

Where
education, inspiration
+ connections
ADVANCE

INNOVATE

ENGAGE

NETWORK



Integrative
Healthcare
SYMPOSIUM

INTEGRATIVE HEALTHCARE SYMPOSIUM

Pre-Conference: February 14, 2024

Conference+Exhibits: February 15-17, 2024

NEW YORK HILTON MIDTOWN, NY

ihsymposium.com

2024 Exhibitor Marketing Opportunities

NOTE: All sponsorships and marketing products included are only available to 2024 Integrative Healthcare Symposium exhibitors.

All sponsorship deliverables will be fulfilled according to Continuing Education guidelines.

Right of First Refusal: Renewing sponsor is granted the right of first refusal to renew.

Event Package Opportunities LIMITED AVAILABILITY

Leading Corporate Partnership – \$36,300

- Double booth in exhibit hall
(in prominent location if reserved early)
- Symposia (morning or evening)
- Co-sponsor of the virtual attendee bag plus PDF insert
- Standard sign – (1) meter panel
- Full page advertisement in prominent location of the digital Program of Events
- (5) Standard conference passes
- Product featured in Product Showcase
- (1) Treasure Hunt sponsorship
- (1) Mobile app push notification
- Branding package:
 - Logo listing on non-CE pages of website
 - Logo listing in mobile app
 - Logo listing in the digital Program of Events
 - Logo listing at front entrance of exhibit hall level 1
 - Logo listing on panel in exhibit hall level 2

Green Sponsor – \$10,800 (EXCLUSIVE)

- Video advertisement in the digital Program of Events
- Charging Station
 - Signage deadline: January 2024
 - Branded power station for attendees to recharge laptops and mobile devices
 - Full page advertisement in the digital Program of Events
- (1) Push notification promoting company and charging stations on site
- Medium rectangle ad on ihsymposium.com promoting company and charging station on non-CE pages of website
- Branding package
 - Logo listing on non-CE sponsors page of the website
 - Logo listing in mobile app
 - Logo listing in the digital Program of Events
 - Logo listing at front entrance of exhibit hall level 1
 - Logo listing on panel in exhibit hall level 2

Platinum Package – \$29,260

- Double booth in exhibit hall
(in prominent location if reserved early)
- Symposia (morning or evening)
- Co-sponsor of the virtual attendee bag plus PDF insert
- Standard sign – (1) meter panel
- Full page advertisement in the digital Program of Events
- (3) Standard conference passes
- Product featured in Product Showcase
- Branding package:
 - Logo listing on non-CE pages of website
 - Logo listing in mobile app
 - Logo listing in the digital Program of Events
 - Logo listing at front entrance of exhibit hall level 1
 - Logo listing on panel in exhibit hall level 2

Gold Package – \$21,700

- (1) in line booth in exhibit hall
(in prominent location if reserved early)
- Symposia (morning or evening)
- Co-sponsor of virtual attendee bag
- Product featured in Product Showcase
- Full page advertisement in the digital Program of Events
- (2) Standard conference passes
- Branding package:
 - Logo listing on non-CE pages of website
 - Logo listing in mobile app
 - Logo listing in the digital Program of Events
 - Logo listing at front entrance of exhibit hall level 1
 - Logo listing on panel in exhibit hall level 2

Sponsored Educational Opportunities (non-CE)

Connect with qualified practitioners in a one-on-one environment while increasing brand visibility and recognition.

Pre-Conference – \$35,650

The Pre-Conference workshop is positioned to attendees as an added day of sessions before the Integrative Healthcare Symposium general conference program begins.

Attendees can register in advance.

- Dedicated conference room
- On-site coordination
- Digital ad located on the event website's homepage
- Marketing outreach campaign: pre-conference messaging will be incorporated into the Integrative Healthcare Symposium campaign (according to Continuing Education guidelines), to build awareness of the pre-conference and increase registrations

This may include:

- Mention in direct mailings
- Email blasts promoting the pre-conference to prospective and registered attendees
- Press outreach
- Complimentary Pre-Conference Only passes for 10 priority customers or guests
- (2) Complimentary Standard Conference Passes
- Listing and description on dedicated web page and mobile app
- On-site free-standing signage (provided by sponsor)
- (2) breaks will be provided with healthy snacks and beverages
- Session signage
- Full page advertisement in the digital Program of Events
- List of opted-in registrants provided post-event in compliance with continuing education guidelines



Sponsored Educational Opportunities (non-CE)

Connect with qualified practitioners in a one-on-one environment while increasing brand visibility and recognition.

Lunch & Learn Presentation

Invite attendees to enjoy a lunch while listening to your sponsored presentation

– **\$25,300** for up to 100 attendees
(EXCLUSIVE OPPORTUNITY - FIRST DAY OF CONFERENCE)

– **\$14,100** for up to 50 attendees
(LIMITED OPPORTUNITY)

- 75-minute presentation for 100 person session; 75-minute presentation for 50 person session (Content must be submitted and approved by Event Advisory Board)
- Room to include:
 - Projector, screen, podium, and microphone
 - Table provided for literature
- Session listing and description in the digital Program of Events
- Company name and logo on session signage
- Session listing and description on website and mobile app
- Gluten-free lunch will be provided for up to 100 or 50 attendees
- (2) email blasts promoting the presentations
- Company may provide free-standing signage to be placed on or near the stage
- Lead generation scanner to capture attending practitioners' information
- List of opted-in registrants provided post-event in compliance with continuing education guidelines

Symposia – \$9,400

Morning session | Evening session

Available on a first-come, first-served basis

- 60-minute seminar (session content must be submitted and approved by Integrative Healthcare Symposium Advisory Board three months prior to event)
- Room includes:
 - Seating up to 60
 - Projector, screen, podium, and microphone
 - Table provided for literature
- Session listing and description in the digital Program of Events
- Company name and logo on session signage
- Session listing and description on website and mobile app
- For morning presentations: breakfast will be provided in the session room (Food credit for 30 attendees included in package; sponsors can order more food directly through hotel catering for additional attendees at their own expense)
- For evening presentations: wine and cheese will be served for up to 30 attendees (Food credit for 30 attendees included in package; sponsor can order more food at their discretion directly through hotel catering at the cost of the sponsor)
- (2) email blasts promoting the presentations
- Lead generation scanner to capture attending practitioners' information
- List of opted-in registrants provided post-event in compliance with continuing education guidelines
- Company may provide free-standing signage to be placed on or near the stage

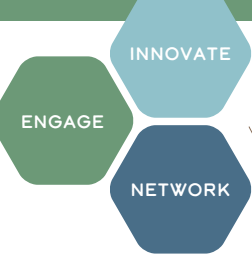


Sponsored Session Media Extension Packages

As the Symposium's Official Media, Integrative Practitioner will deliver your sponsored session to an engaged audience of industry professionals.

- Sponsored sessions recorded and on-demand file posted to IntegrativePractitioner.com after the conference
- Leads collected and provided to sponsor for one month
- (1) dedicated email
- Included in sponsored content block in newsletter
- Organic social media campaign on Facebook, Instagram, Twitter, and LinkedIn

\$4,000



Product Showcase LIMITED AVAILABILITY

Place your new product or feature in front of qualified practitioners with buying power by securing a spot in the Product Showcase.

In 2022, 76% of attending practitioners who were looking for new products met their objectives, and 70% of attendees obtained purchasing authority. 77% of attending practitioners made a purchase at the event or planned to make a purchase within six months.

Single Product – \$945 LIMITED

Available on a first-come, first-served basis

- Product displayed in case or poster in the digital Product Showcase
- Photo of your product, 60-word description, company name, booth number and link to your website on Product Showcase page of event website – posted pre-event and three months post-event
- Promotional email to all registered attendees
- Company name or logo to appear:
 - In the digital Program of Events
 - In the mobile app

Showcase Branding – \$2,810 LIMITED

- Dedicated showcase to highlight up to three products
- Company logo, booth number and branding to be displayed at the top of the dedicated showcase unit
- Photos of your products, 60-word description per product, company name, booth number and link to your website on Product Showcase page of event website – posted pre-event and three months post-event
- Promotional email to all registered attendees
- Company name or logo to appear:
 - In the digital Program of Events
 - In the mobile app

Product Demo – \$1,620

- Single product as listed above
- Up to 10-minute video presentation included with your product listing on the Product Showcase page of the event website



Showcase
branding



Single
product



Mobile
app

Digital Health & Wellness Pavilion

The Digital Health and Wellness Pavilion is a space for practitioners to gather and learn about the latest healthcare innovations in wearable technology and other wellness-monitoring devices.

LIMITED AVAILABILITY

Tabletop Package – \$3,772

- Tabletop and two chairs
- (1) Standard Conference Pass at a 50% discount
- Exhibitor personnel passes
- Company sign
- Booth carpeting

Marketing Package includes:

- Video & Listing Upgrade
- Onsite Signage
- Included in Treasure Hunt to drive attendees to your booth
- One push notification promoting pavilion exhibitors
- Feature on the Digital Health & Wellness Pavilion informational page in the Digital Program of Events
- Mention of the pavilion and participating companies on the event website
- Pre-event eblast to all registered attendees, promoting the pavilion and all participating companies



Traffic Builders

Email Blasts

LIMITED AVAILABILITY

Content to be pre-approved by event management

- Email blast to 2024 registered attendee list (via IHSymposium.com) – **\$2,550**
- Post-event email blast to complete 2024 verified attendee list (via IHSymposium.com) – **\$2,700**

Sponsored Content Block – \$540

- 100 word description of your company or product to be featured in one non-CE pre-event email

Sponsored Book Signing – \$645

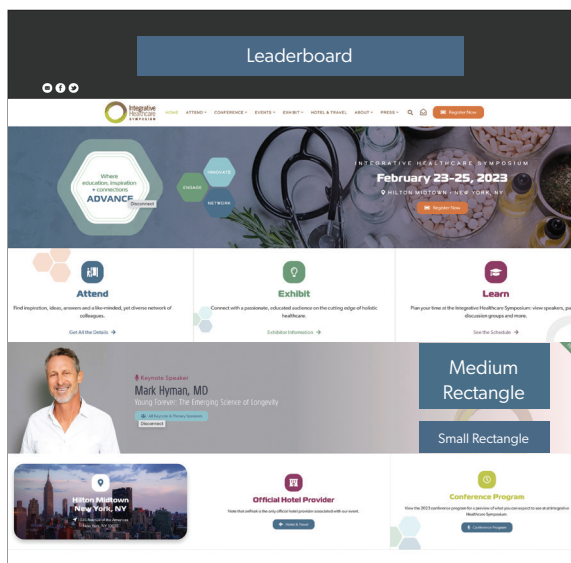
Includes highlight with booth number and company logo on the book signing schedule in the mobile app and the digital Program of Events

Website Advertising

LIMITED AVAILABILITY

Located on the event website's homepage

- Leaderboard - 200 KB – **\$1,450**
- Medium Rectangle - 200 KB – **\$1,190**
- Small Rectangle - 200 KB – **\$1,190**



Promotional Signage – \$1,300

Signage will be placed strategically within the exhibit hall

*Signage deadline: January 2024

- Standard signs – 1-meter panel to be displayed in Exhibit Hall

Virtual Attendee Bag – \$3,250

Company name or logo will be listed at the top of the dedicated hidden page on the event website titled "Virtual Attendee Bag" and will be shared in the following ways:

- Prior to the event: Two emails sent to registered attendees will include the link to the Virtual Attendee Bag where your name and logo are displayed

Onsite:

- A scannable Virtual Attendee Bag QR Code will be included on signage with other digital efforts
- A dedicated page in the event mobile app will link to the Virtual Attendee Bag
- Post-event: "Thank You" email to verified attendees including the link to the Virtual Attendee Bag
- One (1) insert link to your company brochure/flyer will be listed on the Virtual Attendee Bag webpage below your company name

Virtual Attendee Bag Inserts

LIMITED AVAILABILITY

Digital Brochure / Flyer – \$2,200

Your company name and brochure/flyer link will be listed on the dedicated hidden page on the event website titled "Virtual Attendee Bag" and will be shared in the following ways:

- Prior to the event: Two emails sent to registered attendees will include the link to the Virtual Attendee Bag

Onsite:

- A scannable Virtual Attendee Bag QR Code will be included on signage with other digital offerings
- Company name listed on the Virtual Attendee Bag tab in the event mobile app
- Post-event: "Thank You" email to verified attendees including the link to the Virtual Attendee Bag page

Traffic Builders

Digital Publication Bin – \$1,100

(Sponsor to provide digital version of current publication issue)

Dedicated hidden page on website titled “Digital Publication Bin” to include a listing of the magazine with following info:

- Name of publication + logo + link to the magazine digital issue
- Prior to the event: One email to all registered attendees will include the link to the Digital Publication Bin

Onsite:

- A scannable Digital Publication Bin QR Code will be included on onsite signage with other digital offerings
- In a dedicated Digital Publication Bin tab on the event mobile app
- Post-event: “Thank You” email to verified attendees including the link to the Digital Publication Bin

Half-Day Meeting Rooms

Located off the exhibit hall floor, these rooms are idea for private meetings. – \$435

- Three-hour increments
- Schedule of availability upon request
- Additional half day or more \$325



Networking Sponsorships (non-CE)

Coffee Station Sponsorship

Two Available

- **\$1,620** for one day: (3) breaks
- **\$2,700** for two days: (6) breaks
- **\$3,250** for all three days of conference: (9) breaks

Includes:

- Coffee Station on bottom (Rhinelander) or upper (Americas Hall) levels of exhibit hall
- Choice of day that coffee is served
- Option to order additional coffee (if needed) can be arranged directly with hotel catering at your expense
- Sponsorship signage will be provided at coffee station thanking your brand
- Logo callout highlighting your brand’s coffee sponsorship within the digital Program of Events, event website, and mobile app

Opening Day Reception Bar Sponsorship – \$5,400

FEBRUARY 24TH, 2022 | 5PM TO 7PM

Includes:

- Bars on bottom (Rhinelander) and top (Americas Hall) levels of exhibit hall
- Push notification reminding attendees to attend the Opening Day Reception and to recognize the bar sponsor
- Option to order additional wine or beer (if needed) can be arranged directly with hotel catering at your own expense
- Sponsorship signage will be provided at bar stations thanking your brand for sponsorship
- Logo callout highlighting your brand’s Opening Day Reception sponsorship within the digital Program of Events, event website, and mobile app

Digital Program of Events

Digital Program of Events

The digital Program of Events is a comprehensive guide to the Symposium. All attendees will receive access to the digital program, which will include the event schedule, exhibit hall map, and much more.

The 2024 digital Program of Events will offer more opportunities to enhance exhibitors' visibility with attendees. The digital program is shared with attendees via two pre-event emails, one push notification, a QR code included on event signage, the mobile app, and the event website.



Size	Dimensions	Static Ad Price	Video Ad Price
Full Page	7.5" w x 10" h	\$1,350	\$1,890
Half Page	7.5" w x 4.75" h	\$750	\$1,290
Belly Band	8.5" w x 3" h	\$1,900	

Ask about a listing in the Event Program map!

Mobile App

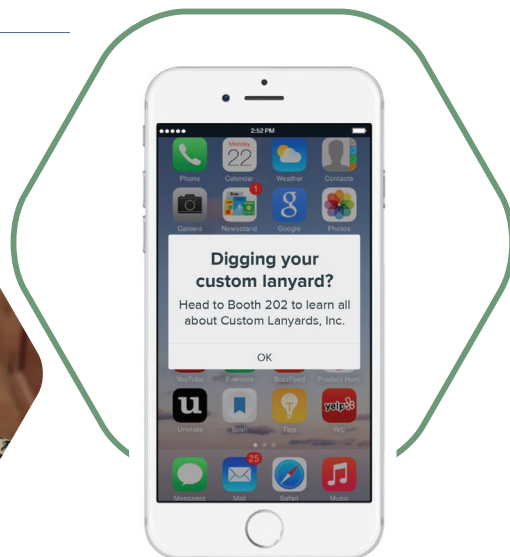
Push Notifications – \$1,950

LIMITED AVAILABILITY

HIGH VISIBILITY

Similar to a text message, push notifications are sent through the event mobile app and will reach every attendee who has downloaded it. This is a powerful real-time marketing tool that will encourage attendees to visit your booth or a specific event activity.

Attendees who download the app will receive your push notification, whether they are at the event or outside grabbing a coffee. Push notifications have a 140 character maximum and can include a link to your brand's website or promotional flyer.



Push Notification
Example

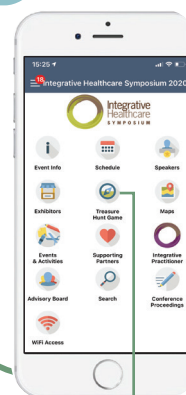
Treasure Hunt

Treasure Hunt LIMITED AVAILABILITY – \$3,000

Through a fun and easy interactive game in the event mobile app, attendees will visit the booths of all participating sponsors for a chance to win two FREE Symposium Conference Passes for 2025.

- Post-event, sponsor will receive list of participants and their email addresses
- Promotion of Treasure Hunt in email to registered attendees
- Company name or logo to appear:
 - In the digital Program of Events
 - On the mobile app game list of booths to visit

Great way
to increase
booth traffic!



Treasure Hunt
Game in App

How the new and improved game works:

- The Treasure Hunt is a photo scavenger hunt that encourages attendees to visit booths in the exhibit hall
- Attendees will see your company logo and booth number
- Once at your booth, participating practitioners will take a photo with your sales representative, opening the door to important sales conversations — and meeting the game requirements
- By uploading the photo to the mobile app, your company logo will change to full-color, verifying attendees' participation
- Attendees who visit all participating booths will be eligible to win a pass to the 2025 Symposium



Exhibitor Listings

Maximize exposure and drive traffic to your booth by upgrading your Exhibitor Listing!

Unlock more visibility on the conference website, the mobile app and the digital Program of Events.



	VIDEO & LISTING \$1,100	LOGO & LISTING \$540	BASIC LISTING Included
Event Website			
Company Name	●	●	●
Booth Number	●	●	●
Website URL	●	●	●
10 Product Categories	●	●	●
Social Media links	●	●	●
Company Logo	●	●	
Company Description	●	●	
Video Promotion	●		
Digital Program of Events			
Company Name	●	●	●
Booth Number	●	●	●
Logo Callout on map Hyperlink to company website	●	●	
Mobile App			
Company Name	●	●	●
Booth Number	●	●	●
Website URL	●	●	●
10 Product Categories	●	●	●
Social Media links	●	●	●
Email Address	●	●	
Phone Number	●	●	
Fax Number	●	●	
Company Logo	●	●	
Company Description	●	●	