



Founded 1920
ABN 25 000 009 932

7th International Conference on Herbal Medicine

Twin Towns Resort, Tweed Heads/Coolangatta
NSW/Queensland border

Friday 23 to Sunday 25 July 2010

Sponsorship and Exhibition details

A presence at these major conferences can be of great benefit to both companies and organisations. It maintains a high profile for those involved in any aspect of the herbal profession and industry, it confirms a commitment to the industry and to the user, and at the same time gives exposure at a national and international level of both resources and products.

Previous conferences have seen around 400 delegates. We anticipate at least this number and will be working to increase that.

As this conference specifically targets practitioners and students of herbal medicine and naturopathy, it offers a very focused marketing opportunity for companies. There are several categories of sponsorship which we hope will cover the wishes and needs of all. These are priced according to location, size and benefits.

Allocation of areas will be given in order of acceptance of a sponsorship package. If you are considering offering major sponsorship, book as soon as possible to enable your name and logo to be included on all our advertising material, links to appropriate speakers and topics, maximise your advertising exposure and obtain the best choice of display areas.

Please do not hesitate to contact me at any time if you would like to discuss these areas further or have any specific needs not mentioned here.

I look forward to hearing from you.

Kind regards

*Anne Cowper
NHAHA Conference Co-ordinator*

Major sponsor

\$12,000.00 (includes gst)

Major sponsorship includes:

- **Top position** use of name and logo on all advertising material, conference documents, promotions, handouts, proceedings, email signature and NHAA and conference website (with links). Promotional **link** with specific speakers and/or topics of choice (additional links can be purchased). Over 12 months advertising exposure nationally and internationally.
- **Extra large** conference exhibition stall (with table, chairs and walls) in prime location from Friday 23 to Sunday 25 July.
- **4 x full page** promotional advertisements in *Australian Journal of Medical Herbalism*.
- Complimentary admission for **four** delegates (with discounts for additional delegates).
- **First** choice of sponsorship of cocktails, dinner or a lunch with inclusion of banner, material and logo on menu or tables.
- Promotional distribution with pre-conference mailouts (delegate mailout **and** journal insert).
- Material in the conference delegate bag.
- Acknowledgment of sponsorship during the conference program.

Total value over \$17,700.00

Gold sponsor

\$8,000.00 (includes gst)

Gold sponsorship includes:

- **Prominent** use of name and logo on all advertising material, conference documents, promotions, handouts, proceedings, email signature and NHAA and conference website (with links). Over 12 months advertising exposure nationally and internationally.
- **Large** conference exhibition stall (with table, chairs and walls) in prime location from Friday 23 to Sunday 25 July.
- **2 x full page** promotional advertisements in *Australian Journal of Medical Herbalism*.
- Complimentary admission for **three** delegates (with discounts for additional delegates).
- Sponsorship of cocktails, dinner or a lunch with inclusion of banner, material and logo on menu or tables.
- Promotional distribution with pre-conference mailout (delegate mailout **or** journal insert).
- Material in the conference delegate bag.
- Acknowledgment of sponsorship during the conference program.

Total value over \$11,500.00

Silver sponsor

\$5,500.00 (includes gst)

Silver sponsorship includes:

- Use of name and logo on all advertising material, conference documents, promotions, handouts, proceedings and conference website (with links). Up to 12 months advertising exposure nationally and internationally.
- Prime location conference exhibition stall (with table, chairs and walls) from Friday 23 to Sunday 25 July.
- Full page promotional advertisement in *Australian Journal of Medical Herbalism*.
- Complimentary admission for **three** delegates (with discounts for additional delegates).
- Material in the conference delegate bag.
- Acknowledgment of sponsorship during the conference program.

Total value over \$7,500.00

Conference trade

\$2,750.00 (includes gst)

A conference trade purchase includes:

- Display area with table (cloth and skirt) chairs and backstand/walls.
- Complimentary admission for **two** delegates (with discounts for additional delegates).
- Material in the conference delegate bag.
- Acknowledgment of sponsorship during the conference program.

Total value \$3,300.00

Promotional link

\$1,100.00 (includes gst)

Link your product to a specific speakers and/or topic of choice (may require speaker approval). Link includes:

- Acknowledgment of link in all advertising and conference documents.
- Product or flyer distribution prior to or during the chosen presentation.

Conference bag

\$550.00 (includes gst)

A conference bag will be handed out to all delegates, speakers, sponsors and NHAA conference workers. Sample products are encouraged. Fee includes:

- Material in all conference bags.
- Acknowledgment of sponsorship during the conference program.

Bulky items such as magazines, books and college prospectus may be included but will be given out separately from the bag. For details contact the Co-ordinator.

All prices include GST. A 25% deposit is required within 30 days of booking. Balance due by 30 June 2010.

Additional equipment such as full constructed stands, overhead lighting and separate power may be ordered separately. Contact the Co-ordinator for details.

Sponsorship terms and conditions

1. Australian regulations require all exhibitors to be adequately covered for public and product liability insurance. Whilst all care will be taken for security of the site, the NHAA cannot take responsibility for loss, damage or theft to exhibitors' goods.
2. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship or exhibition package without the consent of the NHAA.
3. **Cancellation Policy:** In the event of an exhibitor cancellation an administration fee of \$400 applies for cancellations prior to 26 June 2010. No refunds will be made for cancellations after this date.
4. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation.
5. **Privacy:** Data collected by the NHAA will only be used by the NHAA organising committee and necessary staff to provide information to the service providers for the purpose of assisting you with your participation. All information will be held on a database and will not be made available to any other persons or organisation nor sold or revealed to third parties.
6. **Liability:** The NHAA accepts no responsibility for delay or cancellation of the conference due to extraneous circumstances. All efforts will be made to maintain a harmonious and worthwhile event for all parties.
7. Any promotion or advertising at the conference that is outside the terms and conditions of the agreed sponsorship must be pre-approved by the NHAA
8. The NHAA reserves the right to reject a sponsorship application.

Contact

Please contact the co-ordinator at any time for more details:



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