



THE 10TH NHA INTERNATIONAL CONFERENCE ON HERBAL MEDICINE

THE SOFITEL, BRISBANE

17-19 MARCH 2017

Innovation

Integration

Inspiration

EXHIBITION AREA OPPORTUNITIES





the first choice for herbalists and naturopaths

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Exhibition opportunities

Running in conjunction with the 10th International Conference program will be a comprehensive exhibition providing you with the opportunity to showcase your products and services directly to the conference audience.

A number of strategies have been devised to maximise booth traffic and enhance networking opportunities, including exhibition hours structured around the Program, all refreshment and lunch breaks being held in the exhibition area and a passport prize which will encourage delegates to visit your exhibition.

Exhibition booths are sold according to their location and preferred structure (shell stand or raw space) and in 2017 a day only option will be introduced to enable first time companies as well as local businesses to participate and engage with the delegates.



Exhibiting will also provide you with a minimum of two (2) full exhibitor registrations enabling personnel to showcase your products, network with other exhibitors, interact with International Conference delegates, be entitled to all refreshments and attend the Welcome Reception.

Or if you wish to separate your brand from your industry competitors, there is the opportunity to purchase naming rights to the Exhibition which will see the Exhibition re-branded as:

The Company Name 10th NHA International Conference Exhibition

Booking application form – P7. The exhibition layout is in Appendix A.



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Exhibition Shells

Benefits	Premium space 1 & 2 \$3,500	Premium space 3* \$3,150	*Premium space 3 corner booth \$3,300	Space only \$2,200	Day only (space only) \$1,100
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 booth – including space only (extra furniture available at additional cost) 	✓	✓	✓		
Company logo and acknowledgement as an exhibitor: <ul style="list-style-type: none"> • On the Exhibitor's page in the Final Pocket Program • On the Conference website (including logo and hyperlink to your organisation's homepage) • In Conference newsletters accompanied by a company biography (sponsor to provide the biography) • On the exhibition passport 	✓	✓	✓	✓	✓
Complimentary access, satchel and name badges to the exhibition area including refreshments	✓	✓	✓	✓	✓



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Benefits	Premium space 1 & 2 \$3,500	Premium space 3* \$3,150	*Premium space 3 corner booth \$3,300	Space only \$2,200	Day only (space only) \$1,100
Inclusion in Conference social functions in the exhibition area and the Welcome Reception	✓	✓	✓	✓	✓
Receive a hard copy 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)	1	1	1	1	1
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)	2	2	1	1	1



Exhibition naming rights

Benefits	\$6,000
One complimentary 3 x 2m exhibition booth including three (3) exhibitor registrations and all exhibitor entitlements in Premium space 1	✓
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 • Complimentary trestle table and 2 chairs per 3 x 2m booth (extra furniture available at additional cost) 	✓
Company logo and acknowledgement as the Exhibition Naming Rights Sponsor (with organisation logo): <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 room • On the Sponsor slide displayed in the concurrent rooms • On the Conference e-flyer • At key social events including the Welcome Reception, Faculty Dinner and Industry Profession Dinner • On the Conference sponsorship onsite acknowledgement board (quantity and type at NHAHA's discretion) • On the back of the delegate satchel • On the NHAHA Facebook page • In Conference newsletters accompanied by a company biography (sponsor to provide the biography) • On the delegate name badge and exhibition passport 	✓
Complimentary registration to the Saturday Conference sessions including name badge and refreshments (option to purchase additional registrations)	2
Complimentary tickets to all social functions including the: <ul style="list-style-type: none"> • Welcome Reception • Industry Profession Dinner (with VIP seating & option to purchase additional tickets) 	Unlimited 4

Exhibition Booking Form

Preference	Location	Investment	Tick selection	Booth number
Exhibition*	Premium space 1 & 2	\$3,500		
	Premium space 3*	\$3,150		
	*Premium space 3 corner booth	\$3,300		
	Space only	\$2,200		
	Day only (space only)	\$1,100		
Exhibition Naming Rights		\$6,000		
Total		\$		

* See Appendix A for the Exhibition layout

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

Booking procedure

Please complete this form indicating your exhibition preference and return them 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 exhibition bookings is subject to the NHAA's approval.

Submission of a booking form does not warrant immediate acceptance and should a booking be accepted a receipt will be issued.

Exhibition bookings are considered in order of receipt of the form and payment.

Terms of Payment

Exhibitors are required to make full payment at the time of submission.

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

- 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.

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.

Company Details

Company Name (to appear in publications):

Contact Name: Position:

(Contact person will receive all correspondence)

Address:

Suburb: State: Postcode: Phone:

Mobile: Email:

Terms and Conditions

The Exhibitor's application is an offer which is accepted by and at the discretion of the NHAA on making the application.

Booking Conditions

Acceptance of Exhibition 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 being published. No company will be listed as an Exhibitor in any official material until full payment and a booking form have been received by the NHAA.

Cancellation Policy

In the case cancelling your exhibit, 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 Exhibitor understands that all attendees must register officially.

Booth Allocation

The exhibitor 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. Exhibitors are required to submit their Public Liability Insurance Certificate along with their booking form.

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

The exhibitor 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 exhibitor or the servants, agents, contractors or invitees of the exhibitor or resulting directly or indirectly from the attendance of the exhibitor 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 exhibitor or the servants, agents or contractors of the exhibitor 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 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 exhibition 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 exhibitor 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, 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 exhibitor shall not be entitled to any refund or to claim for any loss or damage.

Assignments and Subletting

No exhibitor shall assign, sublet or share the whole or any part of the space 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 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: