

2026



Clinical Day

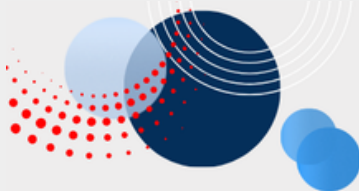
CONNECT. ADVANCE. LEAD.
ELEVATING LACTATION CARE.

EVENT SPONSORSHIP PROPOSAL

Hyatt Regency
ATLANTA 265
Peachtree Street
Atlanta, GA 30303



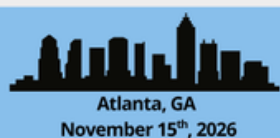
Atlanta, GA
November 15th, 2026



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EVENT OVERVIEW

The United States Lactation Consultant Association invites you to place your brand at Clinical Day 2026. On November 15 in Atlanta, lactation care providers from across the U.S will come together for a concentrated day of advanced clinical education, co-hosted with NWA and marking 20 years of USLCA's work in the field.

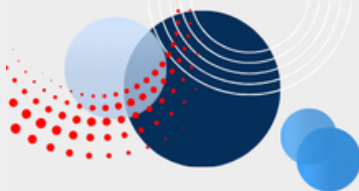
With a curated sponsorship menu designed for a range of budgets, there's a meaningful way for your brand to be part of this milestone gathering and gain exposure to the providers shaping infant feeding outcomes nationwide.

WHY SPONSOR

Sponsoring Clinical Day is an opportunity to:

- Demonstrate your commitment to evidence-based lactation care and the professionals who provide it
- Build credibility with a highly credentialed audience of IBCLCs and perinatal clinicians who are selective about the brands they trust
- Gain visibility before, during, and after the event through recognition across USLCA's communications channels
- Align your brand with a milestone moment: USLCA's 20th anniversary and a landmark partnership with NWA

Clinical Day does not include an exhibition hall. Sponsorship packages are designed for meaningful brand integration rather than floor presence, from session recognition to full event ownership of signature brand activations.



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WHO YOU'LL MEET



56% IBCLC [®]



36% RN



55% Work at a hospital setting



56% Have a private practice

PAST EVENT REVIEWS

"Was very impressed. Nice job
USLCA! Everyone was very happy.
Never been treated so well!"

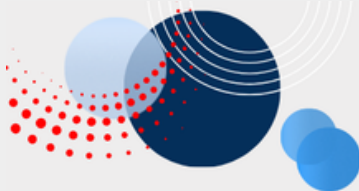
-Mothers' Milk Bank San Jose

"I really loved attending your
conference. It was one of the most
organized shows I've participated
in."

-Reflo

A NOTE ON SPONSORSHIP ELIGIBILITY

USLCA is committed to maintaining the integrity of this event and the trust of its membership. For Clinical Day 2026, USLCA will not accept sponsorship from companies that manufacture breast pumps. All other sponsorship inquiries must comply with the WHO Code of Marketing of Breastmilk Substitutes and will be subject to review by USLCA's WHO Code Committee prior to confirmation.



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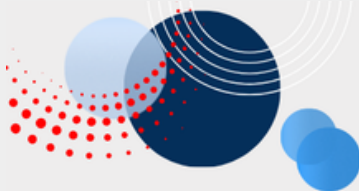
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EVENT AT A GLANCE

Session Time	Track A	Track B	Track C
7:15am - 8:00am	Registration Check In		
8:00am - 10:am	Latch Lab: A Hands-On Clinical Workshop for Real-Time Problem Solving in Breastfeeding Challenges — Felicia Reid	More Than a Plan B: Evidence Based Support for the Exclusively Pumping Family — Claire Eden and Joanie Randall	Strategies for Supporting the Breastfeeding Infant Needing Supplementation and Refusing Bottles — Susan Howard
10:15am -12:15pm	Babywearing for Better Breastfeeding — Emily Little	Milk Production: An Interactive Case Study Activity on Perceived and Actual Milk Production Concerns in Breastfeeding Families — Adrienne Gurguis	Hands-On Assessment of Infant Oral Function: Practical Skills for Supporting Families Throughout the Feeding Journey — Hinde Haa
12:15pm -1:15pm	Lunch		
1:15pm - 3:15pm	More Than a Plan B: Evidence Based Support for the Exclusively Pumping Family — Claire Eden and Joanie Randall	Strategies for Supporting the Breastfeeding Infant Needing Supplementation and Refusing Bottles — Susan Howard	Latch Lab: A Hands-On Clinical Workshop for Real-Time Problem Solving in Breastfeeding Challenges — Felicia Reid
3:30pm - 5:30pm	Hands-On Assessment of Infant Oral Function: Practical Skills for Supporting Families Throughout the Feeding Journey — Hinde Haa	Babywearing for Better Breastfeeding — Emily Little	Milk Production: An Interactive Case Study Activity on Perceived and Actual Milk Production Concerns in Breastfeeding Families — Adrienne Gurguis



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SPONSORSHIP PACKAGES

BRONZE

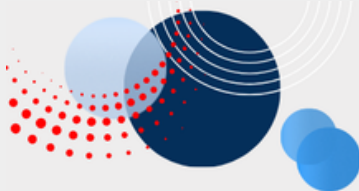
INVESTMENT: \$1,000

Opportunity:

- Sponsor recognition placement in pre-conference email series (x 6 times)
Estimated value: \$ 2,200
- Social media acknowledgment post
Estimated value: \$450
- Slide loop (3 rooms, pre-conference + breaks)
Estimated value: \$500
- Logo on banner/signage
- Conference website sponsor listing
Estimated value: \$500

TOTAL VALUE: \$3,650





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SPONSORSHIP PACKAGES

SILVER

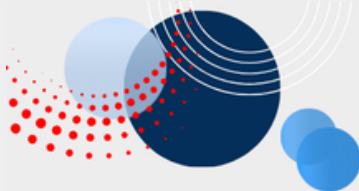
INVESTMENT: \$2,000

Opportunity:

- **Everything in Bronze, PLUS:**
- Social media acknowledgment post x 2 times
Estimated value: \$900
- Homepage tile (3 months)
Estimated value: \$2,600
- Pre-conference direct email to conference registrants
Estimated value: \$350

TOTAL VALUE: \$7,500





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SPONSORSHIP PACKAGES

GOLD

INVESTMENT: \$3,000

Opportunity:

- **Everything in Silver, PLUS:**

- Social media acknowledgment post x 3 times

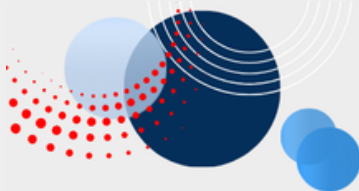
Estimated value: \$1,350

- 60-second sponsor spotlight reel, co-created with USLCA's marketing team

Estimated value: \$1,500

TOTAL VALUE: \$10,350





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BRAND ACTIVATIONS

LANYARD

INVESTMENT: \$3,000

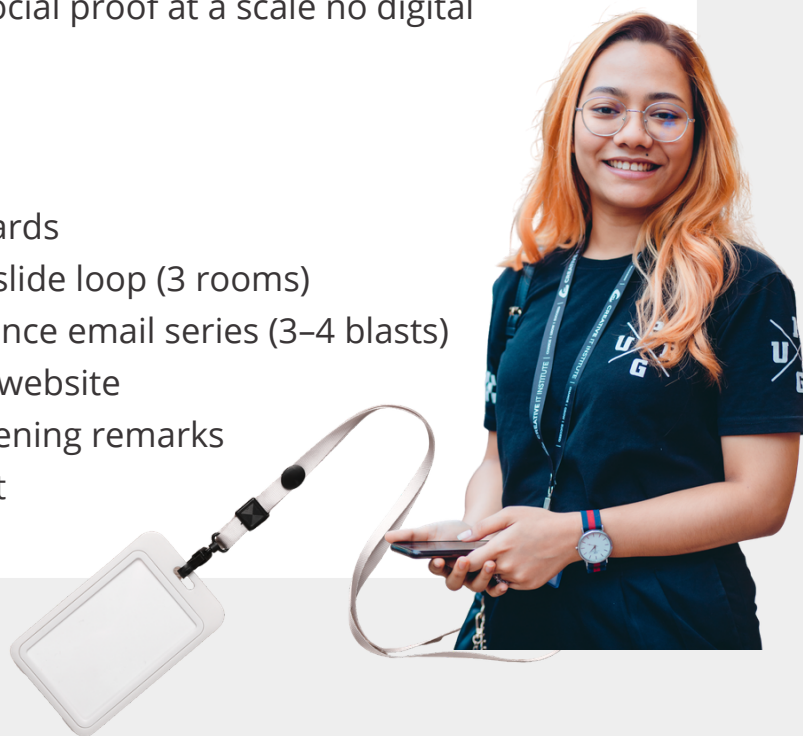
Opportunity

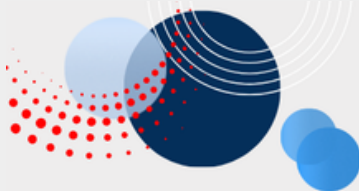
The lanyard is the one item that every attendee touches, wears, and keeps. You can have your logo sitting at eye level throughout every conversation, every session, and every networking moment on every professional you're trying to reach.

The lanyards are perceived as an experience, not an ad. Having IBCLCs wear your brand on Clinical Day serves as social proof at a scale no digital placement can replicate.

What's included

- Exclusive logo on all attendee lanyards
- Logo in pre-conference and break slide loop (3 rooms)
- Sponsor recognition in pre-conference email series (3-4 blasts)
- Logo and hyperlink on conference website
- Verbal acknowledgment during opening remarks
- Social media acknowledgment post





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BRAND ACTIVATIONS

LUNCH

INVESTMENT: \$7,000

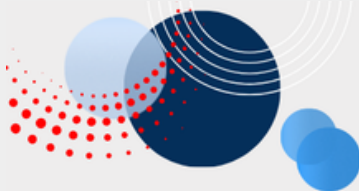
Opportunity

Captivate Clinical Day's audience with your message! Picture your 10–15-minute branded video playing in all three session rooms during the midday breaks, simultaneously in each space, for every attendee, at the moment they're most receptive.

A pre-event content consultation with USLCA's Marketing & Communications Manager will help your message connect with a clinical lactation audience.

What's included

- 10–15-minute branded video, played simultaneously in all three session rooms during the lunch break
- Pre-event content consultation with USLCA's Marketing & Communications Manager (3 meetings)
- Pre-approval content review by USLCA's WHO Code Committee to ensure your video meets event standards
- Logo in pre-conference and break slide loop (3 rooms)
- Sponsor recognition in pre-conference email series (3–4 blasts)
- Logo and hyperlink on conference website
- Verbal acknowledgment during opening remarks
- Social media acknowledgment post



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BRAND ACTIVATIONS

20TH ANNIVERSARY CELEBRATION SPONSOR

INVESTMENT: \$7,000

Opportunity

Get direct access to lactation care providers in a setting built for connection. Following Clinical Day 2026, USLCA members will gather for a cocktail and networking reception honoring USLCA's 20th anniversary, with your brand at the center of it. Unlike the conference floor, this is a relaxed, relationship-driven environment, designed for the kind of conversations that turn into long-term partnerships.

What's included

- Named sponsor of the 20th Anniversary Celebration reception
 - Option to host a first-look product reveal during the reception
- Reserved sponsor table for direct networking with attendees
- Welcome remarks or toast opportunity at the reception
- Logo in pre-conference and break slide loop (3 rooms)
- Sponsor recognition in pre-conference email series (3–4 blasts)
- Logo and hyperlink on conference website
- Verbal acknowledgment during opening remarks
- Social media acknowledgment post



OUR CONTACT

For questions please contact:



Phone Number:
202-738-1125



Email Address:
info@uslca.org



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