

**27TH ANNUAL
SYMPOSIUM
CONNECTING
TO OUR
ROOTS**



SPONSORSHIP PROSPECTUS



HELP GROW THE FUTURE OF HERBALISM

Herbalism is rooted in tradition, even as it grows and changes to incorporate new ways of understanding ourselves and our relationships with plants. Our 27th Annual Symposium is dedicated to honoring the heritage of herbalism that roots us into diverse ways of knowing plants, the wisdom of those who came before us, and our personal practices of healing.

The 2016 Symposium, to be held in Western Pennsylvania, promises to attract more attendees than ever as our organization continues to be the premier source of herbal education in the United States. Consider this your invitation to become a Sponsor or Exhibitor at the American Herbalists Guild 27th Annual Symposium, held September 30 to October 2, 2016, in Seven Springs, Pennsylvania (near Pittsburgh). Don't miss this opportunity to take advantage of the many ways Symposium Sponsorship will benefit your business!

As a Symposium Sponsor, you will receive appreciable exposure before, during, and after the event. Among numerous other perks, past sponsors report a significant increase in business as a direct result of their involvement. We offer various levels of participation to meet your organization's budget; please see the attached materials for more details on our Sponsorship Packages. Please pledge your Sponsorship by April 1, 2016 to be listed in all electronic and print materials used to promote the Symposium. While this deadline provides the most exposure, Sponsorship is welcome at any time. Let us help you find the best way to take advantage of this incredible opportunity! We are available to discuss your options and answer any questions.

For Our Roots and Reunion in September,

Bevin Clare and Patricia Kyritsi Howell 2016
Symposium Committee

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AHG MISSION STATEMENT

The American Herbalists Guild promotes clinical herbalism as a viable profession rooted in ethics, competency, diversity, and freedom of practice. The American Herbalists Guild supports access to herbal medicine for all and advocates excellence in herbal education.



As a Symposium Sponsor, your contribution supports the AHG on many levels. Here is an overview of the many ways the Guild promotes herbalism.

The Journal of the American Herbalists Guild: For 15 years the Journal has presented cutting-edge, peer-reviewed articles on the use of herbs in clinical practice, is regularly cited by the American Botanical Council's Herb Clips and American Herbal Pharmacopoeia's monographs, and is CINAHL and MANTIS listed. Now available in digital format, the JAHG will reach an even wider audience in the years to come.

Annual Symposium: The symposium showcases lectures by leading practitioners of herbalism, attracting professional herbalists, a wide range of health professionals, and students.

Herbalist Training Webinars: Thousands participate each year in our educational webinar series taught by cutting edge herbal practitioners. Our webinars provide up-to-date clinical information, and have become the gold standard for reliable, herbal information.

AHG Chapters: There are currently 17 regional AHG chapters in the US, including two special interest chapters. Chapters play a vital role in their communities to promote herbal education, community awareness, and healthcare through lectures, free clinics, field trips, sponsored seminars, and networking among herbalists.

AHG Diversity Committee: This committee is dedicated to supporting and reflecting the diversity of herbalism throughout the US. Members are currently conducting outreach to various herb communities, engaging in mutual dialogue, and working to bring the voices of all herbalists into the Guild.

Mentorship Program: One of the key programs of our organization, the Mentorship Program, provides support for student practitioners as they begin to develop successful careers as practicing herbalists.

Community Service Award (CSA): Each year, the AHG recognizes an organization or individual working to increase community access to healthcare and herbal medicine, preservation of indigenous traditions, or protection of endangered and at-risk herbs. Recipients receive a cash award to be used to fund their work.

Victoria Fortner Award in Diversity, Equity, and Inclusion: Our newest award is dedicated to recognizing individuals, organizations, community groups, and businesses working to improve access to and awareness of herbal practice in diverse communities. Recipients receive a cash award to be used to fund their work.



SYMPOSIUM DETAILS

September 29 – October 3, 2016

Seven Springs Mountain Resort, Seven Springs, Pennsylvania
(60 miles SE of Pittsburgh)



LEADING VOICES OF HERBALISM

The Symposium hosts outstanding keynote speakers to inspire our vision of herbalism. Past keynote speakers include Mark Blumenthal, Steven Foster, Rosemary Gladstar, Tieraona Low Dog, Kevin Spelman, and Paul Stamets.



FORUMS FOR LEARNING

Our Symposium offers **3 days of presentations** through variety of forums, including: Lectures, Case Study Review Panels, Open Discussions, Herb Walks, and more. **Pre- and post-Symposium Intensives** offer further opportunity to gain in-depth knowledge. We seek to curate information that addresses the needs of herbalists and other healthcare professionals to increase communication, foster safe practice guidelines, and expand the role herbalism plays in healthcare.

400+

Our Symposium is attended by 400+ **socially and environmentally conscious professionals** dedicated to herbalism, including:

2016 KEYNOTE SPEAKER: PHYLLIS HOGAN

Ethnobotanical Journeys in the Land of the Winter Sun.

Featuring: Infectious Disease Certificate Track

**Professional Guild Members Naturopaths Acupuncturists Veterinarians Midwives
Nurses Osteopathic Physicians Medical Doctors Nutritionists Medicine Makers
Educators + School Directors Natural Product Retailers Growers Herbal Students**

We are especially proud of the large number of herbal students and student practitioner attendees. They are the next generation of herbalists, and supporting them is central to our organizational mission



PHOTOS: RICARDO VENEGAS VELASQUEZ

WHAT ATTENDEES SAY ABOUT THE SYMPOSIUM:

"I love the AHG Symposiums - it is so refreshing to get to spend time connecting with professional herbalists from all over the country and really feel part of a community of herbalists."

-2015 Symposium Attendee

"Thank you for this wonderful opportunity to network with others while stirring new interests in the future of herbal medicine."

-Dr. Kellie Cooney

"This conference is a great value for the money. The sessions were very appropriate for either the practicing clinician or the herbally curious."

-Christopher Lepisto, ND

92%
OF ATTENDEES SAY THE EXHIBIT HALL ADDS TO THEIR OVERALL SYMPOSIUM EXPERIENCE

"Definitely a big part of what I like to see. It is a good networking scene."

"Interacting with those who supply our therapeutic material is very important to me!"

"I know that I can find the best quality herbal products at the AHG Exhibit Hall. I always leave with a bag full of items and promotional material to share with my clients and colleagues."

98%
OF SPONSORS WOULD SPONSOR AGAIN

"The staff on site was tremendously helpful and went out of their way to offer any support they could. I really appreciated that, thank you."

"The attention to our company gets more recognition because of duration of sponsorship and relationships. I think the value is excellent."

"This is our most important marketing venue."



PHOTOS: RICARDO VENEGAS VELASQUEZ

SPONSORSHIP PACKAGES

Symposium Sponsors receive valuable benefits for their continued commitment to our diverse community of herbalists and herbal practice.

BENEFITS	\$10000 PLATINUM	\$5000 GOLD	\$2500 SILVER	\$1000 COPPER	\$500 GREEN
3-Day Symposium Registration	8	4	2	1	-
Tickets to Thursday Reception	8	4	2	1	-
Complimentary Exhibitor Booth*	Premium	Premium	Standard	Standard	Shared, Half Booth
Program Ad	Full page, color, cover	Full page, color	Full page, color	Half page, color	Quarter page, color
Ad in an upcoming issue of the Journal of the American Herbalists Guild	Audio/Video Content Ad	Audio/Video Content Ad	Full page, color	Half page, color	Quarter page, color
One-year AHG institutional membership and accompanying benefits	One	One	-	-	-
Sponsorship of AHG 2016 Professional Herbalist Training Webinar	One Full Year	One Webinar	-	-	-
NEW Company banner (provided by Sponsor) displayed prominently at the Symposium	YES!	-	-	-	-
NEW Company brochure, business card, and/or small product sample included in Registration Package	YES!	YES!	-	-	-
NEW Visual recognition at all AHG exhibits during 2016	YES!	YES!	-	-	-
Dedicated company page on AHG website	YES!	-	-	-	-
Logo Placement on AHG Symposium website, linked to Sponsor website	Premium	Premium	Standard	Standard	Standard
Mobile Event App recognition	YES!	YES!	-	-	-
Verbal Recognition during event	All plenary sessions, and from Keynote Presenter	All Plenary Sessions	Keynote Adress, Annual General meeting	-	-
Visual Recognition at all plenary sessions during event	YES!	YES!	YES!	YES!	YES!
Logo Placement on event materials	YES!	YES!	YES!	YES!	YES!
Symposium Newsletter recognition	YES!	YES!	YES!	YES!	YES!
Social Media recognition	YES!	YES!	YES!	YES!	YES!

*Limited Availability. Reservation required by **April 1, 2016**

SPONSORSHIP APPLICATION

SAVE PAPER
REDUCE CARBON

APPLY ONLINE

AMERICANHERBALISTSGUILD.COM

IMPORTANT REMINDERS

Pledge your Sponsorship by **April 1, 2016** to be listed in the electronic and paper invitations.

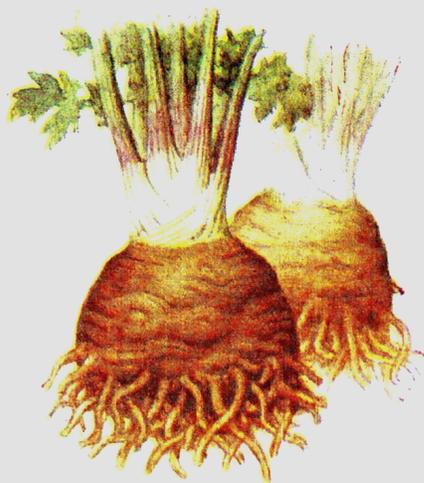
Sponsors must reserve complimentary booth space by **June 15, 2016**. Availability is limited.

ANY QUESTIONS?

PLEASE CALL
(617) 520-4372

or EMAIL

office@americanherbalistsguild.com



SNAIL MAIL FORM

Business Name (as you would like it to appear in print)

Address

City

State

Zip

Phone

Fax

Website

PRIMARY CONTACT (This person will be sent all information related to your participation)

Contact Name

Title

Phone

E-Mail

Payment Information

Sponsorship Level

Total Due

Check is enclosed. (payable to American Herbalists Guild)

Please send a paper invoice

Please send a Paypal invoice

Signature

Title

Date

Submit application to
American Herbalists Guild
P.O. Box 3076
Asheville, NC 28802

All sponsors will be contacted to verify promotional recognition and guest lists. Symposium registration opens in April. Electronic invitations will be mailed early May.