



Penny Simkin

Day of Learning

Where Do We Go From Here?

A symposium on the future of key challenges in maternity care

Sponsorship Prospectus

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Celebrating Penny Simkin

Where Do We Go From Here?

A symposium on the future of key challenges in maternity care



ABOUT PENNY

Penny Simkin, PT, is a physical therapist who has specialized in childbirth education since 1968. She estimates she has prepared over 14,000 women, couples, and siblings for childbirth, and is a co-founder of DONA International. 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.

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.



TARGET AUDIENCE

**CHILDBIRTH EDUCATORS
BIRTH DOULAS
POSTPARTUM DOULAS
LACTATION SPECIALISTS
NURSES
MIDWIVES
OBSTETRICIANS**



ABOUT THE CONFERENCE

Penny decided to celebrate her 80th birthday and 50th year of teaching childbearing families by highlighting the achievements of some of our young maternity care leaders and asking them to offer their perspective on the challenges of today and tomorrow. Each speaker is making significant contributions in a vital and challenging area of maternity care, and was invited to present because of their independent and thoughtful approach to some challenges in maternity care as well as their openness to new solutions for old problems. These qualities, along with their ethic of pursuing truth whatever the source, give us all hope for the healthiest beginning for today's and tomorrow's families.



Conference Sponsor Benefits At-A-Glance



	Cost	Linked logo on website	Literature in registrant bags	Exhibit table	Social Media Recognition	Speak to guests during lunch	Recognition by conference MC	Single conference registration	Two full conference registrations	Half page ad in conference program	1/4th page ad in conference program	1/8th black & white ad in conference program
Lunch Sponsor	\$ 1,000.00	●	●	●	●	●	●		●	●		
Breakfast Sponsor	\$ 750.00	●	●	●	●		●	●			●	
Break Sponsor (x2)	\$ 500.00	●	●	●	●		●	●				●
Event Sponsor	\$ 150.00	●	●									●
Table Exhibitor	\$ 350.00	●	●	●				●				●



PLATINUM LUNCH SPONSOR

Our premier sponsorship level, the SOLE platinum sponsor is given single or rotating PowerPoint slides during the full duration of lunch, as well as the opportunity to speak directly to the attendees. Recognition given by conference MC, and logo & link placed on weekend website.



INVESTMENT

\$1,000



PLATINUM LUNCH SPONSOR BENEFITS

- PowerPoint slides (provided by sponsor) continuously playing during lunch.
- Opportunity to address attendees for up to 5 minutes, or 5 minute video (provided by sponsor) played during lunch
 - Two full conference registrations included
 - Exhibit table in the exhibit hall
 - Literature (provided by sponsor) distributed in "swag bags"
 - Recognition by conference MC
 - Social media recognition
- Linked logo on our website & printed in our conference program



GOLD BREAKFAST SPONSOR

Put your name forefront in attendees' minds with this sponsorship level. Single or multiple slides played as attendees make their way into the conference hall. Recognition by conference MC and logo & link placed on the weekend website.



INVESTMENT

\$750



GOLD BREAKFAST SPONSOR BENEFITS

- PowerPoint slides (provided by sponsor) continuously playing during registration and breakfast.
- One full conference registration included & a discounted second registration available
 - Exhibit table in the exhibit hall
- Literature (provided by sponsor) distributed on tables
 - Recognition by conference MC
 - Social media recognition
- Linked logo on our website & printed in our conference program



SILVER BREAK SPONSOR

Available for two different sponsors, our morning and afternoon breaks offer a perfect opportunity to get your brand in front of our captive audience. Single slide displayed during the break, and recognition from the conference MC.



INVESTMENT

\$500



SILVER BREAK SPONSOR BENEFITS

- Single PowerPoint slide (provided by sponsor) continuously shown during breaks
- One full conference registration included, discounted second registration available
 - Exhibit table in the exhibit hall
- Literature (provided by sponsor) distributed on tables
 - Recognition by conference MC
 - Social media recognition
- Linked logo on our website & printed in our conference program



TABLE EXHIBIT

Display your company's products and information in our exhibit gallery, located in the back of the main conference hall. Interact with over 125 educators, doulas, and other birth professionals.



INVESTMENT

\$350



TABLE EXHIBIT BENEFITS

- 9+ hours of exhibit space in foyer of conference hall
- One complimentary registration & a discounted second registration available (must be booked at the time of reservation)
 - Additional exposure through website listing
 - One collateral insert in attendee conference bag



EVENT SPONSOR

Support the mission of Penny Simkin & her by placing your linked organization logo on our website.



INVESTMENT

\$150



EVENT SPONSOR BENEFITS

- Linked logo (provided by sponsor) to your website placed on event website
 - High traffic during busy registration season (March-June)
 - Email recognition following conference
 - One collateral insert in attendee conference bag



CONFERENCE PROGRAM ADVERTISING

- Advertise in our conference program, distributed to all conference attendees, speakers, exhibitors, and sponsors. Estimated reach of 200+ leaders in childbirth professions.
- Opportunity for black and white or full-color advertisements.
- Send your messages of admiration, appreciation, and awe to Penny Simkin, along with building brand awareness.

Quarter Page

5" h x 3.75" w

Black & white:

\$250

Color: \$400



Full page

8" w x 11" h

Color: \$1,000

Black & white: \$750



1/8th Page

2.5" h x 3.75" w

Black & white: \$175

Half Page

5" h x 7.5" w

Black & white: \$550

Color: \$700

