



 **nhaa**
naturopaths & herbalists
association of australia

THE 10TH NHAA INTERNATIONAL CONFERENCE ON HERBAL MEDICINE

THE SOFITEL, BRISBANE
17 - 19 MARCH 2017



YOUR INVITATION TO BE
PART OF THE MOST
RESPECTED
NATUROPATHIC &
HERBALIST CONFERENCE
IN AUSTRALIA



International Conference

As the only International Conference held by an Association in Australia dedicated to the profession, the NHAA's International Conference is the organisation's and the profession's premier educational event.

Held biennially, the International Conference brings together in the one location and at the same time practitioners, industry professionals and some of the world's pre-eminent and most experienced international experts on Western Herbal Medicine.

With an anticipated 500 practitioners from students to recent graduates and some of the profession's most experienced practitioners, the 10th International Conference will attract practitioners from all corners and parts of the Australian landscape and the globe and will provide the industry with the major practitioner engagement opportunity on the 2017 calendar. An opportunity to showcase their products it will also provide the industry with the opportunity to network with their peers and see firsthand what medicinal advancements are being made.

Whatever your area of expertise we have an opportunity for you to partner with us from as little as \$300 be that as an exhibitor or an introductory, naming rights or major sponsor.

For more information on the International Conference go to nhaa.org.au/events/2017-international-conference

**The 10th
International
Conference will
be held in
Brisbane at The
Sofitel from 17-19
March 2017.**





Introduction to the NHAA

Founded in 1920, the NHAA is Australia's oldest complementary medicine association. Representing Western herbalists and naturopaths, we are the only national professional association specifically concerned with the practice and education of Western herbal medicine (WHM) in Australia.

Our Mission

The leading association in Australia supporting naturopaths and Western herbal medicine practitioners to deliver excellence in healthcare.

Our Vision

Naturopathy and Western herbal medicine for the health of Australia.

Membership

The NHAA has over 1,200 members including practitioners in the following fields:

- Herbalism;
- Naturopathy;
- Massage therapy;
- Nutrition;
- Homeopathy; and
- Nursing.



**The NHAA is
Australia's
representative
for the World
Naturopathic
Federation
(WNF)**



Key Note Speakers

Dugald Seely, ND, MSc

Dugald Seely ND, MSc, is a naturopathic doctor, researcher and administrator who serves as the executive director of research & clinical epidemiology at the Canadian College of Naturopathic Medicine and is an affiliate investigator for the Ottawa Hospital Research Institute.

As founder and executive director of the Ottawa Integrative Cancer Centre, Dr. Seely is pioneering and testing a contemporary cancer treatment model based on the application of scientifically grounded, evidence-informed complementary medicine.



Dr Tabatha Parker, ND

Dr. Tabatha Parker currently works as Director of Education at the Academy of Integrative Health & Medicine (AIHM) and is current faculty head of the Masters in Global Health at National College of Natural Medicine.

She is interim co-secretary general of the World Naturopathic Federation, and worked with the World Health Organization on the WHO Benchmarks for Training in Naturopathy.

Currently, as president of Natural Doctors International, she led the organization to sign a MOU with the Pan American Health Organization (PAHO) to work with PAHO, the Nicaraguan Ministry of Health and universities like UNAN to help research and implement integrative and traditional medicine into the Nicaraguan national system as outlined in the WHO Traditional Medicine Strategy 2014 – 2023.

Justin Sinclair, BHSc Nat

Justin has spent decades exploring the field of herbal medicines with a passion for ethnopharmacology, botany and pharmacognosy.

He is the principal consultant at Traditional Medicine Consultancy, which specialises in herbal medicine research and consultancy, lectures at both Endeavour College of Natural Health and the Australasian College of Natural Therapies and currently sits on the Scientific Advisory Council for United in Compassion.

Justin has been quietly studying, researching, educating and writing about medicinal cannabis across several scientific disciplines, including botany, morphology, phytochemistry, cultivation and the therapeutic application of cannabinoids and terpenes in disease states for the last 10 years.



Sponsorship and Exhibition Opportunities

The NHAA team and 10th International Conference Organising Committee are here to ensure you get the most out of your investment.

We encourage you to contact us to discuss the many additional ways we can further assist your marketing efforts and build your business through the NHAA.

The NHAA offers a unique opportunity to increase your company's exposure to a diverse cross-section of industry professionals through the following marketing and communications strategies:

- E-marketing
- Marketing collateral
- Website
- Advertising
- Social media

Benefits and Key Reasons to Sponsor and Exhibit

Maximum exposure at the only and premier International Conference dedicated to herbal medicine and naturopathy in Australia

The opportunity to deliver a clear message about your commitment to the profession

Inform and update this niche sector about your products and services

Increase exposure to and sales and consumption of your products and services

Build brand awareness

Draw your target market to you in one place at one time

Build prospective databases

Marketing & Public Relations

4000+
likes on
Facebook



Social media
a targeted
communication and
engagement
strategy including
Facebook and
Twitter

Website

The NHAAL website will be used as the main information distribution channel and, as such, will be regularly updated and refreshed with the latest updates.

Marketing collateral
including e-flyers to
be distributed to
stimulate interest and
provide key details.



Marketing
Reach

Advertising

Scheduled for relevant major international/national events, journals and e-newsletters to keep the target market informed of progress and to stimulate interest in the NHAAL 10th International Conference.

E-marketing

including regular International Conference newsletters promoting program updates, key dates and featured speakers.



Major Sponsorship Opportunities

Our Major Sponsors are our priority partners and we will work directly with you at every stage of the sponsorship to ensure that your aims are achieved. 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.

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.

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 NHA 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.

**Reinforce
your brand as
a leader in
the industry.**



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 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.

**Providing you
with the
opportunity to
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Premium Opportunity

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:

'Your Company Name'
**10th NHAHA International Conference
Exhibition**

You will find the exhibition layout is in Appendix A. Exhibition space varies from whole of conference opportunities in a prime position to single day exhibition opportunity.

Whatever your business, we have an exhibition opportunity that will help you meet your brand and marketing objectives.

**An opportunity
exists to hold
the sole
naming rights
of the 10th
NHAHA
International
Conference**





Enquiries & Bookings

For further enquiries, to discuss your interest in an exhibition space with the NHAA or to book your exhibition space, please complete the Exhibition Booking Form and return it to:

Andrew Hamilton
p. 02 9797 2244
e. a.hamilton@nhaa.org.au

**We thank you for
your interest and
look forward to
seeing you at the
10th Annual NHAA
International
Conference**

