



PRISMA 2015

MALAYSIAN PEER COUNSELORS' CONVENTION FOR BREASTFEEDING AND NATURAL PARENTING 2015

BOOTH RENTAL

ORGANIZED BY:

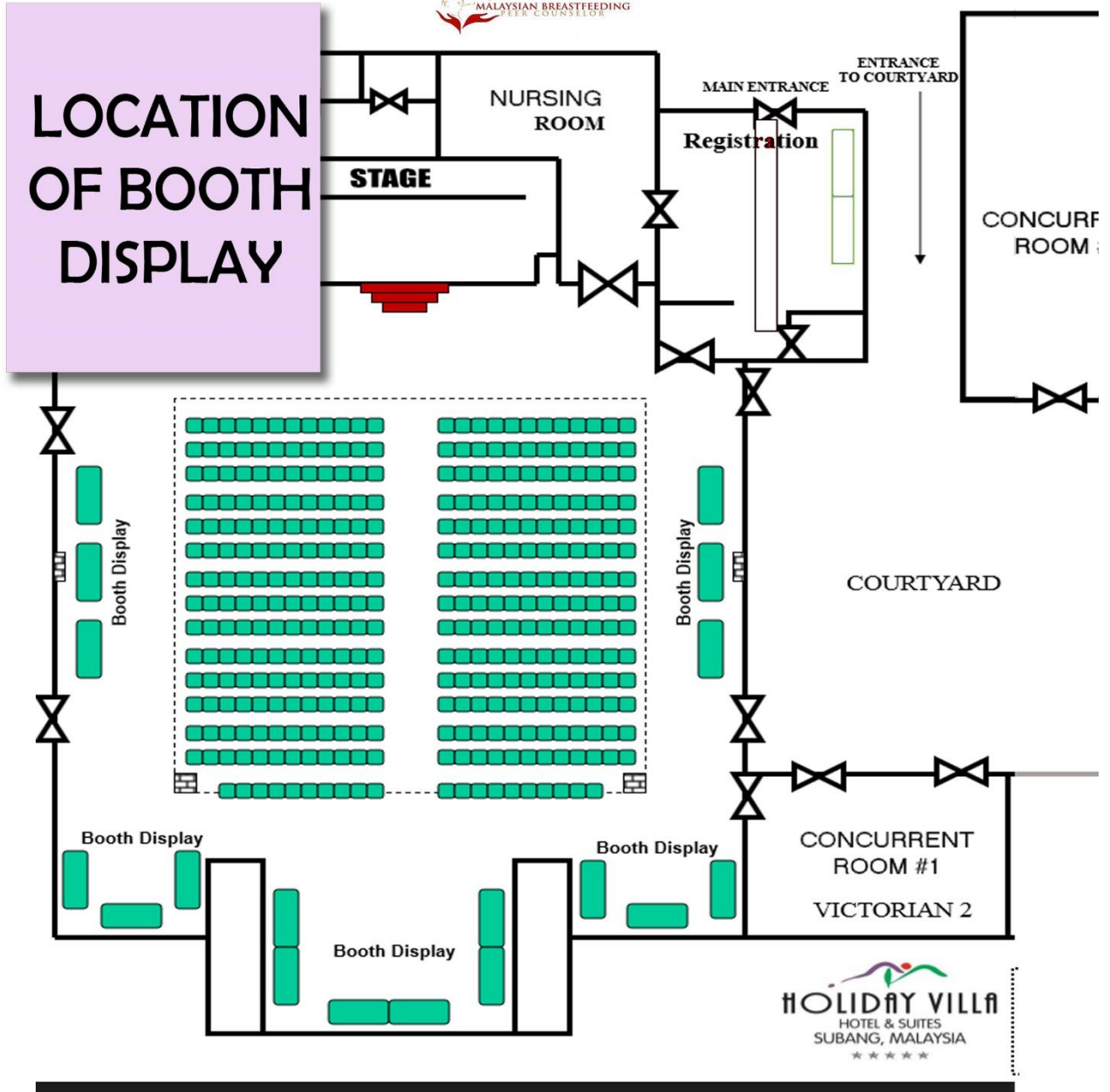




EMBRACING YOUR ROLE
KNITTING OUR NETWORK
NORMALIZING BREASTFEEDING

PRISMA 2015

MALAYSIAN PEER COUNSELORS' CONVENTION FOR BREASTFEEDING AND NATURAL PARENTING 2015



FACT SHEET

- Product** : Malaysian Peer Counsellors' Convention on Breastfeeding and Natural Parenting 2015
- Date** : 14 – 16th August 2015
- Time** : 14th August 2015 – 2.00 p.m. to 5.30 p.m.
15th to 16th August 2015 – 8.00 a.m. to 5.30 p.m.
- Venue** : Victorian Ballroom, Holiday Villa Subang, Subang Jaya.
- Organizer** : Malaysian Breastfeeding Peer Counsellors Association (MBfPCA)

Scenario in Malaysia:

The women taskforce is increasing as the results of technology advancement and development in our country. At the same time, women are also the main backbone in the family in terms of educational support, as well as moral and social value support to the children. Women nowadays are juggling between work and family. With the extension of the maternity leave from 60 days to 90 days in public sectors and most of private sectors, it is clearly not enough to help them to breastfeed their child exclusively for at least 6 months without support from the surroundings. Many evidence have shown the effectiveness of having breastfeeding peer counsellors in the form of continuation of care for breastfeeding mothers starting from birth to beyond postpartum and continuously supporting them while resuming their jobs. The facts that exclusively breastfed child is healthier and more resistance to diseases can no more be denied by various researches. Therefore, the effort to highlight the breastfeeding peer counsellors' roles and providing updated knowledge on breastfeeding is important.

The Objectives of PRISMA2015:

In line with convention's tagline "**Embracing Your Role, Knitting Our Network, Normalizing Breastfeeding**", the main general objective of PRISMA2015 is to upgrade, strengthen and rejuvenate the knowledge and skills among trained breastfeeding peer counsellors, despite continue to empower the breastfeeding supporters to support breastfeeding in Malaysia.

Specific objectives include:

- i. To be a platform for health professionals from various health institutions in Malaysia to get to know the role of breastfeeding peer counsellors in supporting breastfeeding for the Malaysian community. This is in fact an evidence-based approach in taking more proactive action to make breastfeeding a norm in our community.
- ii. To form a bigger network that is not limited to breastfeeding peer counsellors and health professionals, but also other counsellors in any field in extending the essential knowledge and issues pertaining to breastfeeding support.
- iii. To introduce breastfeeding as an important element in natural parenting that provide the base of good health as a kick start to a bright future for our Malaysian generation.

Target Audiences:

500 participants of the following categories: Trained breastfeeding peer counsellors, doctors, midwives, nutritionist and dieticians, other counsellors from various fields, other NGOs, and public.

What to Expect from PRISMA2015:

By supporting us with your participation, you will have a wide opportunity to introduce your products to our delegates who consist of a mixture of professionals and public. This convention can increase your reputation as supporters of Malaysian parents and the future of our nation. At the same time, vendors can also benefit from the seminars held in the event hall itself.

The Future of PRISMA Convention:

PRISMA Convention does not end after the convention is over. It is going to be the first convention that is specifically organized for breastfeeding peer counsellors in Asia. Therefore, there will be a strong reason for us to continue organizing it as a bigger event which may involve international participants worldwide in the future, while the dynamic of **PRISMA** for Malaysian peer counsellors continue.

How You Can Participate:

Be a Vendor.

If you are an entrepreneur and you offer any products that can help make our event a success, you are welcomed to exhibit your business at the convention.

Terms and Conditions:

- i. No food or drinks are to be sold, as we do not allow outside food to be consumed during the event.
- ii. Food will be provided.
- iii. Maximum persons in charge that are allowed per booth are 2 (TWO) persons only. Extra persons will be charged RM280 per person.
- iv. Products that are brought to the event must adhere to the marketing ethics code according to the **MBFPCA Constitution** (<http://malaysianbfpc.org/publications>), and do not impair a mother's ability to breastfeed naturally.
- v. A list of all items to be sold must be sent to the organizing committee for reviewing. Any amendments to the list should be done not later than 1st August 2015.
- vi. A deposit of RM200 is required together with the Booth rental price (e.g. RM200+RM700) upon securing a booth. This deposit will be refunded after the convention has completed. Deposit will be FORFEITED if vendors **DO NOT** abide to the terms and conditions.

- vii. Should any vendor wishes to cancel their participation after **15th July 2015**, there will be NO refund on the FULL payment. Only deposit will be returned.
- viii. Cancelling after **1st August 2015** will result in NO refund for both booth payment and deposit.
- ix. Time allowance for setting up vendor's booth is half an hour on Friday the 14th of August at 2.00pm. Dismantling the booths can be done after 4pm on Sunday, 16th of August.
- x. Booth placement will be determined by the organizing committee.

We are delightful to hear from you to support us and that we also consider you as wonderful supporters for Malaysian parents.

Please find the 'Booth Rental Form' below.

BOOTH RENTAL FORM

Company: _____

Address: _____

_____ State: _____ Postcode: _____

Contact Name: _____

Telephone: _____ Mobile: _____ Fax: _____

Email: _____ Website: _____

Name of persons in charge of booth on event date:

i. _____ ii. _____

iii. _____ (I hereby include extra payment of RM280 for this person).

Business Category:

(Tick ✓ where applicable)

Arts and Craft	
Baby Products	
Clothing	
Cosmetics	
Educational Institution	
Financial Institution	

Health & Wellbeing	
Insurance	
Maternity	
NGO	
Toys	
Others (please specify):	

List of items we will bring to exhibit/sell at the convention (Please list down your inventory for our review):

BOOTH DETAILS

BOOTH	TABLE SIZE (ft)	AREA SIZE (ft)	LOCATION	FULL PRICE (FOR 2 ½ DAYS)	Quantity
Normal	6'x3'	6'x8'	Main Hall (sides)	RM700	
			Deposit	RM200	
			Extra ONE (1) person (if applicable)	RM280	

TOTAL (RM): _____

Please complete the form and email to prisma2015@malaysianbfpc.org, with the title "BOOTH PRISMA".

Kindly make cheques payable to: **Persatuan Pembimbing Ibu Menyusu Malaysia**, or you can direct debit to Persatuan Pembimbing Ibu Menyusu Malaysia **MAYBANK ACCOUNT**;

[Account number: **562834617338**] with the title "Booth PRISMA" and enter prisma2015@malaysianbfpc.org as email.

Questions? Contact Shahida Radze at **017-6143981** or email us at prisma2015@malaysianbfpc.org.

Thank you very much.

We have read the Terms & Conditions and agree that they are part of this application and hereby further agree to abide by them.

Vendor's signature: _____

Date: _____

DUE 15 JUNE 2015