



Academy of Integrative Health & Medicine

| [aihm.org/annual-conference](http://aihm.org/annual-conference)

# Exhibitor Prospectus



## 2017 AIHM Annual Conference “People, Planet, Purpose”



1,100+ Attendees Expected from  
19 Medical and Health Professions



Education Dates: October 21–25  
Exhibit Dates: October 22–25



61 Total Booths Available  
11 Premier Spaces



Paradise Point Resort & Spa  
1404 Vacation Rd., San Diego, CA



# Exhibitor Prospectus



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## Overview

The Academy of Integrative Health & Medicine (AIHM) the Office of Continuing Education at the University of Texas Medical Branch at Galveston (UTMB) come together to bring you the 2017 AIHM Annual Conference: *People, Planet, Purpose*.

Over 1,100 medical & health clinicians, researchers and academics are expected to gather for a community-centric conference of lectures, panels, networking, small group discussions, workshops, evening events and experiential programs. The AIHM is honored to partner with foundations, nonprofits, corporations and b-corporations that align with the Academy values.

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## About the Academy of Integrative Health & Medicine (AIHM)

The Academy of Integrative Health & Medicine (AIHM) is a global interprofessional membership organization of health professionals that educates and trains clinicians in integrative health and medicine.

**We are moving toward a new paradigm of health care for humanity and the planet.**

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### Conference Venue

**Paradise Point Resort & Spa**  
1404 Vacation Road  
San Diego, California 92109  
[www.paradisepoint.com](http://www.paradisepoint.com)

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### AIHM Contact

**The Academy of Integrative Health & Medicine (AIHM)**  
(858) 240-9033  
[info@aihm.org](mailto:info@aihm.org)



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## CME Guidelines

In compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Commercial interest representatives may attend CME activities at the discretion of the UTMB Office of Continuing Education for the direct purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the space or place of the educational activity.

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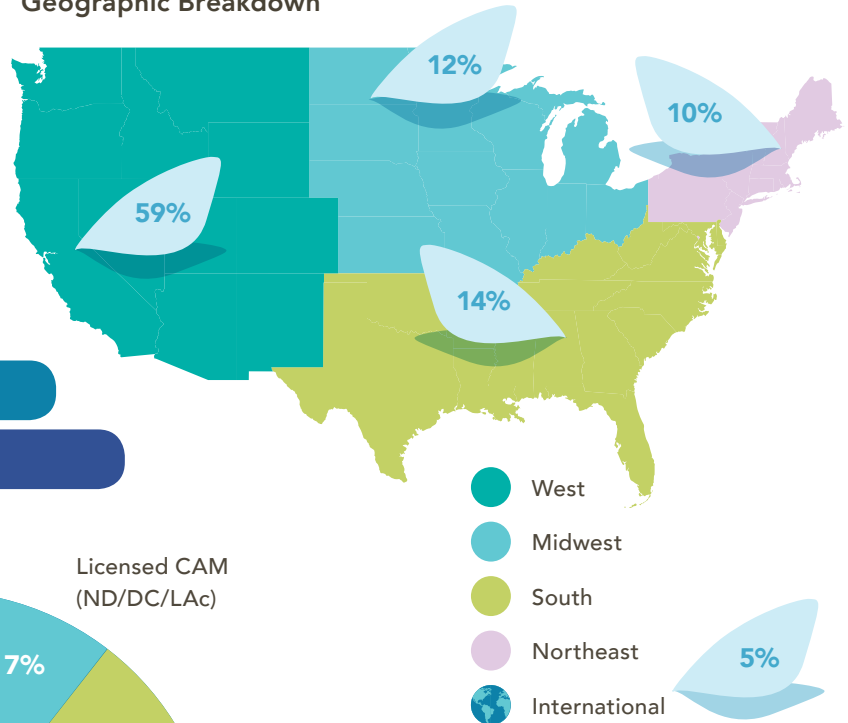


## Demographics

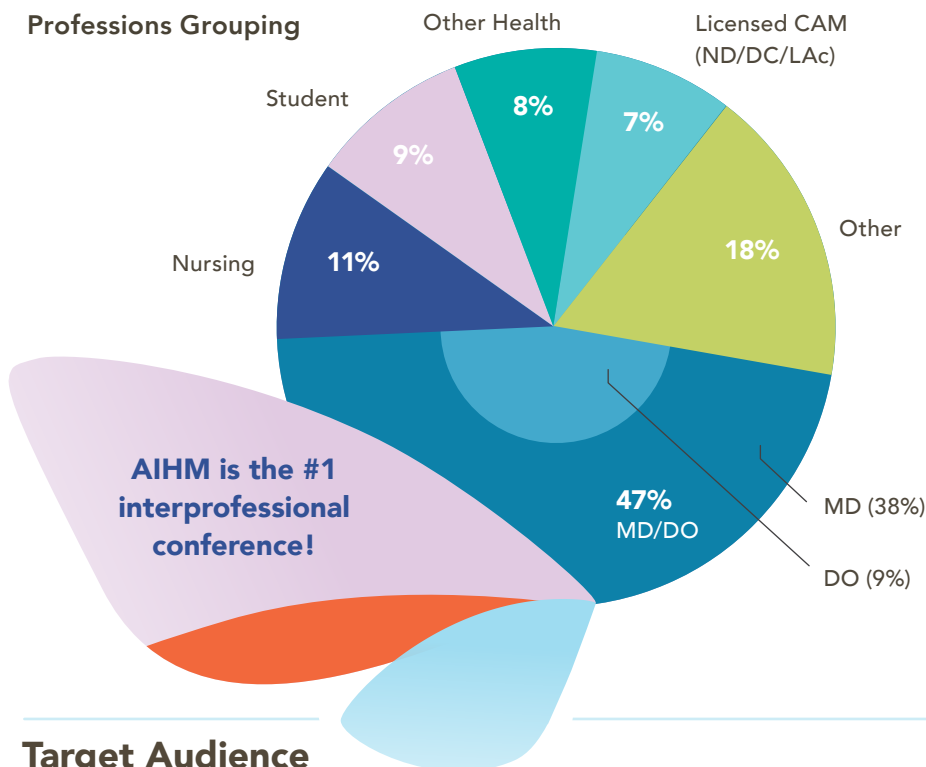
### Annual Conference Attendance



### Geographic Breakdown



### Professions Grouping



### Professions Breakdown

|                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------|
| 38% Medical Physician                                                                                                    |
| 9% Osteopathic Physician                                                                                                 |
| 9% Student                                                                                                               |
| 6% Nurse                                                                                                                 |
| 5% Nurse Practitioner                                                                                                    |
| 4% Physician Assistant                                                                                                   |
| 3% Acupuncturist                                                                                                         |
| 2% Naturopathic Physician                                                                                                |
| 2% Chiropractic Physician                                                                                                |
| 2% Psychologist                                                                                                          |
| 1% Public Health Professional                                                                                            |
| 1% Registered Dietitian                                                                                                  |
| 18% Other Health*                                                                                                        |
| * (Nutritionist, Ayurveda Practitioner, Doctor of Oriental Medicine, Pharmacist, Dentist, Licensed Social Worker, Other) |

## Target Audience

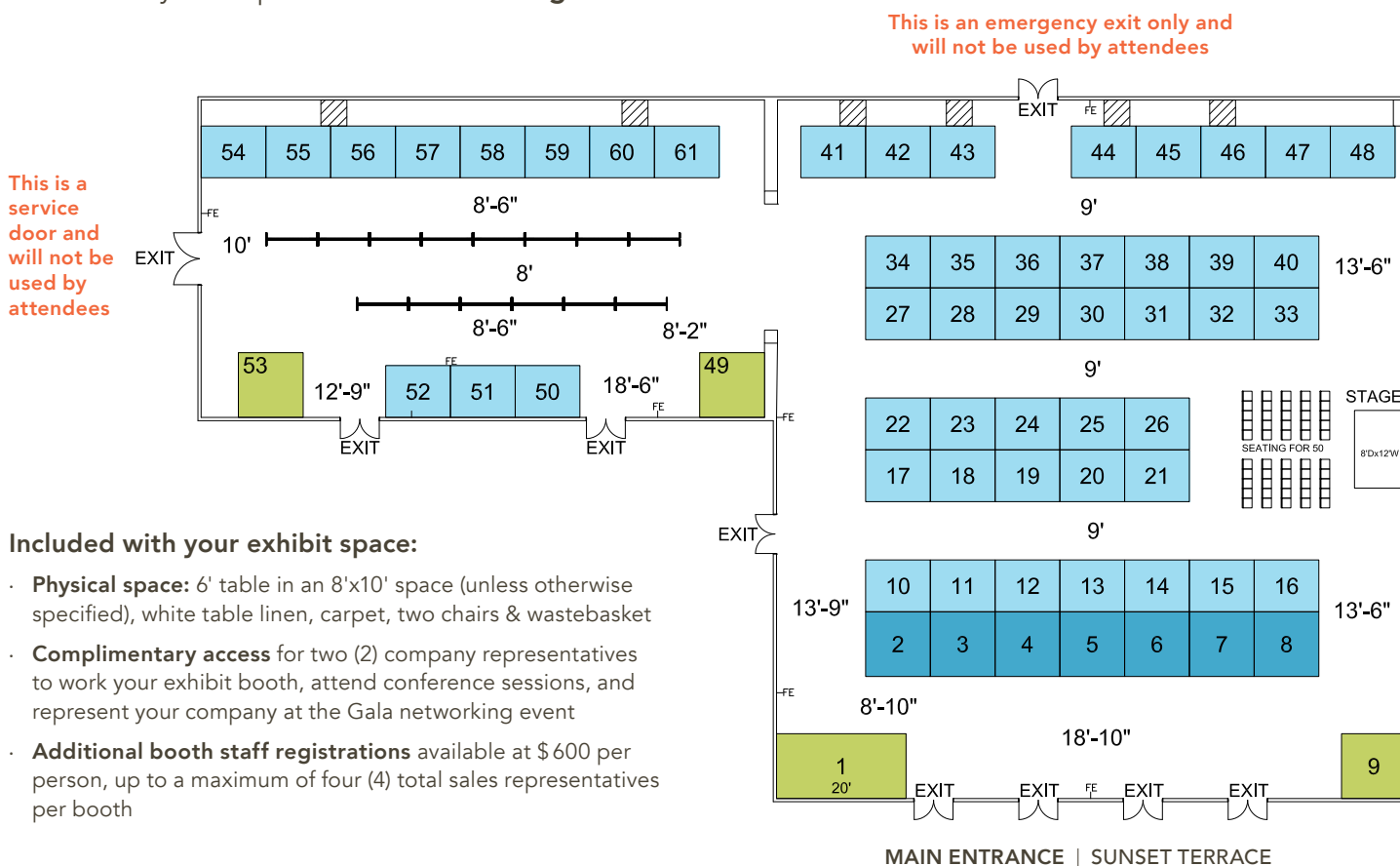
**AIHM is the #1 interprofessional conference!** Our attendees feature: Medical doctors, family practice doctors, osteopathic physicians PLUS naturopathic physicians, chiropractic physicians, acupuncturists, homeopaths, physician assistants, advanced practice nurses, registered nurses, registered dietitian nutritionists, midwives, pharmacists, dentists, licensed herbalists, massage therapists, health coaches, and many more.

# Exhibitor Prospectus



## Booth Opportunities

Only 61 booths are available for over 1,100 attendees—spaces will sell out quickly. Reserve your space and submit your deposit online at [aihm.org/annual-conference](http://aihm.org/annual-conference).



### EXCLUSIVE Space | Booth #1, #9, #49, #53

**\$25,000+**

- Private booth location plus featured conference sponsorship recognition at key events customized to your company's strategic partnership with AIHM (see Exclusive Exhibitor Packages on page 6 for details)
- Includes a 6' table in an expanded 10'x10' booth space; Booth #1 features a doubled 10'x20' booth space

### PREMIER Space | Booth #2 – #8

**\$5,500**

- Front row to daily entrance/exit
- Includes a 6' table in an expanded 10'x10' booth space

### STANDARD Space

**\$4,000**

- Includes a 6' table in an 8'x10' booth space.

# Exhibitor Prospectus



## Exhibitor Schedule

### Sunday, October 22, 2017

|                    |                                          |
|--------------------|------------------------------------------|
| 10:00 am – 3:00 pm | Exhibitor Move-in                        |
| 5:00 pm – 7:00 pm  | Expo Grand Opening – Holistic Happy Hour |
| 7:00 pm – 7:30 pm  | Booth Appointments                       |

### Monday, October 23, 2017

|                    |                                              |
|--------------------|----------------------------------------------|
| 9:00 am – 3:45 pm  | Expo Open                                    |
| 9:15 am – 10:15 am | Exhibitor Exclusive – Morning Break          |
| 12:15 pm – 1:45 pm | Exhibitor Exclusive – Lunch                  |
| 2:45 pm – 3:45 pm  | Exhibitor Exclusive – Afternoon Health Break |

### Tuesday, October 24, 2017

|                    |                                                    |
|--------------------|----------------------------------------------------|
| 9:30 am – 11:00 am | Sales Workshop for Exhibit Booth Staff             |
| 11:00 am – 4:00 pm | Expo Open                                          |
| 11:30 am – 1:00 pm | Exhibitor Exclusive – Lunch                        |
| 2:30 pm – 3:30 pm  | Expo Conclusion – Health Break and Prize Giveaways |
| 4:00 pm – 6:00 pm  | Exhibitor Move-out                                 |
| 6:30 pm – 9:00 pm  | People, Planet, Purpose “Party” Networking Gala    |

## Staffing Requirements

**IMPORTANT:** Booths must be staffed during opening, exclusive hours, featured events, and closing prize drawing time. *All times are Pacific Standard (PT), California.*

## Improved Show Flow

This year’s shortened conference schedule minimizes total event expenses, maximizes exclusive show/networking hours and creates attendee value.

# Additional Sponsorship Opportunities



## Exclusive Exhibitor Packages (limit of 4, first-come, first paid)

\$25,000+



Choice of exclusive booth space  
[Booth #1, #9, #49, #53]



Expo Grand Opening – 50 drink tickets



Gala Dinner – 4 reserved seats for your CEO  
and booth staff



Event website and marketing recognition  
as an AIHM 2017 Sponsor

### Let's discuss the exclusive sponsorship option(s) that meet your goals:

- add an approved book signing at your booth
- present a vendor demo on the Expo Hall Stage in an exclusive slot
- host an invite-only happy/healthy hour in an executive suite
- host a small, invite only dinner or focus group in an executive suite
- exclusively sponsor the pre-Gala attendee reception
- exclusively sponsor the AIHM President/Board reception

## Vendor Demonstrations & Presentations (limit of 6)

\$2,500

Share an exciting update or new product with the AIHM community on our Expo Hall Stage with 40 seats. Expand your reach and showcase your company during the non-CME demos. To maximize your potential for viewers, these 20-minute info sessions are available during expo exclusive time slots only:

### Sunday, October 22

6:00 – 6:20 pm

6:30 – 6:50 pm

### Monday, October 23

9:30 – 9:50 am

2:50 – 3:10 pm

3:20 – 3:40 pm

### Tuesday, October 24

12:00 – 12:20 pm

## Host "Happy Hour" at Your Booth (limit of 4)

\$750



Connect with and entertain attendees at your booth during the Expo Grand Opening. A staffed tall boy table will be set up near your booth with wine (7 bottles per booth).

## Private Happy Hour, Dinner or Focus Group in an Executive Suite

\$1,000+

Host a turn-key event on-site. From your client list, invite a select group of attendees to meet your company delegates for a small event (10–20 persons) on the pre-event evening, Saturday, October 21 from 6:00–7:30 pm, or during the night on their own, Monday, October 23 from 5:30–6:30 pm. *Sponsorship fee does not include catering costs and service charges to be determined with your menu selections.*

## Custom Recognition Opportunities

Contact AIHM for additional, creative sponsorship and recognition opportunities, such as attendee bag inserts (limited to 3 vendors, one item/vendor), reusable water bottles, hotel key cards, Gala party musical entertainment, etc.

# Exhibitor Prospectus



## Additional Information

### Exhibit Space Guidelines

- Booth sharing is not permitted. One company/organization per booth.
- Booth fees must be paid in full prior to September 22, 2017.
- Blaine Convention Services will be your contact for: electricity, additional furniture, equipment rentals, labor for installing and/or dismantling your exhibit display. This requires additional fee payments to Blaine.
- Shipping: Blaine Convention Services will be handling all shipping and exhibit details. Once you complete the Application and submit approved payment, your information will be sent to Blaine who will be in touch regarding shipping details.
- Security: the exhibit hall is a permanent tented structure and cannot be adequately secured each evening. AIHM does not provide security. Anything you leave in the exhibit area will be at your own risk. Neither Paradise Point, Blaine, AIHM, nor UTMB will accept liability for any items in the exhibit area at any time.
- Booths must be staffed during opening, exclusive hours, featured events, and closing prize drawing time. *All times are Pacific Standard (PT), California.*

### Cancellation

- The exhibit cancellation deadline is October 1, 2017.** AIHM will refund up to 50% of the total exhibit fee. After October 1, no refunds will be granted under any circumstances.
- Exhibit space must be set-up and occupied by 3:00pm PST on Sunday, October 22, 2017.** Monday morning set-ups will not be accepted. Failure to meet this setup and display deadline on Sunday will cause forfeiture of your booth space, and AIHM may use or reassign the space or booth location without refund.

### Liability

- Neither AIHM, UTMB, Blaine, nor the Facility, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for any injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit except for any injury, loss, or damage to the extent arising from the negligence or willful misconduct of AIHM, UTMB, the Facility, their employees, their representatives or any member of the Conference Committee. The Exhibitor agrees to indemnify AIHM, UTMB, the Facility and their employees, volunteers, and committees from any and all claims for loss, damage, or injury except for any claims for loss, damage or injury to the extent arising from the negligence or willful misconduct of AIHM, UTMB, the Facility, their employees, volunteers, and committees. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.
- Exhibitor understands and agrees that, for the safety of conference attendees, the Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.
- Guests – Under no circumstances may children/spouses/guests of representatives be in the exhibit area or conference areas unless they are paid, registered attendees.

### Recording and Photography Clause

- AIHM reserves exclusive rights to record (audio and video) and photograph all conference proceedings for use in marketing materials, presentations and course content sales. Exclusive, written permission and licensing fee(s) is required in order to take, use, or reproduce any photography, audio or video from the exhibition or conference proceedings.

### Payment/Confirmation/Space Assignments

- All applications require full payment for the booth selection type and requested location.
- Applications must be received by September 22, 2017 through the AIHM eShow exhibitor portal. A confirmation email will be sent upon receipt of application.
- Application Review – For an exhibit application to be accepted by AIHM, the products and services must be educational in nature and relate to the educational activity content for a medical and health-related exhibition. AIHM reserves the right to accept or reject a potential exhibitor based on assessment of whether the company or organization's products and/or services are relevant to the conference content. All exhibitor applications will be reviewed by AIHM. You will be notified within 15 business days should your application be rejected.

### Housing

- Please make your own hotel reservations and request the AIHM Conference reduced rate with Paradise Point Resort. A one-night non-refundable deposit will be kept by the hotel for all reservations. Exhibitors are highly encouraged to book early for arrival Saturday, October 21 – departure Wednesday, October 25 for full conference and exhibition hall dates.

### Conference Modification or Cancellation

- AIHM, with UTMB, reserves the right to modify the schedule or program as necessary.
- AIHM also reserves the right to cancel this conference, in which case a full refund of the registration/exhibit fees will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of unanticipated cancellation.



# 2017 AIHM Annual Conference

**“People, Planet, Purpose”**

October 22–25

San Diego, CA

Paradise Point  
Resort & Spa

Visit [www.aihm.org/annual-conference](http://www.aihm.org/annual-conference) to submit your application.

Exhibit with AIHM



Academy of Integrative Health & Medicine

6919 La Jolla Blvd | San Diego, CA 92037

(858) 240-9033

[aihm.org](http://aihm.org)

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