



**botanica2020**  
celebrating herbs & clinical aromatherapy

**EFFICACY-SAFETY-SUSTAINABILITY**

**18<sup>th</sup> – 20<sup>th</sup> September 2020**

**SPONSORSHIP OPPORTUNITIES**

**This international event is hosted and organized by Rhiannon Lewis, director of Essential Oil Resource Consultants and editor of the International Journal of Clinical Aromatherapy.**

**The goals of virtual botanica2020 are to:**

- **Promote and publicise the use of clinical aromatherapy around the world.**
- **Foster international exchanges of research and clinical information.**
- **Encourage collaborations between practitioners, providers and researchers to ultimately improve health, well being and quality of life.**
- **Facilitate access to producers and retailers of excellent quality products for the herbal and aromatic industries.**

If these goals resonate with those of your company, botanica2020 provides you with an excellent business opportunity! Your support of botanica2020 enables you to reach and influence an international target audience of professionals working in the alternative and complementary medicine sector, especially that of clinical aromatherapy and plant medicine.

- At our inaugural event in 2012, our sponsors directly connected with over 250 participants from 31 different countries...
- At our second event in 2014, our sponsors directly connected with 300 participants from 39 different countries...
- At our third event in 2016, our sponsors directly connected with 400 participants from over 40 different countries...
- At our fourth event in 2018 our sponsors directly connected with 415 participants from 49 different countries...
- For the virtual edition of botanica2020, we are setting our goals for over 500 participants. We already have participants from 54 countries registered to attend.

**Why be a botanica2020 sponsor?**

- All sponsors have excellent exposure before, during and after botanica2020.
- In fact, your visibility begins as soon as your support is received with a permanent and active presence on the botanica2020 website, in our conference materials as well as via our active presence on social media.
- Our regular mailings to our extensive contacts database also extend your reach to health professionals around the world.
- This means that the sooner you sign up to support botanica2020, the more exposure you receive.
- We look forward to discussing your individual sponsorship plan: [botanica2020@eyas.co.uk](mailto:botanica2020@eyas.co.uk)

**www.botanica2020.com**  
**botanica2020@eyas.co.uk**



## SPONSORSHIP LEVELS

**For our virtual edition of botanica2020, as all our main sponsor positions are now allocated, we are offering three sponsorship levels that give you choice of exposure related to your financial commitment and your company interests**

1. **BRONZE SPONSOR**
2. **SILVER SPONSOR**
3. **GOLD SPONSOR**

### **These sponsors automatically...**

Have a web presence with logo and website link as soon as sponsorship is registered with us. This is maintained until the end of 2020.

Have their logo in the conference proceedings and listing in conference documentation.

Added Sponsor benefits vary according to the sponsorship package you choose – these are detailed below. At the end of this document you will find information about participant demographics.

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### **1. BRONZE LEVEL SPONSOR**

#### **Bursary Sponsorship: 509 Euros**

Since botanica2014, we have been committed to raising funds to finance attendance of participants through our botanica bursary scheme. This enables persons to attend whose budgetary constraints would otherwise prevent them from taking part. To date, thanks to generous donations and fund raising, this has enabled us to offer a total of over 50 bursary places at past events.

Your Bronze level sponsorship enables one bursary applicant to take part in the event at the highest registration level (GROVE).

Your logo and website link are featured on the botanica2020 website and listed in the conference documentations including the conference proceedings.

Please note: we have a confidential and fully independent assessment process for all bursary applications; bursary sponsors have no influence over who receives the bursary position and in the spirit of confidentiality, no bursary winners' names or details will be announced.

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### **2. SILVER LEVEL SPONSOR**

#### **Silver level sponsorship: 700 Euros**

This sponsorship provides you with a conference pass for one person at the highest registration level (GROVE).

Your logo and website link are featured on the botanica2020 website and listed in the conference documentations including the conference proceedings.

Your logo is also featured on a rolling banner in the entrance lobby to the virtual event and this remains for 30 days post-event. During the live event, you are also featured as a sponsor in the dedicated sponsors live chat area in the virtual networking lounge.



### 3. GOLD LEVEL SPONSOR

#### Gold level sponsorship: 950 Euros

This sponsorship level provides you with a conference pass at the highest registration level (GROVE).

You also are provided with a fully customizable virtual trade stand.

Your logo and website link are featured on the botanica2020 website and listed in the conference documentations including the conference proceedings.

Your logo is also featured on a rolling banner in the entrance lobby to the virtual event and this remains for 30 days post-event.

During the live event, you are also featured as a sponsor in the dedicated sponsors live chat area in the virtual networking lounge.

### BOTANICA2020 PARTICIPANT DEMOGRAPHICS

Based on questionnaires and attendance of participants of previous botanica events, we are able to accurately build a profile of who is likely to attend botanica2020.

#### Typical Profile of botanica2020 participants

Predominantly women 35-60 years

Well-educated, socioeconomic status: middle to high

Mostly persons linked to health-related professions:

Professional clinical aromatherapists, holistic aromatherapists, aromatherapy educators, medical herbalists, naturopaths, nurses, massage therapists, pharmacists, doctors, university researchers, university students taking degree programs in complementary therapies or herbal medicine...

Most are on a second career path

Most working part time as practitioners

Many working full time as practitioners

Most are multidisciplinary therapists

Most have a high awareness of ecological issues, sustainability and are fair-trade conscious

Interested in health, beauty and wellbeing

Interested in sourcing quality suppliers, making business connections and networking with educators and peers.

#### Employment

Most are self-employed. Many are employed within the health sector (residential home, hospice, cancer centre...) or within educational establishments (University, private colleges).

Some are volunteer therapists in a medical setting.

Many have a business related to their therapy to raise secondary income – for example selling a product line.

**We look forward to hearing from you with any questions you may have about sponsorship opportunities at botanica2020 and hope to welcome you there!**

[botanica2020@eyas.co.uk](mailto:botanica2020@eyas.co.uk)

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