



emerson  
ECOLOGICS  
Presents **IGNITE**  
CONFERENCE2016  
The Business of Better Medicine

# EXHIBITOR prospectus

October 13-16, 2016

Hyatt Regency Tamaya Resort & Spa  
Santa Ana Pueblo, New Mexico

[eelGNITE.com/conference2016](http://eelGNITE.com/conference2016)



At Emerson Ecologics, we recognize that many of the integrative practitioners we serve are not just healthcare providers, but also business owners and entrepreneurs. Unfortunately, the entrepreneurial stewardship that is required to achieve business success is not typically taught in medical school, creating a variety of challenges for practitioners when trying to build and grow a successful practice. We believe that helping our customers to build a strong business foundation is key to their success and ours.

**Please join us as we work towards building the success of integrative practitioners and the industry as a whole!**

## **Emerson's Second Annual IGNITE Conference**

Our conference is designed to address the top challenges integrative healthcare practitioners face while trying to balance their passion for healing with the knowledge needed to run a small business. The conference is designed to be a one-of-a-kind, "get it done" event where practitioners will take critical first steps on-site and walk away with the skills to put strategies learned into action.

Integrative healthcare providers can expect to walk away feeling empowered to make critical changes within their practice as well as a deeper understanding of where to focus their efforts for success. We want them to leave the conference having accomplished key projects, a plan in hand and a community of peers, trusted experts and professional product brand partners they can count on for long-term support.

*“Interest from attendees was one of the best we have seen. We left believing that we talked with everyone we needed to from the show.”*

*- Innate Response*

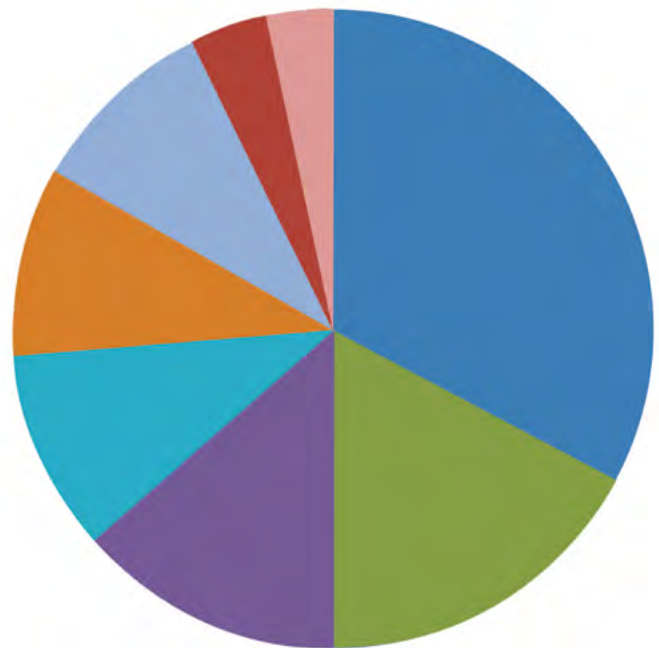
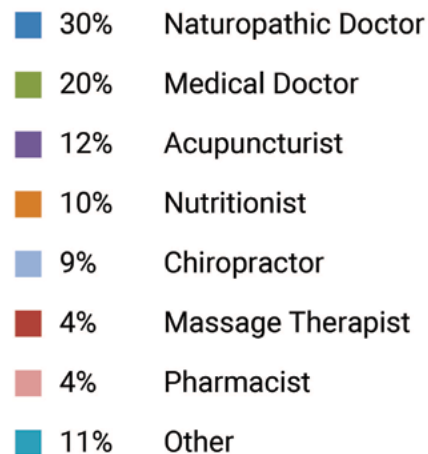
### **For sponsorship sales**

Contact Melissa Davis: [mdavis@emersonecologics.com](mailto:mdavis@emersonecologics.com) or call 603-206-9482. | All other exhibitor questions, contact Syncopate Meetings & Events at [info@sync-opate.com](mailto:info@sync-opate.com) or call 410-590-7900. | Visit [eeIGNITE.com/conference2016](http://eeIGNITE.com/conference2016) for event information and updates!

## The Audience

The IGNITE Conference 2016 will host practitioners from a range of specialties including Naturopaths, Chiropractors, Medical Doctors, Acupuncturists, Nutritionists, Nurse Practitioners and more.

### 2015 Attendees by Professional Designation



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## Exhibiting at the Conference

The IGNITE Conference 2016 will provide our brand partners with a unique opportunity for valuable face-to-face interaction with integrative practitioners. Our sponsorship opportunities are designed to help you further establish brand loyalty, strengthen relationships and build trust. The expo hall provides a number of exciting opportunities for sharing your message with practitioners and having meaningful conversations that can lead to increased brand awareness!

The expo hall will accommodate up to 25 brand and partner booths as well as roundtables for networking and meals (all meals being served in the expo hall) as well as other great opportunities for engaging with attendees.

### Schedule

The exhibit hall will be open to attendees

**Friday, October 14th and Saturday, October 15th**

### EXHIBITOR SCHEDULE:

THURSDAY 10/13/16	FRIDAY 10/14/16	SATURDAY 10/15/16
Move In	Dedicated Exhibit Hours	Dedicated Exhibit Hours
4:00 PM– 7:00 PM	7:00 AM–8:00 AM	7:00 AM–8:00 AM
	12:30 PM–1:30 PM	12:30 PM–3:30 PM
	3:30 PM–4:30 PM	3:30 PM–5:30 PM
		Move Out
		6:00 PM

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### Exhibitor Staff Badges

Each exhibitor will receive one (1) full attendee conference pass and one (1) exhibitor staff badge per booth purchased. Additional exhibitor staff badges may be included in your sponsorship package depending on the level of participation. Exhibit hall badges may also be purchased a la carte for \$250 each. Please consult the packages and pricing on page 10 for more information.

### Booth Information

Each single booth will be 8'x10' and double booths will be 8'x20'. Booths include carpet, drapery, 6' table, two chairs, waste basket, booth sign, Exhibitor Service Kit and sponsor listing on event website and materials.

### Booth selection dates will be as follows:

*Platinum sponsors*  
*Gold & Silver sponsors*  
*All additional sponsors*

Commitment due June 10, 2016  
Commitment due June 17, 2016  
Commitment due June 24, 2016



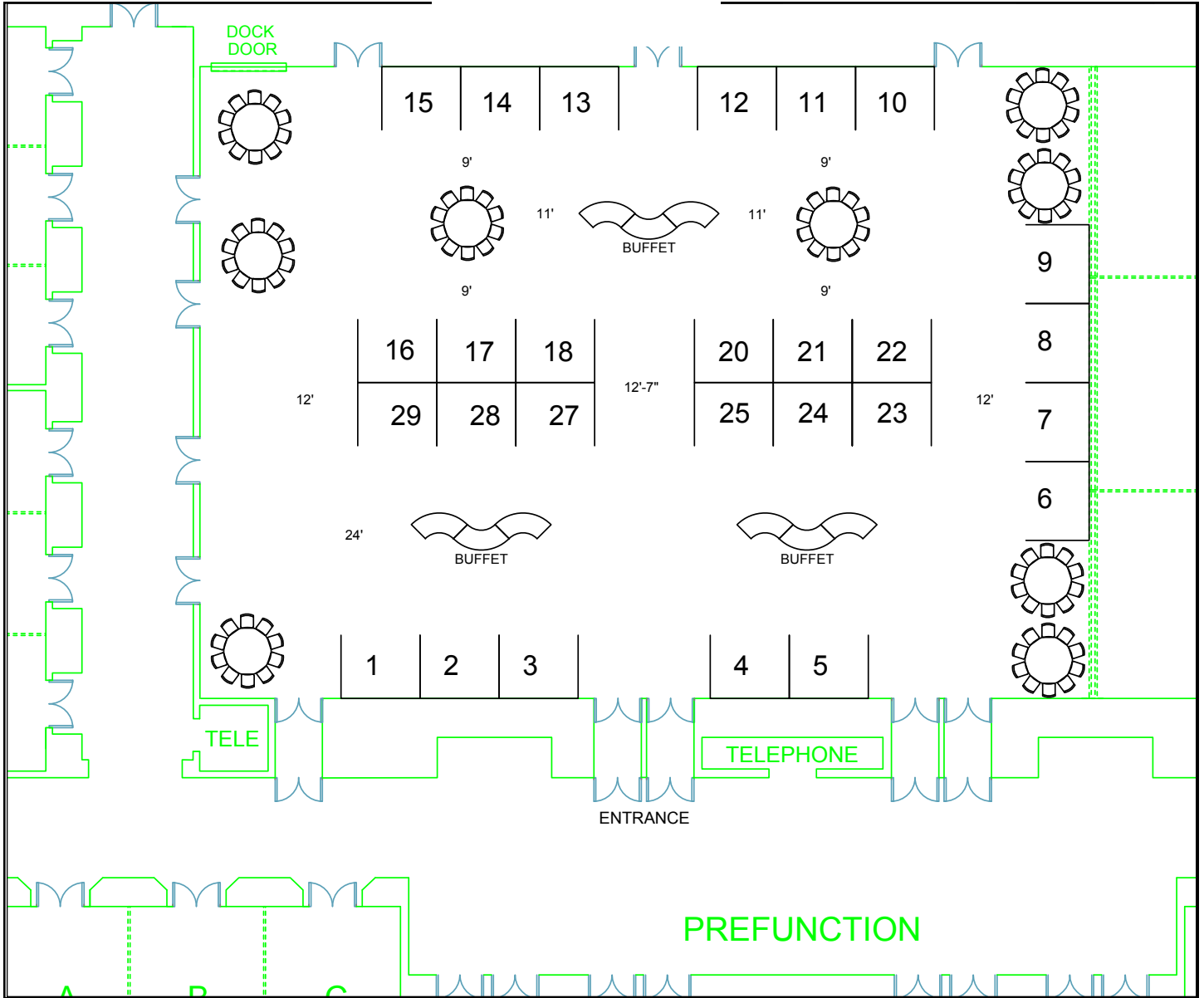
*“The number of exhibitors was limited so we were allowed a good amount of time with each person at our booth.”*

*-EcoNugenics*

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## Expo Floor Plan



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### Accommodations

Emerson Ecologics has secured a room block for the IGNITE Conference 2016 at the Hyatt Regency Tamaya Resort in Santa Ana Pueblo, New Mexico with a room rate of \$169 per night. To make your reservation online, go to:

<https://aws.passkey.com/event/14732429/owner/9885/home>

The hotel cut-off date is September 24, 2016. Please make sure to book early to secure your room.



*“It was well organized & executed—  
many participants were smiling and  
having an enjoyable conference.  
Great job! ”*

*- Herb Pharm*

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## Key Sponsorship Opportunities



### Sample Bar

The conference offers a great opportunity to meet the demands of the practitioner who likes to try before they buy a new product and recommend it to their patients. Provide samples of your best products and allow practitioners to sample your product offering in a fun way by becoming a sample bar sponsor.



### Passport Program

Take part in our Passport Program for an opportunity to interact with practitioners at your booth and share up-to-date product and company information. Provide a stamp for the attendee's passport which they will turn in for a chance to win great prizes.



### Happy Hour

Sponsor Happy Hour at your booth on the expo floor Saturday evening. This sponsorship offers a fun opportunity to drive traffic to your booth and gives you an opportunity to network and socialize with practitioners.

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### Receptions & Parties

The IGNITE Conference 2016 provides an opportunity to create a social sponsorship for multi-tiered impact on the practitioner attendees. Choose from the Welcome Reception on Friday or our Social Event on Saturday night. Contact [mdavis@emersonecologics.com](mailto:mdavis@emersonecologics.com) for additional details.



### Live Dispensary

The conference will feature a live dispensary designed to showcase new and best-selling products from our brand partners. The dispensary's built-in kiosk will offer practitioners an opportunity to purchase items on-site from Emerson. At the closing keynote, we will raffle off all dispensaries.

**New for  
2016**

### New Product Showcase

Feature your newest products in our glass display case. Be one of 10 brand partners featured and provide a literature handout on your product.

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## Sponsorship Packages

Purchasing a sponsorship package allows you to bundle your sponsorship opportunities for maximized exposure and value.

### Platinum-\$10,000

- 8'x10' booth space
- Two (2) complimentary booth passes
- One (1) full attendee conference pass
- Logo listed in Platinum area of all pre-event marketing and event materials
- One (1) full page ad in event guide
- One (1) dedicated pre-event email
- Five (5) products featured in live dispensary
- Participation in passport program

### Gold-\$7,500

- 8'x10' booth space
- Two (2) complimentary booth passes
- One (1) full attendee conference pass
- Logo listed in Gold area of all pre-event marketing and event materials
- One (1) half page ad in event guide
- Three (3) products feature in live dispensary
- Participation in passport program

### Silver-4,500

- 8'x10' booth space
- Two (2) complimentary booth passes
- Logo listed in Silver area of all pre-event marketing and event materials
- Three (3) products feature in live dispensary
- Participation in passport program

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## Sponsorship Opportunities

Sponsorship	Cost
<b>Exhibits</b>	
Platinum	\$10,000
Gold	\$7,500
Silver	\$4,500
Booth	\$3,000
<b>Networking - Parties</b>	
Welcome Reception	Contact for details
Rejuvenation station	\$1,750
Infused water solutions	Contact for details
Saturday evening social event	Contact for details
<b>Networking - Community</b>	
Meals - sponsorship of meals served in exhibit hall	\$1,000
Happy hour at booth	\$1,000
Refreshment breaks	\$500
Passport program	\$350
<b>Branding</b>	
Room drops (Product samples or promotional print out)	1,000 + cost of items
Conference bag insert	\$550
Sample Bar	\$500
New Product Showcase	\$500
Sample bags	\$400
Live dispensary	\$350 <i>per product</i>
Daily Onsite eNewsletter	\$500
<b>Program Guide</b>	
Full page ad	\$1,000
Half page ad	\$800
Quarter ad	\$525

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## Terms and Conditions

### Terms

The term Emerson Ecologics used herein shall refer to the 2nd Annual Emerson Ecologics IGNITE Conference (October 2016) and, as the context may require, its employees or agents, duly acting for Emerson ecologics in the management of the conference exhibition.

### Eligibility and Criteria

Emerson Ecologics reserves the right to deny any application and/or remove exhibitors from the exhibit hall at its sole and arbitrary discretion. Criteria for exhibitors includes (but is not limited to):

1. Relevancy to the profession and the mission of Emerson Ecologics
2. Stated claims must be true and supported by published materials and
3. Professional and ethical conduct required at all times by the exhibitor and its staff.

### Exhibit Space Rental:

Please refer to the Exhibitor Application for rates, payment terms and inclusions.

### Exhibitor Expenses:

Exhibitor is solely responsible (and indemnifies Emerson Ecologics) for all expenses related to participation in the conference including: travel, lodging, food, shipping costs, booth furniture and supplies, etc. Every person must have a badge to enter the exhibit hall. It is the exhibitor's responsibility to ensure that all staff are properly registered.

### Exhibit Space Specifications:

All individual booths measure either 8'x20' or 8'x10' and cannot be subdivided into smaller booth spaces. The back wall or any construction in linear booth shall not exceed eight feet (8') in height including: signs, company name/logo or product information. All display material is restricted to a maximum height of four feet (4') in the front half of the booth and a maximum height of eight feet (8') in the back half. **No end caps are available.** Multiple booths must be purchased in a linear row. Exhibitors may be asked to alter or remove any portion of their booth that is found questionable or impedes a neighboring exhibitor. All exhibits will be inspected during setup to ensure booths are decorated in good taste, safely secured and professionally designed. Noise from electrical or mechanical apparatus or other types of displays that causes interference or annoyance to other exhibitors must be discontinued

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(continued from page 12...)

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<i>Platinum sponsors</i>	Commitment due June 10, 2016
<i>Gold &amp; Silver Sponsors</i>	Commitment due June 17, 2016
<i>All other Sponsors</i>	Commitment due June 24, 2016

Additional approved booth materials include; product literature and handouts, product displays, samples, signage and booth display.

**Space Assignments:**

Exhibit space will be allotted on a first-come, first-serve basis. Selection will be offered first to Keynote sponsors followed by Platinum sponsors, Gold & Silver and finally, all others.

**Floor Plan/Layout:**

Emerson Ecologics reserves the right to modify the existing floor plan to accommodate space sales, to avoid conflicts or to comply with local ordinances.

**Cancellations & Reductions:**

Once the contract is signed and exhibit space is allocated, you are contracted to the exhibit space. Cancellations will not receive any refund of booth fees.

**Subletting Booth Space:**

Exhibitors may not sublet booth space under any circumstances.

**CHILDREN:**

NO Children under the age of 16 are allowed in the Exhibit Hall.

**Americans with Disabilities Act:**

Each exhibitor is responsible for compliance with all applicable provisions of the ADA within its booth and exhibit space including but not limited to wheelchair access. Exhibitors shall indemnify, hold harmless and defend Emerson Ecologics from and against any claims, liabilities, losses, damages and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure (or allegation of failure) to comply with the provisions of the ADA.

**Over the Counter Sales:**

Exhibitors are encouraged to offer information that is educational, professional and instructional. Direct sales to attendees are not permitted. All sales must go through Emerson Ecologics.

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### **Leads/ Lead Generation/ Attendee Registration List**

Exhibitors are encouraged to have educational and engaging conversations with attendees regarding their brand. While we will not offer lead generation at the show, nor provide the post conference attendee list, we will have a section of our conference app where attendees can select brand partners they are interested in learning more about. We will work with you to follow up with interested attendees post conference.

### **Printed Materials/Signage:**

Distribution of promotional materials printed by exhibitors or their agents is limited to the exhibit area rented by the exhibitor (with the exception of purchased distribution such as room drops, bag inserts and so on). Materials displayed in other areas may be removed by Emerson Ecologics.

### **Advertising/Public Relations:**

Third parties such as advertising/public relations agencies acting on behalf of the exhibitors must also abide by all rules and regulations. It is the responsibility of the exhibitor to make all parties aware of all rules and guidelines.

### **Sponsored Functions:**

Social and hospitality functions conducted by the Exhibitor must be in a manner that is consistent with the professional and educational nature of the Conference. All planned functions must be approved by Emerson Ecologics in writing. Non-exhibiting companies are prohibited from hosting hospitality functions, market research or focus groups during the Conference without express written approval of Emerson Ecologics.

### **Promotions & Giveaways:**

All printed promotions, discounts and specials directly related to onsite activities must be approved by Emerson Ecologics at least four (4) weeks prior to the event. All discount codes must be provided by Emerson Ecologics for use at [emersonecologics.com](http://emersonecologics.com). All drawings, raffles, lotteries and contests must be submitted to and approved by Emerson Ecologics prior to the conference.

### **Security:**

Emerson Ecologics, the contracted General Service Contractor, security vendor and conference venue will not be held responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, vandalism or other causes. Emerson Ecologics strongly recommends that exhibiting companies secure a rider to cover all booth and display items during transportation to, during and from this event. Event insurance policies do not extend to exhibitor liabilities.

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**Indemnity:**

The Exhibitor agrees to indemnify and hold Emerson Ecologics, its employees, agents, officials and contractors and the conference venue harmless against any and all damages, claims, judgments, losses, costs and expenses (including attorney's fees) that may be incurred, suffered, sustained by or imposed upon Emerson Ecologics and/or the Conference venue by reason of exhibitor's activities pursuant to the approved exhibit space application and contract. This indemnification agreement includes but is not limited to all claims, damages, losses or expenses attributable to personal or bodily injury, sickness, disease or death or injury to or destruction of tangible property, including the loss of such property.

**Compliance with Local Ordinances:**

License and permit required by local statute, ordinance or regulations must be obtained by and paid for by the exhibitor. Each exhibitor will be responsible for compliance with local health, fire and safety ordinances and regulations. Emerson Ecologics strongly suggests that any company serving food or beverage samples contact the local health department(s) to ensure compliance with local laws and ordinances.

**Damage to Facilities:**

Exhibitor must surrender space occupied/rented in the same condition as the time of occupation. Exhibitors will be responsible for any damage done to the facilities and for any and all claims and demands on account of any injury, death or damage done to property occurring in or upon exhibitor's booth space or due to an exhibitor's acts. No nails, tacks or screws may be driven into the floor, wall or woodwork of the building.

**DISMISSAL:**

Violations by exhibitor of any of these rules shall result in dismissal. No refunds of booth rental, exhibition or sponsorship fees will be provided.

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