



# 2024 Conference Sponsor & Exhibitor Package

Embracing and Composing  
Sustainable Aromatics  
September 26 – 28, 2024  
Nashville, TN, USA



Sonesta Nashville Airport  
600 Marriott Drive  
Nashville, TN 37214

<https://www.alliance-aromatherapists.org/>

# A Letter from *Our President*

Welcome to Nashville, by Denise Joswiak



Welcome to Nashville,

We are excited to offer you the opportunity to be a sponsor or exhibitor at our 2024 conference in the energetic city of Nashville. The hotel conference space is beautiful, and we have heard repeatedly that our members are excited to be back in-person. We already have an impressive lineup of speakers.

We've put together great packages for you to consider. Our sponsors provide the means for us to put on such high-quality conferences and we are grateful for your support. Our exhibitors make the conference more fun for everyone and most of us hope to find those perfect services, equipment, or products to order or take home with us. Register early as we expect our exhibitor space to fill.

I look forward to seeing you in Nashville!

Kind Regards,  
Denise



# WE ARE BACK and YOU'RE INVITED!



Whether your goal is to introduce your product or service to a new market or to simply unite with the international aromatherapy community.

GET IN  
FRONT  
OF OUR  
AUDIENCE

*Founded in 2006, the Alliance of International Aromatherapists (AIA), a 501(c)(3) non-profit organization, is the professional organization representing aromatherapists.*

*AIA aims to increase awareness of and expand access to aromatherapists, help its members build successful practices, expand the body of aromatherapy research, and serve as a resource for members, the media and the public.*

# Conference *Theme*

With the theme, Embracing and Composing Sustainable Aromatics, the AIA International Conference aims to explore the ever-changing and growing of the professional aromatherapy community. After the pandemic, we have new challenges and ways to grow. We believe there are ways to compose new relationships and sustain the professional and beautiful plants that supply it. We welcome you back to our organization for our first post-pandemic in-person conference.

## **The Theme**

Aromatics in Action: Embracing and Composing Sustainable Aromatics

## **The Location**

Sonesta Nashville Airport Hotel. This hotel is right on the ground of the Nashville Airport with free transportation to and from Nashville airport.

## **The Dates**

September 26, 27 and 28, 2024. Optional Post Conference trip to Botanical Gardens on Sept 29, 2024

## **The Speakers**

We are fortunate enough to have some of the biggest names in the industry coming to Nashville. We also brought some out of retirement. It is sure to be an exceptional educational experience.

## **The Attendees**

We are expecting approximately 175 to 250 attendees at this year's conference.

## **Why You?**

Aromatherapy is growing in business and research in leaps and bounds. This complementary modality is now landing in more places in our world than ever before. Can you and your business afford not to meet and introduce yourself to these new opportunities?



# Sponsorship

As a non-profit educational organization, AIA depends on the financial support of people like you to fund our work. Through our Aromatics in Action Conference Proceedings, the AIA achieves its goal of promoting the responsible use of aromatherapy and providing education to the public using scientific-based research and traditional information.



## Previous Sponsors

- American College of Healthcare Sciences
- Aromahead Institute
- Plant Extracts International Inc.
- Nature's Gift
- Kelley Pure Essential Oils
- Wyndmere Naturals, Inc.
- American Herbal Products Association (AHPA)
- American Holistic Nurses Association (AHNA)
- Essential Health

## Who Can Benefit from Sponsorship?

- Hospitals, physicians, nurses
- Hospices, [SNFs, ALFs]
- Skilled Nursing Facilities
- Mental Health Professionals
- Women and Family Health Providers
- Compounding Pharmacies
- Colleges and Universities
- Massage Therapists
- Spas and Salons
- Retreat Centers
- Yoga & Holistic Practitioners
- Natural Products Retailers

AIA also connects you to other complementary businesses such as: Private practitioners, professional organizations, and various fields of health care and wellness.

# Sponsorship *Opportunities*

See below for our sponsorship opportunities  
for every budget



## Most Sponsorships Include:

- Exhibit table in tradeshow, depending on the package
- Conference tuition, depending on the package
- Gala tickets, depending on the package
- Conference meals
- Journal advertising
- Advertising in conference proceedings manual
- Logo posting
- Link to your company on AIA Website
- Donate "swag bag" items
- Special thanks at Conference
- Social media shout outs
- Welcome reception
- Featured on Conference App

# Sponsorship Opportunities



Breakdown of different sponsorships

## Platinum Sponsorship

\*3 Conference Tuition Spots, 3 Gala tickets, \*\*2 full-page AIA Digital journal ads, 1 full-page conference proceedings ad, trade show exhibit, featured on Conference App

\$ 10,000.00

## Gold Sponsorship

\*2 Conference Tuition Spots, 2 Gala tickets, \*\*1 full-page AIA Digital journal ad, 1 full-page conference proceedings ad, trade show exhibit, featured on Conference App

\$ 7,000.00

## Silver Sponsor

\*1 Conference Tuition Spot, 1 Gala ticket, \*\*1 half-page AIA Digital journal ad, 1 half-page conference proceedings ad, trade show exhibit, featured on Conference App

\$ 4,000.00

## Technology Sponsor (1 Available)

\*1 Conference Tuition Spot, 1 Gala ticket, \*\*1 full-page AIA Digital journal ad, 1 full-page conference proceedings ad, trade show exhibit, featured on Conference App

\$5,000.00

\*tuition includes conference tuition, conference meals, proceedings manual, and welcome reception, if attending in person

\*\* if signed up & paid by 2/28/2024 one ad will be in printed AIA journal

# Sponsorship Opportunities



Breakdown of different sponsorships

## Field Trip Botanical Gardens Sponsorship (1 Available)

\*1 Conference Tuition Spot, 1 Gala ticket, \*\*1 half-page AIA Digital journal ad, 1 half-page conference proceedings ad, trade show exhibit, featured on Conference App

\$ 3,000.00

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## Awards Sponsorship: Lifetime Achievement and Outstanding Contribution (2 Available)

\*1 Conference Tuition Spot, 1 Gala ticket, \*\*1 quarter-page AIA Digital journal ad, 1 quarter-page conference proceedings ad, logo displayed before and after award presentations, featured on Conference App

\$ 1,500.00

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## T-Shirt Sponsor (1 Available)

\*1 Conference Tuition Spot, 1 Gala ticket, \*\*1 half-page AIA Digital journal ad, 1 half-page conference proceedings ad, name on conference T-shirts, trade show exhibit, featured on Conference App

\$ 3,000.00

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## Conference Bags (1 Available)

\*1 Conference Tuition Spot, 1 Gala ticket, \*\*1 half-page AIA Digital journal ad, 1 half-page conference proceedings ad, featured on Conference App

\$3,000.00

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\*tuition includes conference tuition, conference meals, proceedings manual, and welcome reception, if attending in person

\*\* if signed up & paid by 2/28/2024 one ad will be in printed AIA journal



# Sponsorship Opportunities



Breakdown of different sponsorships

## Conference Breaks (6 Available)

\*1 Conference Tuition Spot, 1 Gala ticket, \*\*1 half-page AIA Digital journal ad, 1 half-page conference proceedings ad, trade show exhibit, featured on Conference App

\$ 3,000.00

\*tuition includes conference tuition, conference meals, proceedings manual, and welcome reception, if attending in person

\*\* if signed up & paid by 2/28/2024 one ad will be in printed AIA journal



# Sponsorships Compared



For those that like charts for comparison

## Sponsorship Opportunities 2024

	\$10,000 Platinum	\$7,000 Gold	\$5,000 Technology Sponsor (1 available)	\$4,000 Silver	\$3,000 Field Trip Botanical Gardens (1 available)	\$3,000 T-Shirts (1 available)	\$3,000 Conference Bags (1 available)	\$3,000 Conference Breaks (6 available)	\$1,500 Awards: Lifetime Achievement or Outstanding Contribution (2 available)
Exhibit table in tradeshow	✓	✓	✓	✓	✓	✓	✓	✓	
Conference Tuition*	3 participants	2 participants	1 participant	1 participant	1 participant	1 participant	1 participant	1 participant	1 participant
Gala Dinner (\$125 value)	included	included	included	included	included	included	included	included	included
AIA print Journal ad**	2 full page ads	1 full page ad	1 full page ad	½ page ad	½ page ad	½ page ad	½ page ad	½ page ad	¼ page ad
Conference proceedings manual	Full page ad	Full page ad	Full page ad	½ page ad	½ page ad	½ page ad	½ page ad	½ page ad	¼ page ad
Logo Posted throughout the conference	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on AIA Conf website with a logo link to your website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Special thanks at conference	✓	✓	✓	✓	✓	✓	✓	✓	✓
Featured on Conference App	✓	✓	✓	✓	✓	✓	✓	✓	✓
Shout out on social media	✓	✓	✓	✓	✓	✓	✓	✓	✓
Place a discount coupon in proceedings manual	✓	✓	✓	✓	✓	✓	✓	✓	✓
Swag bags & other	✓	✓	✓	✓	✓	✓	✓	✓	✓

\*tuition includes conference tuition, conference meals, proceedings manual, and welcome reception, if attending in person

\*\* if signed up & paid by 2/28/2024 one ad will be in printed AIA journal

Updated 5/8/2023

# Special *Sponsorship*

The AIA will be hosting a special post-conference field trip to Cheekwood Botanical Gardens. Take this opportunity to sponsor this special event!



Once the family home of Mabel and Leslie Cheek, this extraordinary 1930s estate, with its historic mansion and 55 acres of cultivated gardens and expansive vistas, today serves the public as a botanic garden, arboretum and museum.

Experience Cheekwood's incomparable beauty and the exhilaration its historic landscape provides as a setting for outdoor contemporary sculpture. Enjoy a visually enticing stroll along a 1.5 mile woodland sculpture trail or a meandering walk through 13 distinct gardens and delight in an extraordinary array of horticultural displays. Visit the Cheek Mansion, now a museum, for a look at the lifestyle of the American Country Place Era, and walk through family rooms restored to showcase original furnishings and converted to galleries where artworks from our permanent collection or a traveling exhibition will inspire you.

Cheekwood offers many diverse experiences, but a singularly serene environment that will leave you restored and rejuvenated. The Cheeks' hospitality, once meant for their immediate family and friends, now extends to you. So be our guest today. Leave the world behind and indulge yourself in the beauty and magnificence of Cheekwood!

# Become an *Exhibitor*

Be a part of the Aromatherapy family by joining us in the exhibit hall



## Costs:

- \$650 (\$550 for members, \$350 for business members) for an exhibitor booth space that consists of a 6 ft. draped (to the floor) covered table and 2 chairs for 1-2 people.
- Lunch and breaks for 3 days (Friday, Saturday, and Sunday) are available for \$200/person. Breakfast paid for by AIA (up to 2 ppl).
- Lunch box tickets available at \$55 each
- Reduced conference tuition available (\$599 member/\$699 non-member includes; conference tuition, conference meals, and proceedings book)

# Exhibitor *Details*

What you need to know



Includes:	Accommodations:	Setup:	Breakdown:
<ul style="list-style-type: none"><li>• A 100 word product/service description on the website and the proceedings manual.</li><li>• Two exhibitor identification/name badges. This must be worn at all times while in attendance at the exhibit.</li><li>• We will have exhibitor incentive programs to encourage attendees to visit all vendors to qualify for door-prize drawings.</li><li>• Featured on Conference App</li></ul>	<ul style="list-style-type: none"><li>• Reservations will be available in September of 2023 - we will provide a reservation link and phone number once reservations are open</li><li>• A block of rooms has been reserved at the Sonesta Nashville, 600 Marriott Drive, Nashville, TN. The special group rate is \$199 per night, plus applicable taxes and fees, for single or double occupancy.</li><li>• The cut-off date for reservations at the conference rate is Sunday, August 25, 2024 or until the block is filled.</li></ul>	<ul style="list-style-type: none"><li>• Exhibitors are welcome to set up on Wednesday, September 25th from 3pm – 11:30 pm. All exhibits must be in place no later than Thursday, September 26th at 7:30 am.</li></ul>	<ul style="list-style-type: none"><li>• We ask that you do not break down early so that attendees have ample time to visit your booth. Breakdown may begin at 3:30 pm on Saturday, September 28th and must be completed by 5 pm. Materials not removed by this time will be put in storage at Exhibitor's expense.</li></ul>

# Exhibitor *Benefits*

The free stuff



Besides putting your business in front of new sets of eyes, becoming an AIA Exhibitor gives you access to other parts of AIA in this package including:

- Advertising in the conference proceedings manual
- Recognition on the AIA website by linking your company to your webpage
- Special thanks at the conference
- Social media shoutouts
- One product and coupon in the swag bags
- Free copy of digital/print conference proceedings manual
- Featured on Conference App

# Contact Us

How to become part of the 2024  
Aromatherapy Event of the Year



## How to Sign up for Sponsorship or Exhibit space

You can register right on our website at <https://aoia.wildapricot.org/event-5290933>. A member of the conference committee or our Office Manager will reach out to you after registration.

Have more questions? Please feel free to call us at 303-531-6377 or email Carla at [info@alliance-aromatherapists.org](mailto:info@alliance-aromatherapists.org)



*"The greatest rewards come when you give of yourself. It's about bettering the lives of others, being part of something bigger than yourself, and making a positive difference."*

Nick Vujicic