

SPONSORSHIP & EXHIBITION PROSPECTUS



The 11th



Herbal and Naturopathic

International Conference

TRADITIONAL WISDOM, FUTURE PRACTICE

Pullman Melbourne Albert Park
65 Queens Road, Albert Park VIC
29-31 March, 2019

ABOUT THE NHAA

The Naturopaths & Herbalists Association of Australia (NHAA) is a peak professional association representing appropriately qualified naturopathic and Western herbal medicine practitioners.

Founded in 1920, and a foundation member of the World Naturopathic Federation, it is the oldest professional association of complementary practitioners in Australia and the only national professional association specifically concerned with the practice and education of naturopathic and Western herbal medicine in Australia.

Our **Mission** is to be the leading association in Australia, supporting naturopaths and Western herbal medicine practitioners to deliver excellence in healthcare.

Our **Vision** is naturopathy and Western herbal medicine for the health of Australia.

100 YEAR CELEBRATIONS

As the oldest professional Association of naturopaths and herbalists in Australia, 2019 kicks off the NHAA's 100 year celebrations!

Celebrations commence with our biennial International Conference that attracts academic & inspirational international and national speakers. Providing cutting edge research and valuable networking opportunities – this 11th International Conference more so than ever before is THE event not to be missed!



AN OPPORTUNITY 100 YEARS IN THE MAKING

Organised and run by the NHA, the International Conference, held biennially brings together in one location students, practitioners, industry professionals and some of the world's pre-eminent and most experienced international and national experts on naturopathic and Western herbal medicine.

The 11th International Conference theme - *Traditional Wisdom, Future Practice* - honours our profession's rich history and acknowledges our continued focus on the integration of traditional medicine with advances in health and science, and our belief in the best evidenced health care for all.

We are excited to announce that the 2019 event will be held in Melbourne, Australia from March 29th – 31st, with more sessions than ever and a dedicated trade exhibition.

This not to be missed 3-day event attracts international and national delegates including Western herbal medicine, naturopathic, integrative medicine and allied health practitioners, students, nurses, researchers and academics.

We anticipate more than 400 attendees, 40 national and international speakers, and a trade exhibition of 40 stands. This is an invaluable opportunity to build awareness of your brand among an audience of health professionals from Australia, and around the globe.

It is with great pleasure that we invite you to sponsor or exhibit at this once in 100 year event.

Date: 29 – 31 March 2019
Venue: Pullman Melbourne Albert Park, VIC

With a wide range of sponsorship opportunities there is a category to suit all businesses. In 2017, the major sponsorship opportunities sold out in 48 hours so please book your place early.

To learn more about the 11th Herbal and Naturopathic International Conference visit our dedicated event website:

www.nhaconference.org.au

TRADITIONAL WISDOM, FUTURE PRACTICE
www.nhaconference.org.au



FAST FACTS

- 29-31 March 2019
- Melbourne, VIC
- 400 delegates
- 40 speakers
- 2 International keynote speakers
- 3-days of quality sessions
- Industry Profession Dinner (incl Awards ceremony)
- 40 stand trade expo

Visit the International Conference website:

www.nhaaconference.org.au

A TRULY GLOBAL EVENT

The NHAA is proud to be welcoming the World Naturopathic Federation into our International Conference. In 2019, the WNF General Assembly precedes our event incorporating representatives from around the world meeting to discuss global issues on Naturopathy.



“The NHAA International Conference is a must for any business in the naturopathic and herbal medicine industry. This world class event provides the opportunity to interact and network with naturopaths and herbalists to promote your organisation and / or product(s) and foster new relationships. In a relaxed friendly environment, this conference provides an opportunity to showcase and demonstrate your commitment to supporting our industry.”

Gill Osborne, Director, Osborne Health Supplies.

TRADITIONAL WISDOM, FUTURE PRACTICE
www.nhaaconference.org.au



INTERNATIONAL KEYNOTE SPEAKERS

The NHA is proud to present some of the world's pre-eminent and most experienced international and national experts on naturopathic and Western herbal medicine.

The 11th Herbal & Naturopathic International Conference is themed *Traditional Wisdom, Future Practice*, showcasing the integration of traditional medicine with advances in health and science.



Tina Hausser

Heilpraktikerin (HP), ND

1st Vice President, World Naturopathic Federation, Spain



Prof Michael Heinrich

Pharmaceutical biologist, pharmacognosist and anthropologist

Centre for Pharmacognosy and Phytotherapy, UCL School of Pharmacy, London (UK)



MARKETING IMPACT

Audience

Complementary medicine (CM) practitioners in Australian health care make up the third most prevalent occupational group behind nurses and medical practitioners. In fact, the expressed demand for CM services in Australia is similar to the expressed demand for conventional medical care.

The NHAA is well placed uniquely supporting only naturopathic and Western herbal medicine practitioners and advocates for the high standards of training and continuing education needs to maintain the integrity of the growing profession.

With an anticipated 400 delegates, this not to be missed event attracts international and national delegates including Western herbal medicine and naturopathic professionals. With a strong focus on integration of traditional medicine with advances in health and science the International Conference also attracts professionals from; integrative medicine and allied health, students, nurses, researchers and academics.

Benefits

It is the support of our sponsors and exhibitors that enables us to offer such an exciting and enriching conference program. You will have the opportunity to promote your product and/or services to delegates before, during and after the International Conference.

- Maximise your exposure at the only **independent** International Conference dedicated to naturopathy and Western herbal medicine in Australia

- Support the Australian profession
- Profile products and services to your audience
- Build your brand awareness
- Build your database

Channels

- **Social media**
Facebook, Twitter, LinkedIn
- **Email marketing**
NHAA members, plus 2019 and previous conference attendees
- **State Chapter events**
Monthly in VIC, bimonthly NSW & QLD
- **Advertising**
Scheduled for relevant major international and national websites plus the NHAA's own modern, peer reviewed and clinically relevant journal the *Australian Journal of Herbal and Naturopathic Medicine*
- **Website**
NHAA and International Conference websites

A media kit has been developed to assist Sponsors and Exhibitors promote their attendance at this highly anticipated Industry event.



SPONSORSHIP OPPORTUNITIES

| Category/Item | Description (page) | Quantity | Investment | Please tick ✓ |
|---|-----------------------|----------|-------------------|------------------|
| Major | | | | |
| Platinum Partner | 8 | 1 | \$20,500 | |
| Gold Partner | 8 | 2 | \$15,500 | |
| Silver Partner | 8 | 3 | \$10,300 | |
| Bronze Partner | 8 | 5 | \$5,100 | |
| Exhibition Naming Rights | 8 | 1 | \$6,500 | |
| Profession Awards | | | | |
| Notable Contributions to Naturopathy (1) and Herbal Medicine (1) | 9 | 1 | \$800 | |
| Notable Contributions to Naturopathic (1) and Herbal Medicine Education (1) | 9 | 1 | \$800 | |
| Early Career Research in Naturopathy (1) and Herbal Medicine (1) | 9 | 1 | \$800 | |
| Student of the Year | 9 | 1 | \$400 | |
| AJHNM Article of the Year | 9 | 1 | \$400 | |
| Conference Awards | | | | |
| Best Poster Presentation | 9 | 1 | \$400 | |
| Best Individual Oral Research Presentation | 9 | 1 | \$400 | |
| Best Individual Oral Non-Research Presentation | 9 | 1 | \$400 | |
| Speakers and Sessions | | | | |
| International Keynote Speaker (Tina Hausser/ Prof Michael Heinrich) | 11 | 2 | \$5,000 | |
| Individual Plenary Session (Friday/ Saturday/ Sunday) | 11 | tbc | \$750 | |
| Package: All Plenary Sessions | 11 | 1 | \$2,000 | |
| Individual Concurrent Session (Friday/ Saturday/ Sunday) | 11 | tbc | \$250 | |
| Package: All Concurrent Sessions | 11 | 1 | \$1,500 | |
| Social Functions | | | | |
| Welcome Reception (Friday 29 March) | 10 | 1 | \$2,500 | |
| VIP Dinner hosted by the NHA Board (Friday 29 March) | 10 | 1 | \$1,500 | |
| VIP Breakfast (Saturday 30 March) | 10 | 1 | \$1,500 | |
| Industry Profession Dinner (incl. Awards ceremony) (Saturday 30 March) | 10 | 1 | \$3,000 | |
| Package: Welcome Reception + VIP Dinner (Friday 29 March) | 10 | 1 | \$3,750 | |
| Refreshment and lunch breaks | | | | |
| Morning tea (Individual day: Friday/ Saturday/ Sunday) | 11 | 3 | \$500 | |
| Lunch (Individual day: Friday/ Saturday/ Sunday) | 11 | 3 | \$1,750 | |
| Afternoon tea (Individual day: Friday/ Saturday) | 11 | 2 | \$500 | |
| Package: All morning and afternoon teas (5) | 11 | 1 | \$2,000 | |
| Package: All lunches (3) | 11 | 1 | \$3,000 | |
| Package: All breaks (8) | 11 | 1 | \$4,750 | |
| Technology | | | | |
| Technology | 12 | 1 | \$3,750 | |
| Mobile App | 12 | 1 | \$2,000 | |
| Product Promotion | 12 | 1 | \$1,250 | |
| Pocket Program | 12 | 1 | \$1,500 | |
| Delegate Name Badge & Lanyard | 12 | 1 | \$1,000 | |
| Satchel | 12 | 1 | \$750 | |
| Stationary | 12 | 1 | \$750 | |
| Passport Prize | 12 | 1 | \$400 | |
| Lucky Door Prize | 12 | 1 | \$400 | |
| Exhibition space | 13 | 40 | \$1,200 - \$3,750 | |



MAJOR SPONSORSHIP

Our major sponsors are our priority partners.

As a major sponsor you will receive the highest profile branding and delegate engagement opportunities which will position you as a leader in the industry.

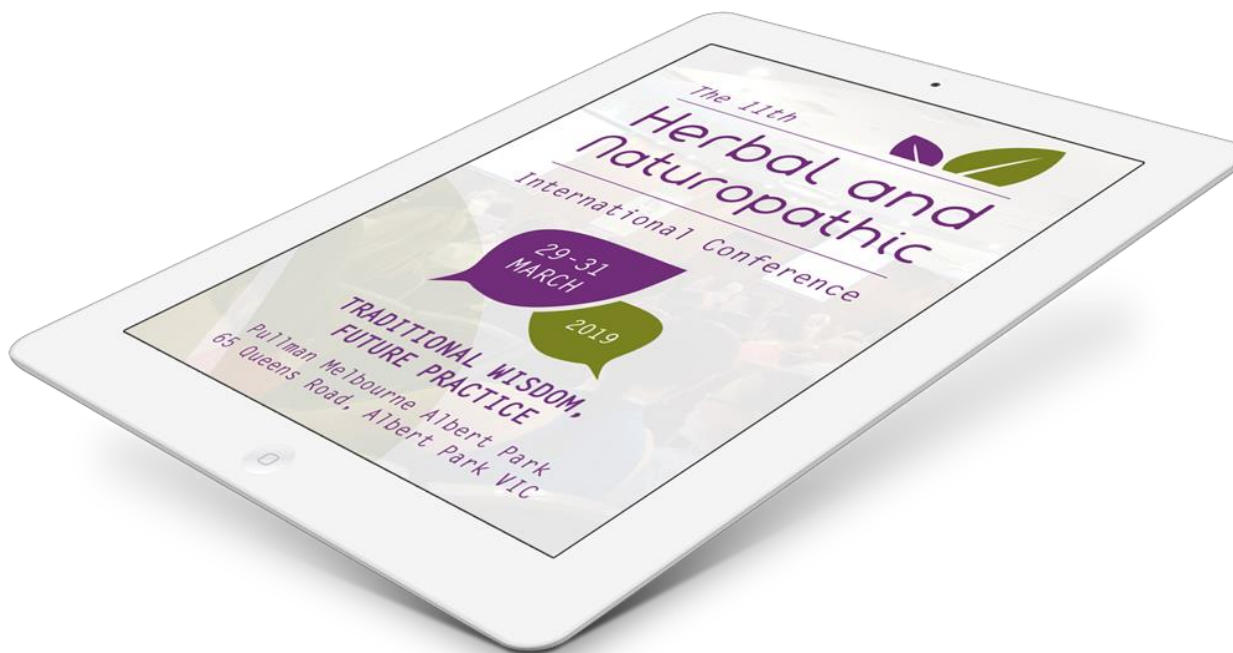
We will work directly with you at every stage of the sponsorship to ensure that your aims are achieved. Signing up early will provide you with the highest degree of exposure for your company, brand and product and avoid missing out on some benefits.

- 🌿 **Platinum Partner (1 available)**
- 🌿 **Gold Partner (2 available)**
- 🌿 **Silver Partner (3 available)**
- 🌿 **Bronze Partner (5 available)**

Premium Exhibition Opportunity (1 available)

Separate your brand from your industry competitors with the exclusive opportunity to purchase naming rights to the Exhibition hall which will see the trade exhibition re-branded as:

The <Company Name> International Conference exhibition



A WIDE RANGE OF SPONSORSHIP OPPORTUNITIES TO SUIT YOU

Profession Awards

These are the pinnacle awards within our profession and are presented to recipients at the Industry Profession Dinner at the International Conference on Saturday 30 March.

They are a wonderful opportunity for peers to formally recognise and celebrate leaders in our field who are striving to advance the quality and standards of our profession.

- 🌱 **Notable Contributions to Naturopathy (1) and Herbal Medicine (1)**
- 🌱 **Notable Contributions to Naturopathic (1) and Herbal Medicine Education (1)**
- 🌱 **Early Career Research in Naturopathy (1) and Herbal Medicine (1)**
- 🌱 **Student of the Year**
- 🌱 **AJHNM Article of the Year**

NHAA Fellowship Award(s) and Life Member(s) are also presented at this ceremony.

Conference Awards

These are awarded by the Program Committee in the final Plenary session at the International Conference on Sunday 31 March.

- 🌱 **Best Poster Presentation**
- 🌱 **Best Individual Oral Research Presentation**
- 🌱 **Best Individual Oral Non-Research Presentation**



Social Functions

Welcome Reception (Friday 29 March)

Held on the Friday evening, the Welcome Reception is a highly attended and beneficial mingling and networking event in a relaxed atmosphere.

VIP Dinner hosted by the NHAA Board (Friday 29 March)

An opportunity for the NHAA Board to host VIP guests in an intimate environment.

Exclusive invitees include the keynote speakers and their partners, the Diamond, Platinum and Gold sponsors, Gold Corporate members and World Naturopathic Federation President. You will want to be a part of this.

Package: Welcome Reception + VIP Dinner (Friday 29 March)

You can opt to sponsor both the Welcome Reception and VIP Dinner at a cost saving.

VIP Breakfast (Saturday 30 March)

Get up close and personal in an informal presentation by one of the International Conference's pre-eminent international keynote speakers. *Attendee numbers capped to 70.*

Industry Profession Dinner, incl. Awards Ceremony (Saturday 30 March)

The pinnacle social event on the conference calendar. As well as an opportunity to dress in evening wear, the Industry Profession Dinner is the primary event to thank the major sponsors, speakers and international guests as well as formally recognise and celebrate leaders in our field who are striving to advance the quality and standards of our profession by celebrating our award winners.

Plus, in 2019 we have something special planned to commemorate the commencement of 100 year celebrations. So many of our sponsors, past and present, have been with us on this journey and we look forward to sharing this momentous occasion with you.



Speakers and Sessions

International Keynote Speaker

(Tina Hausser/ Prof Michael Heinrich)

Major highlights of the International Conference program are the sessions presented by renowned international speakers. These sessions are historically the most popular and well attended achieving the most constructive feedback from delegates.

Individual Plenary Session (Friday/ Saturday/ Sunday)

Package: All Plenary Sessions

International Conference Plenary sessions are highlights of the conference program and are presented by a keynote speaker. Held as stand-alone sessions, all delegates attend as there are no concurrent sessions.

Individual Concurrent Session (Friday/ Saturday/ Sunday)

Package: All Concurrent Sessions

Concurrent sessions comprise the largest component of the conference program and involve all the concurrent streams of speakers and presentations. Delegates attend various streams and move between sessions during the concurrent blocks.

Refreshment and Lunch Breaks

Host morning tea, afternoon tea and lunch breaks on each day of the conference to show your hospitality for the profession! We encourage novel product placement and networking ideas for delegates as these breaks have a 100% attendance rate.

- **Morning Tea (Individual day: Friday/ Saturday/ Sunday)**
- **Lunch (Individual day: Friday/ Saturday/ Sunday)**
- **Afternoon Tea (Individual day: Friday/ Saturday)**
- **Package: All morning and afternoon teas (5)**
- **Package: All lunches (3)**
- **Package: All breaks (8)**



Ancillary Options

Technology

Sponsoring free wifi for all delegates is an essential tool that will be appreciated by all. Make your name the password!

Mobile App

Program information will be provided through a functional and user-friendly mobile app that will be updated in real-time in the lead up to and during the International Conference.

Product Promotion

The International Conference provides a unique opportunity to showcase your product exclusively by providing a product as part of the delegate welcome satchel or in line with a refreshment or lunch break as appropriate.

Pocket Program

The Pocket Program is the handy, go-to guide that contains all the key information a delegate needs to know about the International Conference. The Pocket Program fits into the delegate's lanyard/nametag which they are required to wear at all times when in attendance at the conference.

Delegate Name Badge & Lanyard

Each delegate will receive a Name Badge and Lanyard at registration which they will wear when onsite at the conference. This is always on display and also houses the pocket program.

Welcome Satchel

Each delegate will receive a welcome satchel to fill with information, samples and giveaways throughout the conference. The satchel is handy for delegates both during and after the conference – especially with supermarkets phasing out single use plastic bags!

Stationary

Notepads and pens – one of the most practical conference items that always makes its way back home or to the office. To be included in the welcome satchel to all delegates.

Passport Prize

Delegates are encouraged to visit the trade exhibit throughout the conference breaks for a stamp. Once all stamps are received they hand the completed passport to your trade stand for a prize to be drawn on Sunday 31 March. It's fun and encourages interactive dialogue.

Lucky Door Prize

Coinciding with the Conference Awards, the Lucky Door Prize is drawn and presented by the sponsor on Sunday 31 March.



EXHIBITION SPACE

The professional trade exhibition is being held throughout the quality 3-day International Conference. It is the support of our sponsors and exhibitors that enables us to offer such an exciting and enriching conference program.

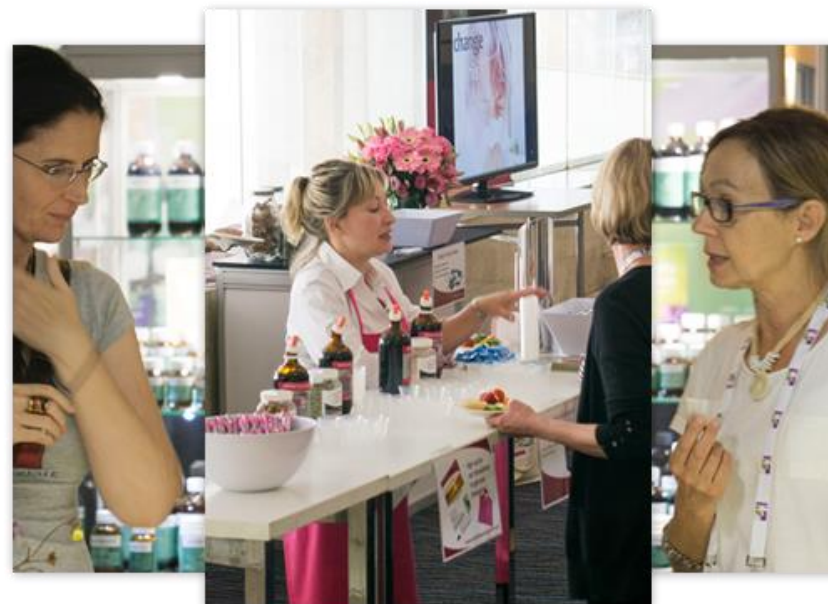
Held adjacent to the Plenary and Concurrent rooms, delegates will want to spend their break times in the exhibition area enjoying the natural light from the windows. You will have the opportunity to engage with and promote your product and/or services to delegates before, during and after the International Conference.

87% of survey respondents that attended the conference in 2017 answered YES that *“the materials on display in the exhibition area increase your awareness of the range in the industry.”* Don't miss this valuable opportunity!

Exhibition booths are sold according to their location and preferred structure (shell stand or raw space) and booths are allocated on a first in first served basis. An exhibition layout map is available on the conference website:

www.nhaaconference.org.au/exhibitors

Note: Platinum, Gold and Silver partners receive complimentary exhibition space and Bronze partners a discounted space



Book early and reserve your exhibition space as the exhibition sold out in 2017!

| | |
|---|---------|
| Booths #4 - #34 (3m x 2m) Excludes those marked for Major sponsorship | \$3,750 |
| Spaces #35 - #38 (space only) | \$2,500 |
| Day only (2.5m x 1m) | \$1,200 |



SPONSORSHIP & EXHIBITION BOOKING FORM

Application Procedure

Please complete this Booking Form, Sponsorship; tick your preference(s) on page 7 and/ or Exhibition space; include your preferred Booth/ Space number below, and return **Page 7 Sponsorship Opportunities + Pages 14 – 17 Booking Forms** together with your payment or remittance advice to:

Andrew Hamilton Email: a.hamilton@nhaa.org.au
Phone: +61 2 9797 2244 Fax: +61 2 8765 0091

Acceptance of an application is subject to the NHAAs approval. An application does not warrant immediate acceptance and should an application be accepted a receipt will be issued. Applications are considered in order of receipt of Booking Forms and payment.

Company Details

Company Name (to appear in publications):

Contact Person: Position:

(Contact person will receive all correspondence)

Address:

Suburb: State: Postcode:

Country:.....

Phone: Mobile:

Email: Website:

Exhibitor Opportunities

Please refer to the exhibition layout map available on the conference website:

<https://nhaaconference.org.au/exhibitors/>

| Exhibition Space | Investment | Preferred Booth/ Space number |
|-------------------------------------|------------|----------------------------------|
| Booths 4 – 34 | \$3,750 | # |
| Spaces 35 - 38 | \$2,500 | # |
| Day only (Friday/ Saturday/ Sunday) | \$1,200 | # |



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 and exhibitors are required to make full payment at the time of submitting your application.

Summary of Payment

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

All payments can be made in the following ways

1. **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: a.simiana@nhaa.org.au Reference: Your Company Name

It is essential that a copy of the bank transfer details together with a copy of the completed Booking Forms are returned to the NHAA to assist in identifying your transfer.

2. **CREDIT CARD.** VISA MASTERCARD

Card Number:..... Expiry Date: /

Card Name (please print): Signature:

Please note: Paying by credit card will incur a 1.5% surcharge to be added to your total.

3. **CHEQUE.** Payable to: National Herbalists Association of Australia

Post to: NHAA, PO Box 696, Ashfield NSW 1800, Australia

Signature:

Date:

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



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 Exhibitor 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 exhibiting, 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 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 and exhibitor 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 International 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

If the exhibition is cancelled or delayed through no fault of the NHAA, the Venue Manager, the Sponsors or exhibitors 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 or exhibitor shall not be entitled to any refund or to claim for any loss or damage.

Assignments and Subletting

No sponsor or exhibitor shall assign, sublet or share the whole or any part of the space or booth allotted without the knowledge and written 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 International 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:

