

EXHIBITOR PROSPECTUS

Invitation to exhibit

The International Association of Yoga Therapists (IAYT) is pleased to announce the first Symposium on Yoga Therapy and Research (SYTAR). The impetus for SYTAR is to respond to the rapidly growing field of Yoga therapy in the US. SYTAR's mission is to establish an annual professional gathering for Yoga teachers, Yoga therapists, Yoga researchers and health professionals who use Yoga in their work. SYTAR brings together the contemporary teachings of many distinguished Yoga teachers, therapists, lineages and schools, as well as showcases important new research and public policy issues facing Yoga as an emerging complementary and alternative medical profession. Over 40 luminaries in their fields have confirmed their participation.

We are looking forward to your company as an exhibitor at this exciting and unique event. At this point we are planning on 400 participants but the LAX Hilton has the capacity to double that number. The location of the exhibits, meal functions and other events are scheduled to channel the maximum number of attendees through the exhibit area. There will be ample opportunities for the participants to interact with the commercial sponsors.

We are marketing the meeting nationwide. We expect about 40 percent of participants from California and surrounding states. Marketing tools include ads in journals, mailing of brochures, postcards and flyers and e-blasts targeting to over 15 thousand combined members of IAYT and Yoga Alliance. IAYT Website (www.iayt.org) provides a link to a Web site designed exclusively for SYTAR. We are placing the ads to the following 2006 publications:

LA Yoga Magazine (6 issues, May, June, July/August, September, October and November)
Yogi Times (5 issues-Northern California edition only, June, August, September, October, November)
Yogi Times Business (June, October)
International Journal of Yoga Therapy (October)
Yoga Therapy in Practice (July)
Yoga International (3 issues, July/August, September/October and November/December)
Yoga Chicago (4 issues May/June, July/August, September/October, November/December)
Arizona Yoga Association
The Integrator Blog

We greatly appreciate the support that your company might provide for this ground breaking meeting. It is this type of support that helps to promote Yoga and Yoga Therapy among our professional peers.

Veronica Zador, IAYT, President

John Kepner, IAYT, Executive Director

GENERAL INFORMATION

Meeting Dates: January 18-21, 2007

Location: LAX Hilton

Exhibit times:

Thursday: 3:00pm - 6:00pm

Friday: 10:00am - 6:00pm

Saturday: 10:00am - 6:00pm

Sunday: 10:00am - 1:00pm

List of available sponsorship categories:

DIAMOND \$10,008

Three booths (8x30) with first choice selection of site

Acknowledgment on all publications and on the final program

Acknowledgment as a co-sponsor of the Thursday night social event

Projections of acknowledgements in main session during breaks

Three nights at the Hilton w/ free parking

Entry to SYTAR meeting for up to 8 people

Full page BW add in the final program (Supplement to the *International Journal of Yoga Therapy*)

Hotel room space to meet limited number of participants (evening function by invitation)

Web Crosslink

GOLD \$5000

Two 2 booths (8x20) with second choice selection of site

Acknowledgment on all publications and on the final program

Acknowledgment as a co-sponsor of the Thursday night social event

Projections of acknowledgements in main session during breaks

Two nights at the Hilton w/ free parking

Entry to SYTAR meeting for up to 4 people

Half page BW add in the final program (Supplement to the *International Journal of Yoga Therapy*)

Hotel room space to meet limited number of participants (evening function by invitation)

Web Crosslink

SILVER \$1008

Complimentary single booth (8x10)

Acknowledgment on all publications and on the final program

Projections of acknowledgements in main session during breaks

Complimentary entry to SYTAR for 1 person

Donations of any amount to offset the cost of:

1. Thursday night social activity
2. Friday banquet
3. Invited speaker(s) travel and lodging
4. Meal functions
5. Research prize (i.e. awards to the top 3 abstracts)

A floor plan will be posted.

REGISTRATION FORM (Please circle on the form above your choice of sponsorship)

Company Name: _____

Company Street: _____ City: _____

Company State: _____ Zip: _____

Contact Person Name: _____

Contact Person Email: _____@_____ Phone: _____

Comments: _____

Amount enclosed: \$ _____

Please make the check payable to Yoga Developments and mail the check together with this form to:

Yoga Developments

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