



August 30-31, 2021

*Virtual Exhibitor  
Prospectus*



**Maternal Health**  
Learning & Innovation Center™

## Introduction

The Maternal Health Learning and Innovations Center (MHLIC) invites you to participate as a virtual exhibitor at our 2021 National Maternal Health Innovation Symposium.

### Who is MHLIC?

The mission of the Maternal Health Learning and Innovation Center (MHLIC) is to foster collaboration and learning among diverse stakeholders to accelerate evidence-informed interventions advancing equitable maternal health outcomes through engagement, innovation, and policy.

The Center's central goal is to provide a continuum of learning opportunities that enhance the capacity of all maternal health practitioners across the country. Established in November 2019, the MHLIC aims to advance federal and state-level efforts to eliminate preventable maternal deaths and reduce severe maternal morbidity, using equity as the cornerstone of all services. We actively work to center antiracist principles and continuous intercultural development.

Comprised of a multidisciplinary team of capacity-building and maternal health experts from around the country, with a central hub at the University of North Carolina at Chapel Hill, the MHLIC provides resources and capacity-building assistance in three specific areas: maternal health policy, community and provider engagement, and maternal health innovations. Our team includes maternal health, policy, innovation, engagement and implementation experts from the American College of Obstetricians and Gynecologists (ACOG), Association of Maternal and Child Health Programs (AMCHP), Georgia Health Policy Center, R.A.C.E. for Equity, Reaching Our Sisters Everywhere, and the UNC Gillings School of Global Public Health, the Jordan Institute for Families at the UNC School of Social Work and the UNC School of Medicine.

### What is the National Maternal Health Innovation Symposium?

The Symposium serves everyone interested in improving systems of care and maternal health outcomes, including public health professionals, health care providers and administrators, community groups, advocates, policy makers, researchers, and many others. MHLIC goal is that the Symposium will grow to become a trusted, evidence-driven, and community-centered space for maternal health professionals and others invested in the well-being of families to connect, recharge, and to advance maternal health equity in the communities in which they serve and support.

### Why exhibit virtually?

If you are seeking to introduce your organization, services, products or an alternative promotional strategy to a new or existing audience in the maternal health field, this conference will meet your marketing needs.

By exhibiting at this conference, you will:

- Meet and form new relationships with maternal health professionals from across the nation
- Strengthen and build upon existing customer and client relationships
- Increase visibility for your organization/company in a targeted market
- Demonstrate your commitment to promoting advancement in the maternal health field

## Virtual Exhibit Hall Information

The Maternal Health Learning and Innovation Center (MHLIC) reserves the right to reject applications for the 2021 National Maternal Health Innovation Symposium for any or no reason, including in the event the MHLIC believes, in its sole discretion, that an applicant's organization, products or services contradict with, or otherwise are not aligned with the MHLIC mission and vision.

The purpose of the virtual exhibit hall is for educational and informational purposes only and is an adjunct to the Symposium and is meant to supplement by providing maternal health professionals with an opportunity to connect and advance maternal health equity in the communities in which they serve and support.

### Exhibit Access

Symposium attendees will receive access to the virtual conference app approximately one week before the event. At this point, they will be able to access exhibitor booths. Most attendees will access the app during the following dates and times for the live event. Exhibitors may choose to have a representative virtually available in the booth during the Symposium or they can choose to simply have their information available to attendees. MHLIC will include lists of exhibitors on the Symposium website.

August 30 – 12:00-5:00 pm ET

August 31 – 8:00 am- 5:00 pm ET

### Exhibit Pricing & Booth Elements

MHLIC is able to offer this one-time opportunity to exhibit for **no charge** to a certain number of exhibitors. Each exhibitor will have a Platinum virtual booth to showcase their organization, services, products and meet virtually with attendees, if so desired.

We will accept exhibitors on a first-come, first-served basis.

Exhibitors will be responsible for providing the information they'd like included in their booth.

Below are the elements of the Platinum Booth:

- Exhibitor Logo
  - Size: 250px X 250px minimum
  - Filetype: .png .jpg .eps
- Exhibitor Weblink
  - Format: Exhibitor provides link and display text
- Introductory Paragraph
  - Word Limit: 150 words
- Embedded Video
  - Format: Exhibitor provides an embed link from YouTube, Vimeo or other hosted location
- Contact Form
  - Required for contact: email
  - Name, Email, Company and Message are standard fields. One (1) custom field can be added
- Meeting Scheduler
  - Format: Exhibitor will setup an account and schedule on PSAV specified link & provide PSAV with an embed code

- External Links
  - Limit: 20 / (Custom button Filetype: .png .jpg .eps / Custom button size: 225px X 65px)
- Chat
  - Exhibitor will setup an account, customize their chat on PSAV specified link & provide PSAV with an embed code
- Image Gallery
  - Format: Landscape
  - Size: 2MB maximum per image
  - Filetype: .png .jpg .eps
  - Maximum Number of Images: 6
- Rotating Banner
  - Format: Landscape
  - Size: 2MB maximum per image
  - Filetype: .png .jpg .eps
  - Maximum Number of Images: 6
  - Best Practice: Center text to accommodate scaling

## Booth Layout & Placement

**Platinum Booth Elements**

**Rotating Banner**  
 Format: Landscape  
 Size: 2MB maximum  
 Filetype: .png .jpg .eps  
 Maximum Number of Images: 6  
 Best Practice: Center text to accommodate scaling

**Exhibitor Logo**  
 Size: 250px X 250px minimum  
 Filetype: .png .jpg .eps

**Video**  
 Format: Exhibitor provides an embed link from YouTube, Vimeo, or other hosted location

**Exhibitor Weblink**

**Image Gallery**  
 Format: Landscape  
 Size: 2MB maximum  
 Filetype: .png .jpg .eps  
 Maximum Number of Images: 6

**Introductory Paragraph**  
 World Limit: 150 words

**Product / Demo Links**  
 Character Limit: 20 / Custom button Filetype: .png .jpg .eps / Custom button size: 225px X 65px

**Form Submission**  
 Required for contact: email  
 Name, Email, Company, and Message are standard fields. One (1) custom field can be added.

**Meeting Scheduler**  
 Format: Exhibitor will setup an account and schedule on <https://calendly.com/> and provide PSAV with an embed code

**Chat**  
 Format: Exhibitor will setup an account customize their chat on <https://www.tawk.to/> and provide PSAV with an embed code

# Virtual Exhibitor Registration Form

Please complete the electronic registration form [here](#). The questions are provided below for your convenience, but the electronic form must be used.

**Application Deadline:** July 19, 2021

**Pricing:** MHLIC is able to offer this one-time opportunity to exhibit for **no charge** at this year's event on a first-come, first-served basis.

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Company/Organization Name: \_\_\_\_\_

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

Company Information to be listed in Symposium Agenda

Company/Organization Name: \_\_\_\_\_

Virtual Booth Exhibitor Name (if applicable): \_\_\_\_\_

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

Primary Contact

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

Please provide a brief description about your organization/company and the products or services offered: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_