



# AACMAC

## MELBOURNE 2009

**Australasian Acupuncture & Chinese Medicine Annual Conference**

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

**22 - 24 May 2009 Melbourne, Australia**

Melbourne & Olympic Park, Batman Avenue, Melbourne, Australia

**Annual  
Conference**

**Workshops**

**Trade  
Exhibition**

**31st AACMA  
Annual General  
Meeting**

**15th AESO  
Annual General  
Meeting**

**Cocktail Party**

**Gala Dinner**

## **Exhibition, Sponsorship and Advertising Opportunities**

Melbourne & Olympic Parks

Batman Avenue

Melbourne, Australia

[www.acupuncture.org.au/AACMAC\\_2009.cfm](http://www.acupuncture.org.au/AACMAC_2009.cfm)



## 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 Melbourne 2009) from 22 to 24 May 2009.

AACMAC Melbourne 2009 is the peak annual regional convention of the Traditional Chinese Medicine profession and will attract up to 300 local and international delegates providing ample business and networking opportunities.

There are a number of opportunities available at AACMAC Melbourne 2009 for businesses to maximise brand exposure. Choose from:

- **Exhibition opportunities**

A Trade Display at AACMAC Melbourne 2009 is an ideal opportunity to network with TCM professionals, gain valuable exposure and increase brand recognition. A total of 20 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 Melbourne 2009 also has a number of advertising opportunities to suit your budget.

## Venue

In 2009 AACMAC will be held at Melbourne & Olympic Parks, located on the edge of Melbourne's CBD. It is the epicentre for sport and entertainment in Australia playing host to such events as the Australian Open tennis Grand Slam, professional basketball, netball and rugby league and a never ending parade of legendary concert performers and stage shows.

Melbourne is set around the shores of Port Phillip Bay and is renowned for its lovely gardens, wide boulevards, performing arts, museums and galleries, festivals and events. Beneath the city's impressive facade, lies the true heart and soul of the city; laneways which snake the city grid to reveal cafes and bars, fashion houses, boutiques and innovative cuisine. Within an hour's drive of the city visitors can enjoy some of Australia's most spectacular coastlines, wildlife reserves, wineries, temperate rainforests, surf beaches and historic townships.



## Exhibitor Opportunities

The Trade Exhibition will provide opportunities for networking and relationship building with practitioners and academics. All refreshment breaks, including lunch, will be served in the exhibition area to maximise brand exposure. The Trade Exhibition will be open from 1:00pm Friday 22 May 2009 and will conclude at 3:30pm Sunday 24 May 2009.

### Trade Exhibition Package \$1890

- 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 on white corflute in red lettering
- Two spotlights and one general purpose power outlet
- 1 x trestle table with white tablecloth and 2 x chairs

## Exhibitor Discounts

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

*\*Conditions apply (see below)*

Number of years exhibited at AACMAC	Discount offered	Discounted price
1	5%	\$1,795.00
2	10%	\$1,701.00
3	15%	\$1,606.50
4	20%	\$1,512.00

#### \* Conditions

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  
Please contact Rebekah Davis at AACMA to confirm your discount eligibility on 07 3324 2599 extn 16.

### Set Up and Pack Down of Booths

- Set up is permitted between 8am and 12pm on Friday 22 May 2009
- Pack down is permitted from 3:30pm on Sunday 25 May 2009

### 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 2009
- \$300 if cancelled on or before 2 March 2009
- \$750 if cancelled on or before 13 April 2009
- No refunds if cancelled after 13 April 2009

## Sponsorship Opportunities

### Academic Awards Sponsorship \$100+

- Sponsor provides Gift Voucher (minimum \$100)
- Named sponsorship in conference program and conference website
- Sponsor prize announced at Closing Ceremony
- Opportunity to present award at Closing Ceremony

### Door Prize Sponsorship \$100+

- Sponsor provides Gift Voucher (minimum \$100)
- 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 2009
- Named sponsorship in conference program and conference website
- 50% discount on advertising costs for AACMAC Melbourne 2009

### 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 2009
- Named sponsorship in conference program and conference website
- 50% discount on advertising costs for AACMAC Melbourne 2009

### 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 2009
- 25% of total sponsorship value if cancelled on or before 2 March 2009
- 50% of total sponsorship value if cancelled on or before 13 April 2009
- No refunds if cancelled after 13 April 2009

## Advertising Opportunities

### Conference Satchel Insert \$520

- 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 \$995
  - Full A4 page \$485
  - Half A4 page \$295
  - Quarter A4 page \$195
- 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 2009
- \$85 if cancelled on or before 2 March 2009
- \$170 if cancelled on or before 13 April 2009
- No refunds if cancelled after 13 April 2009

*All advertised prices include GST*

## Conference Program

### Friday 22 May

8:00am - 12:00pm	Exhibitor set up
11:00am - 6:00pm	Registration desk open
1:00pm - 5:00pm	Concurrent workshops
6:00pm - 8:00pm	Cocktail party

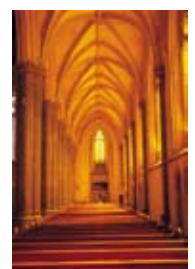
### Saturday 23 May

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

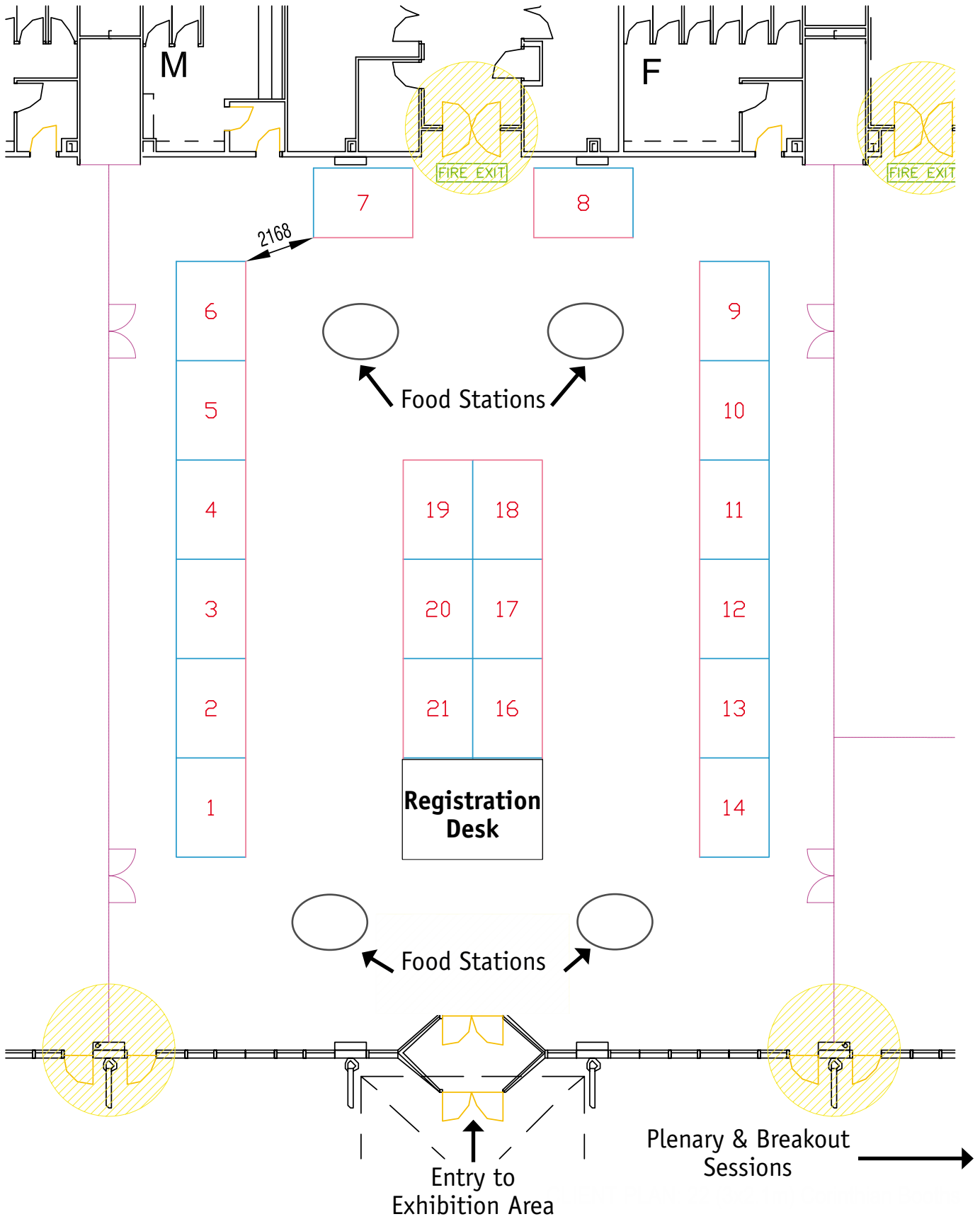
### Sunday 24 May

7:30am	Early morning exercise
8:30am - 5:00pm	Conference papers & workshops Closing ceremony
3:30pm - 5:30pm	Pack down of booths

## Major Sponsor



# Exhibitor Floorplan





# AACMAC MELBOURNE 2009

## SPONSORSHIP, ADVERTISING & EXHIBITOR OPPORTUNITIES APPLICATION FORM

22-24 May 2009

Melbourne & Olympic Parks, Batman Avenue, Melbourne Australia

### 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 \$1,890.00

This is our second year as an exhibitor at AACMAC \$1,795.50

This is our third year as an exhibitor at AACMAC \$1,701.00

This is our fourth year as an exhibitor at AACMAC \$1,606.50

This is our fifth year as an exhibitor at AACMAC \$1,512.00

*Please contact Rebekah Davis on 07 3324 2599 extn 16 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 \$150.00 per day:

Friday 22nd May  Saturday 23rd May  Sunday 24th May

### EXHIBITOR - SOCIAL PROGRAM

#### Cocktail Party

We wish to attend the Cocktail Party held on Friday 22nd 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*

Attending Person 2 *please tick*

Additional tickets can be purchased at a cost of \$55 per ticket.

Name(s): .....

#### Gala Dinner

We wish to attend the Gala Dinner held on Saturday 23rd 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:

Conference Door Prize Sponsor (min \$100)                       Keynote Speaker (Interstate) Sponsor                      \$ 750

Details: \_\_\_\_\_

Keynote Speaker (International) Sponsor                      \$2,500

Gala Dinner Door Prize Sponsor (min \$100)

Details: \_\_\_\_\_

Academic Award Sponsor (min \$100)

Details: \_\_\_\_\_

## ADVERTISING PACKAGES

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

Book of Abstracts

Conference Satchel Insert                      \$520

2 page centre spread                      \$995

Full A4 page                      \$485

Half A4 page                      \$295

Quarter A4 page                      \$195

*All advertising insertions must be provided by the advertiser and shipped to AACMA by Monday 27th April 2009*

## PAYMENT SUMMARY

EXHIBITOR:	Booth(s)	\$	.....
	Additional Representative(s)	\$	.....
	Gala Dinner & Harbour Cruise	\$	.....
	Cocktail Party	\$	.....
SPONSOR:	Keynote Speaker Sponsorship	\$	.....
ADVERTISOR:	Book of Abstracts	\$	.....
	Conference Satchel Insert	\$	.....
	<b>TOTAL</b>	<b>\$</b>	.....

## 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

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