



Maternity Natural Health Symposium

Sunday 22 March 2020

Novotel Hotel Ellerslie, Auckland

Post-Conference Workshops on Mon 23rd March



Sponsorship & Exhibitor Prospectus



**MATERNITY
NATURAL HEALTH
SYMPOSIUM**



“It was an absolute pleasure to be involved. You both did an amazing job and should feel incredibly proud of the result: the great feedback and overall vibe of the event”

Lizzie Jaray
(Senior Brand Manager, BDM Grange)





OVERVIEW

Originally called **SOMCANZ** [Symposium of Maternity Carers NZ] the new millennium's first conference on *Integrative Maternity HealthCare* was held in Auckland, NZ, in May 2015 – and was an enormous success!

This inaugural symposium attracted major international speakers, and both the attending delegates and the sponsoring exhibitors were thrilled with the entire event. The atmosphere was electric, and the overall organization was perfection – frankly the only let down were a few minor catering issues – and beyond that the entire event's success was truly beyond our wildest expectations!

In April 2016 SOMCANZ joined forces in a small professional alignment with AIMA (Australasian Integrative Medicine Assoc) to feature a few maternity-related speakers at their annual Conference in Auckland – and a new collegial relationship was successfully formed.

The following year, at the April 2017 conference, there was a first true amalgamation of AIMA-SOMCANZ for a trial 2-day event. However, although it was successful, it also became evident that *perinatal integrative medicine* requires its own dedicated symposium conference.

By 2018, writing was clearly on the wall: With global interest and awareness increasing, SOMCANZ was re-named **IIMHCO** [International Integrative Maternity HealthCare Organization], and plans began for a second dedicated global summit for late 2019.

However, by mid 2019 it became strongly evident that the Public – the Women themselves as potential consumers of Maternity Integrative HealthCare – also want direct access to learning the latest from the world's leading holistic perinatal wellness Experts. So, a difficult but correct decision was made to postpone and reformat the 2019 conference into a *health professional & consumer expo* called the **Maternity Natural Health Symposium**, to be held on Sunday 22nd March 2020.

Thus, the evolution of Maternal and Neonatal Integrative HealthCare continues, and we are tremendously excited about the rapid progression!



MATERNITY NATURAL HEALTH SYMPOSIUM

CONFERENCE FAQs

Location:	Novotel Ellerslie Hotel, Auckland	
Dates:	Symposium Expo	Sunday 22 March 2020
	Midwifery Workshops	Monday 23 March 2020

Attending Delegate Ticket Prices

Symposium Expo Registration fees - Sunday 22nd March

Full-day of fabulous speakers of global thought-leaders, influencers and specialists in perinatal (maternal-neonatal) holistic wellness and integrative medicine - including early-evening opportunity to network with Speakers

All costs include GST and are in NZ dollars	Early bird Booked and paid on or before 31 Jan 2020	Standard price Booked and paid on or after 1 Feb 2020
Sapphire Package	\$135	\$150
Gold Package	\$225	\$250
Diamond Package	\$300	\$350
Full-Time Student Sapphire package	\$80	\$95

Sunday 22nd Evening Round-Table Gala Dinner-Show

Sunday round-table Gala Dinner mingling with VIP Keynotes, plus evening featuring the amazing, award-winning and effervescent, inspirational international speaker Lucy Bloom (extra tickets available - all guests welcome)

All costs include GST and are in NZ dollars	Early bird Booked and paid on or before 31 Jan 2020	Standard price Booked and paid on or after 1 Feb 2020
Dinner	\$79	\$89



Maternity Workshop Registration fees - Monday 23rd March

Morning - Half-Day Midwifery workshop with Heart & Hands American 'goddess' of Midwifery Elizabeth Davis

Afternoon - Half-Day Birth Homeopathy workshop with world leading holistic Obstetrician Brazilian Dr Ricardo Jones

All costs include GST and are in NZ dollars	Early bird Booked and paid on or before 31 Jan 2020	Standard price Booked and paid on or after 1 Feb 2020
Full day delegate (Regular)	\$175	\$190
Full day delegate (Full-Time Student)	\$80	\$95
Half day (regular)	\$70	\$85
Half day (full time student)	\$60	\$70

Please note full day tickets include both workshops, lunch and tea and coffee.

Delegate Numbers:

Inaugural 2015 Conference 150 Attended

This Conference Goal >200

Local & International Attending Delegates

- Midwives
- Obstetricians
- Doulas
- Lactation Consultants
- Antenatal Childbirth Educators
- Naturopathic Therapeutic Professionals of all Modalities who are specialising – or want to specialise in – Maternal & Neonatal Wellbeing
- Students from all the above disciplines
- Expectant pregnant Mothers-to-Be
- Mothers of Babies
- Consumers interested in Holistic Wellness
- Consumers interested in Maternal/Neonatal Health

IIMHCO are the cutting-edge global world leaders of collaborating holistic maternity healthcare knowledge, into a cohesive association of Resources, Information and Experts in all aspects of perinatal integrative medicine.

We are the only professional organization internationally, bridging the gap between the *mainstream Medical*, the *ancient Therapies* and the *modern Modalities*, to create a unity of Best Maternity HealthCare.



MARKETING PLAN

The marketing plan for the Maternity Natural Health Symposium will focus on the two key demographics: those working in the maternity healthcare field, and expectant Mothers – with marketing activities using both traditional advertising and modern digital social-media marketing practices.

Our plan will include the following aspects:

Marketing to those in the Maternity Healthcare Field

- Adverts in NZ/Australian Midwifery print media
- Brochures in all Maternity Wards and Birthing Centres nationwide
- eDM marketing through the IIMCHO database > 5500 (a mailing-list that consistently enjoys a phenomenal 35% open-rate)
- Extensive Social Media pro-marketing including access to founding director Kathy Fray's own 2500 LinkedIn followers (mostly Maternity Health Professionals) and nearly 4000 Instagram followers (mostly Mothers & Mothers-to-be)

Marketing to expectant Mums

- Adverts in suitable print magazines such as potentially OhBaby!, Bump & Baby, Kiwi Parents, and the Natural Parenting Magazine
- Marketing on suitable online magazines such as Kiwi Families
- Marketing on multiple Social Media mother/maternity FaceBook sites
- Promotions via local Midwives



OUR GLOBAL IMPACT

With every Sponsor, Exhibitor & Delegate, we give!

Here at IIMHCO we believe that real and meaningful change to Women's Health can come through the worlds' entrepreneurial Business Ethics aligning with Conscious Consumer values, for a higher purpose of making positive social change to our Global Society.

So, when you spend with us, we give!





MATERNITY NATURAL HEALTH SYMPOSIUM

MAIN SPONSORSHIP PACKAGES

The exhibitor marketplace is aimed to be the hub of Maternity Natural Health Symposium at registration, during session breaks and the Sunday evening networking event.

Exhibitor booth location preferences will be given to Sponsors, along with the order that deposits are received.

SAPPHIRE PACKAGE \$1100

*Early-Bird Price \$1000
(Paid by 31 Jan)*

- ◇ Exhibition trestle-table for full day & evening
- ◇ Full-day entrance to Symposium Expo including the evening networking event for 1 person
- ◇ Quarter-page B&W advert in Symposium Program
- ◇ Two e-Newsletter adverts
- ◇ One GOODY-BAG inclusion (compulsory participation)
- ◇ Free ORGANIC BIRTH & WHY THEY CRY guides
- ◇ ***This package also funds 5 Women into Hospital for Safe Childbirth in Kenya***

GOLD PACKAGE \$1400

*Early-Bird Price \$1250
(Paid by 31 Jan)*

- ◇ Exhibition trestle-table in priority location for full day & evening
- ◇ Full-day entrance to Symposium Expo including the evening networking event for 2 people – plus tea/coffee and lunch
- ◇ Half-page colour advert in Symposium Program
- ◇ Four e-Newsletter adverts
- ◇ One or two GOODY-BAG inclusions (min. of 1 compulsory)
- ◇ Free ORGANIC BIRTH & WHY THEY CRY guides
- ◇ Hot-off-the-press copy of the new book "OH MAMA—Guide to Integrative Maternity HealthCare"
- ◇ ***This package also funds 10 Women into Hospital for Safe Childbirth in Kenya***

DIAMOND PACKAGE \$1750

*Early-Bird Price \$1500
(Paid by 31 Jan)*

- ◇ Exhibition booth (2.4m x 1.8m) in premium location for full-day & evening
- ◇ Full-day entrance to Symposium Expo including the networking event for 2 people – plus tea/coffee and lunch
- ◇ Dinner for two people at the evening Gala VIP event with the amazing Lucy Bloom
- ◇ Full page colour advert in Symposium Program
- ◇ Six e-Newsletter adverts
- ◇ Up to three GOODY-BAG inclusions (min. of 1 compulsory)
- ◇ Free ORGANIC BIRTH & WHY THEY CRY guide
- ◇ Hot-off-the-press copy of the new book "OH MAMA—Guide to Integrative Maternity HealthCare"
- ◇ Copy of NZ's No1 best-selling birth-babies-motherhood book since 2005 "OH BABY"
- ◇ ***This package also funds 15 Women into Hospital for Safe Childbirth in Kenya***



SPONSORSHIP PACKAGES

Naming Rights Sponsor

Your choice of Exhibitor/Booth package option plus \$4000

This is the most prestigious Sponsorship role available, with you Logo everywhere! We will give it the very MOST exposure we can logistically and creatively, plus of course:

- ◇ Your logo appearing as the Major Sponsor on the Symposium website, in all e-Newsletters, with a dominant position on all hold-slides, and boldly on the front-cover of the Symposium programme
- ◇ Conference Program 2-page centre-page full colour Advert
- ◇ The opportunity to formally welcome attending delegates within the opening addresses
- ◇ Regular promotional mentions by the Symposium emcee
- ◇ First right as Naming Sponsor with future events
- ◇ ***This Sponsorship also funds a Woman in Kenya to receive life-transforming Obstetric Fistula surgery***

Goody-Bag Sponsor

Your choice of Exhibitor/Booth package option plus \$2500

This is a high-profile position with all attending delegates carrying the goody-bags all day.

- ◇ Your logo boldly screen-printed onto all Attending Delegate goody-bags alongside the Symposium logo
- ◇ Your logo appearing as a VIP Sponsor on the Symposium website, in all e-Newsletters, on all hold-slides, and on the front-cover of the Symposium programme
- ◇ Unlimited inclusions within the Goody-Bags (within reasonable limits of weight/size)
- ◇ Conference Program cover back-page Advert in full colour
- ◇ First right as Naming Sponsor with future event
- ◇ ***This Sponsorship also funds two Women in Kenya to receive Breast Cancer Screening***



Gala Round-Table Dinner Sponsor

Your choice of Exhibitor/Booth package option plus \$2500

This is a VIP premium profile role of sponsorship

- ◇ Opportunity to formally introduce and explain your Product/Service to attendees as part of the Gala Round-Table Dinner welcome
- ◇ Two free-standing Banners displayed in dinner seating area
- ◇ Your logo appearing as a VIP Sponsor on the Symposium website, in all e-Newsletters, on all hold-slides, and on the front-cover of the Symposium programme
- ◇ Conference Program inside-front-page Advert in full colour
- ◇ Opportunity to “decorate” the Tables with creative centrepieces
- ◇ First right as Gala Dinner Sponsor with future events
- ◇ **This Sponsorship also funds two Women in Kenya to receive Breast Cancer Screening**

Evening Networking Sponsor

Your choice of Exhibitor/Booth package option plus \$2500

This is a VIP premium profile role of sponsorship

- ◇ Multiple free-standing Banners set-up for the Drinks area
- ◇ Opportunity to formally introduce and explain your Product/Service to attendees as part of the Evening Networking Drinks welcome
- ◇ Your logo appearing as a VIP Sponsor on the Symposium website, in all e-Newsletters, on all hold-slides, and on the front-cover of the Symposium programme
- ◇ Conference Program inside-back-page Advert in full colour
- ◇ First right as Evening Networking Sponsor with future events
- ◇ **This Sponsorship also funds two Women in Kenya to receive Breast Cancer Screening**



MATERNITY NATURAL HEALTH SYMPOSIUM

Student Award Sponsor

Your choice of Exhibitor/Booth package option plus

Available to an individual or company.

IIMHCO will be offering all midwifery, medical and naturopathic/therapeutic full-time Students of any health/wellness modality, an opportunity to submit an Abstract to present. All accepted presentations will have the chance to be judged as the Best Student Presentation as decided by the Symposium Organisers. The winning Student will receive a \$750 Cash Award.

- ◇ Naming rights to the Top Student Presentation Award
- ◇ Your logo appearing as the “Top Student Sponsor” on the Symposium website, in all e-Newsletters, on all hold-slides, and on the front-cover of the Symposium programme
- ◇ Specific grateful thanks recognition given by MC for sponsorship, prior to on-stage Top Student Award presentation
- ◇ Opportunity to formally introduce yourself/product/service and announce the Winning Student and present the Award during the Symposium
- ◇ Conference Program full-page Advert in colour
- ◇ It is anticipated you will also provide a plaque/certificate of your choosing
- ◇ First right as Top Student Sponsor with future events
- ◇ **This Sponsorship also funds two Women in Kenya to receive Breast Cancer Screening**

SOLD \$2500

Seminar Room Sponsors X 2

Your choice of Exhibitor/Booth package option plus

@\$2500

This is a high-profile role of sponsorship

- ◇ Two free-standing Banners on left or right side of the Plenary Keynote Room at the Symposium Opening. This larger space will at some point (approx. late morn) be divided into two separate identical Concurrent Seminar Rooms, then likely at the end of the day joined back as a Plenary Keynote Room for the Symposium Conclusion.
- ◇ Opportunity to give short Product/Service Overview before each Abstract Submission Presenter during the concurrent Breakout speaker sessions.
- ◇ Your logo appearing as a VIP Sponsor on the Symposium website, in all e-Newsletters, on all hold-slides, and on the front-cover of the Symposium programme
- ◇ Extra Program Advert & Extra e-Newsletter Advert as per your chosen Exhibitor stand package
- ◇ First right as Seminar Room Sponsor with future events
- ◇ **This Sponsorship also funds two Women in Kenya to receive Breast Cancer Screening**



MATERNITY NATURAL HEALTH SYMPOSIUM

Tailor-Made Sponsor

\$Cost as Negotiated

We are very happy to sit down with you and collaborate a unique presence at the Maternity Natural Healthcare Symposium, customised to your Company's individual needs.

Monday Workshop Sponsors x 2

@\$750

On Monday 23 March we will be offering Midwives and all those working in, or interested in, Maternity Healthcare to attend two Workshops presented by world-class international Experts.

Morning - Half-Day Midwifery workshop with Heart & Hands American 'goddess' of Midwifery Elizabeth Davis

Afternoon - Half-Day Birth Homeopathy workshop with world leading holistic Obstetrician Brazilian Dr Ricardo Jones

- ◇ An opportunity to welcome delegates at the Workshop
- ◇ Your logo to appear as the 'workshop sponsor' on the Symposium website, in all e-newsletters and on the front cover of the Symposium programme
- ◇ One registration to attend the Workshop
- ◇ A free-standing banner displayed at the front of the Workshop room
- ◇ One piece of promotional material to be placed on each of the delegate chairs
- ◇ ***This Sponsorship also funds two Women in Kenya to receive Cervical Cancer Screening***



PROMOTIONAL OPPORTUNITIES

Conference Programme B&W Advertising

Full-Page Mono \$500

Half-Page Mono \$350

Quarter-Page Mono \$250

(Artwork to be provided)

This advertising also funds giving a Slate for a Child to study in India

IIMHCO eDM Advertising

IIMHCO has an email newsletter and journal that is regularly sent out to our large database (circa 5500). We would like to offer you the opportunity to promote your organisation and maternity products/services to our database which is made up of Maternity HealthCare Professionals (Midwives, Obstetricians & Many Naturopathic integrative-medicine specialists from multiple therapeutic modalities) and increasing numbers of Consumers, who are all keen to know about the newest, latest and most useful information relating to perinatal integrative medicine and maternal-neonatal wellness. Both our e-Newsletter (general symposium news and interesting information) and e-Journal (latest relevant published research articles) both enjoy an excellent consistent Open rate of nearly 35%.

Database sizes

IIMHCO e-Newsletter database is >5500

IMHC e-Journal database is >5000

IIMHCO EDM e-NEWSLETTER ADVERTISING:

\$180: One-off placement

\$380: 3-Issues placements

IMHC EDM JOURNAL ADVERTISING

\$180: One-off placement

\$380: 3-Issues placement

IMHC EDM JOURNAL RESEARCH ARTICLE SUBMISSION

\$Free: General Research Editorial (relevant to perinatal integrative medicine)

\$150: Specific Product Research Advertorial (relevant to perinatal integrative medicine)

These advertising options also funds giving a Workbook to a hearing-impaired Child in India

All adverts or article commentary can be up to 100 words and should include an image.

Adverts include a URL link to the relevant website.

Research articles include a URL link to the full research article or pdf.

For any questions and to book Advertising, please contact info@iimhco.com



SPONSORSHIP APPLICATION BOOKING FORM

We apply for a sponsorship in accordance with the terms and conditions set out in the Prospectus.

Signed _____ Print Name _____
Date _____ Email _____

Please print, scan and email this form to:
caro@eventsbycaro.co.nz

Contact Name (& Position) _____
Company/Association _____
Postal Address _____
Street Address _____
Day Phone (incl Mobile) _____

Our Exhibition package we would like is:

Our first-choice sponsorship opportunity we would like is:

Our second-choice sponsorship opportunity we would be:



SPONSORSHIP/EXHIBITOR TERMS & CONDITIONS

G.S.T.

- All prices are quote in NZ\$ and include GST (Goods & Services Tax) which is currently 15 percent.

PAYMENT

- An invoice will be sent on signing the booking form.
- All invoices are non-refundable and due 7 days following the date on the invoice.

EXHIBITION MARKETPLACE

- All stands will be allocated on a first-come first-served basis, based on full payment of package.
- Sponsors may not assign, sublet, invite or share any portion of their booth stand space with an additional party.
- The organisers will confirm the floor plan to all sponsors 1 month prior to the symposium.
- If oversubscription occurs, we will contact the exhibitors to resolve allocation.
- Sponsors consent to their contact details being shared with conference suppliers and contractors.

CANCELLATION POLICY

The organisers reserve the right to cancel the conference in case of circumstances beyond its control. In such a case all monies paid to date would be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.