



Canadian Federation of Aromatherapists

Fall Event

Oct. 6-8, 2020

Sponsorship Opportunities Introduction

This international event is hosted and organized by Canadian Federation of Aromatherapists (CFA), established in 1993, the largest professional aromatherapy association in Canada with members from all over the world.

The CFA's objective of the fall event is to:

- **Promote and make professional aromatherapy known in Canada and internationally**
- **Create opportunities to network and learn from other professionals**
- **Expand the knowledge and credibility of aromatherapy in Canada and beyond**
- **Create access to business to business opportunities by connecting professionals and eligible business partners.**

Sponsorship of the CFA conference is an incredible business opportunity for businesses or practitioners that align with these objectives!

Additionally, our sponsors are provided with advertising in our conference proceedings, social media, have the option to provide member exclusive offers, Instagram and our premium paid social media ads.

All sponsors benefit from...

- A website link to their company website as soon as their sponsorship is registered with us and maintained until after the event ends.
- Their logo in the event materials provided to attendees.
- Maximum coverage with logos being displayed on the slides at the beginning and end of each presentation (8 occasions).
- Contributing flyers/ products for the conference bags (quantity required: 75)

Typical Profile of CFA participants

- Primarily women 30-70 years
- Well-educated, socioeconomic status: middle to high
- Mostly persons linked to health-related professions: Certified Aromatherapy Health Professional (CAHP), holistic therapists, aromatherapy educators, massage therapists, reiki practitioners, nurses, pharmacists, doctors, university researchers, university students taking degree programs in complementary therapies or herbal medicine...



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- Most are on a second career path
- Most working part time as practitioners, many are working full time as practitioners
- Most are multidisciplinary therapists
- Most have a high awareness of environmental issues, sustainability and ethical business practices
- Interested in natural health, beauty and wellness
- Interested in sourcing quality suppliers, making business connections and networking with educators and peers.

Sponsorship Categories Overview (full details on the following pages)

\$2000	Diamond Speaker Sponsor	<ul style="list-style-type: none"> • Personal intro at the event • Premium social media ads • 2 event passes & vendor table • Logo on conference bags • Swag bag inserts and more
\$1500	Platinum Speaker Sponsor	<ul style="list-style-type: none"> • Personal intro at the event • Premium social media ads • 2 event passes & vendor table • Swag bag inserts and more
\$1250	Rose Gold Event Sponsor	<ul style="list-style-type: none"> • Announcement at the event • Premium social media ads • 2 event passes • Swag bag inserts and more
\$1000	Gold Event Sponsor	<ul style="list-style-type: none"> • Announcement at the event • Premium social media ads • 1 event pass • Swag bag inserts and more
\$500	Silver Event Sponsor	<ul style="list-style-type: none"> • Announcement at the event • Premium social media ads • Swag bag inserts and more
\$250	Bronze Event Sponsor	<ul style="list-style-type: none"> • Announcement at the event • Regular social media ads • Swag bag inserts and more
\$600/\$700	Vendor/Exhibitor Table	<ul style="list-style-type: none"> • 1 x 6-8' table with two chairs • Website & social media presence • 1 event pass
Swag	Conference Bag Sponsor	<ul style="list-style-type: none"> • Your swag in our bags



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Diamond Speaker Sponsor \$2000 (2 available only 1 left)

- Personal introduction at the event (option to provide promotional script)
- Pull-up banner (provided by you) prominently displayed during event
- 4 premium + 1 regular social media ads
- 2 x 3-day event passes & vendor table (\$1398+ value)
- Full page, colour ad in conference proceedings
- Logo on our super cute, re-usable swag bags and event materials & permanently in the event page on the CFA website
- Swag bag inserts optional (business card/postcard and one item – 100 items total)

Platinum Speaker Sponsor \$1500 (3 available)

- Personal introduction at the event (option to provide promotional script)
- Pull-up banner (provided by you) prominently displayed during event
- 3 premium + 1 regular social media ads
- 2 x 3-day event passes & vendor table (\$1398+ value)
- Full page, colour ad in conference proceedings
- Logo on event printed materials & permanently in the event page on the CFA website
- Swag bag inserts optional (business card/postcard and one item – 100 items total)

Rose Gold Event Sponsor \$1250 (3 available)

- Announcement at the event (option to provide promotional script)
- Pull-up banner (provided by you) prominently displayed during event
- 2 premium + 1 regular social media ads
- 2 x 3-day event passes (\$1198+ value)
- 1/2 page, colour ad in conference proceedings
- Logo on event printed material & permanently in the event page on the CFA website
- Swag bag inserts optional (business card/postcard and one item – 100 items total)

A banner with a purple background and a blurred image of purple flowers. The word 'THINK!' is written in a large, white, bold, sans-serif font. To its right, the word 'Sponsorship' is written in a white, elegant, serif font.

THINK! Sponsorship



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Gold Event Sponsor \$1000 (8 available)

- Announcement at the event (option to provide promotional script)
- 1 premium + 2 regular social media ads
- 1 x 3-day event pass (\$599+ value)
- 1/2 page, colour ad in conference proceedings
- Logo on event printed material & permanently in the event page on the CFA website
- Swag bag inserts optional (business card/postcard and one item – 100 items total)

Silver Event Sponsor \$500 (10 available)

- Announcement at the event
- 1 premium + 2 regular social media ads
- 1/4 page, colour ad in conference proceedings
- Logo on event printed material & permanently in the event page on the CFA website
- Swag bag inserts optional (business card/postcard and one item – 100 items total)

Bronze Event Sponsor \$250 (12 available)

- Announcement at the event
- 1 regular social media ad
- 1/4 page, colour ad in conference proceedings
- Logo on event printed material & permanently in the event page on the CFA website
- Swag bag inserts optional (business card/postcard and one item – 100 items total)

Vendor Tables (~~10 total limit~~ only 6 left) CFA Members \$600, Non-Members \$700

- One 6' - 8' table with 2 chairs
- Logo on event printed material & permanently in the event page on the CFA website
- 1 x 3-day event pass (\$499/599+ value)

Conference Bag Sponsor (15 available)

You provide us with your awesome swag to be included in our conference bags (business card/postcard and one item – 100 items total)

