



28<sup>TH</sup> ANNUAL SYMPOSIUM  
**HERBALISM  
IN ACTION**

*Keynote Speaker: Patrisia Gonzales*

OCTOBER 5-9, 2017 | OREGON GARDEN RESORT | SILVERTON, OR

**AMERICAN HERBALISTS GUILD**

**SPONSORSHIP PROSPECTUS**



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## IT'S TIME TO TAKE ACTION!

We believe that herbs, and herbalists, are much needed catalysts for positive change in today's world. Whether in the forest, the clinic, or on the streets, herbalism is offering new models of healing to communities everywhere.

In keeping with our commitment to promote herbalism and support herbalists, we're happy to announce the 28th Annual American Herbalist Guild Symposium. Our annual gathering is dedicated to honoring and exploring the people, plants, and practices that put herbalism in action in so many diverse ways.

The 2017 Symposium, October 5th through 9th, will be at Oregon Gardens, just outside of Salem, Oregon. This year, we expect to attract more attendees than ever as we continue to present cutting edge herbal information by some of the best and brightest practitioners in the country.

Consider this your invitation to become a Sponsor or Exhibitor at the 28th Annual Symposium. Don't miss this opportunity to reach your target audience and let them know about you and your business.

As an Annual Sponsor, you and your business receive appreciable exposure before, during, and after the symposium. Past sponsors consistently report a significant increase in business as a direct result of their involvement. We offer various levels of participation to meet your budget; please see the attached materials for more details about our Sponsorship Packages.

If we receive your Sponsorship pledge by April 1, 2017, you'll be listed in all electronic and print materials used to promote the Symposium. While this option provides you with the most exposure, your Sponsorship pledge is welcome at any time.

Let us help you find the best way to take advantage of this incredible opportunity. We're available to discuss options and answer any questions, so please contact us at 617-520-4372 or [office@americanherbalistsguild.com](mailto:office@americanherbalistsguild.com).

See you in October,  
Bevin Clare and Patricia Kyritsi Howell  
2017 Symposium Committee

## 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 an Annual 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 16 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 leading 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 more than 25 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

**OCTOBER 5th-9th, 2017**

Oregon Garden Resort | Silverton, Oregon



## 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, Ethan Russo, Kevin Spelman, and Phyllis Hogan.



## 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:

**2017 KEYNOTE SPEAKER: PATRISIA GONZALES**

Mesoamerican and American Indian Traditional Medicineways

**Theme: Action-Based Herbalism in Practice**

**AHG 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 Symposium. It is so refreshing to spend time connecting with professional herbalists from all over the country and being part of a community."*

-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

Annual 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 Tickets	8	4	2	1	-
Thursday Reception Tickets	8	4	2	-	-
Complimentary Exhibitor Booth*	Deluxe	Premium	Standard	Standard	Shared, Half Booth
Program Ad	Full page, color, cover/inside cover	Full page, color	Half page, color	Quarter page, color	Eighth 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 Year Premium Benefits	One Year Standard Benefits	-	-	-
Sponsorship of AHG Professional Herbalist Training Webinar	One Full Year	Four Webinars	One Webinar	-	-
Company banner (provided by Sponsor) displayed prominently at the Symposium	YES!	-	-	-	-
Company brochure, business card, and/or small product sample included in Registration Package	YES!	YES!	-	-	-
Logo Placement during Event	Deluxe	Premium	Premium	Standard	Standard
Dedicated company page on AHG website	YES!	YES!	-	-	-
Logo Placement on AHG Symposium website, linked to Sponsor website	Deluxe	Premium	Premium	Standard	Standard
Mobile Event App recognition	YES!	YES!	-	-	-
Verbal Recognition during event	Deluxe	Deluxe	Standard	-	-
Exclusive Sponsor of Symposium Event/Exhibit	YES!	-	-	-	-
Logo Placement on event materials	YES!	YES!	YES!	YES!	YES!
Symposium Newsletter recognition	Featured Profile	Featured Profile	YES!	YES!	YES!
Social Media recognition	Featured Profile	Featured Profile	YES!	YES!	YES!

\*Limited Availability. Reservation required by **April 1, 2017**

# SPONSORSHIP APPLICATION

SAVE PAPER  
REDUCE CARBON

# APPLY ONLINE

## IMPORTANT REMINDERS

Pledge your Sponsorship by **April 1, 2017** to be listed in the electronic and paper invitations.

Sponsors must reserve complimentary booth space by **June 15, 2017**. Availability is limited.

## ANY QUESTIONS?

PLEASE CALL  
(617) 520-4372

or EMAIL  
[office@americanherbalistsguild.com](mailto:office@americanherbalistsguild.com)

## SNAIL MAIL FORM

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

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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 in early May.