



The MAWS conference will be held Thursday and Friday, April 4th and 5th, 2019 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 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 mailed to the conference coordinator at 2120 N. Oakes St. Tacoma WA 98406, prior to the event. 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.



2019 Sponsorship Levels

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

	At the Event	Registration Packets	Table Presence	Meals	Web Presence	Other
\$8,000 Keynote Partner	-Formal emcee introduction at conference -Prominent logo across event signage	-Large logo on conference packets -Unlimited marketing space in packets	8' Round, main table dedicated to your conference presence	Meals compensated for both conference days for up to 2 organization representatives	Major Presence on: -MAWS website -Conference registration site -e-Alerts to members -Social media platforms	Large logo placement on direct mailing to members Logo prominent on attendee name badges
\$5,000 Dedicated Partner	-Mention of your business at break times -Logo across event signage	-Small business logo on conference signage -Up to 2 full page marketing pieces in each packet	6' long vendor table for display of marketing materials	Meals compensated for both conference days for 1 organization representative	Presence on: -MAWS website -Conference registration site -e-Alerts to members -Social media platforms	Small logo placement on direct mailing to members
\$2,500 Supporting Partner	-Listing as sponsor on event signage	1 full page marketing piece in registration packets	6' long vendor table for display of marketing materials	Meals compensated for both conference days for 1 organization representative	Links on: -Conference registration site -Social media platforms	
\$1,000 Conference Partner	-Listing as sponsor on event signage	1/2 page marketing piece in registration packets	6' long vendor table for display of marketing materials	Coffee compensated for both conference days for 1 organization representative	Links on: -Conference registration site	
\$500 Contributing Partner	-Listing as sponsor on event signage	1/4 page marketing piece in registration packets	6' long vendor table for display of marketing materials		Links on: -Conference registration site	
\$125 Advertising Partner		Full page marketing piece in registration packets			Links on: -Conference registration site -Social media platforms	

2019 Vendor Benefits

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

	At the Event	Registration Packets	Table Presence	Meals	Web Presence	Other
\$150 Two Day Rate	Bring as much product for sale and distribution as you can!		6' long vendor table for display of marketing materials	Coffee compensated for both conference days for 1 organization representative		Large logo placement on direct mailing to members
\$250 Advertising Vendor Combo	Vendors who wish to increase their advertising presence may add on the advertising partner package for only \$100!					

Vendor and sponsor registration fees include tables, chairs, and linens. 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.



2019 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: _____

Level of Support:

- \$8,000 Keynote Partner
- \$5,000 Dedicated Partner
- \$2,500 Supporting Partner
- \$1,000 Conference Partner
- \$500 Contributing Partner
- \$125 Advertising Partner
- \$150 Vendor
- \$250 Vendor/Advertising Combo

Please complete and return to conference@washingtontmidwives.org

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

Invoice me to pay by Credit Card

Check enclosed made payable to MAWS:

MAWS
2120 N Oakes St
Tacoma, WA 98406



Tips for a Successful Vendor Experience

Make your product/service offerings obvious and relevant.

Our most successful vendors and sponsors highlight their products and services that are most relevant to midwives and our clients. Maybe our attendees know about your company, but don't know why you're relevant to them. Signage, example products, and clear literature are helpful. If you don't have a product that people can purchase and take home with them, make sure there is a way for them to sign up for your service on the spot.

Offer a conference-only special/sale/discount, and advertise it!

If your business sells items or services that can be purchased at the event, offer a special discount, and make sure people know that it's for a limited time. Our attendees love these kinds of incentives, but they need to know you're offering them. Display the offer on a large sign. If your service is useful to midwives and the families we serve, offer an incentive for people to recommend your business, such as complimentary services or reduced rates for referrals.

Don't leave your table unmanned!

Most of your foot traffic will occur during designated break times, but be prepared for visitors at your table during less busy hours as well, especially during meals. If someone wants to talk to you but sees a line, they may wait and come back during a presentation time when you're not busy. Leaving your table without a spokesperson may afford you many missed opportunities for business!

Bring "swag" and giveaway items that are valuable to conference attendees.

Everyone loves freebies! Put your logo into our attendees hands with items that they will not throw away or lose. Pens, stationary, gestational wheels, soft tape measures, flashlights, stethoscope id tags, lip balm, reusable tote bags, and candy or chocolate are always a hit!

Make sure your table's door prize is prominently displayed and something people will want to win!

When you register for your vendor table, you will be asked to specify a single item that you will bring to the conference as a door prize. We've adopted this practice because we find that our attendees are more likely to approach vendor tables and learn about your product or service with an incentive. Your prize can be anything you choose, but we recommend that it be memorable and appeal to our audience. Successful giveaways in the past have included gift cards to local restaurants or online retailers, chocolate, books relevant to our audience, wine, art, and jewelry. Items need not be extravagant or expensive, fun and memorable are best!

Accept multiple forms of payment!

Some folks will have cash and check, but it is always a good idea to accept cards via Square or Paypal.

Wear clothing that identifies your organization.

MAWS will supply you with a name tag, but a logo on your shirt goes a long way in helping people with brand recognition, especially if they cross paths with you away from your vendor table.

For map in an alternative format, contact Disability Support Services (DSS):
(253) 833-9111, ext. 2631
 TTY (253) 288-3359



MAIN CAMPUS

Main Campus Phone No.: (253) 833-9111
 Campus Safety Emergency No.: (253) 288-3350

- ◆◆◆◆◆ Not accessible by wheelchair
- ||||| Accessible by wheelchair but with difficulty
- ♿ Accessible entrance
- ♿ Stairs
- P4 Parking area
- ♿ Accessible parking area

CAMPUS BUILDINGS

Building Name	Abbr	Building Name	Abbr
Administration Building	AD	Occupational Education	OEB
Bleha Center for the Performing Arts	PA	Physical Education Building	PE
Campus Corner Apts. (Student Housing)	CCA	Rutkowski Learning Center	RLC
Cedar Hall	CH	Salish Hall	SH
Child Care Center	CC	Shipping & Receiving	S/R
Facilities Operations	FO	Student Affairs & Success Center	SA
Fitness Center	FC	Student Housing	CCA
Holman Library	HL	Technology Center	TC
Human Resources	HR	Trades Technologies	TT
Maintenance Center	MC	Washington Environmental Training Resource Center(WETRC)	WT
Marv Nelson Science Learning Center	SC	Zgolinski Welcome Center	ZWC
McIntyre International Village A-D	IV A-D		
Mel Lindbloom Student Union	SU		

POPULAR DESTINATIONS

For the ...	Go to the ...	Abbr
Assessment & Testing Center	Zgolinski Welcome Center	ZWC
Campus Information & Tours	Zgolinski Welcome Center	ZWC
The Paper Tree Bookstore	Mel Lindbloom Student Union	SU
Campus Safety	Administration	AD
Cashier's Office	Student Affairs & Success Center	SA
Career & Advising Center	Student Affairs & Success Center	SA
Conference Services	Mel Lindbloom Student Union	SU
Continuing Education	WETRC	WT
Disability Support Services	Student Affairs & Success Center	SA
Enrollment Services	Student Affairs & Success Center	SA
Financial Aid Office	Student Affairs & Success Center	SA
Gator Grille	Mel Lindbloom Student Union	SU
Helen S. Smith Gallery	Holman Library	HL
Math Learning Center	Cedar Hall	CH
Office of Diversity, Equity, Inclusion	Mel Lindbloom Student Union	SU
Recreation and Athletics Center	Mel Lindbloom Student Union	SU
Speaking Center	Holman Library	HL
Student Life	Mel Lindbloom Student Union	SU
TRIO Student Support Services	Student Affairs & Success Center	SA
Tutoring & Resource Center	Holman Library	HL
Veteran's Services	Student Affairs & Success Center	SA
Washington State Center of Excellence for Careers in Education	Technology Center	TC
Workforce Education	Cedar Hall	CH
Writing Center	Rutkowski Learning Center	RLC

This campus is tobacco-free.
 Smoking is prohibited on all college property including parking lots, sidewalks, landscaped areas, recreational areas, and buildings.