



Working together for healthy starts

-IN PARTNERSHIP WITH-



Nurtured from the Start:

**Research,
Practice, and
Policy to Advance
Maternal-Infant
Health**

2027 STATEWIDE MATERNAL
AND INFANT HEALTH
CONVENING

 **May 11–12, 2027**

**Embassy Suites
Cary, North Carolina**



**EXHIBITOR & MEAL
SPONSORSHIP
PROSPECTUS**

Lasting change takes coordinated action.

About the Convening

A statewide forum designed to move evidence into action and partnership into impact.

North Carolina stands at a pivotal moment for maternal and infant health. Despite dedicated efforts across the state, maternal mortality, infant mortality, and persistent disparities by race, geography, and income remain urgent challenges.

Rural communities face shrinking access to obstetric care. The maternal health workforce is stretched thin. And the policies that shape who receives care - and how - are evolving rapidly.

Nurtured from the Start brings together the people who can change that picture: clinicians, public health leaders, policymakers, payers, researchers, community organizations, philanthropic partners, and advocates.

Over a day and a half, participants will move across three themes - Research, Practice, and Policy - to translate evidence into action, share what is working across North Carolina and the nation, and build the cross-sector partnerships needed to improve outcomes for mothers and babies.



Convening at a Glance



250

Statewide
leaders



1.5

Days of
collaboration



3

Themes:
Research,
Practice & Policy



3

Priority areas
shaping
statewide
action

Why Exhibit or Support the Convening

Exhibiting at Nurtured from the Start provides an opportunity to share information about your organization and engage with attendees in designated exhibit spaces. Meal sponsorships provide an additional opportunity to support convening hospitality. All exhibitor and meal sponsorship activities will be conducted in accordance with continuing education requirements.





Research, Practice and Policy in Action



Research

Translating maternal and infant health evidence into practice, examining disparities, and making the economic case for investment.



Practice

Highlighting innovative models of care, workforce strategies, rural access solutions, mental health supports, and community-based interventions.



Policy

Exploring Medicaid optimization, legislative pathways, federal-state alignment, and cross-sector policies that support families.

Priority Focus Areas



Maternal Health Workforce

Strengthening and diversifying the pipeline of clinicians, midwives, doulas, and community health workers serving birthing families.



Rural Health Access

Closing geographic gaps through rural health transformation, shared maternity care models, and digital access strategies.



Public Policy Optimization

Aligning Medicaid, workforce, and family economic-support policies to improve outcomes and reduce disparities.

Convening Strategic Goals

Raise Awareness of the maternal and infant health crisis by leveraging high-visibility storytelling to drive action.

Advance Policy and Practice through evidence-based practice and policy that close healthcare gaps.

Mobilize Sustainable Investment to increase public and private sector investment in maternal and infant health.

Evidence informs practice. Practice shapes policy. Policy creates the conditions for lasting change.

Who Will Be in the Room

A cross-sector audience of leaders positioned to influence policy, practice, funding, and systems change across North Carolina.



State and Local Policymakers

Legislators, state agency leaders, county officials, and staff shaping health and family policies.



Payers and Managed Care Plans

NC Medicaid leaders, insurers, and care management organizations.



Health Systems and Clinical Leaders

Hospital executives, OB/GYNs, family medicine physicians, pediatricians, midwives, nurses, behavioral health specialists.



Researchers and Academic Partners

University faculty, researchers, data experts, and evaluation partners.



Public Health and Community Organizations

Local health departments, community-based organizations, doulas, community health workers, and advocates.



Philanthropy, Innovators, and Private-Sector Partners

Foundations, investors, employers, and solution providers advancing maternal and infant health.

250 Leaders. Multiple sectors.

One shared goal: healthier outcomes for mothers and babies.



What Exhibitors Can Expect



Direct visibility with decision-makers and implementers



Access to health systems, payers, funders, and policymakers



Relationship opportunities to build cross-sector relationships



Insights into emerging maternal and infant health priorities



Exhibitor & Convening Support Opportunities

We offer flexible visibility opportunities tailored to your needs and are committed to helping every exhibitor succeed.



Gold Exhibitor — \$7,500

- One table in the Atrium
- Two Chairs
- Self-Select Booth Location
- Refreshments and Lunch for two
- Conference signage and recognition



Silver Exhibitor — \$5,000

- One table in the Atrium
- One Chair
- Self-Select Booth Location
- Refreshments and Lunch for one
- Conference signage and recognition

All Exhibitors Receive

- Recognition at Conference
- Scheduled breaks for attendees to visit exhibitors
- Visibility within the designated exhibit and networking area

Breakfast, Break, and Lunch Support Opportunities



Boxed Lunch: \$10,000 (Limited Opportunity)

Recognition and Signage at Lunch Entrance

LIMITED OPPORTUNITY



Breakfast: \$5,000 (Limited Opportunity)

Recognition and Signage at Breakfast Entrance

LIMITED OPPORTUNITY



Break: \$3,000

Recognition and Signage at Break Entrance

LIMITED OPPORTUNITY



Questions

Contact:

Sharri Oxendine, MBA
Project Coordinator, CPD
Wake AHEC
3261 Atlantic Ave, Suite 216
Raleigh, NC 27604-1567



919-350-0461



soxendine@wakeahec.org

Limited opportunities; availability subject to schedule and existing commitments.

EXHIBITOR/MARKETING & VISIBILITY AGREEMENT

Company Name

Please print EXACTLY as name should appear in program, for representative name badges and on all signage.

Contact Name / Representative Name

Title

Company Address

City/State/Zip

Cell Phone

Office Phone

E-mail

Exhibitor Fees

- ☐ Gold: \$7,500
- ☐ Silver \$5,000
- ☐ Educational Credit per person: \$100
- ☐ Additional Representative(s) – \$150

Exhibitors must be present and may attend the educational sessions for free when not exhibiting. No professional credit will be awarded unless the credit fee has been paid.

Exhibitors should bring their personal nametags. Wake AHEC will not provide them at the conference.

Exhibitors will need to supply their own table runner/banner. There should be NO pipe and drape or divisions between tables.

Marketing and Visibility Fees*

- ☐ Breakfast: \$5,000
- ☐ Boxed Lunch: \$10,000
- ☐ Break: \$3,000

Does not include an exhibit booth, only sponsorship of the event indicated above.

Representatives do not have to be present.

On-Site Representatives

Please list all attending representatives below based on exhibitor selection above.

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

Payment Options

☒ Credit Card (follow instructions below) ☐ Check (payable to Wake Area Health Education Center)

Click [HERE](#) to access our secure payment link and enter credit card information.

- Choose payment type “**CPD Exhibitor**”.
- Enter **\$xxxx.00** as the amount (Exhibitor Fee amount you choose).
- Under description enter “**Nurtured from the Start**”.
- Enter your First Name, Last Name and your email Address.
- Enter “**Sharri Oxendine** as the Wake AHEC staff member who instructed you to use the payment form.
- Enter the name of the person that is on the credit card you will be using and the type of credit card.
- Enter the letters and numbers you see on the page (security question) and click Continue. You will be taken to the PayPal website where you will be able to enter your credit card information and process the payment.
- Once you complete the payment, you will receive a thank you that summarizes your payment. Wake AHEC will receive notification and apply the payment to the event.
 - **Exhibitor Fee Due** – March 15, 2027
 - Exhibitors canceling after January 15, 2027 will incur a \$500 cancellation fee. No refunds or credits will be given for email cancellations received after March 15, 2027.

(NOTE: Secure your exhibit space and confirm your registration with Sharri Oxendine before making payment. Do not send credit card numbers by fax or email. It is not secure.)

**If paying by company check, mail this signed agreement with check payment to:
Wake AHEC, Attn: Sharri Oxendine, P.O. Box 58131 - Raleigh, NC 27658**

RULES AND REGULATIONS

Agreement

Wake Area Health Education Center (AHEC) adheres to the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence in Accredited Continuing Education. Wake AHEC does not endorse any commercial product, the educational program is conducted for the benefit of the audience and the content provided to participants during the educational program is evidenced-based, objective and balanced with contrasting viewpoints.

ACCME Standard 2.1

Accredited continuing education must protect learners from commercial bias & marketing. The accredited provider (Wake AHEC) must ensure:

a. All decisions related to planning and faculty selection

are made without involvement from owners/employees from ineligible companies

b. Accredited education must be free of marketing, sales, products or services in the education space.

c. Accredited provider must not share the names or contact information of learners with any ineligible company or its agents.

ACCME Standard 5.1

Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:

a. Influence any decisions related to the planning, delivery,

and evaluation of the education.

b. Interfere with the presentation of the education.

c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.

Space Assignment

Booth assignment is based on self-selection location with no pre-assigned location ahead of time.

Booth Package Description

Booth packages include one or two 6' draped table, one or chairs (based on fee selection), one identification sign, and representative(s) name badges. No signs or decorations may be erected or affixed to walls.

Delivery and Removal During Show

Exhibitors will not be allowed to ship items in advance of the conference for storage. All exhibits must be properly installed no later than 7:30 am on May 11th, 2027

Exhibit tear down may not begin until after 4:00 pm on May 12, 2027. Additional and final details will be communicated no later than April 15, 2027.

Contact Sharri Oxendine (919-350-0461 or soxendine@wakeahec.org) for further instructions.

Eligible Exhibits & Restrictions

Wake AHEC and UNC reserves the right to determine the eligibility of any company or its products for inclusion at the conference and reserves the right to reject, evict or prohibit any exhibit, in whole or in part, or any exhibitor and their representatives, with or without giving cause. The distribution of drug and other samples are not permitted.

Use of Booth Space

Exhibitors shall reflect their company's highest standards of professionalism while maintaining their booths during show hours. No exhibitor shall assign, sublet or share booth space without the permission of the Wake AHEC and UNC.

Exhibition Sales Policy

Exhibitors may not accept payments in cash or checks or deliver merchandise in the exhibit area.

Fire and Safety Regulations

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof.

Cancellation and Refund Policy

Exhibitors canceling after January 15, 2027 will incur a \$500 cancellation fee. No refunds or credits will be given for email cancellations received after March 15, 2027.

☐

By placing an "X" here you agree to exhibit at the event and to abide by all stipulations noted above.

Signature

Date

(Enter your name above to digitally sign the document. Submit this registration to Wake AHEC before making payment. By doing so, you understand and agree that this is considered legally binding.)



Lasting change takes coordinated action

Nurtured from the Start brings together the people, evidence, and resources needed to improve outcomes for mothers and babies, especially in communities and regions where the need is greatest.



**Your partnership helps turn
shared priorities into statewide
action.**

CONVENING PARTNERS

WAKE AHEC
PART OF NC AHEC



Questions

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