



Conventional Western Medicine, with its evidence-based approach, has been extremely successful... but it is not without its constraints. For example, we know that drugs often have limitations when controlling chronic pain, and we're increasingly aware that there are powerful avenues to pursue for helping patients with mental health problems that don't rely on a prescription pad. A significant number of people with chronic disease need a more individualised and holistic approach to their care, one that seeks to minimise the sometimes adverse effects of conventional medical treatment and to prevent harm. When lifestyle measures alone are insufficient or inappropriate, CAM can prove more effective than conventional options.

*Dr Naveed Akhtar and Dr Toh Wong, founders of the Integrative Health Convention, writing in Hope for the Future, the College of Medicine's 10 year manifesto.*



SHARE | LEARN | INNOVATE



**COMPLEMENTARY  
THERAPY AWARDS 2022**

**SPONSORSHIP  
OPPORTUNITIES 2022**  
11 FEBRUARY 2022  
VIRTUAL

Together the Integrative Health Convention and Complementary Therapy Awards programme connect doctors, complementary therapists and the public to share, learn and innovate patient-centred healing practices.

The convention is for anyone interested in complementary health and integrative medicine, with expert speakers from a wide range of fields all working to advance population health.

The new and exciting addition to the virtual Convention this year is the culmination of the Complementary Therapy Awards programme which recognises and celebrates the work of complementary therapy practices and projects which demonstrate integration into mainstream healthcare.

## BE PART OF THE INTEGRATIVE HEALTH CONVENTION

### BELIEVING IN BETTER

We believe that the best healing has to offer is an amalgamation of different practices already out there. We believe in integrating the knowledge and skills from complementary and conventional healthcare and using them to the advantage of all.

A convention for anyone interested in complementary health and integrative medicine – an opportunity to learn, share, connect.

### SHARING & LEARNING

Speakers from many different fields of complementary health and medicine sharing their knowledge with you, giving you insights into what they do and how you can apply it in your practice or personal life.

### CONNECTING

We believe in beginning the conversation between doctors, conventional and complementary therapists, to meet and connect, to put our egos aside, and to realise that we are all doing the same thing – working for the good of the people we treat, and finding ways to learn from each other to better ourselves for the good of the people we treat.

### INNOVATIVE

This is an accessible, affordable, integrative health convention for doctors, therapists, and the public, showcasing speakers from many fields of conventional and complementary healthcare, ranging from Acupuncture to Ayurveda, Massage to Yoga, Breathwork to the Bowen Technique, Nutrition to Hypnosis, Psychology to QiGong, and many more.

### We expect to welcome (based on previous IHC 2019 attendance)

Medical doctors | Osteopaths | Naturopaths | Chiropractors | Acupuncturists | Nurses, including District Nurses, Practice Nurses, Hospital Nurses | Registered dietitians | Nutritionists | Midwives | Pharmacists | Dentists | Homeopaths | Herbalists | Massage therapists | Health/ Life coaches | Hypnotherapists | Other Complementary Therapy Practitioners | Representatives of charities

### Conference topics to be covered

- Healing with non-pharmaceutical methods
- Complementary and conventional medicine working together
- Discover techniques to cope with stress, isolation, and the strains of working in health and healing in today's busy world.

This virtual event will use an all-in-one, live online events platform with video, chat and networking features which make for an interactive yet environmentally friendly, global experience, that should be part of your calendar.

## BE PART OF THE COMPLEMENTARY THERAPY AWARDS 2022

With the world changing for all of us, the complementary therapy community has had to cope with increased demand for its services while having to overcome huge barriers to delivery. But it has risen to the challenge by using creative and innovative ways to continue to support people through these difficult months.

The 2022 Complementary Therapy Awards, launching in September 2021, will capture and celebrate this vital contribution to the health and wellbeing of people throughout the UK. It is three years since we launched the Awards 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.

The awards will tell the amazing and varied stories of the past 18 months, sharing good practice and innovations which could well be here to stay.

This is your invitation to be part of the celebration by sponsoring an award and using the opportunities it brings to take your organisation or company further into the complementary therapy world. We offer a great package of benefits – including a week during the promotion period for you to have a focused social media campaign of your own.

Building on 2018 Complementary Therapy Awards and Ceremony, and looking ahead to the strong place integrative care has in modern medicine, our 2022 Complementary Therapy Awards builds on the partnership between conventional medicine and complementary healthcare.

## KEY FEATURES OF COMPLEMENTARY THERAPY AWARDS 2022

- Organisations and practitioners in the complementary therapy world are invited to tell us their stories and achievements by video or written submission.
- There is no formal judging but a review process to ensure authentic, quality contributions.
- Aligned to our previous programme, we are inviting submissions around themes, including mental health, wellbeing, pain management, palliative care and technology.
- We are seeking sponsors who wish to celebrate the resilience of this wonderful community and would like to align their own work with one of the themes.
- Our awards ceremony will feature video submissions, messages from our sponsors and key figures in the complementary healthcare community – telling this story of resilience, recovery and vision.

## Sponsorship packages in detail:

### Silver sponsor (£950 +VAT)

Package benefits:

- Expo booth (regular listing)
- Delegate registration
- 50-word sponsor profile with logo included in congress programme
- Sponsor profile on IHC website (with hyperlink)
- Renewal option for 2023.

### Gold Sponsor (£1,750+VAT)

Package benefits:

- Silver sponsor benefits package
- Expo booth – large tile listing (upgrade from regular listing) prominent location
- Ability to run live expo sessions (for up to 10 expo booth visitors) during the ‘protected’ breaks
- Platform announcements throughout the event to promote your live expo sessions or booth activities
- ¼ page advert in the IHC programme
- Organisation logo (as Gold sponsor) on IHC mailings to pre-registered delegates
- One dedicated participant mailing
- Sponsor video on IHC website
- Invitation to attend the Complementary Therapy Awards ceremony
- 100-word sponsor profile on IHC website
- Sponsor logo on IHC mailings
- Sponsor logo on IHC website with hyperlink
- Two delegate registration packages
- IHC recording package includes your brand presence and organisation video clip on download
- Renewal option for 2023.

## Platinum sponsor (£3,000+VAT)

If you are engaged with the world of complementary therapies and integrative health, this programme offers you a unique package. Our audience is a powerful mix of GPs, other doctors, nurses, complementary therapists and all those interested in different approaches to health and wellbeing.

As a sponsor you are centre stage in the awards programme - before, during and after. While there is no formal judging this time, you will have the chance to see and comment on all entries to your category.

### Package benefits

- Gold Sponsor benefits package
- In the awards programme. the category of your choice which will be branded with your name and logo
- 100 word profile in the awards website, programme and Winners' Guide
- A pdf of the awards entry details for use throughout your own networks Extensive promotion via social media, through the CDA databases, through all the sponsors' communication channels, professional organisations and media
- A focus week dedicated to marketing your category during the promotional period
- Links between the awards website and your own website
- The opportunity to see and comment on entries to your category
- A senior executive from your organisation to introduce your winning entries on video as part of the ceremony production
- Your organisation's name on certificates and social media branding for all your shortlisted entrants
- Unlimited number of guests to join you at the ceremony and for you to host your own table for your guests and for real-time networking
- The opportunity to promote the work of your entries throughout the year through your own networks and beyond.
- Two delegate registrations for the IHC
- Renewal option for 2023.

The awards ceremony will be held within the virtual programme of the 2022 Integrative Health Convention.

## Interested in being part of the Integrative Health Convention and Complementary Therapy Awards?

To enquire about any of these packages or to learn more about how we can build a bespoke package for your organisation, please contact Lauren Crawford 07810 445855

[Lauren@chamberdunn.co.uk](mailto:Lauren@chamberdunn.co.uk)

	PLATINUM	GOLD	SILVER
Sponsor profile on IHC website	✓	✓	✓
Sponsor logo on IHC website with hyperlink	✓	✓	✓
Expo booth – regular tile listing			✓
Expo booth – large tile listing, prominent location	✓	✓	✓
Preserved breaks in the programme for expo booth viewing	✓		
Ability to run live expo sessions (for up to 10 expo booth visitors)	✓	✓	
Platform announcements throughout the event to promote your live expo sessions	✓	✓	
One participant mailing sponsorship with key IHC info release eg 1 week to go or keynote announcement	✓	✓	
One dedicated participant mailing	✓	✓	
Sponsor video on IHC website	✓	✓	
Sponsor logo on IHC mailings	✓	✓	
¼ page advert on IHC programme download	✓	✓	
Delegate registrations	2	2	1
IHC recording package	✓	✓	
Complementary Therapy Awards sponsorship (category of your choice, branded with your name and logo)	✓		
Your profile in the awards website (with links), programme and Winners' Guide	✓		
Your logo on all key awards mailings (pre- and post ceremony)	✓		
A focus week dedicated to marketing your awards category during the promotional period	✓		
Opportunity to view the entries in your category	✓		
A senior executive from your organisation to introduce your winning entries on video as part of the ceremony production	✓		
Your organisation's name on certificates and social media branding for all you shortlisted entrants	✓		
Sponsor video on CT Awards website	✓		
2023 renewal option	✓	✓	✓
Package price (£)	3,000	1,750	950