
- If you wish to cancel your booking after 10 November 2016, there will be no refund.

Liability

It is agreed that exhibitors shall assume all responsibilities for damage to or any claims arising out of their own negligence or that of their personnel or agents to the exhibition area and that neither the Organizers and its employees, nor the venue company and its employees, nor any Event management company and its employees, nor any other Exhibitor shall be responsible in this regard.

Contact

For further information about exhibiting at this event, please contact:

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WBC2 Secretariat

First Floor, East Wing, Embassy House, Msakato Street;

Tel: +268 2404 5006

P. O. Box 781, Mbabane, SWAZILAND

Email: info@ibfanafrica.org.sz

Website: www.worldbreastfeedingconference.org

Application for exhibition space must be made through filling the official documents and forms from the conference website (www.worldbreastfeedingconference.org/registration.html) or annexed to these Exhibition Guidelines.

Ethical Policy

- Please note that IBFAN does not accept funds, donations, gifts, or sponsorship from manufacturers or distributors of infant and young child feeding and related products; and
- In addition, **the Conference organizers do not allow manufacturers or distributors (or their agent) of infant and young child food or/and related products as well as products such as dummies or tits, feeding bottles as designated by the code of marketing of breastmilk substitutes** to advertise in any way to delegates in this Conference. This ban includes any flyers or other promotional leaflets, stalls, displays, and attending in such capacity.

Exhibition Tips

- We recommend that the material presented be exciting and interesting in terms of best practices and results being achieved for the benefit of women and children. We seek to inspire the participants with great ideas that work.
- As the goal of this meeting is to develop a set of concrete action steps towards improving maternal, infant and young child nutrition, exhibitors should touch upon issues of best practices on maternal, infant and young child nutrition.
- We need to ensure that the staff manning the booths are well informed and can engage with the visitors to inspire them to action.
- Colourful booths will bring interest.

