



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

# SPONSORSHIP AND TRADESHOW GUIDE



**NHPC'S 2024 CONFERENCE**

**THE RADIANT LIFE**

JUNE 3 - 5 | EDMONTON, AB

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# ABOUT THE NHPC

The Natural Health Practitioners of Canada (NHPC) is the largest holistic health association across Canada, representing over 6,500 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

# ABOUT THE 2024 CONFERENCE

This year's dynamic 2024 conference will take place in Edmonton, Alberta, from June 3 to 5, at the DoubleTree by Hilton Hotel West Edmonton (16615 109 Avenue NW, Edmonton, AB T5P 4K8).

The NHPC conference is a highly anticipated event for holistic practitioners, some of whom travel from across Canada to take part in conference workshops and special events.

Our conference features professional development opportunities that are facilitated by renowned local and international presenters, as well as a number of highly anticipated events, including the Annual General Meeting, the NHPC Tradeshow, and a themed gala dinner.

Conference attendance typically attracts between 250 and 300 delegates, specializing in a variety of holistic health practices.

# WHY PARTNER WITH THE NHPC

Partnering with the NHPC presents numerous ways to connect with our members across Canada, including the opportunity to:

- connect online with over 6,500 holistic health practitioners
- connect face-to-face with an estimated 300 practitioners
- elevate your brand awareness and credibility within the holistic health industry
- engage and network with a targeted group of health professionals
- expand your potential customer base

# 2023 CONFERENCE GALLERY



# SPONSORSHIP OPPORTUNITIES



# NHPC'S 2024 CONFERENCE SPONSORSHIPS

SPONSORSHIP BENEFITS AT NHPC'S 2024 CONFERENCE	PLATINUM \$10,000	GOLD \$7,000	SILVER \$5,000
<b>Advertisement in conference on-site guide</b> Have your organization's full-colour ad in the conference on-site guide.	Full Page	Half Page	Quarter Page
<b>Tradeshow booth</b> Receive a complimentary tradeshow booth to exhibit your products or services at the tradeshow.	Double Booth (8'x16')	Corner Single Booth (8'x 8')	Standard Single Booth (8'x 8')
<b>Featured acknowledgment during meals</b> We will acknowledge your organization during the tradeshow and gala dinner.	✓	✓	✓
<b>Logo in conference on-site guide</b> We will feature your organization's logo in the conference on-site guide.	✓	✓	✓
<b>Logo at registration desk</b> We will display your organization's logo at the registration desk.	✓	✓	✓
<b>Logo on event registration website</b> We will display your organization's logo on the registration website.	✓	✓	✓
<b>Gala dinner passes</b> Receive two complimentary gala dinner tickets and enjoy an evening of dining, dancing, and discovery (\$198 value).	✓	✓	-
<b>Conference passes</b> Receive two full-conference passes and explore everything the conference has to offer (\$1250 value).	✓	-	-
<b>Social media feature</b> We will feature you on our social media pages before and after the conference.	✓	-	-
<b>Logo and media played on screens</b> We will display your organization's logo and advertisements on screens during the gala dinner.	✓	✓	-
<b>A 50-word description of your organization</b> We will include a 50-word description of your organization in the conference on-site guide, in two promotional emails to all 6,400 NHPC members, and on the event registration website.	✓	-	-
<b>ONGOING RECOGNITION WITH THE NHPC</b>			
Digital banner advertisement on NHPC Website (750px by 100px, .jpg or .png file type).	Advertisement for 4 Months	Advertisement for 2 Months	-

**Submission deadline for Sponsors to provide content to NHPC: Friday, April 19, 2024**

# OTHER CONFERENCE SPONSORSHIP OPPORTUNITIES

CONFERENCE TRADESHOW SPONSORSHIP OPTIONS	
<b>Networking and Tradeshow Sponsor</b> \$2,500 (1 available)	<ul style="list-style-type: none"> <li>✓ Promotional materials displayed throughout tradeshow area</li> <li>✓ Branded signage displayed prominently during the event</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> <li>✓ Acknowledgment in the conference on-site guide, promotional electronic newsletters, and the registration website</li> </ul>
<b>Tradeshow Grand Prize Sponsor</b> \$2,000 (cash) (1 available)	<ul style="list-style-type: none"> <li>✓ Draw for a sponsored prize or a prize supplied by your organization during the tradeshow</li> <li>✓ Branded signage prominently displayed during the conference tradeshow</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> </ul>
<b>Tradeshow Hourly Prize Sponsor</b> \$700 (cash) (2 available)	<ul style="list-style-type: none"> <li>✓ Draw for a sponsored prize or a prize supplied by your organization during the tradeshow</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> </ul>

CONFERENCE HOSPITALITY SPONSORSHIP OPTIONS	
<b>Lunch Sponsor</b> \$1,000 (4 available)	<ul style="list-style-type: none"> <li>✓ Promotional materials distributed at each place setting</li> <li>✓ Branded signage prominently displayed for the duration of the conference</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> <li>✓ Acknowledgment in the conference on-site guide as the Lunch Sponsor</li> </ul>
<b>Nutrition Break Sponsor</b> \$800 (8 available)	<ul style="list-style-type: none"> <li>✓ Samples of your organization's products and promotional materials in dining area</li> <li>✓ Branded signage prominently displayed during conference's nutrition breaks</li> <li>✓ Inserts in all conference delegate bags</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> </ul>
<b>Podium Sponsor</b> \$700 (1 available)	<ul style="list-style-type: none"> <li>✓ Company logo prominently displayed on the large podium during the gala dinner and Annual General Meeting</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> </ul>
<b>Gala Grand Prize Sponsor</b> \$500 (Cash)	<ul style="list-style-type: none"> <li>✓ Draw for a sponsored prize or a prize supplied by your organization during the gala dinner</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> </ul>

# OTHER CONFERENCE SPONSORSHIP OPPORTUNITIES CONTINUED...

CONFERENCE REGISTRATION & WORKSHOP SPONSORSHIP OPTIONS	
<b>Delegate Bag Sponsor</b> \$2,000 (1 available)	<ul style="list-style-type: none"> <li>✓ Company logo, along with the NHPC's branding, on the conference delegate bags given to all attendees and conference presenters</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> </ul>
<b>Workshop Sponsor</b> \$1,000/workshop (12 available)	<ul style="list-style-type: none"> <li>✓ Sponsor one of the world-class conference sessions featuring one of our renowned presenters</li> <li>✓ Receive special mention in the session's introduction</li> <li>✓ Branded signage prominently displayed in the workshop room</li> <li>✓ Inserts and product samples in delegate bags given to all conference attendees and presenters</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> </ul>
<b>Lanyard Sponsor</b> \$1,000 (1 available)	<ul style="list-style-type: none"> <li>✓ Company logo, along with the NHPC's branding, on name tag lanyards given to all conference attendees and presenters</li> <li>✓ 10% discount on a tradeshow booth at the conference</li> </ul>

OPTIONAL ITEMS	
<b>Delegate Bag Inserts</b>	<ul style="list-style-type: none"> <li>✓ Include promotional materials or samples in all conference delegate bags                             <ul style="list-style-type: none"> <li>o \$300: <b>ONLY</b> available to conference sponsors and tradeshow exhibitors</li> <li>o \$500: For other vendors/partners</li> </ul> </li> </ul>
<b>Gala Dinner Tickets</b>	<ul style="list-style-type: none"> <li>✓ Enjoy an evening of dining, dancing, and discovery                             <ul style="list-style-type: none"> <li>o \$99</li> </ul> </li> </ul>





# CONFERENCE SPONSORSHIP REGISTRATION

Please visit our [online sponsorship and payment form](#) to finalize your registration. If you would like to pay by cheque, please contact our team.

**REGISTER AS A SPONSOR**

If you selected an option that includes a discount on a tradeshow booth, please contact our team to receive your discount code.

## SUBMISSION DEADLINES

Please submit all forms, payment, and content by April 19, 2024. Promotional items can be delivered to:

Natural Health Practitioners of Canada  
Attention: Events and Education  
#107-9440 49 Street NW, Edmonton, AB T6B 2M9

Education and Events  
Email: [events@nhpcanada.org](mailto:events@nhpcanada.org)



# TRADESHOW OPPORTUNITIES



# NHPC'S 2024 CONFERENCE TRADESHOW

The NHPC Conference Tradeshow will be held on **Monday June 3, 2024, at the DoubleTree by Hilton Hotel West Edmonton (16615 109 Avenue NW, Edmonton, AB T5P 4K8)**. The tradeshow is open to conference delegates and the public to explore a variety of products and services that complement holistic health.

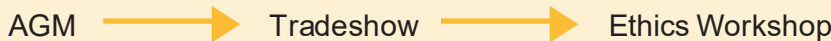
To facilitate high visibility and exposure for our vendors, we have designed the tradeshow to take place on the same day as our highly anticipated Annual General Meeting (AGM) and Ethics workshop, which typically attract between 250 to 300 people.

In addition to high visibility at the conference, tradeshow vendors will have their logo displayed on the conference registration website and printed in the conference on-site guide.

**Please Note: There are a limited number of tradeshow booths available and are first come, first serve.**

## EXCITING CHANGES TO THE TRADESHOW

- Tradeshow is strategically scheduled between the AGM and Ethics workshop, potentially increasing attendance at the tradeshow



- Prizes will be drawn each hour of the tradeshow as incentive for attendees to stay, thus increasing attendance and engagement
- Vendors do not need to bring their own draw prizes (unless they are a tradeshow sponsor)

## TRADESHOW SCHEDULE

**Monday, June 3, 2024**  
**DoubleTree by Hilton Hotel West Edmonton**

Setup 7:30 a.m. to 12:30 p.m.  
 Exhibition Opens\* 12:30 p.m. to 4:00 p.m.  
 Exhibition Dismantling 4:00 p.m. to 6:00 p.m.

\* Lunch served from 12:30 p.m. to 1:30 p.m.

## BOOTH PRICING

TRADESHOW RATES	STANDARD BOOTH (8'x8')
Double booth with two tables	\$1400
Corner single booth with one table	\$899
Standard single booth with one table	\$799
Extra Table	\$100

## TRADESHOW CONDITIONS

- NHPC members receive a 15% discount on tradeshow rates
- Meals can be purchased on-site at the hotel
- Vendor displays must be free-standing with no wall postings
- Gala dinner tickets are \$99.00 plus tax per person for exhibitors
- At the NHPC, we are environmentally conscious. Please ensure that, whenever possible, give-away products, delegate bag inserts, and promotional materials are sustainably made, recycled, local, or organic

## TRADESHOW REGISTRATION

Please visit our [online tradeshow exhibitor registration](#) to finalize your registration. If you would like to pay by cheque, please contact our team.

**REGISTER AS AN EXHIBITOR**

## SUBMISSION DEADLINES

Please submit all forms, payment, and content by April 19, 2024. Promotional items can be delivered to:

Natural Health Practitioners of Canada  
Attention: Events and Education  
#107-9440 49 Street NW, Edmonton, AB T6B 2M9

Education and Events  
Email: [events@nhpcanada.org](mailto:events@nhpcanada.org)

**WE LOOK FORWARD TO YOUR PARTNERSHIP**

