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**NAMA 2018 15th NATIONAL CONFERENCE SPONSOR PACKET**

**2019-2020 Benefits for Platinum Plus Sponsorship:
Contribution amount: $8,000 (1 available)**

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| --- | --- |
| ***Benefit Description*** | ***Value of Benefit*** |
| **Triple booth in prominent location in exhibitor area; prime visibility/high traffic**  | **$ 2,200** |
| Banner: Individual banner, 4’ x 6’ (max size) with sponsor name and logo on the main stage backdrop or other high visibility area. Sponsors supply the banner; NAMA will pay for hanging | **$ 1,000** |
| Program Guide: Full page, 4-color ad on back cover and prominent listing with descriptive text  | **$ 1,500** |
| Special acknowledgement as Platinum Plus sponsor in general conference announcements at all general sessions.  | **Included** |
| 3-minute DVD/CD about the company, and/or, full color company brochure in attendee package  | **$ 500** |
| Sponsor logo included in our marketing materials for the conference marketing campaign. *Inclusion depends on date of publication and date of sponsor agreement*. \*not including media partnership advertisements posts | **$ 2,000 +** |
| 6 Conference Passes | **$ 2,040** |
| **CONTINUING BENEFITS FOR THE YEAR:** * Links to the sponsor website with logo and sponsor name on the NAMA main website. $300
* Logo included in all Newsletters with special acknowledgment of sponsor level $ 1200
* 1 Exclusive email to all our members $400
* Social Media Campaign (Facebook, Twitter, Instagram) $ 1,600
	+ 4 General or Product advertisement post, material provided by your company
	+ 4 Conference spotlight photos provided by NAMA
* Video Campaign $500
	+ 1 Video spotlight-1-3-minute video provided by your company
* A complimentary organizational membership with all applicable general membership benefits and limitations (1) to that membership. $ 250
* Organizational membership types include:
	+ Corporate/Company – You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Educational – You may designate one representative from your school to participate in a school forum which will discuss and advise the board relevant to issues related to education. (May be held at annual conference)
	+ Affiliate- You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Voting membership – one vote per member organization (1)
	+ Discounts- applies to two members from the organization
1. (Only individuals may vote on the board of directors, organizations may not be represented)
 | **$ 4,250** |
| **Total Package Value**  | **$ 13,490** |

**2019-2020 Benefits for Platinum Sponsorship:
Contribution Amount: $6,500 (1 available)**

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| ***Benefit Description*** | ***Value of Benefit*** |
| **Double booth in prominent location in exhibitor area; prime visibility/high traffic**  | **$ 1,800** |
| Banner: Individual banner, 4’ x 6’ (max size) with sponsor name and logo on the main stage backdrop or other high visibility area. Sponsors supply the banner; NAMA will pay for hanging | **$ 1,000** |
| Program Guide: Full page, 4-color ad, inside front or back cover and prominent listing with descriptive text  | **$ 1,400** |
| Special acknowledgement as Platinum sponsor in general conference announcements at all general sessions  | **Included** |
| 3-minute DVD/CD about the company, and/or, full color company brochure in attendee package  | **$ 500** |
| Sponsor logo included in our marketing materials for the conference marketing campaign. *Inclusion depends on date of publication and date of sponsor agreement*. \*not including media partnership advertisements posts | **$ 2,000+** |
| 4 Conference Passes  | **$ 1,360** |
| **CONTINUING BENEFITS FOR THE YEAR:** * Links to the Sponsor website with logo and sponsor name on the NAMA Main website $ 300
* Logo included in monthly newsletter $ 1,200
* 1 Exclusive email to all our members $400
* Social Media Campaign (Facebook, Twitter, Instagram) $ 1,200
	+ 3 General or Product advertisement post, material provided by your company
	+ 3 Conference spotlight photos provided by NAMA
* Video Campaign $500
	+ 1 Video spotlight- 1-3-minute video provided by your company
* A complimentary organizational membership with all applicable general membership benefits and limitations (1) to that membership. $ 250
* Organizational membership types include:
	+ Corporate/Company – You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Educational – You may designate one representative from your school to participate in a school forum which will discuss and advise the board relevant to issues related to education. (May be held at annual conference)
	+ Affiliate- You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Voting membership – one vote per member organization (1)
	+ Discounts- applies to two members from the organization
1. (Only individuals may vote on the board of directors, organizations may not be represented)
 | **$ 3850** |
| **Total Package Value**         | **$ 11, 910** |

**2019-2020 Benefits for Ojas Sponsorship:
Contribution Amount: $5,000 (1 available)**

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| ***Benefit Description*** | ***Value of Benefit*** |
| **Double booth in prominent location in exhibitor area; prime visibility/high traffic**  | **$ 750** |
| Electronic Banner: Ad or logo will be electronically viewed on monitors in grand ballroom/main stage | **$ 1,000** |
| Program Guide: Full page, 4-color ad in Guide and prominent listing with descriptive text  | **$ 1,200** |
| Special acknowledgement as Ojas sponsor in general conference announcements at all general sessions  | **Included** |
| Full page, 4-color, 2-sided company flyer in attendee package  | **$ 500** |
| Sponsor logo included in our marketing materials for the conference marketing campaign. *Inclusion depends on date of publication and date of sponsor agreement*. \*not including media partnership advertisements posts | **$ 2,000+** |
| 3 Conference Passes  | **$ 1,020** |
| **CONTINUING BENEFITS FOR THE YEAR:** * Links to the Sponsor website with logo and sponsor name on the NAMA Main website $ 300
* Logo included in monthly newsletter $ 1,200
* 1 Exclusive email to all our members $400
* Social Media Campaign (Facebook, Twitter, Instagram) $ 1,200
	+ 3 General or Product advertisement post, material provided by your company
	+ 3 Conference spotlight photos provided by NAMA
* A complimentary organizational membership with all applicable general membership benefits and limitations (1) to that membership. $ 250
* Organizational membership types include:
	+ Corporate/Company – You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Educational – You may designate one representative from your school to participate in a school forum which will discuss and advise the board relevant to issues related to education. (May be held at annual conference)
	+ Affiliate- You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Voting membership – one vote per member organization (1)
	+ Discounts- applies to two members from the organization
1. (Only individuals may vote on the board of directors, organizations may not be represented)
 | **$ 3,350** |
| **Total Package Value**         | **$ 9,820** |

**2019-2020 Benefits for Gold Sponsorship:
Contribution Amount: $4,500 (3 available)**

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| ***Benefit Description*** | ***Value of Benefit*** |
| **Double booth in prominent location in exhibitor area; good visibility area**  | **$ 1,500** |
| Electronic Banner: Ad or logo will be electronically viewed on monitors in grand ballroom/main stage | **$ 750** |
| Program Guide: 1/2 page, 4-color ad and prominent listing with descriptive text  | **$ 700** |
| Special acknowledgement as Gold sponsor in general conference announcements at all general sessions  | **Included** |
| Full page, 4-color 1-sided company flyer in attendee package (provided by sponsor)  | **$ 250** |
| Sponsor logo included in our marketing materials for the conference marketing campaign. *Inclusion depends on date of publication and date of sponsor agreement*. \*not including media partnership advertisements posts | **$ 2,000+** |
| 3 Conference Passes  | **$ 1,020** |
| **CONTINUING BENEFITS FOR THE YEAR:** * Links to the Sponsor website with logo and sponsor name on the NAMA Main website $ 300
* Logo included in monthly newsletter $ 1200
* Social Media Campaign (Facebook, Twitter, Instagram) $ 800
	+ 2 General or Product advertisement post, material provided by your company
	+ 2 Conference spotlight photos provided by NAMA
* A complimentary organizational membership with all applicable general membership benefits and limitations (1) to that membership. $ 250
* Organizational membership types include:
	+ Corporate/Company – You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Educational – You may designate one representative from your school to participate in a school forum which will discuss and advise the board relevant to issues related to education. (May be held at annual conference)
	+ Affiliate- You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Voting membership – one vote per member organization (1)
	+ Discounts- applies to two members from the organization

 (1) (Only individuals may vote on the board of directors, organizations may not be represented)   | **$ 2,550** |
| **Total Package Value**         | **$ 8,770** |

**2019-2020 Benefits for Silver Sponsorship:
Contribution Amount: $2,500 (6 available)**

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| ***Benefit Description*** | ***Value of Benefit*** |
| **Single booth in good location in exhibitor area**  | **$ 725** |
| Electronic Banner: Ad or logo will be electronically viewed on monitors in grand ballroom/main stage | **$ 500** |
| Program Guide: 1/4 page, 4-color ad and prominent listing with descriptive text  | **$ 350** |
| Special acknowledgement as Silver sponsor in general conference announcements at general sessions  | **Included** |
| Full page, black & white promotional folder (provided by Sponsor) to be placed in attendee packet  | **$ 100** |
| Sponsor logo included in our marketing materials for the conference marketing campaign. *Inclusion depends on date of publication and date of sponsor agreement*. \*not including media partnership advertisements posts | **$ 1,000+** |
| 2 Conference Passes  | **$ 680** |
| **CONTINUING BENEFITS FOR THE YEAR:** * Links to the Sponsor website with logo and sponsor name on the NAMA Main website $ 300
* Logo included in monthly newsletter $ 1200
* Social Media Campaign (Facebook, Twitter, Instagram) $ 400
	+ 1 General or Product advertisement post, material provided by your company
	+ 1 Conference spotlight photos provided by NAMA
* A complimentary organizational membership with all applicable general membership benefits and limitations (1) to that membership. $ 250
* Organizational membership types include:
	+ Corporate/Company – You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Educational – You may designate one representative from your school to participate in a school forum which will discuss and advise the board relevant to issues related to education. (May be held at annual conference)
	+ Affiliate- You may designate one representative from your organization to participate in a forum for discussion and coordination to support the growth of Ayurveda in the U.S. (May be held at annual conference)
	+ Voting membership – one vote per member organization (1)
	+ Discounts- applies to two members from the organization

 (1) (Only individuals may vote on the board of directors, organizations may not be represented) | **$ 2150** |
| **Total Package Value**         | **$ 5,505** |

**2019 Tea Break Sponsorship 4 spaces available**

**TEA BREAK SPONSOR: $400** Plus provides tea for conference participants to enjoy while socializing during break time.

* Includes 1/8 page advertisement in the program guide valued at $200
* On-site promotion includes company logo on signage at the tea stations valued at $300
* Sponsor recognition in the program guide valued at $200
* **Friday Afternoon at 4:00 pm**
* **Saturday Morning 10:00 am**
* **Saturday Afternoon 4:00 pm**
* **Sunday Morning 10:00 am**

**\*For added exposure, consider providing item(s) in the annual conference Silent Auction**

**CONTRIBUTION POLICY STATEMENT**

As a non-profit organization, we rely on your contributions to continue our work on behalf of the Ayurvedic profession in the USA. Please consider giving generously as your contributions will help Ayurveda become established in the USA.

Contributions, Benefactor Membership, and Annual Sponsorship fees may be tax deductible as a business expense for all individuals and organizations. However, as a non-profit trade association, 501 (c)(6), contributions to the National Ayurvedic Medical Association are not personally deductible as charitable donations. For more information, please consult your tax advisor.

**SPONSOR INFORMATION**

Please refer to this document for any questions. If your question is not in this document, please contact Kathy Jo Staheli at kathyjo@ayurvedanama.org.

**UNDERSTAND HOW YOUR SPONSOR BENEFITS WORK**

When you become an Annual Sponsor for NAMA, you not only receive the regular conference benefits and you also receive the extended benefits which continue throughout the remaining year until the next NAMA conference –Below describes how the sponsors benefits work.

**E-Blast Features**

* All monthly **NAMA** newsletters will feature the previous year sponsors.
* All current **conference** e-blast and marketing will feature the current year conference sponsors.

**Website Features**

* All **conference** pages on the website will feature the current year conference sponsor.
* The main **NAMA** website banner will feature the previous year sponsors. These will be replaced with new sponsors after the conference.

**Social Media Features**

* Social media features will start after the conference you sponsor.
* Video features will start after the conference you sponsor.

**Bonus Package Features (conference sign up)**

* All bonus package features will start as soon as you register. (This is one of the benefits of an early registration.)

**SPONSOR CONTRIBUTION AND REGISTRATION**

**Registration**

* We process all sponsors registrations on our website.
* All contribution made through the NAMA website. We except all major credit cards and debit cards.
* There will be an approval period after your payment has been received. You will receive an approval email letting you know you have been accepted as a sponsor or exhibitor.

**Add on options**

* NAMA offers additional add on options if you would like to purchase additional conference tickets. You can manage and make payment for these extras items at the time of registration on our website. Below is the list of the add on options and prices
	+ - Conference tickets $ 260 (Early Bird Rate)
		- ½ page advertisement $700

**ATTENDEE REGISTRATION PACKET COLLATERAL**

**\*These items will need to be shipped to the hotel prior to the conference, they can only arrive 2 days before the conference starts.**

* **Platinum:** A DVD or CD about their company, products and/or services offered; and/or a full color company brochure; and/or a full-page two-sided full-color promotional flyer of their design.
* **Ojas:** a full-page two-sided full-color promotional flyer of their design.
* **Gold:** a full-page one-sided full-color promotional flyer of their design.
* **Silver:** a half-page one-sided black & white promotional flyer of their design.

**PROGRAM GUIDE & DIGITAL COLLATERAL**

**Please submit the following to** **kathyjo@ayurvedanama.org** **by February 5th**

1. Company mission statement or Bio 42 words or less
2. Company Logo
3. Ad for Program Guide (SEE SIZE GUIDE BELOW)
4. All social media collateral based on your sponsor level

**Accepted Ad Files**

Please submit your files in the following formats **only**:

* Adobe PDF files created CMYK with hi-resolution print optimized format; all images and fonts embedded
* Adobe InDesign files with all images included and fonts converted to outline
* Adobe Photoshop EPS, TIFF or JPG files, CMYK, 300dpi at 100%
* All ads should be CMYK



**NAMA TRADE SHOW GUIDELINES**

* **Conference Sponsor and Exhibitors Registration will be at** **2pm**. We will not receive you before this time. Once you have checked in you can start setting up your booth The Sponsor and Exhibitors Registration will be located at the main conference registration table. You will receive your table location and conference badges at time of registration.
* **Sponsor/Exhibitor Badges:** Each exhibitor will receive two (2) name badges per booth. Badges may be picked up at the NAMA Registration Desk on the day of set-up. Additional badges may be requested in advance. Replacements for lost badges can be requested at the NAMA Registration desk. Exhibitor badges are valid for all three (3) days of the conference. To maintain conference security, we ask that you wear your exhibitor badge at all times. The Exhibitor badge provide privileges only to the Exhibit floor and does not entitle the bearer to enter breakout sessions, meals or entertainment.
* **Sponsor/Exhibitor Move in: April 26th 12:00pm-6:00pm** All exhibitors must be moved in during the scheduled time. Let us know if you have any special move-in needs. The Grand Ballroom has a separate entrance that will be used for loading and unloading. Please move your vehicles as soon as you unload your materials. Any booth not occupied by the end of the scheduled time will be considered cancelled and may be re-rented by NAMA, without compensation to Exhibitor, unless exhibitor has had prior approval from the NAMA conference team.
* **Sponsor/Exhibitor Move out: April 28TH 3:00pm-5:00pm** All items must be removed from the building during the scheduled time. All loading should be done through the Grand Ballroom doors. After this time, NAMA has the authority to remove and dispose of Exhibitor’s property that is not removed from the Hotel premises. Exhibitor agrees to pay the cost incurred by NAMA in connection with any such removal and disposal.
* **Location of Exhibit Booth:** All measurements of exhibit space layouts are as accurate as possible. NAMA Conference Management reserves the right to make modifications and change exhibit space assignments and to adjust the floor plan at any time as may be necessary to meet the needs of safety requirements, sponsors, exhibitors, exhibits and traffic flow.
* **Security:** Electronic equipment and other high value items should be removed from the booth for your protection. NAMA assumes no liability for missing items. The hotel will not be responsible for the security of such property. The hotel has overnight security that makes rounds. There are security cameras in the foyer space. If greater security is required, exhibitors are welcome to procure their own security or make other arrangements for any equipment or valuables left unattended.
* **Other** Signs or banners are not permitted in public areas of the hotel without prior approval of hotel management. The hotel prohibits the hanging of any materials on the walls of the hotel including, but not limited to, the use of masking tape or pushpins. All displays, exhibits and decorations must conform to hotel regulations and city fire code ordinance regulations. Any matter not specifically covered shall be subject solely to the decision of NAMA.

**NAMA TRADE SHOW REGULATIONS**

* Please ensure your booth is staffed at all times.
* Please arrive no later than 30 minutes prior to the opening of the show.
* Microphones, music or DVD players used in your booth must not interfere with your neighbors. Sound equipment may not project sound beyond the confines of the booth area. Provide headphones as appropriate.
* Exhibit space must be large enough to contain a reasonable audience if demonstrations are planned.
* The aisles cannot be blocked.
* Promotional materials may be distributed only in the exhibitor's booth and must directly relate to the exhibit. Books and CDs may be sold only through Nataraj Books unless they are the author of the books they are selling at the booth.
* Exhibitors may not share booth space without the prior written approval from NAMA Event Management
* Boxes should be stored out of sight.
* Fire regulations prohibit the use of an open flame, including candles. Booth decorations must be flame proof and electrical wiring and displays must conform to the National Electrical Code safety rules.
* Exhibitors shall not bring any flammable liquids, gasoline, fuels, oils, machinery, or smoking materials onto the hotel premises. Also, no open flames, lighted candles or lighted incense/sage sticks are allowed. No LP gas, bottled gas or bottled gas tanks are permitted in the building.
* If you would like to purchase wifi and a power strip for your booth it will have to be directly with the hotel. Contact the hotel directly.

**NAMA AGREEMENT**

Violation of the Exhibitor rules shall be cause either for immediate expulsion of Exhibitor without recompense, or rectification by NAMA, at Exhibitor’s expense. NAMA reserves the right to refuse/revoke any booth rental application without explanation

**Applicable Law:** Choice of Law: Venue: Exhibitor shall abide by all applicable federal and state laws and regulations, and all ordinances, rules and regulations of the City of Oak Brook, Illinois. In any action, suit or legal dispute arising from this Agreement, Exhibitor agrees that the laws of the State of Illinois shall govern. The parties agree that any action or suit arising from this Agreement shall be commenced in a federal or state court of competent jurisdiction in Illinois at NAMA’s discretion.

**Amendment:** This Agreement shall not be altered, changed or amended except by an amendment in writing executed by the parties hereto

**Binding Effect:** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns and is specifically enforceable.

**Force Majeure:** NAMA, shall have no liability to Exhibitor, and Exhibitor shall have no claim or action against NAMA, therefore, because of NAMA’s failure to perform any of its obligations in the Agreement if the failure is due unforeseen occurrences or to reasons beyond NAMA’s reasonable control, including without limitation, strikes or other labor difficulties, war, riot, terrorism, civil insurrection, accidents, acts of God or governmental authorities in connection with a national, state, or local emergency. In such event, Exhibitor’s sole remedy shall be limited to cancellation and NAMA may retain such part of each Exhibitor’s rental as shall be required to cover expenditures already made up to such occurrence.

**Agreement and Confirmation:** Exhibitor agrees to abide by all NAMA and Hotel requirements and the terms of this agreement. Agreement by the Exhibitor is indicated by their acceptance to exhibit at this conference.

**Taxes in Scotts Valley: %9**

**HOTEL INFORMATION**

**1440 Multiversity**

800 Bethany Drive

Scotts Valley, CA 95066

Tel: +1—844-544-1440

www.1440.0rg

\* Rooms book quickly, we advise you to book your room early

**HOTEL SHIPPING REQUIRMENTS**

Boxes shipped to the hotel must have the following information for proper delivery:

Name of Vender: (Your Company name)

Address of Hotel: **1440 Multiversity**

800 Bethany Drive

Scotts Valley, CA 95066

Name of Event: National Ayurvedic Medical Association 2018 Conference

Event Contact: Kathy Jo Staheli

Event Date: April 26th – April 28th, 2019

Return Address: (Your Company address)

Phone Number: (Company Representative)

Hold for Arrival Date: (Representative arrival date)

Number of Boxes: (Please include how many boxes in total you shipped)

* The hotel will not allow shipping earlier than two (2) days prior to the event date or April 26th, 2019 without the prior consent of the hotel. If boxes are shipped prior to that date, a storage fee will be applied. All materials and boxes must be removed at the conclusion of the event.
* Labeling – Instructions for proper labeling is essential. Improperly labeled packages account for the majority of lost and misplaced packages.
* The hotel will only accept pre-paid packages. The hotel will refuse any packages delivered C.O.D. and the hotel shipper will not make notifications.

**SHIPPING OUT OF THE HOTEL**

* Exhibitors should bring their own shipping forms and packing tape for return shipping after the conference.
* All shipping arrangements must be made directly by each individual through their selected shipping company.
* Please secure the form to the box and ensure the box is securely taped closed for transport. Any boxes that do not have shipping information on them or are left open may not be shipped via the hotel and may be discarded 24 hours after the event should items not be claimed.
* The hotel assumes no liability for damage or loss of any goods or equipment stored, received or shipped on behalf of NAMA