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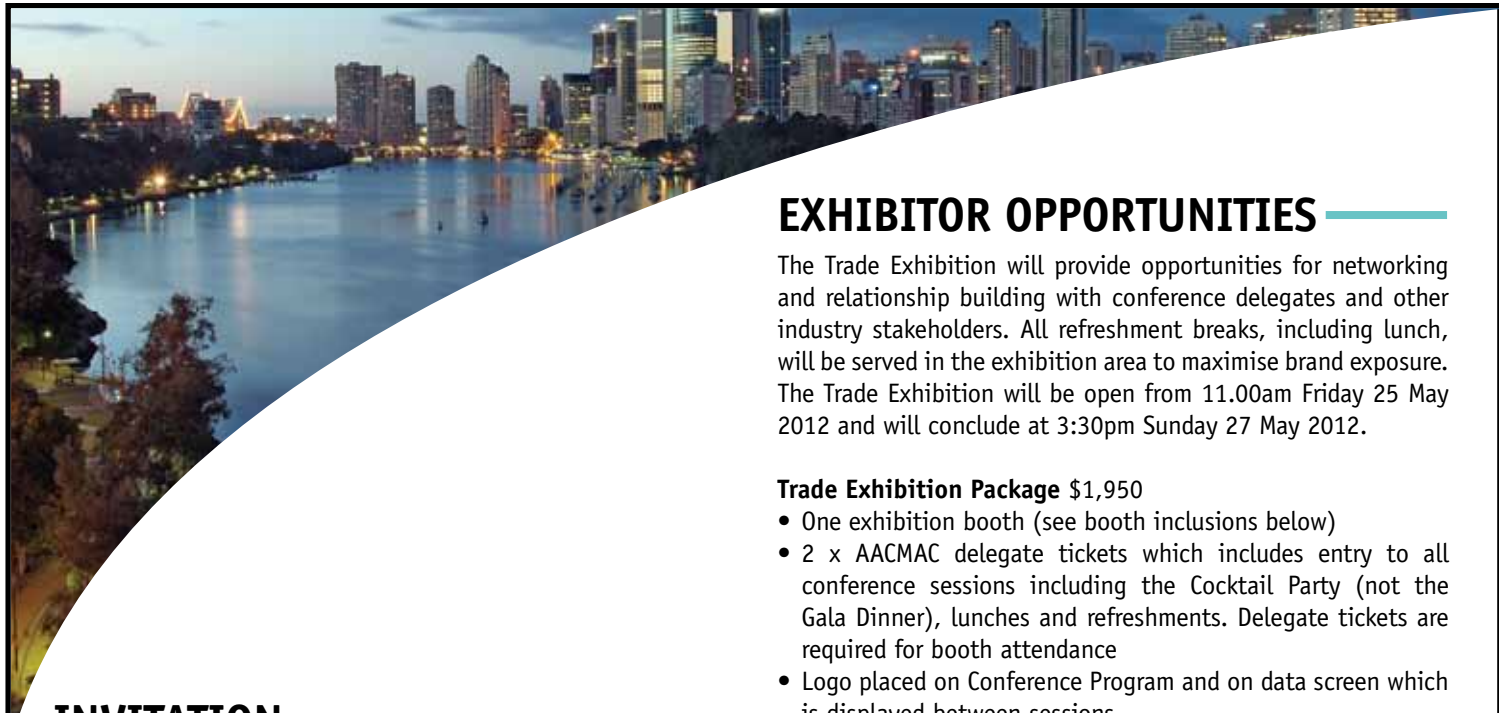
AACMAC | BRISBANE 2012

Australasian Acupuncture & Chinese Medicine Annual Conference
25 – 27 May 2012 | Brisbane Convention & Exhibition Centre, Australia
www.acupuncture.org.au

EXHIBITION, SPONSORSHIP & ADVERTISING OPPORTUNITIES



Annual Conference | Workshops | Trade Exhibition | 34th AACMA Annual General Meeting | 18th AESO Annual General Meeting | Cocktail Party | Gala Dinner



INVITATION

The Australian Acupuncture and Chinese Medicine Association Ltd (AACMA) cordially invites you to participate in the Australasian Acupuncture and Chinese Medicine Annual Conference (AACMAC Brisbane 2012) from 25 to 27 May 2012.

AACMAC Brisbane 2012 is the peak annual regional convention of the Traditional Chinese Medicine profession and will attract up to 350 – 450 local and international delegates, providing ample business and networking opportunities.

There are a number of opportunities available at AACMAC Brisbane 2012 for businesses to maximise brand exposure.

• Exhibition opportunities

A Trade Display at AACMAC Brisbane 2012 is an ideal opportunity to network with TCM professionals, gain valuable exposure and increase brand recognition. A total of 25 Exhibitor Booths are available and you may choose your preferred booth location (subject to availability). *Act fast – booths are allocated on a first come, first served basis.*

• Sponsorship opportunities

There are several sponsorship packages, each offering valuable brand exposure to delegates.

• Advertising opportunities

AACMAC Brisbane 2012 also has a number of advertising opportunities to suit your budget.

VENUE

AACMAC Brisbane 2012 will be held on the Plaza Level of the newly-expanded and purpose-built Brisbane Convention and Exhibition Centre. Located on Grey Street, South Brisbane (Southbank), Brisbane, Australia, this modern conference centre is situated in the heart of Brisbane's cultural hub and just minutes away from the CBD, restaurants, theatres, galleries and the Brisbane river.

This world-class venue has three levels, offering a comprehensive range of fully integrated in-house services, including the latest in technology. Conference delegates, speakers and trade exhibitors will no doubt be impressed with the facilities and services on offer.

EXHIBITOR OPPORTUNITIES

The Trade Exhibition will provide opportunities for networking and relationship building with conference delegates and other industry stakeholders. All refreshment breaks, including lunch, will be served in the exhibition area to maximise brand exposure. The Trade Exhibition will be open from 11.00am Friday 25 May 2012 and will conclude at 3:30pm Sunday 27 May 2012.

Trade Exhibition Package \$1,950

- One exhibition booth (see booth inclusions below)
- 2 x AACMAC delegate tickets which includes entry to all conference sessions including the Cocktail Party (not the Gala Dinner), lunches and refreshments. Delegate tickets are required for booth attendance
- Logo placed on Conference Program and on data screen which is displayed between sessions
- Logo on conference 'Trade Exhibition' page on conference website with link to sponsor's home page
- Link from AACMA 'conference links' page on AACMA website to sponsor's homepage
- 50% discount on advertising in the Book of Abstracts for Trade Exhibitors

Standard Booth Inclusions

- Shell scheme 3m x 2m x 2.4m high with Velcro compatible back and side walls
- Fascia - company name (max 20 characters)
- Two spotlights (150w) and one general purpose power outlet
- 1 x trestle table (1.8m x .9m) and 2 x padded chairs

EXHIBITOR'S DISCOUNTS

If you have previously exhibited at AACMAC you can get the Trade Exhibition Package at a **discounted price!** *Conditions apply

| Number of years exhibited at AACMAC | Discount offered | Discounted price |
|-------------------------------------|------------------|-------------------------|
| 0 | 0% | \$1,950.00 (full price) |
| 1 | 5% | \$1,852.50 |
| 2 | 10% | \$1,755.00 |
| 3 | 15% | \$1,657.50 |
| 4 | 20% | \$1,560.00 |

* Conditions - Maximum Discount 20%

Discount applies to those who purchased a trade exhibit at one or more of the following conferences: WFAS 2004 | AACMAC Melbourne 2005 | AACMAC Adelaide 2006 | AACMAC Brisbane 2007 | AACMAC Sydney 2008 | AACMAC Melbourne 2009 | AACMAC Adelaide 2010 | AACMAC Perth 2011
Please contact Alpheg  Browne at AACMA to confirm your discount eligibility on 07 3324 2599 ext 15.

Set Up and Pack Down of Booths

- Set up is permitted between 8:00am and 12:00pm on Friday 25 May 2012
- Pack down is permitted from 3:30pm on Sunday 27 May 2012

Exhibition Cancellations

All cancellations must be made in advance and in writing and are subject to the following fees:

- No cancellation fee applies if cancelled on or before 27 January 2012
- \$300 if cancelled on or before 2 March 2012
- \$750 if cancelled on or before 13 April 2012

SPONSORSHIP OPPORTUNITIES

Academic Awards Sponsorship \$125+

- Sponsor provides Gift Voucher (minimum \$125)
- Named sponsorship in conference program & conference website
- Sponsor prize announced at Closing Ceremony
- Opportunity to present award at Closing Ceremony

Door Prize Sponsorship \$125+

- Sponsor provides Gift Voucher (minimum \$125)
- Named sponsorship in conference program and conference website
- Sponsor prize announced at Closing Ceremony or Cocktail Party
- Opportunity to present award at Closing Ceremony or Cocktail Party

Keynote Speaker (Interstate) Sponsorship \$750

- Verbal acknowledgement of sponsor at introduction of Speaker during AACMAC 2012
- Named sponsorship in conference program and conference website
- 50% discount on advertising costs for AACMAC Brisbane 2012

Keynote Speaker (International) Sponsorship \$2,500

- Company logo appears on slide presentation at commencement of session
- Verbal acknowledgement of sponsor at introduction of Speaker during AACMAC 2012
- Named sponsorship in conference program & conference website
- 50% discount on advertising costs for AACMAC Brisbane 2012

Sponsorship Cancellations

All sponsorship cancellations must be made in advance and in writing and are subject to the following fees:

- No cancellation fee applies if cancelled on or before 27 January 2012
- 25% of total sponsorship value if cancelled on or before 2 March 2012
- 50% of total sponsorship value if cancelled on or before 13 April 2012
- No refunds if cancelled after 13 April 2012

CONFERENCE PROGRAM

Friday 25 May

| | |
|------------------|----------------------------------|
| 8:00am - 12:00pm | Exhibitor set up |
| 12:00pm - 6:00pm | Registration desk open |
| 1:00pm - 5:00pm | Concurrent workshops |
| 6:00pm - 8:00pm | Cocktail party (Exhibition Area) |

Saturday 26 May

| | |
|------------------|---|
| 9:00am - 3:30pm | Opening ceremony Conference papers & workshops |
| 4:00pm - 6:00pm | AACMA & AESO Annual General Meeting |
| 7:00pm - 11:00pm | Gala dinner (Conference Venue) |

Sunday 27 May

| | |
|-----------------|---|
| 8:30am - 5:00pm | Conference papers & workshops Closing ceremony |
| 3:30pm - 5:30pm | Pack down of booths |

ADVERTISING OPPORTUNITIES

Conference Satchel Insert \$575

- Conference Satchel is distributed to each delegate on registration at the conference
- Insertion of one piece of literature (supplied by the sponsor)
- Maximum weight per insert is 50gm (10gm is approximately 2 x A4 pages)
- Additional fees apply for heavier items
- Acceptance of conference insertions is at the sole discretion of the AACMAC Organising Committee

Book of Abstracts

- Mono artwork to be supplied by advertiser
 - 2 page centre spread \$1,025
 - Full A4 page \$ 500
 - Half A4 page \$ 305
 - Quarter A4 page \$ 200
- Acceptance of advertising material is at the sole discretion of the AACMAC Organising Committee

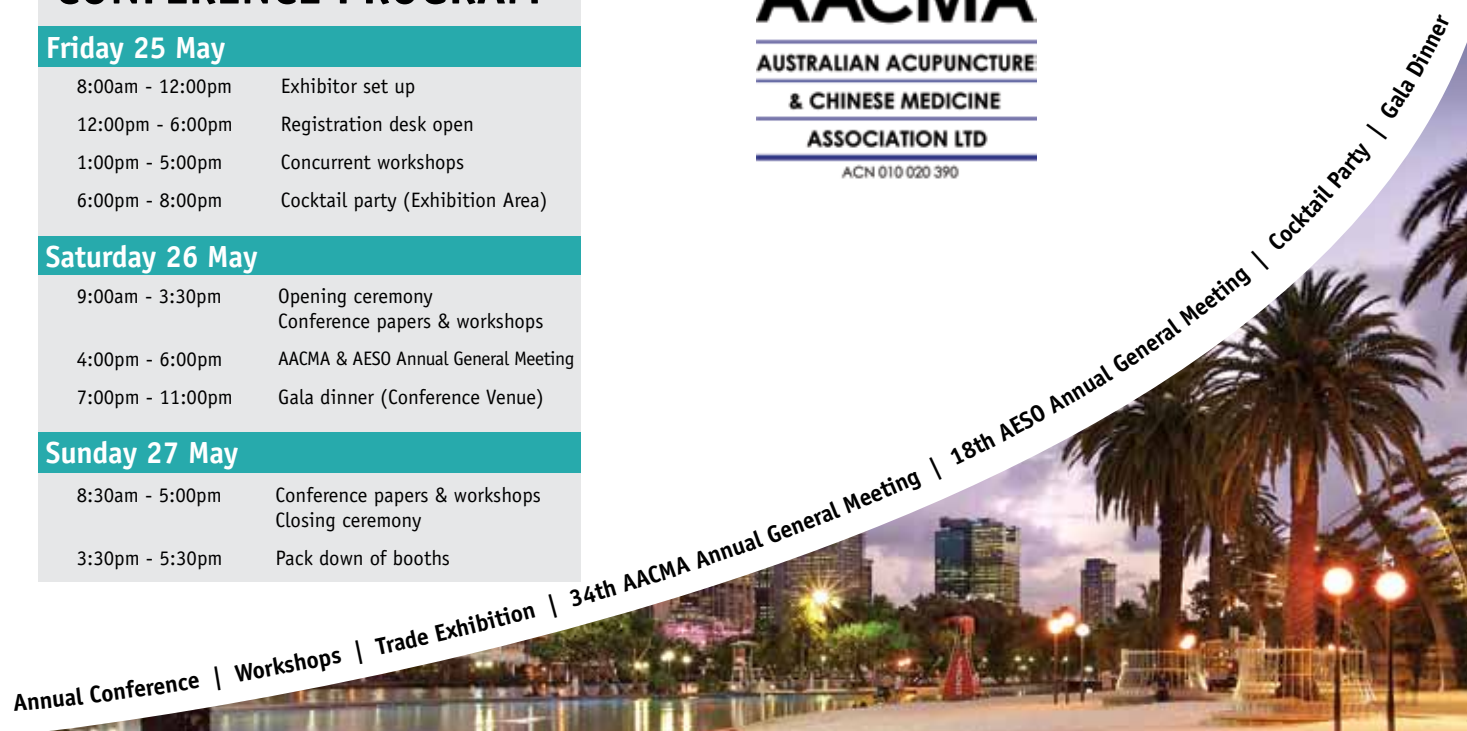
Advertising Cancellations

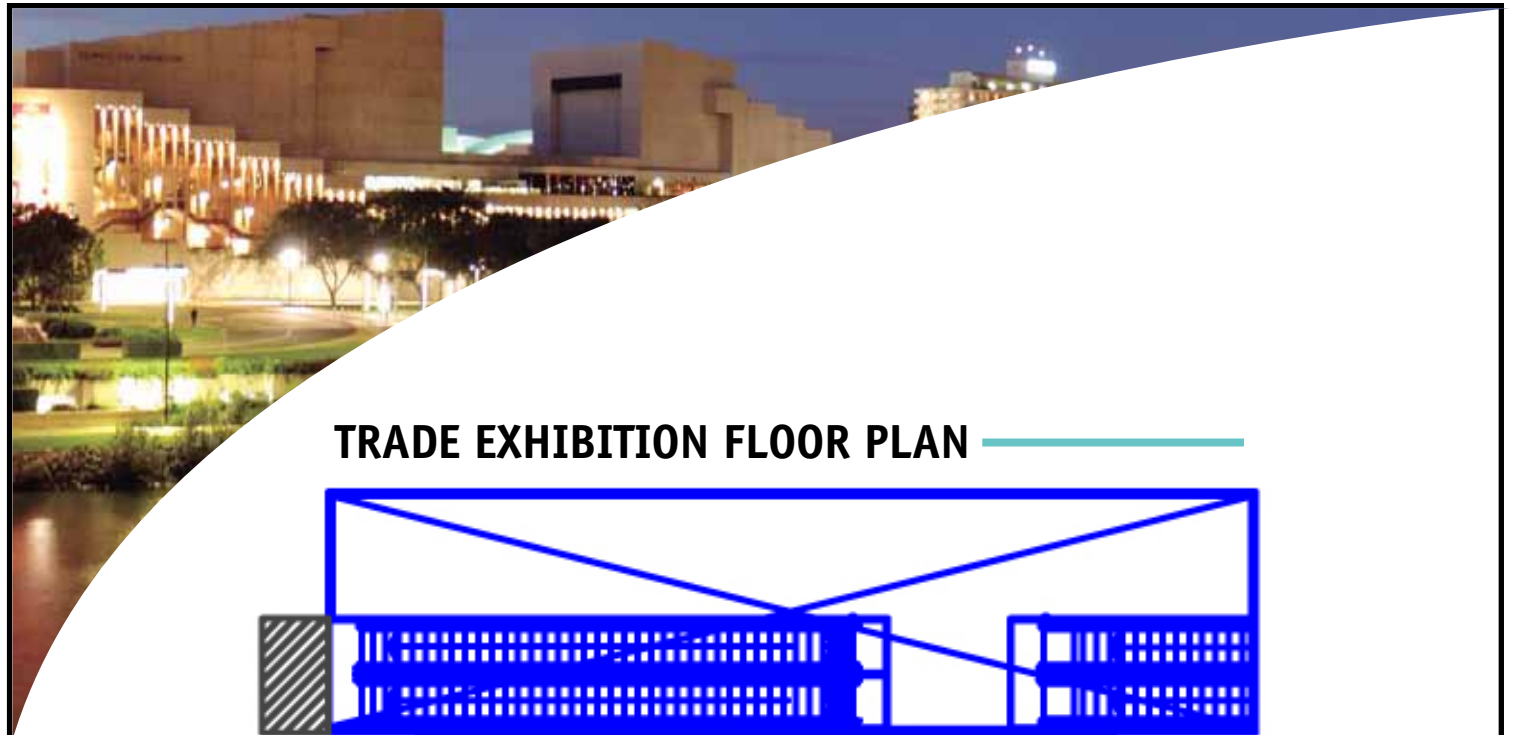
All advertising cancellations must be made in advance and in writing and are subject to the following fees:

- No cancellation fee applies if cancelled on or before 27 January 2012
- \$85 if cancelled on or before 2 March 2012
- \$170 if cancelled on or before 13 April 2012
- No refunds if cancelled after 13 April 2012

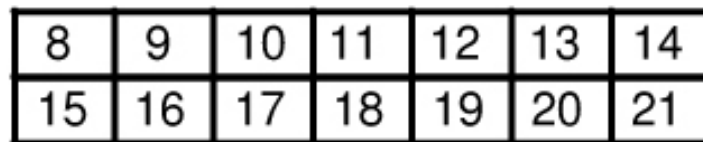
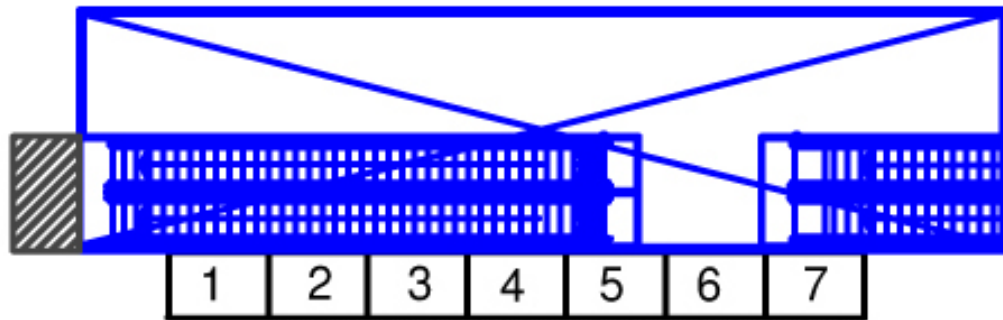
All advertised prices include GST

MAJOR SPONSOR



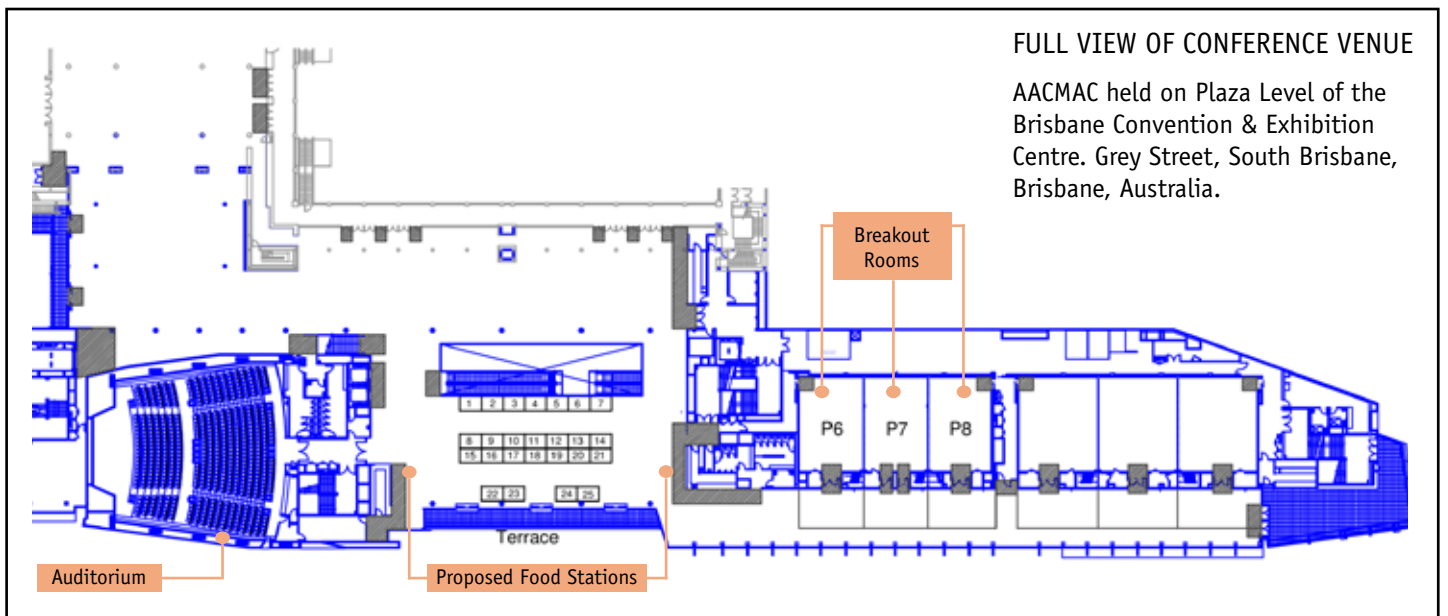
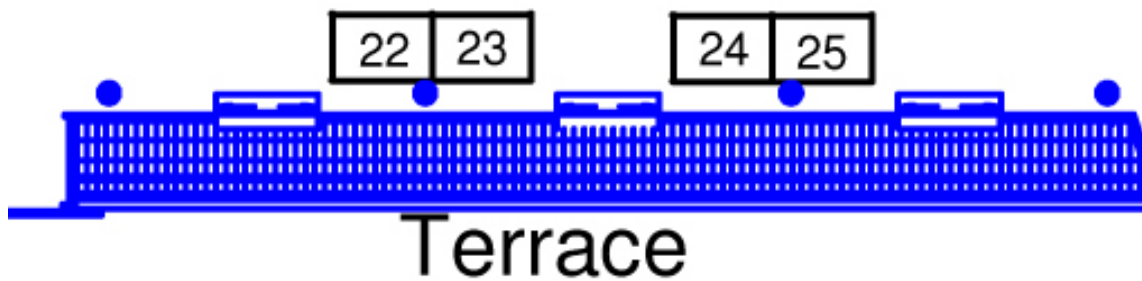


TRADE EXHIBITION FLOOR PLAN



Auditorium

Breakout Rooms





AACMAC | BRISBANE 2012

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EXHIBITOR/SPONSOR/ADVERTISER INFORMATION & CONTACT NAME please print clearly

Family Name: Given Name:

Company Name:

Postal Address:

..... State: Postcode:

Tel: (.....) Fax: (.....) Mobile:

Email:

**All advertised prices are inclusive of GST*

EXHIBITOR - BOOTH BOOKING

We wish to reserve number of booths. Our preference is:
 (please use booth numbers shown on diagram on page 4 of the brochure)

1st 2nd 3rd

- This is our first year as an exhibitor at AACMAC \$1,950.00
- This is our second year as an exhibitor at AACMAC \$1,852.50*
- This is our third year as an exhibitor at AACMAC \$1,755.00*
- This is our fourth year as an exhibitor at AACMAC \$1,657.50*
- This is our fifth year as an exhibitor at AACMAC \$1,560.00*

**Please contact Alpheg  Browne on 07 3324 2599 ext 15 to confirm your discount eligibility*

REPRESENTATIVES

The Trade Exhibition Package includes two (2) AACMAC delegate tickets. Delegate tickets are required for booth attendance. Please name who will be attending:

Attending Person 1

Family Name:

Given Name:

Attending Person 2

Family Name:

Given Name:

EXHIBITOR - ADDITIONAL REPRESENTATIVE

We wish to book a place for an Additional Representative named below for the above booth.

Family Name: Given Name:

This representative will attend on the following days at a cost of \$200 per day:

Friday 25 May Saturday 26 May Sunday 27 May

EXHIBITOR - SOCIAL PROGRAM

Cocktail Party

We wish to attend the Cocktail Party held on Friday 25 May at 6pm. The first two tickets are complimentary and are included in the Exhibition Package - please register your attendance for catering purposes.

Attending Person 1 please tick Name:

Attending Person 2 please tick Name:

Additional tickets can be purchased at a cost of \$65 per ticket.

Name(s):

Gala Dinner

We wish to attend the Gala Dinner held on Saturday 26 May at 7pm at a cost of \$125 per ticket.

Family Name:

Given Name:

Family Name:

Given Name:

EXHIBITOR - SPECIAL DIETARY REQUIREMENTS

Please list any dietary requirements (coeliac, vegetarian, vegan) and indicate to whom this requirement refers:

.....

SPONSORSHIP PACKAGES

Please select the Prizes and Awards you would like to sponsor and provide details of the sponsorship e.g. \$100 gift certificate:

- | | |
|---|--|
| <input type="checkbox"/> Conference Door Prize Sponsor (min \$125) | <input type="checkbox"/> Cocktail Party Door Prize Sponsor (min \$125) |
| Details: _____ | Details: _____ |
| <input type="checkbox"/> Gala Dinner Door Prize Sponsor (min \$125) | <input type="checkbox"/> Keynote Speaker (Interstate) Sponsor \$ 750 |
| Details: _____ | <input type="checkbox"/> Keynote Speaker (International) Sponsor \$2,500 |
| <input type="checkbox"/> Academic Award Sponsor (min \$125) | |
| Details: _____ | |

ADVERTISING PACKAGES

We wish to select the following advertising package(s) (please tick):

- | | |
|---|--|
| <input type="checkbox"/> Book of Abstracts | <input type="checkbox"/> Conference Satchel Insert \$575 |
| <input type="checkbox"/> 2 page centre spread \$1,025 | |
| <input type="checkbox"/> Full A4 page \$ 500 | |
| <input type="checkbox"/> Half A4 page \$ 305 | |
| <input type="checkbox"/> Quarter A4 page \$ 200 | |

All advertising insertions must be provided by the advertiser and shipped to AACMA by Friday 13 April 2012.

PAYMENT SUMMARY

| | | |
|--------------------|------------------------------|----------|
| EXHIBITOR: | Booth(s) | \$ |
| | Additional Representative(s) | \$ |
| | Gala Dinner | \$ |
| | Cocktail Party | \$ |
| SPONSOR: | Keynote Speaker Sponsorship | \$ |
| ADVERTISER: | Book of Abstracts | \$ |
| | Conference Satchel Insert | \$ |
| | TOTAL \$ | |

PAYMENT METHOD

PAYMENT BY CHEQUE:

Cheques should be made out to AACMA and mailed with this application form to:

AACMA
 PO Box 1635
 COORPAROO DC QLD 4151

PAYMENT BY CREDIT CARD:

Please complete and either mail to the above address or fax/email this application form to: Fax: 07 3394 2399

Email: events@acupuncture.org.au

PAYMENT BY BPAY:

Please contact AACMA Accounts phone 07 3324 2599 ext 11 or email accounts@acupuncture.org.au.

I hereby authorise for the payment of the above indicated Exhibition and/or Sponsorship and/or Advertising items to be deducted from my credit card.

Please charge my: MasterCard/Visa AMEX *DinersClub

Card Number: _____/_____/_____/_____

Expiry Date: ____/____

Card Holder Name:
 *5% surcharge applies to Diners Club