

Exhibitor Information Package

Mindd International Forum On Children '09 (MIFOC '09)

Overview

Following the great success of MIFOC 06 & 07, Mindd Foundation is holding another forum 15-18 May, 2009 at the Australian Jockey Club in Randwick, NSW.

The Mindd Foundation promotes Integrative healthcare & lifestyle to optimise a child's mental and physical health and deliver improved concentration, behaviour and energy. Treating underlying causes also reduces the risk of long-term disease and often eliminates the need to treat symptoms with puffers, grommets, antibiotics, cortisone cream, antihistamines and surgery.

Best outcomes lie in educated parents, informed teachers and trained professionals who can cross-refer and work in teams.

Background

Pediatric disease is rising at alarming levels worldwide. Autism affects 1 in 165 children in the US and 1 in 150 in the UK (US Center for Disease Control and UK Department of Health). The Australian Government has not completed research, but estimates are around 1 in 120.

Medical science is confirming that there has also been a dramatic increase in the number of children with asthma, eczema, ADHD, learning delay, dyslexia, chronic fatigue, depression, and recurring infections*. Teachers are struggling more than ever with a generation of children whose learning abilities are compromised by poor health and illness.

Research also indicates that these seemingly unrelated conditions are medically linked by nutritional deficiencies, toxicity, digestive dysfunction and/or infections.

Mindd Foundation

Mindd Foundation is a non-profit health Promotion Trust established in 2005 for the promotion of Integrative healthcare in Australia & New Zealand.

In addition to MIFOC '06 & 07, Mindd has run dozens of seminars and provides support services via the internet and phone.

The Mindd Advisory Board consists of International experts such as Dr. Natasha Campbell-McBride, Dr. K. Bock. Dr. E. Mumper, Jill James, Dr. Nancy O'Hara and more. Our Ambassadors include Hugh & Deborra-lee Jackman, George Miller (Happy Feet), Holly Davis.

Forum Objectives

The overall objective of our 3rd Forum is to educate families and teachers, and to train practitioners, with the ultimate goal of helping as many children as possible receive effective Integrative healthcare. The goal is to help ALL Australian children reach their full potential.

Specific Objectives

1. Educate parents & carers so they can effectively select, sequence and manage treatments in the most time-efficient and financially viable way.
2. Educate teachers to identify effected children and then refer them to trained Integrative professionals who can help.
3. Train professionals in cutting-edge biomedical and dietary treatments to establish the vital foundation for cellular health.
4. Educate carers and professionals in allied treatments and therapies to increase the understanding of holistic treatment that includes body, mind, emotion and spirit.
5. Build a network of health & education professionals across Australia who can work together and cross-refer to effectively integrate and sequence treatments.
6. Foster dialogue between carers and health professionals to help inform treatments that often come through parental observations.
7. Provide a platform to promote Integrative care to the media and government and to grow the grassroots movement that supports effective, preventative Integrative healthcare for children.
8. Continue bi-annual event that will attract Australian and World experts to share their expertise with Australasian families, teachers and health professionals.
9. Support innovation of Australian products & services with science-based research.

Forum Content

MIFOC 09 is a 4 day event that will provide families, health professionals and educators the invaluable opportunity to learn from world experts in biomedicine, nutrition and behavioural therapies with a special focus on covering effective treatments that are backed by cutting-edge, science-based evidence.

Mindd Foundation, PO Box 151 Vaucluse, NSW 2030
info@mindd.org, www.mindd.org, (02) 9337 3600 ph/fax

Topics will include;

- mitochondrial dysfunction, oxidative stress, detoxification, pyroluria, biofilms, special diets, epigenetics, nutrigenomics and understanding the complex interplay between the metabolic, immune, digestive and neurological systems.

The Forum will also feature dozens of Australian experts who are donating their time to share their expertise in naturopathy, chiropractic care, homeopathy, education, sensory integration, auditory & visual processing, digestive health, primitive reflex integration, learning strategies, holistic dentistry, preconception care, motor coordination, ABA, RDI, Sonrise and building self-esteem.

Promotion of Event

The past forums have attracted up to 700 attendees.

Marketing support is bigger than ever in 2009;

- 40k brochure/posters in *WellBeing Magazine*
- 20k brochure/posters in *Journal of Complementary Medicine*
- 25k brochures delivered to targeted clinics, organisations, families, educators
- Full-page ad in *WellBeing Magazine*
- Full-page ad in *Journal of Complementary Medicine*
- Targeted email and website marketing via Mindd sponsors, Mindd Practitioners and dozens of affiliated Organisations

Exhibitor Opportunities

Mindd Foundation is offering exhibitor packages by invitation only to those organisations who provide products and services that support Integrative healthcare and lifestyle.

Healthcare categories include; nutraceuticals, natural remedies, herbs, homeopathic supplies, lab testing, professional services and educational products.

Lifestyle categories include clean air, pure water, real food, safe energy fields, laughter and love. Personal care, healthy home, psychology, consulting and food products will all be participating.

Exhibiting at MIFOC '09 will provide several unique and invaluable opportunities;

- Distribute branded, value-added information to hundreds of highly targeted parents, practitioners and educators
- Connect with this target group to field questionnaires and glean feedback and information to assist in future product development
- Train staff to provide effective, cutting-edge treatment and information
- Gain medical knowledge that informs product development
- Host and refer customers to lectures/expo to enhance their business potential

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- Support a grass roots movement to provide all Australian/NZ children a chance at achieving their full potential.

Exhibitor Packages	Package A	Package B	Package C*
	\$3675	\$2300	\$920
Expo Tables (1st, 2nd, 3rd position)	2 tables Friday-Monday	1 table Friday-Sunday	1 table Friday-Sunday
Spotlight Session	30 min. presentation in Expo hall		
Forum Passes	2 x 3 day passes	1 x 3 day pass	1 x 3 day pass
Forum Bag Inserts	1 bag insert	1 bag insert	1 bag insert
Logo Promo	Logo/link on Mindd site & in Forum book	Logo in Forum book	Logo in Forum book
Donation Levels	Zinc - \$1500	Iodine - \$700	Magnesium - \$350

Prices exclude GST.

If you are unable to attend the forum but would like to support Mindd, please consider becoming a “friend of Mindd” by making a tax-deductible donation. As a “friend” you will be listed in the Mindd Forum program and have the opportunity to include an insert in the forum bag.

Other opportunities;

Healthy Canteen-Awards Dinner Sponsorship

Groups can sponsor the MIFOC “Healthy Canteen” Dinner at the AJC Marquee on Saturday 16th May. Food donations are gratefully accepted and provide a great opportunity to promote and sample product.

Session Sponsorship

Opportunities exist to sponsor a particular speaker, topic or session during the forum.

Sunday Breakfast Sponsorship

Mindd can email and invite all professional delegates to an early morning breakfast seminar, featuring a lecture, in partnership with a Sponsor.

If you are interested in exhibiting, please fill in the attached application and email it to admin@mindd.org subject “MIFOC Exhibitor. Your application will be reviewed immediately and a response sent via email.

Applications for exhibitors close March 30.

Please contact Leslie or Maya with questions at (02) 9337 3600

Childhood Disease Trends

“We are in the midst of a group of new childhood epidemics...related to pollution, environmental degradation and toxicity” – Dr. Kenneth Bock, Mindd Advisory Board

“Evolutionary changes to get rid of toxins happen at a glacial pace. Human changes to increase our toxic burden have happened at mach speed.” - Dr. E. Mumper (Medical Director, Defeat Autism Now!), Mindd Advisory Board

“Experts are now forecasting that this current generation of children will live shorter lives than their parents and in fact many will predecease their parents.” – Dr. Robyn Cosford, Mindd Foundation Board

***Paediatric Health Trends**

- 1 in 120 Australian children are diagnosed with Autism Spectrum Disorder compared to 1 in 10,000 just 15 years ago (Autism Canberra)
- Autism effects 1 in 150 children in the U.K.(1) and 1 in 166 in the U.S (2), up from 1 in 10,000 in the early 90s
- 1 in 4 Australian children are diagnosed with Asthma (3)
- 1 in 6 Australian children have a learning, behavioural or immune disorder (3)

Did you know?

- Many learning & behavioural disorders are linked to digestive disorders
- Nutritional deficiencies create an imbalance in neurotransmitters which can affect behaviour, concentration, mood, sleep and addictions.
- Many children with learning delay have auditory and/or visual processing issues that do not show up in standard hearing or vision tests.
- 70% of the neurotransmitters in your brain are also in your gut
- Allergies and nutritional deficiencies are often misdiagnosed as ADHD or learning or behavioural disorders.
- Allergies, asthma, eczema, ADHD are usually symptoms of an underlying biochemical imbalance that needs correction for disease prevention and longterm health.

1. UK Department of Health
2. US Center for Disease Control
3. Changing Habits, Changing Lives, C. O'Mears

Application - Mindd International Forum on Children '09

Which Exhibitor Package Do You Wish?

Package A___ Package B___ Package C*___

Company Name_____ Industry Sector_____

Address 1:_____

Address 2: _____

State:_____ Postcode:_____

Contact

First Name:_____ Surname:_____

Telephone:_____ Email:_____

WebsiteAddress:_____

Please Provide a brief overview of your product or service

Do you plan to sample product? Yes___ No___

Do you plan to serve product? Yes___ No___

Do you have special requirements? _____

*Please note that Package C is for non-profit organisations and small groups that provide a valuable service but are unable to manage commercial rates. No products can be sampled or sold under this package.

Please fill this in and email it back to admin@mindd.org subject “MIFOC Exhibitor”. Your application will be reviewed immediately and a response sent via email.

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