



Natural Health Practitioners of Canada
Praticiens de la Santé Naturelle du Canada

NHPC'S 2018

Sponsorship Opportunities



Table of Contents

I.	ABOUT	3
	About the NHPC	3
	Why Partner with the NHPC	3
	About the NHPC's Conference	3
II.	NHPC CONFERENCE SPONSOR RECOGNITION.....	4
	Other Conference Sponsorship Opportunities.....	5-6
	Conference Sponsorship Payment Form.....	7
III.	NHPC CONFERENCE TRADESHOW.....	8
	NHPC Conference Tradeshow Payment Form.....	9
IV.	NON-CONFERENCE SPONSORSHIP.....	10
	Co-Branded Promotional Items for Membership Recruitment.....	10
	NHPC Discount Provider Offers.....	10
	NHPC Membership Packages.....	10
	Promotional Materials for NHPC Member Meetings.....	11
	NHPC Non-Conference Sponsorship Payment Form.....	11



About the NHPC

The Natural Health Practitioners of Canada (NHPC) is the largest holistic health association across Canada, representing over 6,000 practitioners. The Association recognizes more than 60 different holistic health practices, including Massage Therapy, Reflexology, Reiki, and Thai Massage.

The NHPC is committed to:

- raising public awareness of holistic health in the ever-changing landscape of health and wellness
- strengthening and maintaining the professional standards of holistic health practitioners in Canada
- promoting and improving the health of Canadians through information about holistic treatments

Why Partner with the NHPC?

- Opportunity to connect with over 6,000 holistic health practitioners through various media, and over 300 prospective face-to-face customers
- Elevate your brand awareness and credibility within the holistic health industry
- Engage and network with a targeted group to strengthen your brand
- Expand your potential market share

About the NHPC's Conferences

The NHPC's 2018 Conference Series includes two unique experiences, the first in the Red Deer, Alberta, from June 14 to 17, and the second in Regina, Saskatchewan from October 12 to 14, 2018.

NHPC Conferences are highly anticipated events for the Association's members, many of whom travel from different provinces or territories to take part in conference workshops and special events.

Conferences feature professional development opportunities, facilitated by renowned local and international presenters. Attendance ranges from 250 to 300 delegates every year who practise a variety of holistic health practices.

In addition to continuing education workshops, NHPC conferences include special networking activities and a number of highly anticipated events such as presentations, themed dinner parties, and receptions.

The NHPC is celebrating its 30th Anniversary in 2018 meaning this Conference Series will be more exciting than ever before.

2018 Conference Sponsor Recognition

Recognition at NHPC's 2018 Conference Series (both conferences, unless specified)	Platinum \$10,000	Gold \$7,000	Silver \$5,000
Ad in conference onsite guides Your organization will have a full colour ad in the conference onsite guides.	Full Page 8"W x 10.5" H	Half Page 8"W x 5"H	Quarter Page 8"W x 2.5"H
Tradeshow Booth At Red Deer Conference.	Double Booth (16' x 16')	End Corner Single Booth (8' x 8')	Standard Single Booth (8' x 8')
Featured acknowledgment during meals Have your organization acknowledged during the networking and tradeshow reception, opening dinners, keynote presentation, and lunches.	✓	✓	✓
Logo in conference onsite guides Have your organization's logo featured in conference onsite guides.	✓	✓	✓
Logo at registration desk Have your organization's logo displayed at the registration desk for all delegates to see.	✓	✓	✓
Opening dinner and keynote presentation passes Receive two Red Deer Conference opening dinner and keynote presentation tickets.	✓	✓	
Conference passes Receive two full Red Deer conference passes and explore everything the conference have to offer	✓		
Social media feature Be featured on the NHPC's social media pages during the conference.	✓		
Logo and media played on screens Have your logo displayed and your organization's advertisements played on screens during the opening dinner and keynote presentation and lunches.	✓	✓	
A 50-word description of your organization will be included in both Conference Onsite Guides, in two promotional email to all 6,000+ NHPC members, and on the event registration website	✓		
ONGOING RECOGNITION WITH THE NHPC			
Banner advertisement on NHPC website (700 x 9 pixels)	Advertisement for four months	Advertisement for two months	N/A
Discount on Course, Event or Job listings on NHPC website (One Year)	15%	10%	5%

Other Conference Sponsorship Opportunities

CONFERENCE HOSPITALITY SPONSORSHIP OPTIONS:	
Red Deer Conference Networking and Tradeshow Reception \$2,500 (one available):	<ul style="list-style-type: none"> • Promotional material displayed throughout reception area • Branded signage displayed prominently during the event • 10% discount on a tradeshow booth at the Red Deer conference • Acknowledgement in the conference onsite guide, conference promotional electronic newsletters, and NHPC website as the opening dinner and keynote presentation sponsor
Conference Lunch \$1,000 (four available):	<ul style="list-style-type: none"> • Promotional material distributed at each place setting • Branded signage displayed for the duration of the conference • 10% discount on a tradeshow booth • Acknowledgement in the conference guide as the lunch sponsor
Conference Nutrition Breaks \$600 (eight available):	<ul style="list-style-type: none"> • Samples of your organization's products and/or promotional material in dining area • Branded signage prominently displayed during either conference's nutrition breaks • Inserts in all conference delegate bags • 10% discount on a tradeshow booth at the Red Deer Conference
Conference Podium Sponsorship \$500 (two available)	<ul style="list-style-type: none"> • Company logo prominently displayed on the large podium during the keynote presentation, dinner and dance, and more opportunities when in use. • 10% discount on tradeshow booth at the Red Deer conference.



CONFERENCE REGISTRATION & WORKSHOP OPTIONS	
Conference Bag Branding (\$2,000) (one available):	<ul style="list-style-type: none"> • Company logo along with the NHPC's 30th Anniversary logo on both conferences' delegate bags given to all attendees and conference presenters. • 10% discount on a tradeshow booth at the Red Deer conference
Lanyards (\$1,000) (one available):	<ul style="list-style-type: none"> • Company branding along side NHPC's logo the conference series' nametag lanyards. • 10% discount on a tradeshow booth at the Red Deer conference
CUSTOM CONFERENCE SPONSORSHIP OPTIONS	
Conference Workshops \$1,000/ workshop (12 available):	<ul style="list-style-type: none"> • Sponsor one of the conference sessions featuring one of our renowned presenters • Receive special mention in the session's introduction • Branded signage prominently displayed within workshop room • Inserts in conference delegate bags for free and have samples of your products or promotional materials handed to each session participant. • 10% discount on a tradeshow booth at the Red Deer conference
Red Deer Conference Tradeshow Grand Prize \$2,000 (cash)	<ul style="list-style-type: none"> • Draw for a sponsored prize, or a prize supplied by your organization • Branded signage prominently displayed during the Red Deer Conference tradeshow • 10% discount on a tradeshow booth at the Red Deer conference
Additional Item: Delegate Bag Inserts	<ul style="list-style-type: none"> • \$200 for the Red Deer conference • \$100 for the Regina conference • \$250 for both conferences

THANK YOU TO OUR 2017 CONFERENCE SPONSORS



Silver Sponsor



Tradeshow Grand Prize Sponsor



Conference Delegate Bag
Sponsor

Conference Sponsorship Registration

Organization _____

Contact name _____

Address _____

Telephone _____ Email _____

Sponsor Level

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Platinum Sponsor | \$10,000 | <input type="checkbox"/> Silver Sponsor | \$5,000 |
| <input type="checkbox"/> Yes, I would like to receive a complimentary deluxe double tradeshow booth. | | <input type="checkbox"/> Yes, I would like to receive a complimentary standard single tradeshow booth. | |
| <input type="checkbox"/> Gold Sponsor | \$7,000 | | |
| <input type="checkbox"/> Yes, I would like to receive a complimentary corner single tradeshow booth. | | | |

HOSPITALITY SPONSORSHIP:

- \$2,500
Friday Networking and
Tradeshow Opening Reception
- \$2,000 x _____
Lunch (four available)
- \$600 x _____
Nutrition Breaks (eight available)

REGISTRATION SPONSORSHIP:

- \$2,000
Conference Bag Branding
- \$1,000
Lanyards Branding

REGISTRATION SPONSORSHIP:

- \$2,000
Tradeshow Grand Prize
- \$1,000 x _____
Conference Workshops
(12 available)

ADD ON:

- \$200[†]
Delegate Bag Inserts (Red Deer)
- \$100[†]
Delegate Bag Inserts (Regina)
- \$250[†]
Delegate Bag Inserts (Both)

Payment Details

Total Amount Payable _____ Method of Payment: Cheque Cash Visa/MasterCard

Card Number _____ Expiry _____

Name on Card _____

Signature _____

Please make all cheques payable to: Natural Health Practitioners of Canada.

Please submit forms by **May 5, 2018** to:

Education and Events Manager

Natural Health Practitioners of Canada

Email: events@nhpcanada.org

Fax: 780-484-3605

*Please ensure delivery of inserts to the NHPC by May 10, 2018 for the Red Deer Conference, and September 10, 2018 for the Regina Conference.

*Plus applicable taxes

NHPC Conference Tradeshow

ABOUT THE NHPC CONFERENCE TRADESHOW

The NHPC Conference Tradeshow will be held on June 14 and 15, 2018 at the Red Deer Conference. The Tradeshow is open to delegates, and the general public to explore a variety of products and services that complement holistic health practices.

In addition to the high visibility at the conference, all tradeshow vendors will also have their logos displayed on the conference's registration website and printed in the conference onsite guide.

DRAW PRIZES

Each exhibitor is requested to provide a draw prize worth at least \$40, to be drawn during the Conference.

TRADESHOW HOURS

Thursday* 1:00 p.m. to 8:30 p.m.
Friday 12:00 p.m. to 8:00 p.m.

*Networking and Tradeshow Reception from 6:30 p.m. to 8:30 p.m.

Booth Pricing

Tradeshow Rates	Standard Booth (8' x 8')
Double booth with two tables	\$1,400
End corner booth with one table	\$899
One booth with one table	\$799
Extra Table	\$100

TRADESHOW CONDITIONS:

- NHPC members receive a 10% discount on tradeshow rates.
- Nutrition breaks are included; however, all other meals are not included but can be purchased.
- Vendor displays must be free standing with no wall postings.
- Conference opening dinner and keynote presentation tickets are \$85 plus applicable taxes per person for exhibitors.
- All tradeshow exhibitors are requested to supply a draw prize of at least \$40 value, to be drawn throughout the conference up until the Sunday closing lunch. All prizes must be unisex and be approved by the NHPC on or prior to May 5, 2018. Please ensure you display your prize at your booth for the duration of the tradeshow, until it is selected to be drawn.
- At the NHPC, we strive to be sustainable so please help us with this effort by ensuring that whenever possible products purchased for give-aways, delegate bag inserts, or promotional materials are sustainable, recycled, local, or organic.

NHPC Tradeshow Red Deer Registration

Organization _____

Contact name _____

Address _____

Telephone _____ Email _____

Tradeshow Options

Please select from the following options.

Tradeshow Rates

- | | | |
|---------------------------------|--------------------------|---------|
| One booth with one table | <input type="checkbox"/> | \$799 |
| End corner booth with one table | <input type="checkbox"/> | \$899 |
| Double booth with two tables | <input type="checkbox"/> | \$1,400 |
| Extra table | <input type="checkbox"/> | \$100 |

Standard Booth (8 'x 8')

PAYMENT MUST BE INCLUDED IN YOUR ORDER

Saturday opening and keynote dinner tickets (\$85 each)	Quantity: _____	\$ _____
Booth		\$ _____
Delegate bag insert (\$200)		\$ _____
10% NHPC member discount		\$ _____
NHPC member number #		
Subtotal		\$ _____
+5% GST		\$ _____
Total		\$ _____

Draw Prize

All tradeshow exhibitors are required to supply a draw prize of at least \$40 value, to be drawn throughout the conference up until the Sunday closing lunch. All prizes must be unisex and be approved by the NHPC on or prior to **May 5, 2018**. Please ensure you display your prize at your booth for the duration of the tradeshow, until it is selected to be drawn.

- I acknowledge that a donation prize is required and agree to supply a prize.

Cancellation Policy

Cancellation of application/tradeshow booth must be in writing. Telephone cancellations will not be accepted. Refunds will be issued back to the mode of payment used for initial payment. No refunds will be issued on cancellations received on or after **May 5, 2018**.

- I agree to the Cancellation Policy.

Signature _____ Date _____

Payment Details

Total Amount Payable _____ Method of Payment: Cheque Cash Visa/MasterCard

Card Number _____ Expiry _____

Name on Card _____

Signature _____

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Non-Conference Sponsorship Opportunities

In addition to the NHPC's Conference's, the Association engages its 6,000 members countrywide in countless ways. The NHPC takes part in various recruitment and public awareness activities. All activities present invaluable opportunities to expand your brand and community connections. Please select options on the following two pages using the check boxes.

Member Recruitment:

The NHPC connects with potential members across the country, throughout the year. Various documents and promotional materials are distributed during recruitment activities, presenting an opportunity during recruitment activities, presenting an opportunity to create recognition and reinforce your brand, with potential NHPC members.

CO-BRANDED PROMOTIONAL ITEMS:

Promotional materials featuring the Association's branding are distributed during NHPC member recruitment events.

Have these items co-branded with your logo:

- | | |
|--|---------|
| <input type="checkbox"/> 100 pieces | \$500 |
| <input type="checkbox"/> 250 pieces: | \$1000 |
| <input type="checkbox"/> 500 pieces: | \$1,800 |
| <input type="checkbox"/> 750 pieces: | \$2,500 |
| <input type="checkbox"/> 1,000 pieces: | \$3,000 |

*NHPC will select the items to be co-branded and notify sponsor in advance of ordering items

*One Sponsor per item

Membership Packages:

Over 6,000 members across Canada renew membership with the NHPC each year, with various documents and materials being to renewing members. Digital and print packages containing certificates of membership, membership ID cards and other documents pertaining to NHPC membership are sent to each member when they join, and each time they renew membership.

Having your brand represented in NHPC new membership packages is an impactful way to connect with the wide range of holistic health practitioners across the country that use these documents on a regular basis.

Promotional item or membership package insert:

- | | | | |
|--|---------|---|---------|
| <input type="checkbox"/> 500 pieces* | \$1000 | <input type="checkbox"/> 1,000 pieces* | \$1,500 |
| <input type="checkbox"/> 3,000 pieces: | \$2,500 | <input type="checkbox"/> 4,000 pieces* (Alberta Only) | \$3,000 |
| <input type="checkbox"/> 6,000 pieces: | \$4,000 | *Single province/city, can select province of choice. | |

NHPC Member Meetings:

Each year, NHPC hosts meetings with members across the country.

Various documents and promotional materials are distributed during member meetings, an opportunity to create recognition and reinforce your brand, with holistic health practitioners across the country.

NHPC supplied co-branded promotional items

- | | |
|---------------------------------------|---------|
| <input type="checkbox"/> Countrywide | \$1,500 |
| <input type="checkbox"/> Alberta Only | \$1,000 |

Payment Details

Total Amount Payable _____ Method of Payment: Cheque Cash Visa/MasterCard

Card Number _____ Expiry _____

Name on Card _____

Signature _____

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