



First Central European
BABYWEARING CONFERENCE

Prva srednjoeuropska konferencija o nošenju djece,
RODIN ZAMOTULJAK

**ZAGREB
2017.**

SPONSORSHIP OPPORTUNITIES

**First Central European Babywearing Conference
Zagreb, 21 October 2017**

Dear Sir or Madam,

Roda – Parents in Action is organising the First Central European Babywearing Conference in Zagreb on Saturday, October 21st 2017. We would like to take this opportunity to invite you to take advantage of this opportunity to market your products to conference attendees and those visiting Roda's website from all over Central and Eastern Europe.

Ease of commerce within the European Union, digital translation tools and social media have made webshops and brands easily accessible to parents throughout the European Union and beyond. This, coupled with an increasing number of parents are purchasing commercial baby carriers in the region, **makes this first regional conference event the perfect opportunity to market your brand to this exciting, emerging market.**

We expect approximately 200 people from Croatia and surrounding countries to attend the event, including parents but also babywearing counsellors and trainers, midwives, nurses, doctors, physical therapists and psychologists. As babywearing is a fairly new practice in the region, health care professionals have many reservations about it, which they then pass on to their patients. This conference will be an excellent opportunity to promote the benefits of babywearing, teach them about safety but also to present your brand to a group of influencers that have the power to increase your brand visibility and sales in the region.

The day before the conference event, conference speakers will hold a free public lecture on the benefits of babywearing, which provides yet another opportunity to promote your brand.

Roda – Parents in Action, has been bringing parents together in Croatia since 2001, and has from its very beginnings promoted attachment parenting, including babywearing. We are very excited to be taking these activities to a new level. You can read more about Roda at www.roda.hr.

Other than its very frequented website, Roda also has a popular internet forum, forum.roda.hr, and Facebook page, [RODA – Roditelji u akciji](#). Roda's forum is the most popular parents' forum in the region with about 14,000 active members with about 150,000 unique visits and 500,000 page impressions per month. Users spend about three minutes on the forum, and in that time they view an average of three forum pages. Roda's social media is also very active, with over 60,000 followers on Facebook and a weekly reach of 100,000 users. Roda's conference mailing list includes 500 active addresses of persons who have expressed interest in or have attended Roda's conferences in the past, and includes parents, healthcare professionals and other stakeholders in Croatia and the region.

As you can see, over 550,000 people follow Roda's work every month – these are mostly parents or people planning to start a family between the ages of 24-42 years old, with a high proportion of highly-educated women. This is precisely the demographic that purchases the goods your business offers.

For just 1000 EUR you can get in contact with the approximately 250 people who will attend the conference and public lecture, but also with the 550,000 parents who use Roda's digital communications

channels. You will also have the opportunity to remain in contact with potential customers throughout the EU through the YouTube recordings of the lectures, which we believe will be very popular.

We have prepared sponsorship packages for all budgets, each offering excellent value for money.

Please take the time to review our sponsorship packages, and reach out to us if you have any questions at oglasavanje@roda.hr.

SPONSORSHIP PACKAGES

No.	<i>RODA is not in the VAT program All packages will be invoiced in Croatian Kuna (HRK)</i>	GOLD 1000 EUR	SILVER 700 EUR	BRONZE 400 EUR	COFFEE BREAK 600 EUR	LIBRARY SPONSOR 200 EUR
NUMBER OF SPONSORSHIPS AVAILABLE		2	3	5	2	4
PLEASE DENOTE THE PACKAGE YOU HAVE CHOSEN WITH AN X						
1	Digital Marketing					
1.1	Banner on Roda's online forum (constantly visible to users because it is located in the post in the discussion users are reading)	3 months	2 months	1 month	2 months	
1.2	Sponsor's logo on the conference website (announcement, program)	●	●	●	●	●
1.3	30-second ad at the end of one conference lecture, uploaded directly onto the lecture video and available on Roda's YouTube channel.	●**				
1.4	News letter featuring sponsor's products and/or services sent to the conference mailing list (500 addresses)		●***			
2	Marketing at the Public Lecture					
2.1	Sponsor's marketing materials available in the participant packages (one type of brochure / booklet / flyer per sponsor per participant)	●	●	●	●	●
2.2	Sponsors' table (for sales or exhibit) in the foyer					●
2.3	Sponsors' logo and website on the back page of the first edition of the brochure for Roda's Babywearing Library	●				●
3	Marketing at the Conference Event					
3.1	Sponsor's logo on the printed conference program	●	●	●	●	
3.2	Table (1,80 x 45) in the registration area of the conference (foyer)	●**				
3.3	Sponsor's ad on the screen in the main lecture hall				●****	
3.4	Sponsor's roll-up banner in the conference registration area (foyer)	●	●		●	
3.5	Sponsor's marketing materials available in the participant packages (one type of brochure / booklet / flyer per sponsor per participant)	●	●	●	●	

** Gold Sponsor Packages include EITHER the ad at the end of a lecture OR a table in the conference registration area, to be agreed upon on an individual basis

***One newsletter in the period of two months before / two months after the conference; to be prepared by the sponsor and sent out by Roda to 500 email addresses of potential conference participants (Croatia and region). Roda reserves the right to participate in the content editing process in collaboration with the sponsor

**** During the sponsored coffee break; the sponsor will be noted in the printed program as the sponsor of that coffee break

Terms and Conditions

- Sponsorships are valid once they have been approved by Roda and a 50% advance has been paid
- Payments can be made by PayPal and by bank transfer; the sponsor is responsible for covering all bank fees in the case of a bank transfer
- The number of sponsorships is limited, and will be granted on a first-come-first-serve basis
- Roda reserves the right to refuse any sponsor at any time with a full refund of any payments
- Sponsors are required to provide the internet banners and materials to be distributed to event participants
- Logos must be provided (high-quality JPEG or PNG) by 15 September 2017, after which they will be placed on the conference website as described in the chosen sponsorship package; unfortunately, if the logo is received after this date we may not be able to place it on the website
- All materials to be distributed to event participants (flyers, brochures, booklets) and/or roll-up banners must be received at Roda's office, Žerjavićeva 10, 10000 Zagreb, Croatia by 10 October 2017. In the case of roll-up banners, the sponsor is responsible for organising and paying for return delivery if necessary
- Exhibits at the public lecture will be on Thursday, 19 October from 17 to 20h at Roda's office, Žerjavićeva 10, Zagreb
- Roda has limited space and tables available for exhibits at the public lecture, so please discuss these details in advance
- Exhibits at the conference will be on Friday, 20 October from 9 to 18h at Hotel Dubrovnik, Gajeva 2, Zagreb
- Banners on Roda's forum must be used by June 2018

Sponsorship form for the First Central European Babywearing Conference

Please complete this form and send it via fax +38516177510 or email oglasavanje@roda.hr.

Sponsor's information

Company:			
Full Address:		Telephone and Fax:	
VAT and/or company number:		E-mail:	
Contact person:		Website:	

Please choose the type of sponsorship you are interested in:

- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Coffee Break Sponsor
- Roda's Babywearing Library Sponsor

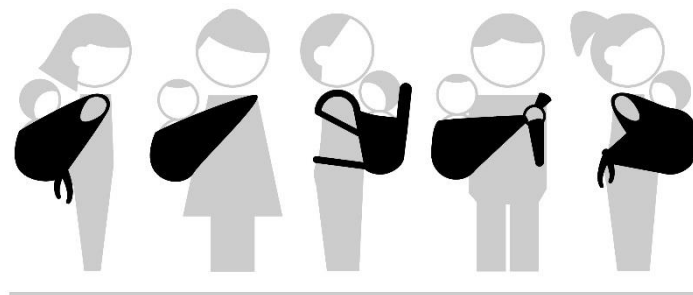
Statement on the International Code on the Marketing of Breastmilk Substitutes:

Roda – Parents in Action does not accept sponsorships nor does it have business relationships with companies and organisations that manufacture or distribute products that fall within the scope of the International Code on the Marketing of Breastmilk Substitutes and subsequent WHO resolutions. All exhibitors and sponsors must sign the following statement confirming that they do not manufacture or distribute these products. If Roda discovers that a company it has worked with is in a conflict with the Code, we will refuse the sponsorship and return all payments made to that point.

Signature

Place and date

Please send the completed Sponsorship form by email at oglasavanje@roda.hr or fax at +38516177510 **by 10 September 2017 at 10h (CET) at the latest.**



First Central European Babywearing Conference
Zagreb, Croatia – 20 October 2017 – Hotel Dubrovnik

PROGRAM

9:00 – 9:05	Welcome
9:05 – 9:10	Dr. Josip Grgurić, Ph.D., paediatrician, Coordinator Baby-Friendly Hospital Initiative, UNICEF Croatia Introduction
9:10- 9:20	Dr. Milan Stanojević, Ph.D., neonatologist and President of the World Perinatal Association Conference Opening
9:20 – 10:30	Dr. Henrik Norholt, Ph.D., expert in child psychological and motor development Attachment Theory, Neuropsychology & Infant Carrying
	COFFEE BREAK
10:50 – 12:10	Dr. Henrik Norholt, Ph.D., expert in child psychological and motor development Fathers' role in child development - and how babywearing can support fathers' engagement in the young infant
12:10 – 12:30	To be confirmed, orthopaedist Babywearing and Infant Hip and Spine Development
	LUNCH BREAK
13:30 – 14:30	To be confirmed Multi-Disciplinary Round-Table Discussion on the Benefits of Babywearing
14:30 – 15:00	Dr. Snježana Gverić-Ahmetašević, Ph.D., neonatologist Mother-Baby Bonding Theory in Practice – Skin to Skin Contact and Kangaroo Care
	COFFEE BREAK
15:20 – 15:30	Željka Skukan Šoštarić, B.Sc. (Nursing), IBCLC, community health nurse Babywearing and Breastfeeding
15:30 – 15:40	Urška Podvršič, psychologist, Die Trageschule Network leader for Slo, Cro, Srb, BiH The Role of Babywearing Consultants
15:40 – 15:50	Roda – Parents in Action Roda's Babywearing Projects – Child Carriers during the Refugee Crisis and Babywearing Library
15:50 – 16:50	Workshops led by babywearing consultants (participants attend one) 1) Babywearing for Midwives, Paediatric Nurses and Community Nurses (basic newborn babywearing and one newborn wrap tie) 2) Introduction to various baby carriers including demonstrations of basic positions in soft structured carriers