



**University of Sussex, Brighton, England  
2<sup>nd</sup> to 5<sup>th</sup> September 2016**

### **Sponsorship Opportunities at Botanica2016**

**Greetings and thank you for expressing an interest in botanica2016!**

**This international event is hosted and organized by Rhiannon Lewis, director of Essential Oil Resource Consultants and editor of the International Journal of Clinical Aromatherapy.**

We welcome all forms of support for botanica2016; logistical, financial and social!

Our aims are quite simply to:

- **Promote and publicise the use of plant-based medicine in clinical settings around the world.**
- **Foster international exchanges of research and clinical information.**
- **Encourage collaborations between practitioners, providers and researchers to ultimately improve health, well being and quality of life.**
- **Facilitate access to producers and retailers of excellent quality products for the herbal and aromatic industries.**

If these goals resonate with those of your company, botanica2016 provides you with an excellent business opportunity!

Your support of botanica2016 enables you to reach and influence an international target audience of professionals working in the complementary medicine sector, especially that of plant medicine and clinical aromatherapy.

- At our inaugural event in 2012, our sponsors directly connected with over 250 participants from 31 different countries...
- At our second event in 2014, our sponsors directly connected with 300 participants from 39 different countries...
- For botanica2016, we are setting our goals for 400 participants and we anticipate further expanding our international connections!
- For all the above events, in addition to direct contact with participants, our sponsors also benefit from the high exposure we receive in the press, industry publications, conference proceedings and special edition journals where our sponsors are visibly acknowledged.

All sponsors have excellent exposure before, during and after the event. In fact, your visibility begins as soon as your support is received with a permanent and active presence on the botanica2016 website (<http://botanica2016.com/sponsors/>), in our conference materials as well as via our active presence on social media. Our regular mailings to our extensive contacts database also extend your reach to health professionals around the world. *What does all this mean?* The sooner you sign up to support botanica2016, the more exposure you receive! We look forward to discussing your individual sponsorship plan [botanica2016@advantagepco.ie](mailto:botanica2016@advantagepco.ie)

### **BOTANICA2016 SPONSORSHIP OPPORTUNITIES**



Website : [www.botanica2016.com](http://www.botanica2016.com)  
Contact us : [botanica2016@advantagepco.ie](mailto:botanica2016@advantagepco.ie)

Document updated: 6<sup>th</sup> July

**We offer three types of sponsorship that give you a choice of exposure related to financial commitment and your company interests:**

- 1. SPEAKER SPONSORS**
- 2. SOCIAL SPONSORS**
- 3. MAIN AND LOGISTICAL SPONSORS**

- All sponsors will be listed in the conference brochure.
- All sponsors will have a web presence with link to their company website as soon as their sponsorship is registered with us and maintained until after the event ends.
- All sponsors will be given maximum coverage with logos being displayed on the holding slide in the plenary theatre at the beginning and end of each main session (10 occasions).


**Supplementary exposure/ added Sponsor benefits will depend on the individual sponsorship package you choose.**

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### **1. SPEAKER SPONSORS**

You may wish to choose to sponsor a particular speaker based on their subject area that best resonates with your company's interests. Your support enables us to cover their transportation, accommodation and their additional expenses while participating at botanica2016. All of our speakers' profiles and presentation titles can be viewed on the conference website: <http://botanica2016.com/speakers/>

#### Seven Speakers from outside of Europe

	<b>Available</b>
Sandy Van Vuuren	Takae Ebihara
Bevin Clare	Denise Joswiak
Ann Harman	Anna-Rosa Robertsdottir
Timothy Miller	

**Cost - £1,800 per speaker**

#### **Added Sponsor benefits**

- A personal introduction to your chosen speaker
- Full conference attendance for 1 person
- Gala dinner invitation for 1 person
- Your company logo prominently displayed on the holding slide in the plenary theatre prior to your sponsored speaker's lecture
- Verbal announcement of your sponsorship by the session chair prior to your sponsored speaker's lecture
- Half page colour advert in the 2016 editions of the International Journal of Clinical Aromatherapy
- Half page colour advert in the botanica2016 conference proceedings
- Product inserts into the conference bags: one insert per bag, quantity required: 400



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### Thirteen Speakers from within Europe

	Available
Valerie Edwards-Jones	Alex Laird
Jane Buckle	Amanda Sauvin
Mark Moss	Luc Marlier
Annelise Lobstein	Stribor Markovic
Jo Dunbar	Andrew Tresidder
Madeleine Kerkhof-Knapp Hayes	Julian Barker
Ernst Schrott	

#### **Cost - £1,300 per speaker**

##### **Added Sponsor benefits**

A personal introduction to your chosen speaker

Full conference attendance for 1 person

Gala dinner invitation for 1 person

Your company logo prominently displayed on the holding slide in the plenary theatre prior to your sponsored speakers lecture

Verbal announcement of your sponsorship by the session chair prior to your sponsored speaker's lecture

Quarter page colour advert in the 2016 editions of the International Journal of Clinical Aromatherapy

Quarter page colour advert in the botanica2016 conference proceedings

## **2. SOCIAL SPONSORS**

A key feature of botanica2016 is the opportunity to network and make international connections with peers and potential business contacts. To facilitate this, we have built a number of social opportunities into the botanica experience. Your support here enables us to fund these valuable moments in the botanica programme.

### Special speakers pre-conference get-together (1 sponsor only)



#### **Thursday 1st September 2016**

This is planned for the afternoon of the 1<sup>st</sup> September and is destined to enable speakers to get to know one another, network and relax before botanica2016 begins.

#### **Cost - £1,500**

##### **Added Sponsor benefits**

Exclusive access for up to two persons to join our speakers and workshop leaders on this special pre-conference afternoon treat that includes a guided visit to an organic physic garden, the first Earthship to be built in England, followed by a guided bus tour of the main sights in Brighton and time visiting the charming village of Lewes with evening drinks in a rural pub.

### Conference Opening - Evening Reception (1 sponsor only)



#### **University of Sussex Conference Centre - Friday, September 2<sup>nd</sup> 2016**

At the end of the first day of conference, we have planned a special welcome reception of drinks and canapés in the Trade show area. This is the first main opportunity for all botanica participants to connect and socialize.

#### **Cost - Drinks and canapés - £3,000**

##### **Added Sponsor benefits**

Signage - 2 pull up banners - supplied by you - prominently displayed in the welcome reception area beside where the drinks are served



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1 Trade show stand (4ft table, cloth and two chairs)

Full conference attendance for 1 person

Gala Dinner invitation for 2 persons

Half page colour advert in the 2016 editions of the International Journal of Clinical Aromatherapy

Half page colour advert in the botanica2016 conference proceedings

Product inserts into the conference bags: one insert per bag, quantity required: 400

**Welcome drink and wine with dinner at the Gala Dinner (1 sponsor only)**



**The Grand Hotel, Brighton- Saturday, September 3<sup>rd</sup> 2016**

**Cost – Welcome drink and wine with dinner - £3,000**

**Added sponsor benefits**

Signage - 2 pull up banners - supplied by you - prominently displayed in the dining area of the gala dinner.

1 Trade show stand (4ft table, cloth and two chairs)

Full conference attendance for 1 person

Gala Dinner invitation for 2 persons

Cards displaying your company logo and sponsorship on each dining table

Half page colour advert in the 2016 editions of the International Journal of Clinical Aromatherapy

Half page colour advert in the botanica2016 conference proceedings

Product inserts into the conference bags: one insert per bag, quantity required: 400

**Refreshment sponsor (4 sponsors)**

**University of Sussex Conference Centre**

We have planned 4 conference breaks located at refreshment stations in the Trade Show area (Friday afternoon; Saturday morning and afternoon; Sunday morning) where refreshments are served.



**Cost - Tea/Coffee and biscuits for one conference break - £400**

**Added Sponsor benefits**

Cards displaying your company name/ logo at all the refreshment stations during your sponsored break

**3. MAIN EVENT AND LOGISTICAL SPONSORS**

As you may imagine, the logistics of organizing an event of this size are complex and costly. Your support here is invaluable in helping us engage the right suppliers, develop a rich and rewarding conference program and make botanica2016 a smooth-running success.

**Main Event sponsor (1 sponsor only)**



This form of sponsorship demonstrates your support for what botanica2016 is trying to achieve in showcasing the very best of clinical aromatherapy and herbal medicine from around the world.

**Cost: £4,000**

**Added Sponsor benefits**

Signage - 2 pull up banners – supplied by you- prominently displayed at the walkway entrance to the plenary theatre for the duration of the event (3 days)

1 Trade show stand (4ft table, cloth and two chairs)

Full conference attendance for 2 persons

Gala dinner invitation for 2 persons

Your company logo prominently displayed on the principal holding slide in the plenary theatre

Verbal announcement of your sponsorship as the main event sponsor by Rhiannon at the opening and closure of the event

A full page colour advert in the 2016 editions of the International Journal of Clinical Aromatherapy

A full page colour advert in the botanica2016 conference proceedings

Product inserts into the conference bags: one insert per bag, quantity required: 400



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### Conference bags (1 sponsor only)



We are currently sourcing beautiful environmentally friendly conference bags for all our delegates. If you sponsor the cost of these, we will include your company logo (one or two tone) printed on one side of the bag.

**Cost - £1,400**

### Product inserts into 400 conference bags

At just 75 pence per pack, we will insert your product sample/ business card/ flyer up to A4 size into all our conference packs. We will liaise with you concerning the deadline for receiving products as well as delivery address.

**Cost - £300**

### Floor displays and greenery

Help us to transform the Trade Show area of botanica2016 into a green oasis! We will work with local herb nurseries and other suppliers to provide relevant herbal and aromatic vegetation. Your company's cards and/or one pull-up banner stand (supplied by you) will be prominently displayed in the Trade show area close to the main plant displays for the duration of the event (3 days).

**Cost - £500**

### Special speaker treats

We love to spoil our speakers and workshop leaders and would be delighted to add your deluxe promotional samples (35 samples) to the conference bags that we are preparing just for them! We will liaise with you concerning the deadline for receiving your products as well as delivery address.

**Cost - £100**

### Media sponsors

If you wish to discuss media sponsor opportunities and benefits in return for active promotion of botanica2016, we look forward to hearing from you.

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## WHO WILL BE ATTENDING BOTANICA2016?

Based on questionnaires given to participants of botanica2012 and botanica2014, we have been able to accurately build a profile of who is likely to attend in 2016.

### Typical Profile of botanica2016 participants

Predominantly women 35-60 years

Well- educated, socioeconomic status: middle to high

Mostly persons linked to health related professions:

Professional clinical aromatherapists, holistic aromatherapists, aromatherapy educators, medical herbalists, naturopaths, nurses, massage therapists, pharmacists, doctors, university researchers, university students taking degree programs in complementary therapies or herbal medicine...

Most are on a second career path

Most working part time as practitioners

Many working full time as practitioners

Most are multidisciplinary therapists – other therapies include reflexology, massage, homeopathy, Bach flower therapy, counseling...

Most have a high awareness of ecological issues, sustainability and are fair-trade conscious

Interested in health, beauty and wellbeing

Interested in sourcing quality suppliers, making business connections and networking with educators and peers.

### Employment

Most are self-employed

Many are employed within the health sector (residential home, hospice, cancer centre...) or within educational establishments (University, private colleges)

Some are volunteer therapists in a medical setting

Many have a business related to their therapy to raise secondary income – for example selling a product line.

### Countries/ regions anticipated to be represented (in descending order):

- United Kingdom including Northern Ireland
- USA and Canada
- Other European countries
- South East Asia especially Hong Kong
- Australia and New Zealand
- Japan
- South America, Southern Africa



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