

You Are Invited to Sponsor & Exhibit at

# Natural Nutmeg Magazine's

## “Empowering Me...Naturally” Wellness Conference

November 11th & 12th, 2011  
Connecticut Convention Center • Hartford, CT

Featuring Keynote Speaker  
Dr. Joan Borysenko



Call Today for information regarding sponsorship and exhibitor opportunities, (860) 217-1239 or visit [www.naturalnutmeg.com](http://www.naturalnutmeg.com)

**Y**ou are invited to join us at our annual "Empowering Me...Naturally" conference on November 11th & 12th, 2011 at the Connecticut Convention Center hosted by Natural Nutmeg Magazine. The conference will include an opening keynote event on Friday, 11/11/11 with Joan Borysenko, PhD and on Saturday, 11/12/11, we'll feature a full day of lectures and workshops from prominent speakers who practice right here in Connecticut. There will also be an exhibit hall where attendees can explore the many products and services that are on the cutting-edge of natural health and sustainable living.

We are actively seeking sponsors, opportunities for creative partnering and joint ventures. Your support will help us to provide quality workshops and give the residents of Connecticut an opportunity to learn about exciting new developments and techniques in the fields of natural medicine, green living and personal development. We can tailor a package that effectively highlights your business and gives you repeated exposure to a targeted market audience. We have a successful and powerful vehicle to reach consumers and holistic businesses and Natural Nutmeg is excited to explore ways to create synergy with your company.

## Sponsorship levels and details

### **Keynote Event Sponsor: \$11,000**

#### **Joan Borysenko, PhD**

- \* Exclusive product sponsor to the event
- \* Full Page ad (5 mos) in Natural Nutmeg
- \* Banner advertising (12mos) on Natural Nutmeg website
- \* Company Name listed on Conference Program
- \* Company Name listed on Main Entrance signage
- \* Company Name on all eblasts for event
- \* Sponsor recognition during opening remarks
- \* One (1) Complimentary Vendor Booth
- \* Five (5) Complimentary registrations to the Conference
- \* Special press release with announcement of sponsorship

### **"Empowering" Sponsor: \$5,000**

- \* Full Page ad (4 mos) in Natural Nutmeg
- \* Banner advertising (6 mos) on Natural Nutmeg website
- \* Company Name listed on Conference Program
- \* Company Name listed on Main Entrance signage
- \* Company Name on all eblasts for event
- \* Sponsor recognition during opening remarks
- \* Sponsorship of 2 lectures and Company Name/Logo listed on Workshop Board
- \* One (1) Complimentary Vendor Booth
- \* Five (5) Complimentary registrations to the Conference

### **"Natural" Sponsor: \$2,500**

- \* Full Page ad (2mos) in Natural Nutmeg
- \* Banner advertising (3 mos) on Natural Nutmeg website
- \* Company Name listed on Conference Program
- \* Company Name listed on Main Entrance signage
- \* Company Name on all eblasts for event
- \* Sponsor recognition during opening remarks
- \* Sponsorship of 1 lecture and Company Name/Logo listed on Workshop Board
- \* Two (2) Complimentary registrations to the Conference

### **"Healthy" Sponsor: \$1,500**

- \* Full page ad (1mos) in Natural Nutmeg
- \* Company Logo listed on Conference Program
- \* Banner advertising (3 mos) on Natural Nutmeg website
- \* Sponsor recognized during opening remarks

### **Supporting Sponsor: \$500**

- 1/2 Page ad (1mos) in Natural Nutmeg
- \* Company Logo listed in Conference Program
- \* Banner advertising (3 mos) on Natural Nutmeg website

### **Recyclable Tote Bag Sponsor: \$500**

Put your marketing message directly into the hands of conference attendees by supplying them with a beautiful reusable, recycled grocery tote bag at the conference entrance. Every attendee will carry your bag throughout the conference and beyond as they use it for grocery shopping and more. This ensures you continuous exposure for the life of the tote!

### **Literature Distribution: \$100**

- \* Company literature placed on tables at front entrance and in tote bags.

**To become a sponsor or for more information, please contact us directly at (860) 217-1239.**

## “Empowering Me...Naturally”

November 12th, 2011 (Exhibitor Day)  
Connecticut Convention Center • Hartford, CT

**INSTRUCTIONS:** Please complete **ALL** sections below, sign, and fax this contract with credit card payment to (860)217-1721.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Cell: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

Exhibitor Booth package options:

- 1) Exhibitor booth and listing in event program: \$595
- 2) Exhibitor booth, 3.5 x 2 ad in conference program and November issue of Natural Nutmeg: \$845
- 3) Exhibitor booth, 4.75 x 2.25 ad in conference program and November issue of Natural Nutmeg: \$1020

Includes: Standard 6Ft. table with skirt and 2 chairs. (Electricity is available at additional cost)

Product Category: Please describe your product or service. \_\_\_\_\_

Payment Method:

Total Fee: \$ \_\_\_\_\_

Visa \_\_\_\_\_ MC \_\_\_\_\_ AMEX \_\_\_\_\_ Disc \_\_\_\_\_

CC #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_

Name on Card \_\_\_\_\_

Having read and agreed to the terms of this contract, it is understood and agreed that in addition to the express terms and conditions set forth on this contract, the exhibitor shall be bound by all rules, regulations, and requirements set forth by Natural Nutmeg LLC as described on the final page of this contract. \*All sales are final

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Rules Governing the Exhibit

1. Show Management. The term "Show Management" as used herein shall mean Natural Nutmeg, LLC.
2. Eligible Exhibits. Show Management reserves the right to determine the eligibility of any company or product for inclusion in the Show. No exhibitor shall exhibit in the space allocated to him any merchandise other than that specified in his application.
3. Limitation of Liability. The exhibitor hereby agrees to indemnify, defend and protect Show Management and the facility against, and hold and save Show Management and the facility harmless from, any and all claims, demands, suits, liabilities, damage, loss, costs, attorney fees and expenses of whatever kind or nature which might arise out of any action or failure to act of the exhibitor or any of its officers, agents, employees, or other representatives, including but not limited to claims of damage or loss to property or harm or injury to a person or persons. The exhibitor agrees to make no claim for any reason whatsoever, including negligence against Show Management, its members or agents or employees, or the sponsors, or the lessors or owners of the exhibit premises for loss, theft, damage or destruction of property; nor any injury to themselves or employees while in the exhibit area.
4. Building Regulations. It is understood that the exhibitor shall not deface the premises in any way. Exhibitors will not be permitted to drive nails, hooks, tacks or put up decorations or adhesive that would deface the premises. Rules and Regulations outlining exhibitor set up will be provided by Show Management prior to the show.
5. Display Characteristics. Facility lighting may not illuminate all areas evenly and effectively, and Management assumes no responsibility for providing additional lighting. If available, an exhibitor may order additional lighting, at its own expense. All booth arrangements shall conform in all respects to the dimensional and height requirements as indicated in the exhibitor manual.
6. Food & Beverage. Exhibitors are not allowed to sell, distribute or sample any type of food or beverage items in any way whatsoever without the expressed written consent of Show Management. These restrictions are to abide by the rules and regulations set forth by the convention center.
7. Music. No music of any kind shall be utilized by an exhibitor without written consent of show management.
8. Rejected. Exhibitor agrees that exhibits shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down and those outlined in the exhibitor manual. Show Management reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of rejection. If an exhibit or exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.
9. Insurance. Show Management is not responsible for loss or damage to exhibitor's property; and in the event the exhibitor desires to have the goods, samples and other property brought upon the exhibition premises insured against loss due to any cause, he shall obtain such insurance at his own expense. The exhibitor shall, at no cost to Show Management obtain 1. (liability and property damage insurance from responsible insurance companies authorized to sell this insurance, and include the broad form liability) 2. (Workers compensation employers liability insurance for his own employees.).
10. Labor. Connecticut is a right to work state, therefore union labor and drayage fees do not apply. The exhibitor is responsible for their own labor to move in/out their displays, which they can provide themselves or hire out to a third party of their choosing. However, if the exhibitor needs heavy equipment like forklift or other machinery to move in/out their display, then facility labor charges may apply and the exhibitor will be responsible for such payment directly to the facility.
11. Exhibit Logistics. Detailed data, in the form of an Exhibitors Service Manual, will be sent to each exhibitor in ample time for advance planning. The manual will contain information regarding shipment, labor, electrical services, rental items, exhibit hours, etc. Service order forms for all available services will be included and should be returned promptly.
12. Amendment to the Rules. Show Management reserves the right to adopt, orally or in writing, any additional rule or regulations, move or remove an exhibit, or take any further action if Show Management deems such action necessary for the good of the Show. Said action shall have the same force and authority as though fully incorporated in the agreement herein.
13. Subleasing/Sharing. Assignment (in whole or in part), subletting or licensing of space by the exhibitor or use of the space not authorized in writing by Show Management is prohibited.
14. Cancellation Policy. If an exhibitor fails to make payments due hereunder on the date or dates specified, then Show Management may cancel this agreement or change such exhibitor's space assignment at Show Management's sole discretion and without further notice.
15. Acts of God, Fire, Strikes, etc. In the event that any outside cause, such as war, fire, strike, government action, or other emergency, or event of "force majeure" prevents the exhibit from being held, Show Management may retain such part of exhibitor's rental as shall be required to recompense Show Management for expenses incurred up to the time such contingency shall have occurred and Show Management shall not be responsible for any of exhibitors expenses or damages resulting from such a cancellation or postponement of the exhibit.
16. Compliance with Laws. Exhibitors must comply with all laws, rules, regulations and ordinances in force. In addition, exhibitors are subject to the terms and conditions of the lease between Show Management and the lessor or the exhibit premises.
17. Show Location. If for any reason, Show Management determines that the location of the Show should be changed or the dates of the Show changed, no refund will be due the exhibitor, but Show Management shall assign to the exhibitor, in lieu of the original space, such other space as Show Management deems appropriate and the exhibitor agrees to use such space under the terms of this agreement. Show Management shall not be financially liable or otherwise obligated in the event the Show is postponed or relocated.
18. Taxes and Licenses. Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local, state, or federal law applicable to their activity at the exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authorities at the exhibition.
19. Connecticut Law. This Agreement shall be deemed made in the State of Connecticut and shall be construed in accordance with the laws of the state of Connecticut applicable to contracts entirely made and performed therein.
20. The Entire Agreement. This agreement contains the entire agreement of the parties hereto with respect to the matters embraced herein and may not be modified, discharged or terminated, except by a written instrument, signed by the party to be charged.
21. Refunds. Prior to August 11, 2011, cancellation of all or a portion of exhibit space ordered is subject to a fee equal to 50% of the value of exhibit space originally contracted. All cancellations must be in writing. For any cancellation after August 11, 2011 all outstanding balances become due and payable. No refunds will be made.