

COMPLEMENTARY HEALTH WORLD WEEKEND

26 - 27 September 2020
Park Plaza hotel, London

SPONSORSHIP OPPORTUNITIES

How to reach the complementary therapy and integrative health world in one inspiring weekend:

- A two-day conference for doctors, therapists and all those interested in complementary approaches to health and wellbeing
- A dinner hosted by the College of Medicine for conference participants and other guests
- Presentation of the Complementary Therapy awards 2020 – meet the finalists, judges and their supporters.



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Chamberlain Dunn are pleased to announce the partnership of this year's Complementary Therapy Awards ceremony with a celebration dinner hosted by the College of Medicine on the weekend of the Integrative Health Convention on 26 and 27 September. It creates a focused weekend which offers a raft of sponsorship opportunities which you can pick and mix to suit your marketing objectives. The audience is a powerful mix of GPs, other doctors, nurses, complementary therapists and all those interested in different approaches to health and wellbeing.

The Integrative Health Convention

The Integrative Health Convention is the UK's largest annual integrative health event featuring over 25 different experts from a variety of fields in conventional medicine, complementary therapy, and self-care with topics ranging from Acupuncture to Ayurveda, Mindfulness to Yoga, QiGong to Hypnosis, and Nutrition to NLP. This is a chance to see individualised healthcare practised to its fullest potential by doctors and therapists in the UK and beyond.

The Convention is being held at the Park Plaza Victoria in London on 26 and 27 September 2020, promising to be an even larger event than last year where it attracted over 150 doctors, therapists, and members of the public. Sponsors have a wide choice of opportunities available to create their own bespoke package for the weekend.

The Complementary Therapy Awards and College of Medicine dinner celebration

The awards aim to recognise and reward best practice and show how complementary therapy can work effectively alongside mainstream health and social care to benefit individuals, carers and their families. It can support patients receiving treatment and develop innovative projects to make the connection between conventional medicine and complementary healthcare.

The finalists of the eight sponsored awards will provide case study material which is outlined at the evening ceremony and published in the Winners' Guide. Sponsors benefit from association with best practice, before, during and after the ceremony, involvement in the judging and their logo on all materials.

The College of Medicine is hosting a dinner on the Saturday night for conference participants, finalists, sponsors and guests. The College advocates a new attitude to healthcare: one which forges partnerships across society, emphasises prevention and a multi-faceted approach and empowers a healthier, happier population. We think everyone should be part of the conversation about health, not just a select professional elite.

 **INTEGRATIVEHEALTH**
CONVENTION



COMPLEMENTARY
THERAPY AWARDS 2020

COLLEGE OF MEDICINE
AND INTEGRATED HEALTH

Integrative Health Convention Sponsorships opportunities

All pricing is subject to UK VAT at 20%

Platinum – £4,997

- 1 x Exhibition space in main lobby
- A speaking slot at the convention
- Sponsors logo included in all pre-convention and post-convention emails
- Sponsors logo and company profile on website and in convention programme
- 4 tickets for the 2-day convention
- Social media posts PLATINUM sponsorship
- 1 x insert into convention delegate bag
- Access to all video content.

Gold - £2,497

- 1 x Exhibition space
- Sponsors logo and company profile on website and in convention programme
- Sponsors logo included in all pre-convention and post-convention emails
- 2 tickets for the 2-day convention
- Social media posts GOLD sponsorship
- 1 x insert into convention delegate bag
- Access to all video content.

Silver – £1,497

- 1 x Exhibition space
- 1 ticket for the 2-day convention
- Sponsors logo and company profile on website and in convention programme.

Convention delegate bag sponsorship - £995

This is a highly visual sponsorship opportunity for your organisation, which will be sure to feature in the event photography and media coverage.

- Sponsor branded convention bag handed to all delegates on arrival*
- Your logo and company profile in the convention programme
- Half page advertisement in the convention programme
- 1 ticket for the 2-day convention.

**branded bags supplied by sponsor*

Badge & lanyard sponsorship - £995

Associate your organisation with the country's leading practitioners and medical professionals. This highly visual sponsorship will be sure to feature in event photography and media coverage.

- All delegates will be handed a branded lanyard* and printed badge which will feature sponsors logo alongside convention logo
- Half page advertisement in the convention programme
- 1 ticket for the 2-day convention.

**branded lanyards to be supplied by sponsor*

Marketing insert - £150

Be associated with the convention by sharing your message and/or sample product in the convention delegate bag

Insert a marketing piece and/or branded merchandise into 300 convention delegate bags handed to all delegates on arrival.

Additional Sponsorship opportunities:

Pre-Event Email Blast

Sponsor a Snack Break

Sponsor a Coffee / Tea Break

Complementary Therapy Awards and College of Medicine Celebration dinner

All pricing is subject to UK VAT at 20%

Headline sponsorship – Awards & Dinner £12,500

- Celebration dinner and arrival reception sponsorship
- Category sponsorship for Complementary Therapy Awards (full details below)
- Premium position exhibition space at the Integrative Health Convention and College of Medicine dinner
- Sponsor speaking opportunity at beginning of awards and dinner celebration
- Premium position exhibition space at the Integrative Health Convention
- Sponsors logo and 100-word company profile on the Complementary Therapy awards, College of Medicine and Integrative Health Convention websites
- Primary branding on all literature and digital promotions including link
- Acknowledgement by evening presenter in opening remarks
- Sponsor logo and overview in convention programme and order of ceremony at dinner
- Promotion of Headline sponsorship partner via social media
- Sponsor logo included in all delegate communications
- One product and/or marketing insert in convention delegate bag
- 4 tickets for the 2-day convention.

Event sponsor £6,000

- Category sponsorship for Complementary Therapy Awards (full details below)
- Premium position exhibition space at the Integrative Health Convention and College of Medicine dinner
- Linked logo and 100-word profile on Complementary Therapy awards, College of Medicine and Integrative Health Convention websites
- Primary branding on all literature and digital promotions including link
- Acknowledgement by evening presenter in opening remarks
- Logo and overview in convention programme and order of ceremony at dinner
- Continued promotion of Event sponsorship partner via social media
- Logo included in all attendee communications
- One product and/or marketing insert in convention delegate bag
- 2 tickets for the 2-day convention
- 6 tickets for the Complementary Therapy Awards and College of Medicine celebration dinner.

Lead Sponsorship £5,000

- Category sponsorship for Complementary Therapy Awards (full details below)
- Premium position exhibition space at Integrative Health Convention
- Linked logo and 100-word profile on Complementary Therapy Awards and Integrative Health Convention websites
- Primary branding on all literature and digital promotions including link
- Acknowledgement by evening presenter in opening remarks
- Sponsors logo and company profile in convention programme and order of ceremony at dinner
- Continued promotion of Lead sponsorship partner via social media
- Sponsor logo included in all delegates communications
- 1 x product and/or marketing insert in convention delegate bag
- 2 tickets for the 2-day convention
- 4 tickets for the Complementary Therapy Awards and College of Medicine celebration dinner.

Category Sponsorship – £3,000

Support an award category specific to complementary therapy in this established programme supported by many of the associations in the field.

Category sponsorship gives you:

- The award category of your choice branded with your name and logo
- 100-word profile in the awards website, programme and Winners' Guide
- A digital copy of the awards entry details for use throughout your own networks
- Printed copies of the launch brochure for distribution at your events
- Extensive promotion via social media, through the College of Medicine, Complementary Therapy Awards and Integrative Health Convention's media channels
- A focus week dedicated to marketing your category during the promotional period
- Links between the awards website and your website
- The opportunity to participate in the shortlisting
- The opportunity to have a representative of your organisation on the judging panel
- A senior executive from your organisation to present your award on stage with the guests of honour
- Your organisation's name on the winner's trophy and the certificates for all your shortlisted entrants
- 2 tickets for the Complementary Awards and College of Medicine celebration dinner
- Option to purchase additional places at a reduced rate
- The opportunity to insert branded items into the convention delegate bag
- The opportunity to promote the work of the winners and shortlisted entries throughout the year through your own networks, website and events
- First renewal option for 2021.

Winners' guide sponsor - £995

This guide will collate all winning and shortlisted entries, with contact details distributed to all attendees, shared with award partners and across media channels

- Sponsors logo across front page of guide highlighting sponsorship
- Sponsors advertisement on the outer back page of the winners' guide (artwork supplied by sponsor)
- Acknowledgement and thanks from host, on website and on social media.

Benefits for all sponsors

- Pre-dinner drinks, two course dinner, coffee and petit fours
- Your name, logo and organisation profile listed on the awards website
- Photo opportunity with our guests of honour at the ceremony
- Name, logo and company profile in the Order of Ceremony booklet
- Acknowledgement of your support from the host during the awards ceremony
- Priority press pack with details on all finalists of particular interest to your organisation
- Press release statement highlighting your organisation's support.

Dinner guest gift* £500

Your gift to be placed on the table place of every dinner guest.

There is only one opportunity, make it yours. Be part of the celebration by placing a message and/or gift on the table places for dinner, guests will include medical professionals, practitioners, associations, judges and VIP guests.

**Gift to be supplied by sponsor*

Chamberlain Dunn is an award-winning events and design company that's been around for 25 years. We help organisations in health and social care reach their key audiences to deliver strong and effective messages. We've created many award-winning awards programmes and help organisations reach their potential for their own events. We run conferences, seminars, roadshows, exhibitions and training events — and provide event services to help you with your own events. We also create and design branding, logos, training packs and other marketing collateral to communicate your messages.

Contact **Phil Butterworth** for more details on phil@chamberdunn.co.uk | 0208 334 4500