



AACMAC SYDNEY 2008

Australasian Acupuncture & Chinese Medicine Annual Conference

Clinical Practice ♦ Research ♦ Theory & Philosophy ♦ Policy ♦ Regulation ♦ Education ♦ Standards ♦ Safety

23 - 25 May 2008 Sydney, Australia

Star City Sydney Hotel & Casino, Darling Harbour, Sydney, Australia

Annual
Conference

Workshops

Trade
Exhibition

30th AACMA
Annual General
Meeting

14th AESO
Annual General
Meeting

Cocktail Party

Gala Dinner &
Harbour Cruise

Post-conference
workshop with
Dr Volker Scheid

EXHIBITOR, SPONSOR AND ADVERTISER HANDBOOK

Conference Secretariat

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www.acupuncture.org.au/AACMAC_2008.cfm



AACMAC Sydney 2008 - Exhibitor Handbook

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Welcome

On behalf of the Organising Committee for the Australasian Acupuncture & Chinese Medicine Annual Conference (AACMAC Sydney 2008) I extend a warm welcome to conference exhibitors, sponsors and advertisers. This handbook has been compiled to help ensure you get the most from your participation at AACMAC Sydney 2008. It provides detailed information to assist you with planning your exhibition stand and attendance at the conference so that you can take full advantage of the unique sales and marketing opportunities present at the conference.

I encourage you to take the time to read the following information as it will assist you in getting the most out of your attendance at this important event. If you have any questions that are not answered in the following pages please contact Rebekah Davis (contact details provided on page 11 of this handbook).

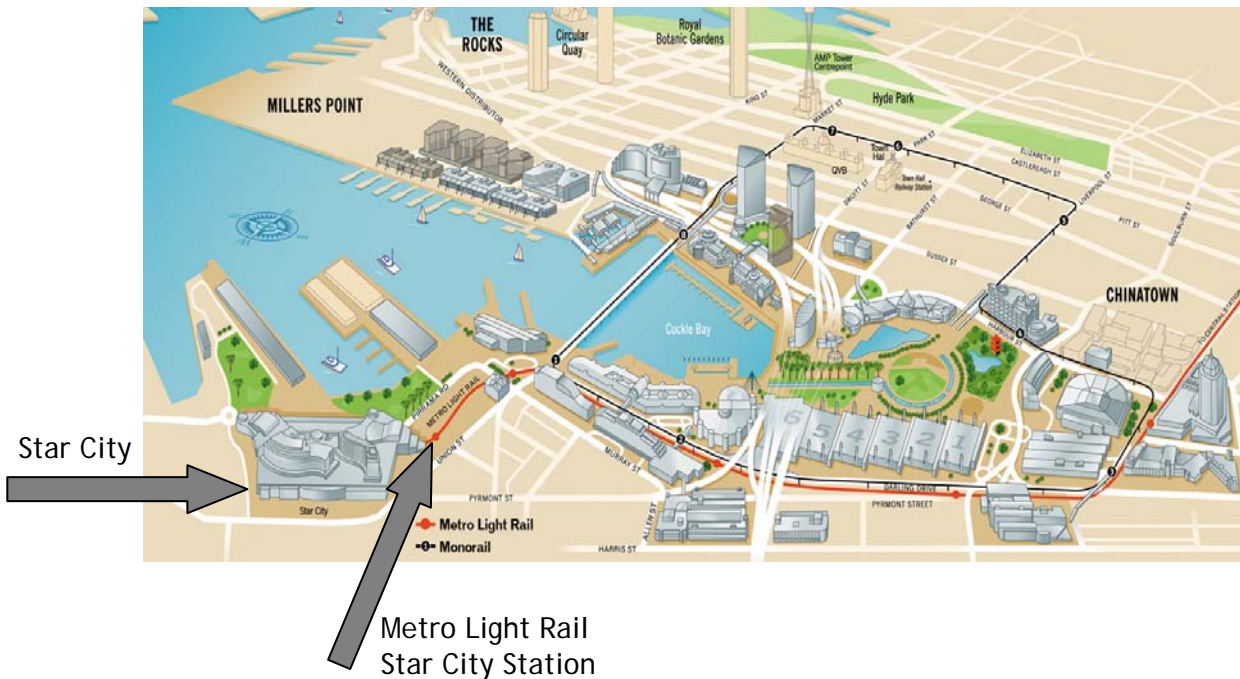
Star City Address Details

Street Address: 80 Pyrmont Street, Pyrmont

Loading Dock/deliveries: Jones Bay Road, Pyrmont

Car Park: Pirrama Road, Pyrmont

Valet Car Park: Jones Bay Road, Pyrmont



Booth Allocation

Exhibition booths have been allocated as follows:

Organisation	Booth Number
AACMA & AJACM	3 & 4
Acuneeds	8
Acupuncture Australia	1
Acutonics	12
Cathay Herbal	6
China Books	10
China West	11
Department of the Environment, Water, Heritage the Arts	2
Health World	15
Helio Australia	18
Helio America	17
IBA Health	13
Peoples Medical Publishing House	9
Premalife	14
Sun Herbal	16

Refer to page 5 for the floor plan.

Exhibition Schedule

The Trade Exhibit is located in Ballroom 1 (see floor plan on page 5). Trade delegates may access Ballroom 1 from 8:00 am Friday 22 May for booth set-up. Please note that booth set-up **must** be completed by 1:00 pm of that same day.

The trade exhibition will close at 3:30 pm on Sunday 25 May at the conclusion of the afternoon tea break. ***Please do not commence pack-down of your booth until this time.*** Star City Sydney Hotel & Casino advises that all exhibitors are fully responsible for the return shipment of all equipment on individual stands.

Please note the following time-frames for exhibitor set-up and pack-down:

Exhibitors set-up	Friday	From 8:00 am
Set-up completed	Friday	Must be completed by 1:00 pm
Exhibition opens	Friday	1:00 pm
Exhibition closes	Sunday	3:30 pm
Pack-down commences	Sunday	3:30 pm
Pack-down completed	Sunday	Must be completed by 5:30 pm

Exhibition Opening Times

Day	Open	Close
Friday	1:00 pm	8:00 pm
Saturday	8:00 am	4:00 pm
Sunday	8:00 am	3:30 pm

Trade Exhibition Package

As an Exhibitor at AACMAC Sydney 2008 your package includes:

- One exhibition booth (see booth inclusions below)
- 2 x AACMAC delegate tickets per day - includes entry to all conference sessions, Cocktail Party (not the Gala Dinner), lunches and refreshments.

Booth Inclusions

Booth	Standard booth size is 3 metre frontage x 2 metre depth and 2.4 metres in height.
Walls	Black PVC coated panels. Posters and images can only be attached to walling using self adhesive Velcro. You will require both the hook & loop sections.
Fascia	Applied to all open sides of the booth and will display your company name in red on a white background. An additional charge will apply to include your company logo on the fascia sign.
Lighting	Three 50 watt spotlights per booth.
Power	One 240 volt/4amp general purpose outlet per booth.
Furniture	1 x trestle table, 1 x white linen table cloth and 2 x chair. Should you require additional furniture for your booth, please refer to the Exhibition Service Provider section of this handbook.

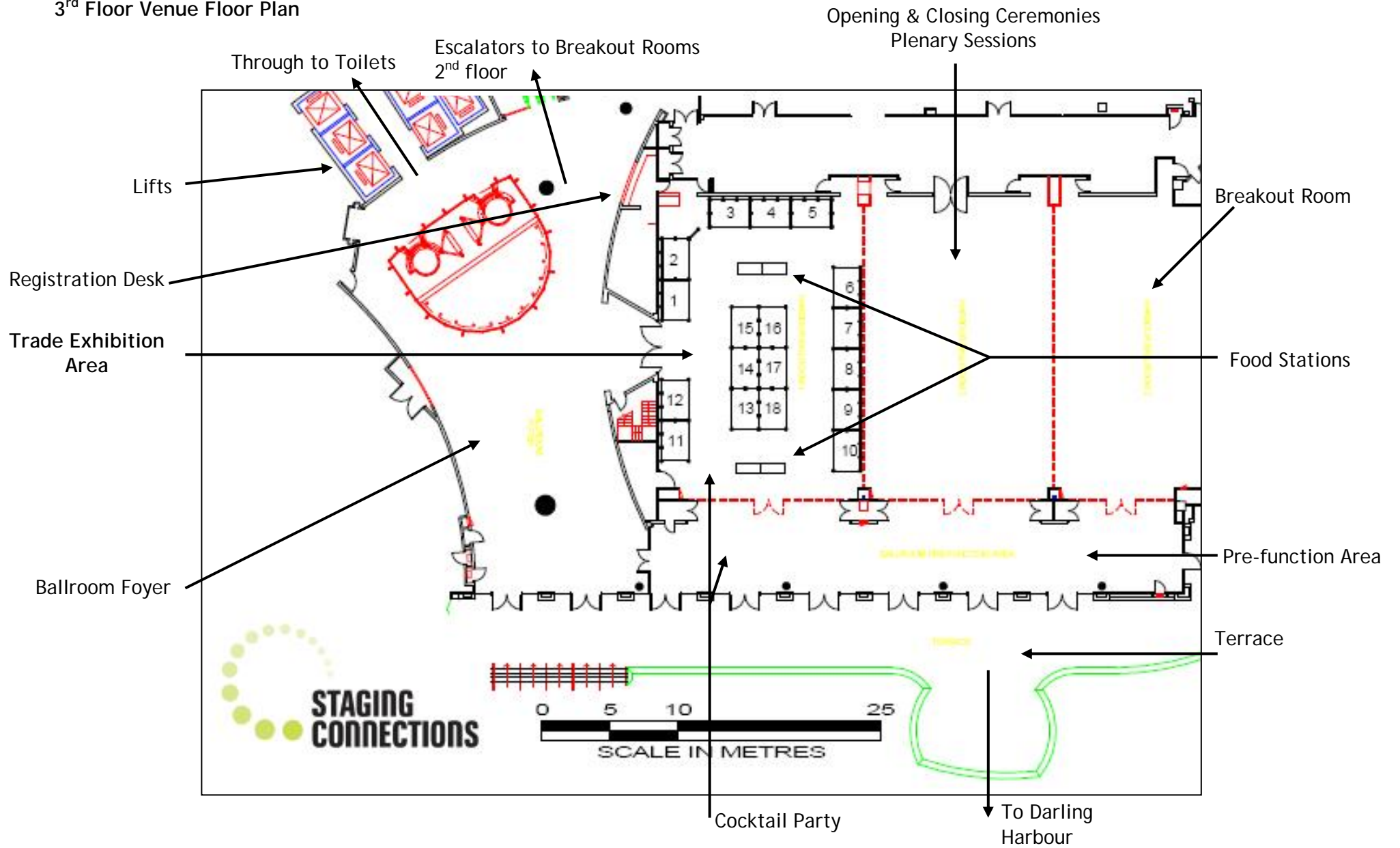
Please note: Internet connection is not included in your booth. Should you require it, please complete the Communications Order Form on pages 10 & 11 of this handbook and. If you require assistance in this matter please contact the Conference Secretariat.

Registration Desk

The registration desk will be located in the Ballroom Foyer, near to entrance 1 of the exhibition area (see floor plan on page 5). Please note that all exhibitors are required to register. The registration desk will be open at the following times:

Friday 23 May	10:00 am - 6:00 pm
Saturday 24 May	8:00 am - 5:30 pm
Sunday 25 May	8:00 am - 3:30 pm

3rd Floor Venue Floor Plan



Exhibition Service Provider

Staging Connections has been appointed to construct the trade exhibition booths. Contact details for Staging Connections are:

Toni-Lee Game, Exhibition Services Manager

T: +61 2 9556 8727

F: +61 2 9556 8728

E: tgame@stagingconnections.com

W: www.stagingconnections.com

Staging Connections will also provide any additional furnishings you may require.

Food & Beverage for Exhibitors

Exhibitors will be served morning and afternoon refreshments and lunches half an hour before the delegate times. All food will be served in the exhibition area and pre-function area. Please ensure you have advised the Conference Secretariat of any special dietary requirements. Food service times for exhibitors are listed below:

Friday	Afternoon Tea	2:15 pm
Saturday	Morning Tea	10:00 am
	Lunch	12:00 pm
	Afternoon Tea	3:00 pm
Sunday	Morning Tea	9:30 am
	Lunch	11:30 am
	Afternoon Tea	2:30 pm

Lanyards

It is essential that all delegates & sponsors wear identification lanyards to ensure security of the Conference. Lanyards are provided free of charge and should be collected from the Registration Desk on arrival to the conference venue. Two lanyards per day are provided for each booth.

Cleaning

The exhibition area will be cleaned each night after the official close of the days program. However, should the exhibition area have substantial cleaning requirements (e.g. removal of glitter products, shredded paper, sand flower petals etcetera) an additional charge will be incurred.

Retail Sales

Retail sales are permitted in the exhibition. Please ensure official receipts are attached to all goods sold and are clearly visible to Security personnel when the goods leave the exhibition.

Security

The exhibition area will be closed each night one hour after the official closing time and will be reopened one hour before the official start each day. Access to the area during this closed period will not be permitted except in emergencies.

Whilst all care is taken, the AACMAC Organising Committee and Star City Sydney Hotel & Casino (the conference venue) accept no responsibility for loss, damage or theft of any trade equipment or personal belongings. Exhibitors are encouraged to make their own insurance arrangements which will cover them for their display during the conference.

Deliveries to Exhibition

The venue has strict rules in place regarding the use of the loading dock for pick up and delivery of items for your exhibition. Should you require access to the loading dock to either deliver or pick-up goods for your exhibition please contact the Conference Secretariat a minimum of 48 hours prior to the event to arrange the date and time for which you will require access. *Please note that if Loading Dock Security does not have your name, access may be denied or delayed.*

Goods may be delivered to the loading dock the day prior to bump-in, Thursday 22 May 2008. Mandatory shipping labels have been provided on page 15 of this manual. These can also be downloaded from the conference website:

http://www.acupuncture.org.au/AACMAC_2008_Trade_Exhibition.cfm.

This label *must* be used for delivery of all exhibition equipment that you require delivered to your booth. Please complete all information on the label and affix a label to each box or item.

Goods may be collected from the loading dock no more than 24 hours after bump-out and must be clearly labelled.

Storage

It is important to note that there is limited space available for storage of boxes and cartons for repacking of exhibitor equipment.

Parking

Self Parking Station - Entrance on Pirrama Road or Edward Street.

	<u>Off Peak rates:</u> 11pm to 5pm next day	<u>Evening rates:</u> 5pm to 11pm
Monday - Thursday	\$12.00 every 6 hours	\$17.00 every 6 hours
Friday-Sunday	\$17.00 every 6 hours	\$22.00 every 6 hours

Valet Parking - Entrance from Jones Bay Road.

	Casual parking up to 24 hours
Monday - Thursday	\$26.00
Friday - Sunday	\$34.00

Please note: Star City advises that discounted parking is **not** available for exhibitors and visitors at Star City and parking rates are subject to change without notice.

Alternative parking is available at Harbourside Car Park which is located within Novotel Darling Harbour Hotel.

Food & Beverage

Star City's Banquet Department has the sole catering rights to all food and beverage products. Exhibitors are not permitted to bring food and beverage into Star City's function space from outside sources.

Satchel Inserts

Delivery date for satchel inserts is COB Friday 9 May 2008.

Advertising - Book of Abstracts

Artwork for the Book of Abstracts must be supplied by COB Friday 18 April 2008. Acceptance of advertising material is at the sole discretion of the AACMAC Organising Committee.

Sponsorship

Gift certificates/vouchers for Academic Awards and Door Prizes must be sent to the Conference Secretariat by COB Friday 9 May 2008.

Social Program

Cocktail Party Friday 23 May 2008 6:00 pm - 8:00 pm	Gala Dinner Saturday 24 May 2008 6:45 pm - 11:00pm
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Two tickets to the *Cocktail Party* are included in your Trade Exhibition Package. Please Contact the Conference Secretariat to register your attendance (for catering purposes). The Cocktail Party will take place in the Exhibition Area and Pre-Function Area. Additional tickets can be purchased for \$50.00 per person.

Tickets for the *Gala Dinner* can be purchased from the Conference Secretariat. Limited seating is available so register early to avoid disappointment. The ticket price includes Harbour Cruise, live entertainment, welcome sparkling wine or fruit cocktail, 3 course meal, non-alcoholic drinks package and entertainment. Alcoholic drinks may be purchased separately.

Accommodation

Special room rates have been secured through Ozaccom for various hotels in Sydney. For details of these hotels please visit the conference website: http://www.acupuncture.org.au/AACMAC_2008.cfm and follow the links. To be eligible for these rates you must book through Ozaccom and not the hotel directly.

Importing Goods

It is the importer's responsibility to ensure compliance with the requirements of all Australian regulatory and advisory bodies associated with importing commodities to Australia. Among others, these include the Australian Quarantine and Inspection Service, Australian Customs Service and Therapeutic Goods Administration.

Check your facts and do your research before you leave:

- look into the Australian rules for importing goods;
- know what you can and cannot legally import into and sell in Australia;
- products containing CITES listed endangered species must have appropriate permits (contact the International Wildlife Trade Section of DEWHA for information);
- other substances may be banned on environmental grounds (e.g. unprocessed ganoderma);
- Check out ICON - AQIS Import Conditions Database.

Declare everything:

- if you get caught with undeclared goods they will most likely be confiscated and you may suffer heavy fines.

Minimise delays on arrival:

- apply for your permits well in advance;
- if paperwork is incomplete import of your goods may be delayed or your goods may be embargoed until the paperwork has been finalised;
- list all the items you will be importing.

For more information regarding importation of goods please refer to the following websites:

ACS	Australian Customs Service	www.customs.gov.au
AQIS	Australian Quarantine and Inspection Service	www.daffa.gov.au/aqis
AFFA	Australian Department of Agriculture, Fisheries and Forestry	www.daff.gov.au
DEWHA	Australian Department of Environment, Water, Heritage & the Arts	www.environment.gov.au
DPI	NSW Department of Primary Industries	www.dpi.nsw.gov.au
TGA	Australian Therapeutics Goods Administration	www.tga.gov.au

Emergency

Star City has a trained nurse on site 24 hours/7 days per week. The nurse will assess a medical emergency and call for appropriate emergency assistance. Star City's Security staff hold current First Aid certificates.

A medical centre is located within 100 metres of Star City:

Pymont Harbourside Medical Centre
174 Harris St Pymont NSW 2009
Ph: (02) 9518 6655

Contacts

AACMAC Event Manager/Conference Secretariat

Rebekah Davis

Phone: +61 7 3324 2599 Ext 16

Mobile: +61 405 179 347

events@acupuncture.org.au

Accommodation & Travel Bookings

Ozaccom & Ozwings

+61 7 3854 1611

ozaccom@ozaccom.com.au

Star City Sydney Hotel & Casino

Main Switchboard: +61 2 9777 9000

Banquet Floor Manager: +61 2 9657 8919

After Hours Loading Dock: +61 2 9657 9780

Tips for a Successful Exhibition

To maximise your return on investment it is important to spend some time in planning for your exhibition at AACMAC Sydney 2008. Remember, an exhibition is not just a break from the office and normal routine but rather, an opportunity to expand and develop your business. Following are some hints and tips you may find useful in planning your exhibition experience.

Be clear on the objective you wish to achieve through exhibiting at the conference. Consider the following examples:

- Launch a new product
- Demonstrate the use of a product
- Generate new business
- Maintain and or promote your company/brand image
- Network with industry peers

Your role as an exhibitor is to entice prospects to your stand. Consider the following points to maximise delegate attendance at your booth:

- Ensure your booth is visually appealing by keeping it tidy and free of clutter
- Have plenty of flyers, brochures and business cards available; in this way, even if you are busy with another prospect, people can at least take some information away with them
- A bowl of wrapped lollies or small give-aways such as pens are an excellent way to entice visitors to your booth
- Run a business card draw or other simple competition such as "guess the jelly beans in the jar" and offer a prize. This is another excellent way to attract visitors to your stand. Remember to bring blank cardboard or paper as inevitably delegates will forget to bring business cards!

Consider:

- Making a mailing list available for visitors to jot down their name and email address; this is an excellent way to add new prospects to your data base for future promotions
- Providing a comments/feedback book for existing customers to write down testimonials; these can later be used on your website or other promotional material
- Keeping a leads book in which you can jot down details of prospects you speak with during the conference - importantly, remember to follow-up with your prospects after the event!

In addition, remember to:

- Compile a checklist of all the items you will require during the conference to help you feel confident that you have not forgotten anything (refer to page 13 for a sample checklist)
- Wear comfortable shoes - you will be on your feet for most of the day!
- Bring the essentials, Velcro (hook & loop sections), pens, scissors, rubber bands, paper etc.

COMMUNICATIONS ORDER FORM

Please Note: Exhibitors using an EFTPOS machine must ensure the machine is configured to dial "0" before dialling into your bank's toll free processing telephone number.

Service	Connection fee (per 24 hour period)	Number of lines required	Data Point # (Office use only)
Telephone Line through PABX Telephone, fax and modem line connections at Star City run through the PABX system. Callers are required to dial "0" to obtain an outside line.	\$15.00 + call costs		
Fax Line through PABX	\$15.00 + call costs		
ISDN Line (video-conference use) Star City will provide a 128Kbps ISDN service and NTU (Network Termination Unit) with an RJ45 outlet. You must arrange the necessary hardware to connect to the NTU and technical skills to configure said hardware. <i>Note:</i> Minimum 3 lines required for video-conference.	\$195.00 + call costs		
Broadband Internet Package - One user The Broadband service available supports TCP/IP protocol. Should you have a VPN requirement, the system supports IPSEC & PPTP, VPN protocols. Should you have a question or require clarification, please call the Star City Event Coordinator.	\$220.00		
Broadband Internet Package - up to 3 simultaneous users Does not include hub	\$440.00		
Broadband Internet Package - up to 6 simultaneous users Does not include hub	\$560.00		
Broadband Internet Package - 7 and above users (per user cost) Does not include hub	\$65.00 per extra user		
Hub Rental - up to 24 hours; includes cabling	\$55.00		
Wireless Access Point Adaptor for laptops & computers without a wireless card	\$55.00		

COMMUNICATIONS ORDER FORM (PAGE 2)

In order to process your communications order the following information is required. Please complete all details.

Your contact details:

Conference Name	Australasian Acupuncture & Chinese Medicine Annual Conference (AACMAC Sydney 2008)
Function Room Name	Grand Harbour Ballroom 1
Booth Number	
Date & Time Required for Connection	
Date & Time Required for Disconnection	
Contact Name for Booking	
Contact Name on the Day	
Company Name	
Contact Phone	
Contact Fax	
Contact Email	

Please complete the **Exhibitor Services Payment Form** on page 12 of this handbook.

Return the Communications Order Form and Exhibitor Services Payment Form to:

Rashna Govekar
Event Coordinator
Star City Sydney Hotel & Casino
80 Pyrmont Street
PYRMONT NSW 2009

Phone: +61 2 9657 8799
Fax: +61 2 9657 8123
Email: govekarr@tabcorp.com.au

SHIPPING LABEL

Attn: Rashna Govekar
Banquets Dept
STAR CITY - Loading Dock

Jones Bay Road
PYRMONT, NSW, 2009

Hold For

Event: AACMAC Sydney 2008
Event Date: 23-25 May 2008
Function Room: Grand Harbour Ballroom 1
Booth #: _____
Box: _____ of _____

EXHIBITORS PREPARATION CHECKLIST

AACMAC Sydney 2008
 Star City Sydney Hotel & Casino
 80 Pyrmont Street
 Pyrmont (Darling Harbour)

Accommodation Required	Yes/No		Venue Details
Booked	Yes/No		

Travel Required	Yes/No		Travel Details
Flights Booked	Yes/No		
Car Hire Booked	Yes/No		

Technology

Item	Check	Item	Check
Laptop		USB memory stick	
Power point presentation		Flat screen monitor	
Extension cord		Eftpos terminal	
Power Board		Internet/phone line ordered	

Marketing

Item	Check	Item	Check
Marketing flyers			
Promotional items (e.g. pens)			
Business cards			
Brochures			
Presentation packs			

Booth

Item	Check	Item	Check
Booth backdrop			
Posters			
Brochure stands			
'Back soon' sign			
Name badges			
Mailing list			

EXHIBITORS PREPARATION CHECKLIST (Page 2)

Competitions

Item	Check	Item	Check
Business card draw			
Bowl (to place cards in) & sign			
Prize			

Resources

Item	Check	Item	Check
Velcro (hook & loop)		Blue-tak	
Markers		Electrical tape	
Scissors		Pins	
Paper clips		Clip board	
Pens		Paper	
Blank business cards		Sticky tape	

Courier

Item	Deadline	Check

Everything else

Item	Check	Item	Check