



# AACMAC

## SYDNEY 2008

**Australasian Acupuncture & Chinese Medicine Annual Conference**

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

**23 - 25 May 2008**



Annual  
Conference

Trade Exhibition

30<sup>th</sup> AACMA  
Annual General  
Meeting

14<sup>th</sup> AESO  
Annual General  
Meeting

Gala Dinner

Cocktail Party

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

Star City Sydney Hotel & Casino  
Darling Harbour  
Sydney, Australia

[www.acupuncture.org.au/AACMAC\\_2008.cfm](http://www.acupuncture.org.au/AACMAC_2008.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 Sydney 2008) from 23 to 25 May 2008.

AACMAC Sydney 2008 is the peak annual regional convention of the Traditional Chinese Medicine profession and will attract up to 500 local and international delegates providing ample business and networking opportunities.

There are a number of opportunities available at AACMAC Sydney 2008 for businesses to maximise brand exposure. Choose from:

- **Exhibition opportunities**

A Trade Display at AACMAC Sydney 2008 is an ideal opportunity to network with TCM professionals, gain valuable exposure and increase brand recognition. A total of 18 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 six sponsorship packages, each offering valuable brand exposure to delegates.

- **Advertising opportunities**

AACMAC Sydney 2008 also has a number of advertising opportunities to suit your budget.

## Venue

In 2008 AACMAC will be set in the 5 star luxury of Star City Sydney Hotel. Star City is perfectly located at Sydney Harbour, a short walk to Darling Harbour and only 10 minutes walk to the CBD and Chinatown. It offers panoramic views of the City and Sydney Harbour and is only 7 km from Sydney Airport.

As Australia's biggest, oldest and most cosmopolitan city, Sydney is endowed with a sparkling harbour, dazzling beaches and a sunny, Mediterranean climate. Its setting alone has guaranteed Sydney a place amongst the most glamorous cities on the planet. Sydney is also the gateway to the natural wonders and attractions of the state of New South Wales.



## 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 23 May 2008 and will conclude at 3:30pm Sunday 25 May 2008.

### Trade Exhibition Package \$1800

- 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
- Three 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 or WFAS 2004 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%	\$1,710.00
2	10%	\$1,620.00
3	15%	\$1,530.00
4	20%	\$1,440.00

#### \* Conditions

Discount applies to those who purchased a trade exhibit at one or more of the following conferences: WFAS Gold Coast 2004 | AACMAC Melbourne 2005 | AACMAC Adelaide 2006 | AACMAC Brisbane 2007. 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 23 May 2008
- Pack down is permitted from 3:30pm to 5:30pm on Sunday 25 May 2008

### 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 14 December 2007
- \$300 if cancelled on or before 29 February 2008
- \$600 if cancelled on or before 11 April 2008
- No refunds if cancelled after 11 April 2008

## Sponsorship Opportunities

### Session Sponsorship \$300+ (minimum \$300)

- Named sponsorship in conference program and conference website
- Company logo on session projector screen

### Academic Awards Sponsorship \$100+

- Sponsor provides Gift Voucher (minimum \$100)
- Named sponsorship in conference program and conference website
- You can choose which Academic Award you wish to sponsor

### Door Prize Sponsorship \$100+

- Sponsor provides Gift Voucher (minimum \$100)
- Named sponsorship in conference program and conference website

### Lanyard Sponsorship \$1,200 (closes 29 February 2008)

- Lanyards worn around the neck by each conference delegate
- Company name and logo (small) printed on lanyards
- Named sponsorship in conference program and conference website

### Keynote Speaker (Interstate) Sponsorship \$750

- Verbal acknowledgement of sponsor at introduction of Speaker during AACMAC 2008
- Named sponsorship in conference program and conference website
- 50% discount on advertising costs for AACMAC Sydney 2008

### 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 2008
- Named sponsorship in conference program and conference website
- 50% discount on advertising costs for AACMAC Sydney 2008

### 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 14 December 2007
- 17% of total sponsorship value if cancelled on or before 29 February 2008
- 34% of total sponsorship value if cancelled on or before 11 April 2008
- No refunds if cancelled after 11 April 2008

## Major Sponsor



## Advertising Opportunities

### Conference Satchel Insert \$495

- 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 14 December 2007
- \$85 if cancelled on or before 29 February 2008
- \$170 if cancelled on or before 11 April 2008
- No refunds if cancelled after 11 April 2008

*All advertised prices include GST*

## Conference Program

### Friday 23 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 24 May

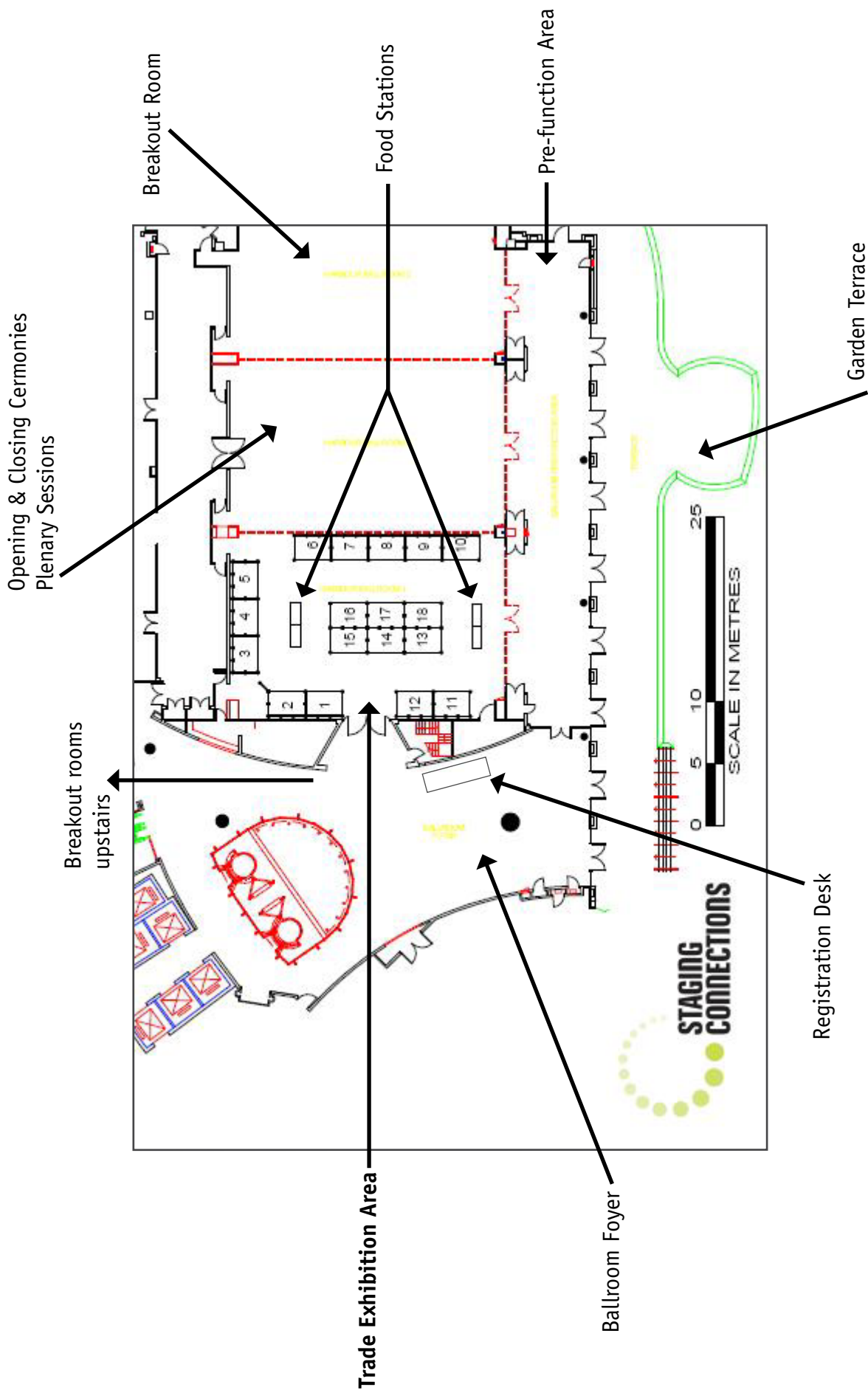
9:00am - 3:30pm	Opening ceremony Conference papers & workshops
4:00pm - 6:00pm	Annual General Meeting
7:00pm - 11:00pm	Gala dinner & harbour cruise

### Sunday 25 May

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



# Exhibitor Floorplan





# AACMAC SYDNEY 2008

## SPONSORSHIP, ADVERTISING & EXHIBITOR OPPORTUNITIES APPLICATION FORM

23-25 May 2008

Star City Sydney Hotel & Casino, 80 Pyrmont Street, Darling Harbour, Sydney 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 \$1,800

This is our second year as an exhibitor at AACMAC \$1,710

This is our third year as an exhibitor at AACMAC \$1,620

This is our fourth year as an exhibitor at AACMAC \$1,530

This is our fifth year as an exhibitor at AACMAC \$1,440

*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 23rd May  Saturday 24 May  Sunday 25 May

### EXHIBITOR - SOCIAL PROGRAM

#### Cocktail Party

We wish to attend the Cocktail Party held on Friday 23rd 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 \$50 per ticket.

Name(s): .....

#### Gala Dinner and Harbour Cruise

We wish to attend the Gala Dinner and Harbour Cruise held on Saturday 24th May at 7pm at a cost of \$120 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

We wish to accept the following sponsorship package(s) (please tick):

<input type="checkbox"/> Session Sponsor (min \$300)	\$ _____	<input type="checkbox"/> Academic Awards Sponsor	\$ _____
<input type="checkbox"/> Conference Door Prize Sponsor (min \$100)	\$ _____	(min \$100)	
<input type="checkbox"/> Gala Dinner Door Prize Sponsor (min \$100)	\$ _____	<i>Please select from;</i>	
<input type="checkbox"/> Lanyard Sponsor (1 only)	\$1,200	<input type="checkbox"/> Overall Best Paper	
<input type="checkbox"/> Keynote Speaker (Interstate) Sponsor	\$ 750	<input type="checkbox"/> Best Research/Scientific Paper	
<input type="checkbox"/> Keynote Speaker (International) Sponsor	\$2,500	<input type="checkbox"/> Best Paper on Clinical Practice	
		<input type="checkbox"/> Honourable Mention for First Presentation	

## ADVERTISING PACKAGES

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

<input type="checkbox"/> Book of Abstracts		<input type="checkbox"/> Conference Satchel Insert	\$495
<input type="checkbox"/> 2 page centre spread	\$995		
<input type="checkbox"/> Full A4 page	\$485		
<input type="checkbox"/> Half A4 page	\$295		
<input type="checkbox"/> Quarter A4 page	\$195		

*All advertising insertions must be provided by the advertiser and shipped to AACMA by Monday 28th April 2008*

## PAYMENT SUMMARY

<b>SPONSOR:</b>	Sponsorship Package(s)	\$ .....
<b>EXHIBITOR:</b>	Booth(s)	\$ .....
	Additional Representative(s)	\$ .....
	Gala Dinner & Harbour Cruise	\$ .....
	Cocktail Party	\$ .....
<b>ADVERTISOR:</b>	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 this application form to:

AACMA  
 Fax: (07) 3394 2399

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  DinersClub  AMEX

Card Number: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Expiry Date: \_\_\_\_/\_\_\_\_

Card Holder Name: .....