



EFFICACY-SAFETY-SUSTAINABILITY
Bled Festival Hall and Congress Centre, Bled, Slovenia
22nd – 24th May 2020

SPONSORSHIP OPPORTUNITIES

This international event is hosted and organized by Rhiannon Lewis, director of Essential Oil Resource Consultants and editor of the International Journal of Clinical Aromatherapy.

The goals of botanica2020 are to:

- **Promote and publicise the use of clinical aromatherapy around the world.**
- **Foster international exchanges of research and clinical information.**
- **Encourage collaborations between practitioners, providers and researchers to ultimately improve health, well being and quality of life.**
- **Facilitate access to producers and retailers of excellent quality products for the herbal and aromatic industries.**

If these goals resonate with those of your company, botanica2020 provides you with an excellent business opportunity! Your support of botanica2020 enables you to reach and influence an international target audience of professionals working in the alternative and complementary medicine sector, especially that of clinical aromatherapy and plant medicine.

- At our inaugural event in 2012, our sponsors directly connected with over 250 participants from 31 different countries...
- At our second event in 2014, our sponsors directly connected with 300 participants from 39 different countries...
- At our third event in 2016, our sponsors directly connected with 400 participants from over 40 different countries...
- At our fourth event in 2018 our sponsors directly connected with 415 participants from 49 different countries...
- For botanica2020, we are setting our goals for 500 participants and we anticipate further expanding our international connections as we move the event to mainland Europe for the first time.

In addition to direct contact with participants, our sponsors also benefit from the high exposure we receive in the press, industry publications, social media, conference proceedings and special edition journals where our sponsors are visibly acknowledged.

www.botanica2020.com
botanica2020@eyas.co.uk



SPONSORSHIP OPPORTUNITIES

All sponsors have excellent exposure before, during and after botanica2020.

In fact, your visibility begins as soon as your support is received with a permanent and active presence on the botanica2020 website, in our conference materials as well as via our active presence on social media. Our regular mailings to our extensive contacts database also extend your reach to health professionals around the world.

This means that the sooner you sign up to support botanica2020, the more exposure you receive.

We look forward to discussing your individual sponsorship plan: botanica2020@eyas.co.uk

We offer four types of sponsorship that give you a choice of exposure related to your financial commitment and your company interests

1. MAIN EVENT SPONSORS
2. SPEAKER SPONSORS
3. SOCIAL SPONSORS
4. LOGISTICAL SPONSORS

Most Sponsors automatically...

Have a web presence with link to their company website as soon as their sponsorship is registered with us and maintained until after the event ends.

Have their logo in the conference brochure.

Are given maximum coverage with logos being displayed on the holding slide in the plenary theatre at the beginning and end of each main session (10 occasions).

May contribute flyers/ products for the conference bags (quantity required: 500)

Added Sponsor benefits vary according to the sponsorship package you choose – these are detailed in the following pages. At the end of this document you will find an at-a-glance summary of all sponsorship benefits as well as information about participant demographics.



1. MAIN EVENT SPONSORS

As you may imagine, the logistics of organizing and hosting an event of this size are complex and costly. Your support here is invaluable in helping us engage the right suppliers, develop a rich and rewarding conference program and ensure that botanica2020 is a smooth-running success.

Main Event sponsor (2 sponsors only): 7000 Euros *BOTH SOLD

This form of sponsorship demonstrates your support for what botanica2020 is trying to achieve in showcasing the very best of clinical aromatherapy and related herbal therapeutics from around the world.

Added Sponsor benefits

- Signage - 2 pull up banners – supplied by you- prominently displayed on the stage of the plenary theatre for the duration of the event (3 days)
- 1 Trade show stand (1,3m x 60cm table, cloth and bench seating)
- Attendance for 2 persons at the special speakers' pre-event gathering on Thursday 21st May
- Full conference attendance for 2 persons
- Gala dinner invitation for 2 persons
- Your company logo prominently displayed on the principal holding slide in the plenary theatre
- Verbal announcement of your sponsorship as the main event sponsor by Rhiannon at the opening and closure of the event
- A full page colour advert in the botanica2020 conference proceedings
- Product inserts into the conference bags: one insert per bag, quantity required: 500

2. SPEAKER SPONSORS

International Speaker Sponsors: 1800 Euros

You may wish to choose to sponsor a particular speaker based on their subject area that best resonates with your company's interests. Your support enables us to cover their transportation, accommodation, special speaker perks and additional expenses while participating at botanica2020. All of our speakers' profiles and presentation titles can be viewed on the conference website: www.botanica2020.com

Added international speaker sponsor benefits

- A personal introduction to your chosen speaker
- Full conference attendance for 1 person
- Gala dinner invitation for 1 person
- Your company logo prominently displayed on the holding slide prior to your sponsored speaker's lecture along with verbal announcement of your sponsorship by the session chair
- Half page colour advert in the botanica2020 conference proceedings
- Product inserts into the conference bags: one insert per bag, quantity required: 500



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We are seeking sponsorship for the following speakers who are coming from outside of Slovenia to speak at botanica2020.

| SPEAKERS NAME AND COUNTRY | AREA OF EXPERTISE | SPONSORSHIP 1800 Euros |
|---|---|-----------------------------------|
| Sally GOULDSTONE (UK) | Conservation, sustainability | |
| Susan LEOPOLD (USA) | United Plant Savers, sustainability | SOLD |
| Karen LAWTON (UK) | Herbal medicine | |
| Ruta ALDONYTE (LITHUANIA) | Essential oil research | |
| Matthew Allan JONES (UK) | Essential oil research | SOLD |
| Adriana NUNES WOLFFENBUTTEL (BRAZIL) | Essential oil research | |
| Pam CONRAD (USA) | Obstetric aromatherapy | |
| Jacqui STRINGER (UK) | Clinical Aromatherapy in cancer care | SOLD |
| Jonathan BENAVIDES (THE NETHERLANDS) | Autism and ADHD | |
| Linda-Anne KAHN (USA) | Lymphodema & Lipidema | |
| Danielle SADE (USA) | Psychoaromatherapy | SOLD |
| Thomas RUSTEMEYER (THE NETHERLANDS) | Contact dermatitis and essential oils | |
| Niko RADULOVIC (SERBIA) | Essential oil toxicity * still to confirm | |
| Stribor MARKOVIC (CROATIA) | Drug: essential oil interactions | |
| Joy E BOWLES (AUSTRALIA) | Aromatherapy, pharmacology, safety | SOLD |
| Ann HARMAN (USA) | Distillation | SOLD |
| Christa OBUCHOWSKI (USA) | Wildcrafting, perfumery | |

We are also seeking sponsorship for speakers who are coming from within Slovenia to speak at botanica2020. Please get in touch for more details. botanica2020@eyas.co.uk



3. SOCIAL SPONSORS

A key feature of botanica2020 is the opportunity to network and make international connections with peers and potential business contacts. To facilitate this, we have built a number of social opportunities into the botanica2020 experience. Your support here helps us to fund these valuable moments in the botanica program.

Option 1: Special speakers pre-conference gathering (1 sponsor only): 3000 Euros *SOLD

This is planned for the afternoon and early evening of Thursday 21st May and is destined to enable speakers to get to know one another, enjoy a touristic activity, network and relax with refreshments in the famous Grand Hotel Toplice before botanica2020 begins.

Added Sponsor benefits

Exclusive access for 1 person to join our speakers, ambassadors and workshop leaders on this special pre-conference afternoon outing in Bled accompanied by a professional guide and members of the botanica team.

Full conference attendance for 1 person

Gala dinner invitation for 1 person

Half page colour advert in the botanica2020 conference proceedings

Option 2: Welcome Reception on Conference Opening Day (1 sponsor only): 5000 Euros

At the end of the first day of conference on Friday 22nd May, we have planned a special welcome reception that features "A Taste of Slovenia" and includes drinks and local delicacies. This is the first main opportunity for all botanica participants to connect and socialize.

Added Sponsor benefits

Signage - 1 pull up banner - supplied by you - prominently displayed in the welcome reception area beside where the drinks and food are served

1 Trade show stand (1,3m x 60cm table, cloth and bench seating)

Full conference attendance for 1 person

Gala Dinner invitation for 2 persons

Half page colour advert in the botanica2020 conference proceedings

Product inserts into the conference bags: one insert per bag, quantity required: 500

Option 3: Welcome drink and wine with dinner at the Gala Dinner (1 sponsor only): 5000 euros *SOLD

On Saturday 23rd May the botanica2020 gala dinner will be taking place at the most famous hotel in Bled, the Grand Hotel Toplice on the lake shore. This is the most important part of the social program.

Added sponsor benefits

Signage - 1 pull up banner - supplied by you - prominently displayed in the dining area of the gala dinner.

1 Trade show stand (1,3m x 60cm table, cloth and bench seating)



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Full conference attendance for 1 person
 Gala Dinner invitation for 2 persons
 Cards displaying your company logo and sponsorship on each dining table
 Half page colour advert in the botanica2020 conference proceedings
 Product inserts into the conference bags: one insert per bag, quantity required: 500

Option 4: Aromatherapy Educators networking evening: 600 Euros (a total of 12 sponsors sought) 4 SOLD

A unique feature of botanica that has emerged over the years is the sheer number of countries represented at the event (49 countries in 2018). Many participants and expert speakers who attend are influential in the own home country for the establishment of standards of aromatherapy education and they uphold the ethical, safe and professional use of essential oils.

For the first time at a botanica event, we are organizing an informal get-together between aromatherapy educators and international association board members to promote exchanges on the current state and the future of the profession around the world. This evening is completely independent of botanica2020 or any particular aromatherapy association and will take place in a designated local hotel on Sunday 24th May after the closing ceremony of the conference.

Your sponsorship of this evening will help with the general organization and hosting of the evening that will include food and refreshments.

It also secures your place on the evening's round table (1 person).

4. LOGISTICAL SPONSORS

Bursary Sponsorship: 430 Euros per bursary place (multiple sponsors sought)

Since botanica2014, we have been committed to raising funds to finance attendance of participants through our botanica bursary scheme. This enables persons to attend whose budgetary constraints would otherwise prevent them from taking part. To date, thanks to generous donations and fund raising, this has enabled us to offer a total of almost 50 bursary places at past events (which entails a full 3-day conference pass) and we intend to increase this number in 2020 through your ongoing generous bursary sponsorship. Please note: we have a confidential and fully independent assessment process for all bursary applications; bursary sponsors have no influence over who receives the bursary position and in the spirit of confidentiality, no bursary winners' names or details will be announced.

Conference bags (3 sponsors only): 3000 Euros - *2 SPACES SOLD

We are currently sourcing beautiful environmentally friendly conference bags for all our delegates. If you sponsor the cost of these, we will include your company logo (one or two tone) printed on one side of the bag.

Added sponsor benefits

Full conference attendance for 1 person
 Gala Dinner invitation for 1 person



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Product inserts into 500 conference bags: 500 Euros

At just 1 euro per conference bag, we will insert your product sample/ business card/ flyer up to A4 size into all our conference packs (quantity: 500). We will liaise with you concerning the deadline for receiving products as well as delivery address.

Media sponsors

If you wish to discuss media sponsor opportunities and benefits in return for active promotion of botanica2020, we look forward to hearing from you.

SUMMARY OF SPONSOR BENEFITS FOR EACH SPONSOR TYPE

| Sponsor type | Logo on website | Logo in Conference Brochure, proceedings & sponsors board | Advert in conference proceedings | Trade stand | Gala dinner place | Conference pass | Place at pre-event speakers gathering | Signage (pull up banner) in prime location | Conference bag inserts |
|--------------------------------|-----------------|---|----------------------------------|-------------|-------------------|-----------------|---------------------------------------|--|------------------------|
| Main event | ✓ | ✓ | Full page | ✓ | 2px | 2px | 2px | ✓ | ✓ |
| Speaker | ✓ | ✓ | Half page | | 1px | 1px | | | ✓ |
| Speakers gathering | ✓ | ✓ | Half page | | 1px | 1px | 1px | | ✓ |
| Welcome reception | ✓ | ✓ | Half page | ✓ | 2px | 1px | | ✓ | ✓ |
| Gala dinner refreshments | ✓ | ✓ | Half page | ✓ | 2px | 1px | | ✓ | ✓ |
| Aromatherapy Education meeting | ✓ | ✓ | Quarter page | | | | | | ✓ |
| Bursary place | ✓ | ✓ | | | | | | | ✓ |
| Conference bag | ✓ | ✓ | | | 1px | 1px | | | ✓ |
| Conference bag inserts | ✓ | | | | | | | | ✓ |
| Media | ✓ | | | | | | | | ✓ |



BOTANICA2020 PARTICIPANT DEMOGRAPHICS

Based on questionnaires and attendance of participants of previous botanica events, we are able to accurately build a profile of who is likely to attend in 2020.

Typical Profile of botanica2020 participants

Predominantly women 35-60 years

Well-educated, socioeconomic status: middle to high

Mostly persons linked to health-related professions:

Professional clinical aromatherapists, holistic aromatherapists, aromatherapy educators, medical herbalists, naturopaths, nurses, massage therapists, pharmacists, doctors, university researchers, university students taking degree programs in complementary therapies or herbal medicine...

Most are on a second career path

Most working part time as practitioners

Many working full time as practitioners

Most are multidisciplinary therapists

Most have a high awareness of ecological issues, sustainability and are fair-trade conscious

Interested in health, beauty and wellbeing

Interested in sourcing quality suppliers, making business connections and networking with educators and peers.

Employment

Most are self-employed

Many are employed within the health sector (residential home, hospice, cancer centre...) or within educational establishments (University, private colleges)

Some are volunteer therapists in a medical setting

Many have a business related to their therapy to raise secondary income – for example selling a product line.

We look forward to hearing from you with any questions you may have about sponsorship opportunities at botanica2020 and hope to welcome you there.

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