



THE 10TH NHAA
INTERNATIONAL CONFERENCE
ON HERBAL MEDICINE

THE SOFITEL BRISBANE

17-19 MARCH 2017

Innovation

Integration

Inspiration

Major Sponsorship Opportunities





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Major Sponsorship Opportunities

Our Major Sponsors are our priority partners

As a Major Sponsor you will receive the highest profile branding and delegate engagement opportunity which will reinforce your brand as a leader in the industry.

We will work directly with you at every stage of the sponsorship to ensure that your aims are achieved. The advertised amounts are GST inclusive so you always know the cost of the sponsorship.

Signing up early will provide you with the highest degree of exposure for your company, brand and product and avoid missing out on some benefits if for example advertisement deadlines are missed.

The marketing for the 10th International Conference is in the early implementation stages. As a Major Sponsor of the International Conference you will receive priority in our marketing and communications campaign. The plan includes a broad Conference program, multiple e-newsletters to the NHAA and registration database and other relevant industry organisations and companies, advertising in relevant industry publications, a concise website and promotional e-flyers.

The final e-newsletter will be sent out following the International Conference together with a conference survey, the results of which will be shared with you.

This strategy will ensure your presence at all stages of the International Conference.

Booking application form – P8.





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Major Sponsorship Packages

Benefits	Investment level			
	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Prime exhibition space and inclusion in Conference social functions held in the exhibition area	9m x 2m in Premium Space 1	6m x 2m in Premium Space 2	3m x 2m in Premium Space 3	20% discount on a 3m x 2m in Premium Space 3
Confirmed space consisting of: <ul style="list-style-type: none"> • White base overhead fascia panel with company name and stand number • 1 x Company sign per each open aisle fascia max 30 characters (logos can be included at an additional charge) • Two (2) x 150 watt spotlights per 6sqm • One (1) x 4-amp power point per 6sqm • Walls matt anodised aluminium frame (2.5m H) • Complimentary trestle table and 2 chairs per 3 x 2m booth (extra furniture available at additional cost) 	✓	✓	✓	✓
Complimentary full registration to all Conference sessions including refreshments (option to purchase additional registrations at the discounted rate – Platinum/Gold – 50%; Silver – 30%; Bronze – 15%)	10	8	5	2



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Benefits	Investment level			
	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Complimentary tickets to all social functions: <ul style="list-style-type: none"> • Welcome Reception • Faculty Dinner • VIP Breakfast • Industry Profession Dinner (with VIP seating; option to purchase additional tickets at the discounted rate: Platinum/Gold – 25%; Silver – 15%; Bronze – 10%) 	Unlimited 3 3 5	Unlimited 2 2 3	Unlimited 2	Unlimited 2
Company flyer, brochure (maximum four x A4 pages per brochure), CD or other marketing product (subject to organising committee approval) to be inserted in all delegate satchels (sponsor to supply material)	3	3	2	1
Colour advertisement in the Final Pocket Program in a prominent location (sponsor to supply the advertisement)	Full page	Full page	Half page	Quarter page



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Benefits	Investment level			
	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Company logo and acknowledgement as a major sponsor: <ul style="list-style-type: none"> • On the Sponsor's page in the Final Pocket Program • On the Conference website (including logo and hyperlink to your organisation's homepage) • On the Sponsor slide displayed in the main plenary and concurrent rooms • On the Conference e-flyer • At key social events including the Welcome Reception, Faculty Dinner, VIP Breakfast and Industry Profession Dinner • On the Conference sponsorship onsite acknowledgement board (quantity and type at NHAA's discretion) • On the delegate satchel • On the NHAA Facebook page • In Conference newsletters accompanied by a company biography (sponsor to provide the biography) • On the delegate name badge and exhibition passport • On tickets and dinner menus 	✓	✓	✓	✓
Hardcopy of the delegate listing on bump-in day including last name, first name, company, position and email (subject to privacy laws and the delegate opt out option)	✓	✓	✓	✓
Softcopy of the delegate listing including last name, first name, company, position and email (subject to privacy laws and the delegate opt out option): <ul style="list-style-type: none"> • Two weeks prior to the Conference; • Two days prior to the Conference where there has been a 20% increase in registration since the last update 	✓	✓		



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Benefits	Investment level			
	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Opportunity to: <ul style="list-style-type: none"> • Hold a Breakfast Symposium on the Friday morning of the Conference at the sponsor's expense • Conduct product launches via Conference newsletters and at the Conference (sponsor to provide the content and timing to be in conjunction with Conference newsletter publication) • Provide a product sample to attendees at the VIP Breakfast and Industry Profession Dinner 	✓	✓		



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Major Sponsorship Application Form

Level	Investment	Selection (please tick)
Platinum	\$20,000	
Gold	\$15,000	
Silver	\$10,000	
Bronze	\$5,000	

This Application form is a Tax Invoice. ABN 25 000 009 932

Application procedure

Please complete this application form indicating your sponsorship preference(s) and return these forms together with your payment or remittance advice to:

Andrew Hamilton

Email: a.hamilton@nhaa.org.au

Ph: +61 2 9797 2244 Fax: +61 2 8765 0091

Acceptance of a sponsorship application is subject to the NHA's approval.

An application does not warrant immediate acceptance and should an application be accepted a receipt will be issued.

For advertising to be acknowledged, your information must be received before the advertised Bookings & Material deadline outlined below.

Sponsorship requests are considered in order of receipt of application form and payment.

Terms of Payment

Major Sponsorship – 50% deposit at the time of submitting your application and 50% 60 days before the International Conference.

All other sponsors, advertisers and exhibitors are required to make full payment at the time of submitting your application.

All payments can be made in the following ways

1. Cheque payable to: National Herbalists Association of Australia

Send to: National Herbalists Association of Australia PO Box 696, Ashfield NSW 2121, Australia



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- 2. EFT. Account Name: National Herbalists Association of Australia. Bank: Macquarie Bank. BSB Number: 182 222 Account Number: 122159486 Swift Code: MACQAU2S

Please send remittance to: d.bechara@nhaa.org.au Reference: Company Name

It is essential that a copy of the bank transfer details together with a copy of the completed application form is returned to the NHA to assist in identifying your transfer.

- 3. Credit Card. VISA MASTERCARD

Card Number: Expiry Date: /

Cardholder's Name (please print):

Cardholder's signature:

Please note: Paying by credit card will incur a 2.5% surcharge to be added to your total.

Company Details

Company Name (to appear in publications):

Contact Name: Position:

(Contact person will receive all correspondence)

Address:

Suburb: State: Postcode: Phone:

Mobile: Email:

Signature:

Date:

The Australian Goods and Services Tax (GST) at 10% applies to all goods and services offered by the NHA and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. NHA reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

Advertising Deadlines (for companies with advertising benefits)

Refer to the Bookings & Material deadlines outlined below.

Total amount to be paid: \$.....





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Terms and Conditions

This application is an offer which is accepted by and at the discretion of the NHAA on making the application.

Booking Conditions

Acceptance of applications will be subject to NHAA approval. The NHAA reserves the right to decline applications based on any association, direct or indirect, that does not uphold the NHAA's objectives.

All monies due and payable must be received (and cheques cleared) by the NHAA prior to the event or advertisement being published. No company will be listed as a Sponsor or Advertiser in any official material until full payment and a booking form have been received by the NHAA.

Cancellation Policy

In the case of the cancellation of or reduction in sponsorship or advertising, a service fee of 50% of total fees applies for cancellations greater than 60 days prior to the International Conference or published advertisement. After this, the, NHAA reserves the right to retain monies received.

Attendance

The applicant understands that all attendees must register officially.

Booth Allocation (relevant sponsor categories only)

The sponsor understands that booths and/or space will be allocated strictly in order of receipt of payment and that the NHAA's decision will be final.

Liability and Insurance

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to a minimum value of AUD\$10,000,000.

This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Sponsors which incorporate an exhibition stand are required to submit their Public Liability Insurance Certificate along with their booking form.

The sponsor and the servants, agents and contractors of the sponsor occupy and use the exhibition space/booth allotted under this contract and enter the International Conference Venue and act under or pursuant to this contract at their own risk.

The sponsor hereby indemnifies and releases the NHAA, the Conference Venue and the exhibition contractor and each of them against all actions, suits, costs, claims and demands brought against the NHAA and the Venue Managers by any natural person, firm or corporation for any damage or loss caused directly or indirectly to, or suffered by any person, firm or corporation as a result of any act or default of the sponsor or the servants, agents, contractors or invitees of the sponsor or resulting directly or indirectly from the attendance of the sponsor at the exhibition, including travel to and from such venues and without limiting the foregoing NHAA and the Venue Managers or any of them shall not in any circumstances be liable for any loss, damage or injury which may occur to the sponsor or the servants, agents or contractors of the sponsor or for any damage to their property including



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damage to exhibits, plant, equipment, fixtures, fittings or other property whatsoever or for any loss of profits which they may suffer howsoever caused.

It is strongly advised that each sponsor seek to cover their equipment, exhibits and display material with adequate insurance and also effect public risk insurance at the expense of the exhibitor.

Consequential Damage

The NHAA will not be liable for any direct or consequential damages arising out of a breach of this contract.

Security

As arrangements vary from venue to venue, security arrangements will be confirmed within 30 days of the Conference.

Variations

The NHAA may in the event of any circumstances which renders it necessary vary the booth or stand space allocation and the sponsor will accept such re-allocation without any claim for a reduction in charges or otherwise as long as it is in the same space booked.

Unavoidable Occurrences

In the event that the exhibition is cancelled or delayed through no fault of the NHAA, the Venue Manager or the Sponsors including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the sponsor shall not be entitled to any refund or to claim for any loss or damage.

Assignments and Subletting

No sponsor shall assign, sublet or share the whole or any part of the space booth allotted without the knowledge and consent of the NHAA.

Hours

The NHAA shall determine the hours during which the exhibition shall be conducted and as to hours of access for exhibitors including variations of such times as shall be necessary.

Privacy Statement

I consent to my details being shared with suppliers and contractors of the International Conference to assist with my participation, being included in participant lists and for the information distribution in respect of promotion of the Conference. Please tick one.

Yes

No

IMPORTANT: We accept the terms and conditions as printed in this Prospectus and I am authorised to sign on behalf of the organisation listed on this booking form.

Signature:

Date: