



EDUCATION, INNOVATION & INSPIRATION

University of Sussex, Brighton, England

31st August to 3rd September 2018

Sponsorship Opportunities at Botanica2018

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.

Our aims are 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, botanica2018 provides you with an excellent business opportunity! Your support of botanica2018 enables you to reach and influence an international target audience of professionals working in the alternative and 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...
- At our third event in 2016, our sponsors directly connected with 400 participants from over 40 different countries...
- For botanica2018, we are setting our goals for 500 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 botanica2018 website (<http://botanica2018.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.

This all means that the sooner you sign up to support botanica2018, the more exposure you receive! We welcome all forms of support for botanica2018; logistical, financial and social!

We look forward to discussing your individual sponsorship plan botanica2018@advantagegroup.ie



Website : www.botanica2018.com

Contact us : botanica2018@advantagegroup.ie

University of Sussex, Brighton,
England, Aug. 31st - Sep. 3rd 2018

Register Your Interest



BOTANICA2018 SPONSORSHIP OPPORTUNITIES

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.

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, special speaker perks and additional expenses while participating at botanica2018. All of our speakers' profiles and presentation titles can be viewed on the conference website: www.botanica2018.com

KEYNOTE SPEAKERS		
NAME AND COUNTRY	AREA OF EXPERTISE	SPONSORSHIP COST: £1800
Holly Bellebuono (USA)	Herbal medicine, healing	Sold
Dr John M Daniel (USA)	Neonatal medicine	Sold
Dr Siobhan O'Mahony (Ireland)	Brain-gut-microbiota	Sold
Jonathan Treasure (USA)	Herbal medicine, cannabis and cancer	Sold

Keynote Sponsor benefits

A personal introduction to your chosen speaker

Full conference attendance plus Gala dinner invitation for 1 person

Your company logo prominently displayed on the holding slide prior to your sponsored speaker's lecture

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

Full page colour advert in the 2018 editions of the International Journal of Clinical Aromatherapy

Full page colour advert in the botanica2018 conference proceedings

Product inserts into the conference bags: one insert per bag, quantity required: 500

SESSION SPEAKERS		
NAME AND COUNTRY	AREA OF EXPERTISE	SPONSORSHIP COST: £1500
Danny O'Rawe (Ireland)	Herbal medicine	
Julie Bruton-Seal (UK)	Herbal medicine	
Carole Guyett (Ireland)	Herbal medicine	
Nick Singer (UK)	Aroma inhalation research	Sold
Professor Robert Thomas (UK)	Cancer related research	
Luc Marlier (France)	Aroma inhalation and research	Sold
Marika Fleri (Malta)	Clinical Aromatherapy in palliative care	Sold
Melani Kovac (Slovenia)	Clinical Aromatherapy education	
Carla Vescovi (Brazil)	Clinical Aromatherapy for underprivileged youth in Columbia	Sold
Slobodanka Postic (Croatia)	Natural perfumery	
Jason Hawrelak (Tasmania)	Herbal medicine & gut dysbiosis	
Michelle Lyons (Ireland)	Women's health, herbal medicine	
Anne McIntyre (UK)	Herbal Medicine, aromatherapy, Ayurveda	
Christine Kelly (UK)	Smell training for anosmics	
Felicity Warner (UK)	End of life supportive care	
Greg Trevena (Australia)	Australian native plants and essential oils	Sold
Jost Langhorst (Germany)	Herbal therapy options in Inflammatory bowel diseases	
Adnane Remmal (Morocco)	Fighting antibiotic resistance by combining antibiotics with essential oils...	



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Session speaker Sponsor benefits

- A personal introduction to your chosen speaker
- Full conference attendance plus Gala dinner invitation for 1 person
- Your company logo prominently displayed on the holding slide 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 2018 editions of the International Journal of Clinical Aromatherapy
- Half page colour advert in the botanica2018 conference proceedings
- Product inserts into the conference bags: one insert per bag, quantity required: 500

2. SOCIAL SPONSORS

A key feature of botanica2018 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 Thursday 30th August and is destined to enable speakers to get to know one another, network and relax before botanica2018 begins.

Cost - £1,700

Added Sponsor benefits

Exclusive access for up to two persons to join our speakers, ambassadors and workshop leaders on this special pre-conference afternoon outing to a beautiful Sussex location accompanied by a professional tour guide and members of the botanica team.

Special speakers post-conference fish and chip supper on Brighton Pier (1 sponsor only)

Sunday, September 1st 2018

This is a special evening planned to celebrate the end of the conference programme with our speakers, ambassadors and workshop leaders.

Cost – £1,700

Added sponsor benefits

Exclusive access for up to two persons to join our speakers, ambassadors and workshop leaders on this special post-conference celebration accompanied by members of the botanica team. It includes transport to Brighton from the university campus and an evening of fun on Brighton pier with a fish and chip supper and a glass of Prosecco.

Conference Opening - Evening Reception (1 sponsor only)

University of Sussex Conference Centre - Friday, August 31st 2018

At the end of the first day of conference, we have planned a special welcome reception of herbal cocktails, 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 - £3,300

Added Sponsor benefits

- Signage - 2 pull up banners - supplied by you - prominently displayed in the welcome reception area beside where the drinks are served
- 1 Trade show stand (4ft table, cloth and two chairs) and full conference attendance for 1 person
- Gala Dinner invitation for 2 persons
- Half page colour advert in the 2018 editions of the International Journal of Clinical Aromatherapy
- Half page colour advert in the botanica2018 conference proceedings
- Product inserts into the conference bags: one insert per bag, quantity required: 500



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



Saturday, September 1st 2018

Cost – Welcome drink and wine with dinner - £3,300

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) and 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 2018 editions of the International Journal of Clinical Aromatherapy
- Half page colour advert in the botanica2018 conference proceedings
- Product inserts into the conference bags: one insert per bag, quantity required: 500

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 botanica2018 a smooth-running success.

Main Event sponsor (1 sponsor only)



This form of sponsorship demonstrates your support for what botanica2018 is trying to achieve in showcasing the very best of clinical aromatherapy and herbal medicine from around the world.

Cost: £4,400

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 botanica2018 conference proceedings
- Product inserts into the conference bags: one insert per bag, quantity required: 500

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 - £2,000

Product inserts into 500 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 (quantity: 500). We will liaise with you concerning the deadline for receiving products as well as delivery address.

Cost - £375



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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

Botanica bursary sponsors

A special feature of botanica is the bursary scheme where we raise funds to sponsor conference attendance for persons who are without the financial means to attend the event. At botanica2016, this scheme gifted 10 free conference places to participants from different countries and we wish to significantly increase this number for 2018. The application process is clearly organized and described on our website <http://www.botanica2018.com/news/bursaryscheme/>. To maintain impartiality, the assessment and allocation of bursary places is independent of the botanica organisers.

Bursary recipients receive a 3 day conference pass.

Please note that you will not have any control over who is allocated a bursary place and that we will not provide you with the details of the persons who benefit from this form of sponsorship.

In return for your sponsorship, you benefit from

- Logo and link on the botanica website
- Logo featured in the conference brochure
- Logo featured on the welcome screen each day of conference

Cost - £390 per bursary place

Media sponsors

Help us spread the good news about botanica2018 in return for good visibility! In return for regular announcements about botanica2018 in the lead up to the event, media sponsors typically benefit from:

- Logo and link on the botanica website
- A quarter page advert in the botanica conference proceedings
- Logo featured in the conference brochure
- Logo featured on the welcome screen each day of conference

We can provide you with copy to assist your media sponsor promotions.

If you wish to discuss media sponsor opportunities and benefits in return for active promotion of botanica2018, we look forward to hearing from you. botanica2018@advantagegroup.ie



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BOTANICA PARTICIPANT DEMOGRAPHICS

Based on questionnaires given to participants of previous botanica events, we are able to accurately build a profile of who is likely to attend in 2018.

Typical Profile of botanica2018 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

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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