



## Sponsor & Vendor Opportunities



### **AIA International Aromatherapy Conference & Wellness Expo**

Sponsorship Proposal  
[ABC Company](#)

Learn how aromatherapy is currently being utilized in hospitals, hospice and a variety of integrative healthcare settings. Plus, network with aromatherapists, integrative healthcare practitioners and wellness therapists, business owners, personal care product manufacturers and retailers from around the world.

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Increasingly hospitals and other healthcare facilities are offering an integrative care approach, where complementary therapies are available to help patients cope with the effects of their disease or condition.

Mary Jo Kreitzer, RN PhD

Director of the Center for Spirituality & Healing, University of MN

Conference Keynote Speaker

For centuries, pleasant smells have been helping us humans feel good. Today, aromatherapists along with integrative health professionals help in the areas of MRSA, Cancer, Palliative Care, Psychiatric Care, Pain Management, Chronic Illness, Weight Loss, Dementia, Stress and Emotional Concerns.

On September 30 – October 3, 2011, the Alliance of International Aromatherapists will host its International Aromatherapy Conference and Wellness Expo at the Minneapolis Marriott Southwest, Minnesota. Aromatherapists, nurses, doctors, massage therapists, integrative health care providers, educators, researchers, and essential oil purveyors from all over the world will be attending this event.

The AIA is offering a variety of opportunities for your company to participate. From being an exhibitor in the Wellness Expo, to supporting our efforts to raise funds for a Research Grant, the AIA has several options to meet a variety of budgets. We invite you to join us. Benefits are highlighted below. We look forward to speaking with you.

**Conference:** AIA International Aromatherapy Conference and Wellness Expo

**Dates:** September 30 – October 2, 2011

**Location:** Marriott Minneapolis Southwest, MN

**Attendees:** 150 – 250 expected from hospitals, hospices, integrative health clinics, educational institutions and natural healthcare providers in private practice.

**Overview:** For centuries, humans have benefited from the fragrant smells of flowers, fruits and roots. In most cases, it's the essential oils that are extracted and used to improve our overall health and well-being.

Aromatherapy is currently being used in hospitals, nursing homes and hospice. Connect with integrated health care practitioners from the USA and around the world at the Wellness Expo. Get your company information in their hands!



AIA is a fast-growing, independent, international member-based organization providing education using scientific research and traditional information to promote the responsible use of aromatherapy. We serve the public, researchers, educators, healthcare professionals, industry, and the media.

### **Sponsorship Opportunities**

#### **Gold Sponsor**

- Exhibit table in tradeshow (2 days)
- Full page color ad in conference proceedings manual
- 6 months of advertising in newsletter, up to 50 words
- Special recognition on AIA website with web listing (6 mo.) –logo w/link to your site
- Conference tuition for one.
- Special thanks at the opening and closing of the conference
- Invitation to a hospitality event with our speakers, other sponsors & the AIA board
- Special targeted email marketing to 500+ to acknowledge your sponsorship

#### **Donation \$ 2000**

#### **Silver Sponsor**

- Exhibit table in tradeshow (2 days) or conference tuition (3 days) for one (tuition includes conference meals & proceedings book)
- Half page b/w ad in conference proceedings manual
- 6 months of advertising in newsletter, up to 50 words
- Special recognition on AIA website with web listing (6 mo.) –logo w/link to your site
- Special thanks at the opening and closing of the conference
- Invitation to a hospitality event with our speakers, other sponsors & the AIA board
- Special targeted email marketing to 500+ to acknowledge your sponsorship

#### **Donation \$1000**

**The Wellness Expo** will be free and open to the public.

- Set up will be from 6-9 pm on Thursday, Sept. 29, 2011.
- Wellness Expo will be open from 8 am until 6 pm on September 29 and October 30, 2011.
- Vendors may sign up to be a presenter at the Wellness Expo. This provides an opportunity for you to market your product and services within an educational format.
- The Wellness Expo presentations will be advertised locally online, in print and on the radio.



## Our Vision

The AIA is a leading international aromatherapy organization making aromatherapy a readily accessible and respected holistic healing modality.

### Exhibitor Booth

Member \$400    Non-Member \$500

- One 6' x 30" table (draped), 2 chairs for two (2) full days of the Expo. A listing of your products and services in the conference proceedings book (100 words)
- Your company listed as a vendor on the AIA website, with logo and clickable link to your website

Extras available:

- Meal ticket (\$140 includes; breakfast, lunch and 2 breaks on Friday and Saturday)
- Discounted rate for conference tuition. (\$275 includes; tuition, conference proceedings book, and breakfast/lunch/breaks Fri-Sun)
- Post conference workshops (AIA Members \$80 for 4 hr workshop/\$160 for 6.5 hr workshop, includes lunch)—Non Member \$95 for 4 hr and \$190 for 6.5 hr, includes lunch)



## Our Mission

AIA unites aromatherapists from around the world to advance research and professionalism within the aromatherapy industry. As a result the public has the option for this safe, natural and complementary form of health care

### Advertising

Rates:	Black & White	Full Color (Artwork deadline 8/15)
Business Card	\$ 35	\$ 50
1/4 page	\$ 75	\$ 95
1/2 page	\$130	\$155
Full page	\$245	\$300



## Our Goals

Provide education to the public using scientific-based research and traditional information.

Promote responsible use of aromatherapy.

Inspire excellence in educational standards for aromatherapy training.

Bring conventional medicine and natural therapies, with emphasis on professional aromatherapy, into a harmonious relationship.

Serve as a resource for the furtherance of professional education and interconnection of serious practitioners of aromatherapy.

## Donations

Would you like to market your products or services? Consider the following...

**Welcome Bag Donations** (200-250 pieces) Items need to be received by 9/12/11

Donate product samples\* for our conference welcome bags and we'll put your 50 word description of your product/services and contact information on the AIA website and in our conference proceedings book. Conference attendees will receive a welcome bag at registration.

\*Printed advertisements without samples are considered advertising and will incur a \$100 fee.

AIA Members may supply us with coupons for goods/services to be placed in the welcome bags, at no charge. Non-members may submit coupons for insertion in the welcome bags for a \$100 fee,\*\*

\*\*The fee may be waived if also donating to our Silent Auction (\$100 retail value)

**Donations for our Silent Auction/Raffle** (Value \$50 or more) Items need to be received by 9/12/11

Donate an item or two to our Silent Auction/Raffle and we will put your 50 word description of your product/services and contact information on the AIA website and in our conference proceedings book.

The funds raised from our Silent Auction and Raffle will provide assistance with aromatherapy research and funding through an AIA Research Grant.



We're moving aromatherapy forward  
with vision and action. We at AIA are very passionate  
about fostering a new dimension in health care.

Bev Day, AIA Board of Directors

### **Not a member yet?**

Join now to become a Member of AIA! Members receive our informative newsletter, networking opportunities, monthly educational teleconferences, and access to our research database. Members also receive discounted rates for our conferences, exhibitor fees at our trade shows and advertising in our monthly newsletter and e-Journal. Members can post their classes and seminars at no charge on the calendar of events on the AIA website.

As our membership grows, our goal is to offer our members and the public a variety of resources to promote the success of the aromatherapy student and professional aromatherapist.

Participate with others of like mind for the continued evolution of the art and science of aromatherapy in America and around the world! Download an application at: [www.alliance-aromatherapists.org](http://www.alliance-aromatherapists.org)

We invite you to join us today!