



· Since 1973 ·
AACMA

AACMAC 2019

Conference Prospectus

Australasian Acupuncture and Chinese Medicine Annual Conference

17–19 May 2019

Pullman Melbourne on the Park,

192 Wellington Parade, Melbourne VIC 3002 Australia



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Introduce your business to the TCM community!

We invite you to consider the opportunities offered in this prospectus, and encourage you to consider participation in a peak and significant event, showcase your organisation's achievements and offerings and raise your profile to a national and international TCM community.

About the event

The 19th Australasian Acupuncture and Chinese Medicine Annual Conference (AACMAC) will be held at Pullman Melbourne on the Park in the beautiful city Melbourne, Australia from Friday 17 May – Sunday 19 May 2019.

This international event will see delegates from around the world exchange information on the latest developments and challenges in the practice of Chinese medicine and acupuncture.

Attendee demographics

The event is expected to attract 300+ national and international delegates. These will include Chinese medicine practitioners, academics, researchers, educators, suppliers from the greater TCM community and representatives from governments and regulating bodies.

The program will include a wide range of lectures and workshops, and a number of excellent national and international keynote speakers.

About your event host

Australian Acupuncture and Chinese Medicine Association (AACMA) was established in 1973 when traditional Chinese medicine (TCM) was relatively unknown by the western population of Australia. From its humble beginning, AACMA is now the peak professional body for TCM practitioners in Australia and proudly represents over 90 percent of qualified acupuncture and TCM practitioners in Australia.

We encourage and enable our members to grow as TCM practitioners through professional development opportunities, research and collaboration.

AACMA promotes safety, quality and ethics in practice. Our members are accredited by the Chinese Medicine Board of Australia and adhere to strict codes, practices and guidelines.

Our approach to promotion, research and education has seen major advancements in the way TCM is viewed by the Australian government and public. The relevance and effectiveness of Chinese medicine is now embraced as a valid part of the mainstream health system in Australia.



About the venue

Pullman Melbourne on the Park is in the heart of East Melbourne within the city's main sports and entertainment district. It is directly opposite Melbourne Cricket Ground and enjoys stunning views of Fitzroy Gardens, Rod Laver Arena and Melbourne Park, home of the Australian Open tennis tournament.

Pullman Melbourne on the Park
192 Wellington Parade, Melbourne VIC 3002
Phone: + 61 3 9419 2000

About the location

Melbourne is the coastal capital of the southeastern Australian state of Victoria. At the city's centre is the modern Federation Square development, with plazas, bars, and restaurants by the Yarra River. In the Southbank area, the Melbourne Arts Precinct is the site of Arts Centre Melbourne – a performing arts complex – and the National Gallery of Victoria, with Australian and indigenous art.

There is nothing like being there!

- Booth exhibit

Showcase your products and services, and foster new relationships with the national and international audience in the relaxed friendly environment of the trade area where delegates come to socialise and visit for the various catered breaks throughout. Claim a pre-eminent position at this unique event now!

- Conference sponsorship

Consider opportunities to showcase and demonstrate your commitment to support the TCM profession and the greater healthcare community.

- Advertising opportunities

A range of advertising opportunities on the printed and online collateral are available to suit your budget.

Important information for all interested exhibitors/sponsors/advertisers

- All prices quoted in this prospectus are inclusive of GST
- Exhibition dates are from Friday 17 May 2019 – Sunday 19 May 2019
- Exhibitors' booth setup time will be from 9.00am Friday 17 May 2019 for a 11.00am Exhibition opening
- All exhibitors 2019 will be given the opportunity to present officially to delegates during break times at the conference.
- All exhibition booth allocation will be subject to availability.
- All advertising pieces are subject to approval by the conference committee



BECOME AN EXHIBITOR

An exhibitor booth gives you the opportunity to talk first hand with all attendees at the conference and display what you have to offer. Only eighteen exhibitor booths are available for booking at AACMAC 2019 so make sure you place your booking quickly.

Standard Booth Inclusion

- Shell scheme 3m x 2m polished aluminium frame with white melamine infill panels
- 1 x 1.8m trestle table, 2 x chairs, 1 x tablecloth
- All open aisle frontages will have a fascia sign of company name and stand number (maximum 30 characters)
- 2 x 120 watt (or energy efficient equivalent) spotlights per booth
- 1 x 4 amp general point outlet included per booth

General Exhibitors

Benefits include:

- One exhibition booth (3m x 2m) in location of your choice (subject to availability)
- Two exhibitor delegate tickets - including lunch, morning and afternoon tea for the duration of the conference and access to Cocktail Party. (Does not include access to Saturday Night Social Function)
- Sponsor Representative/s opportunity for a 5-minute presentation during break times – day/date as available (TBC)
- Acknowledgement in all printed and electronic materials relating to the conference
- Logo and company profile (max. 50 words) to appear on the conference website with link to your company website
- Acknowledgement as exhibitor of the conference with your company logo displayed on conference information screens
- If you have previously exhibited at AACMAC you will receive the Exhibition Package at a discounted price* (refer to page 6)

Premium Exhibitors (2 available)

Benefits include:

- Double exhibition booth (6m x 2m) in location of your choice (subject to availability)
- Sponsor representative/s opportunity for a 15-minute presentation during lunch breaks – day/date as available (TBC)
- Exclusive sponsor with your logo displayed on the delegate name badges
- Your banner displayed at plenary sessions throughout the event (supplied by sponsor)

- One Promotional insert in the conference satchel (supplied by sponsor)
- 1 advert (max. 150 words) to be placed in AACMAC Updates (newsletter) distributed 2,200 AACMA members nationally and internationally – to be placed in the lead up to conference (advert to be supplied by sponsor)
- Four exhibitor delegate tickets - including lunch, morning and afternoon tea for the duration of the conference and access to Cocktail Party. (Does not include access to Saturday Night Social Function)
- Acknowledgement in all printed and electronic materials relating to the conference
- Logo and company profile (max. 50 words) to appear on the conference website with link to your company website
- Recognition by the Chair in the formal Opening
- Acknowledgement as exhibitor of the conference with your company logo displayed on conference information screens
- If you have previously exhibited at AACMAC you will receive the Exhibition Package at a discounted price*

*Conditions apply

Number of years as exhibitor at AACMAC in 2014 - 2018	General Exhibitors Discounted prices inc GST	Premium Exhibitors Discounted prices inc GST
0	\$2,080 (full price)	\$4,500 (full price)
1	\$1,980	\$4,300
2	\$1,880	\$4,100
3	\$1,780	\$3,900
4 or more	\$1,680	\$3,700

Discount applies to those who purchased a trade exhibit at one or more of the following conferences - AACMAC Melbourne 2014, AACMAC Adelaide 2015, AACMAC Perth 2016, AACMAC Brisbane 2017, and AACMAC Sydney 2018.

Exhibition Set Up & Pack Down

- Set up is permitted between 9.00am and 11.00am on Friday, 17 May 2019
- Pack down is permitted between 3.30pm and 5.00pm on Sunday, 19 May 2019

Exhibition Cancellations

- A 20% deposit of booth price is required when you lodge your booking to secure the booth. The balance is required to be paid in full by 14 March, 2019.
- All cancellations must be made in advance (in writing) and are subject to the following fees.
- \$300 if cancelled on or before 14 March 2019.
- No refund after 14 March 2019.



BECOME A SPONSOR

AACMAC sponsorship packages offer valuable branding opportunities for businesses who wish to share their products and services with delegates and support the profession and its great community.

Sponsor of International Keynote Speaker (2 available) - \$1,000

Benefits include:

- Exclusive sponsor of the plenary sessions by keynote speaker/s – with acknowledgement from the Chair of the proceedings
- Display your banner at the stages of plenary session/s (supplied by sponsor)
- Opportunity to set up a branded gift or brochure/catalogue on the audience seats at plenary sessions (to be supplied by sponsor)
- One half page advert in the conference booklet (final artwork to be supplied by sponsor)
- One Promotional insert in the conference satchel (supplied by sponsor)
- Acknowledgement in all printed and electronic materials relating to the conference
- Logo and company profile (max. 50 words) to appear on the conference website with link to your company website
- Acknowledgement as the sponsor of the conference with your company logo displayed on conference information screens

Sponsor of Cocktail Party and Saturday Night Function (1 available) - \$500

Benefits include:

- Sponsor to provide door prizes for Cocktail Party and Saturday Night of TOTAL VALUE from \$500*Condition apply, please check with AACMA Events Officer
- Exclusive sponsor of the Conference Cocktail Party and Saturday Night Function – with acknowledgement from the Chair of the proceedings
- Display your banner at the stages of Cocktail Party and Saturday Night Function (supplied by sponsor) and address delegates in a 3-minute presentation at Cocktail Party
- Opportunity to provide each Saturday Night Function guest with a branded gift at tables (to be supplied by sponsor)
- One half page advert in the conference booklet (final artwork to be supplied by sponsor).
- One Promotional insert in the conference satchel (supplied by sponsor)
- Acknowledgement in all printed and electronic materials relating to the conference
- Logo and company profile (max. 50 words) to appear on the conference website with link to your company website
- Acknowledgement as the sponsor of the conference with your company logo displayed on conference information screens

Sponsor of Academic Awards & Door Prizes

Benefits include:

- Sponsor to provide academic award(s) or door prize(s) of value from \$200 each
- Acknowledgement in all printed and electronic materials relating to the conference
- Logo and company profile (max. 50 words) to appear on the conference website with link to your company website
- Acknowledgement as the sponsor of the conference with your company logo displayed on conference information screens

List of Academic Awards

- Overall Best Presentation
- Best Presentation on Scientific/Academic Research
- Best Presentation on Acupuncture/Tuina
- Best Presentation on Chinese Herbal Medicine
- Best Presentation on the Classics in Contemporary Practice
- Best Yang Sheng Presentation
- Best Presentation on Chinese Medicine Professional Issues
- Best Student/Beginning Practitioner (or first conference presentation)

Type of Door Prizes

- Cocktail Party Door Prizes
- Saturday Night Door Prizes
- Conference Door Prizes

BECOME AN ADVERTISER

Conference Satchel Insert - \$585

The Conference Satchel is distributed to each delegate upon registration at the conference.

- Insertion of one piece of literature (supplied by advertiser)
- Maximum weight per insert is 50g (10g 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 - \$205-\$1,045

The advert will be incorporated into the conference booklet which will be distributed to every delegate at the event.

- CMYK artwork to be supplied by advertiser
- 2-page centre spread \$1,045
- Full A4 page \$510
- Half A4 page \$312
- Quarter A4 page \$205
- Acceptance of material is at the sole discretion of the AACMAC Organising Committee

All exhibitors enjoy 50% off advertising cost.

All advertising artwork must be submitted before 1 March, 2019.

Sponsorship & Advertising Cancellations

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

- \$200 if cancelled on or before 14 March 2019
- No refund if cancelled after 14 March 2019

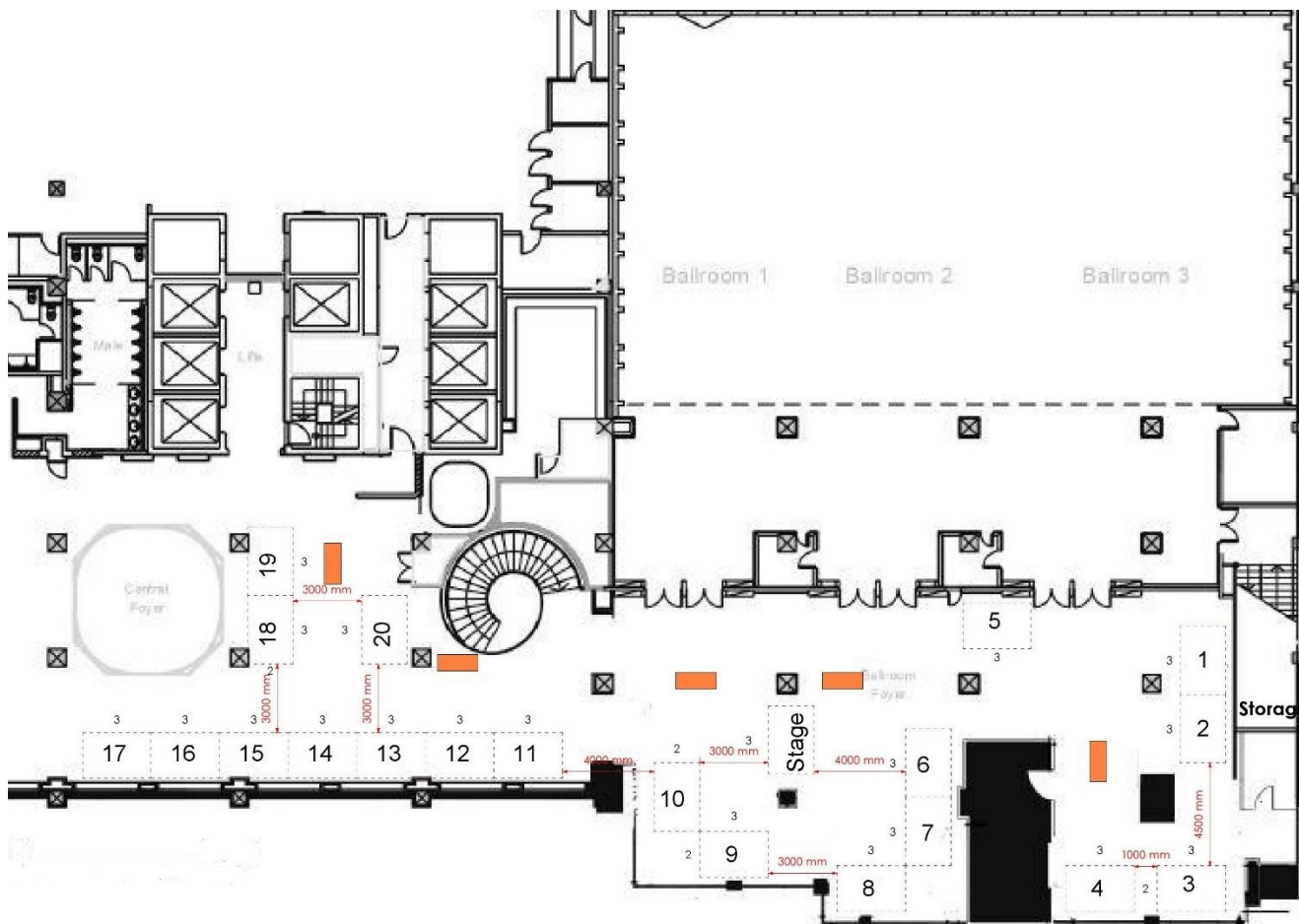


EXHIBITION FLOORPLAN

Up to 20 exhibition booths for your selection.

Ballroom 1-3 are the conferencing rooms for the concurrent sessions. Exhibition area is set up in the Ballroom foyer just outside of the Ballroom. A stage will be set up in the exhibition area and catering stations (in orange in the layout below) will be allocated across the area to lead traffic to all exhibitors.

If you have any question or difficulty in reading the floorplan below, please contact AACMA Events Officer Mia Zhang on 07 3457 1815 or email events@acupuncture.org.au



AACMAC 2019 EXHIBITOR/SPONSOR/ADVERTISER BOOKING FORM

FAMILY NAME: _____ GIVEN NAME: _____

COMPANY NAME: _____

POSTAL ADDRESS: _____

STATE: _____ POSTCODE: _____

TEL: _____ FAX: _____ MOBILE: _____

EMAIL: _____

AACMAC 2019 EXHIBITOR BOOKING

General Exhibitors

We wish to reserve _____ number of booths. Our booth preference is (are):

(please use booth numbers shown on floorplan on page 9)

1st Choice _____ 2nd Choice _____
3rd Choice _____

Premium Exhibitors

We would like to be the premium exhibitor. Our booth preferences are:

(please use booth numbers shown on floorplan on page 9)

1st Choice _____ 2nd Choice _____
3rd Choice _____

This is our first year as an exhibitor at AACMAC

We have exhibited at AACMAC before (Price varies – refer table on Page 6 for discount levels)

REPRESENTATIVES

The Exhibition Package includes two (2) AACMAC delegate tickets per booth. 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 \$250 per day:

Friday 17 May 2019 Saturday 18 May 2019 Sunday 19 May 2019

AACMAC 2019 EXHIBITOR - SOCIAL PROGRAM

Cocktail Party

We wish to attend the Cocktail Party held on Friday 17 May 2019 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

NAME: _____

Attending Person 2

NAME: _____

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

Saturday Night

We wish to attend the Saturday Night held on Saturday 18 May 2019 at 7pm at a cost of \$90 per ticket (early bird rate till 14 Feb 2019).

FAMILY NAME: _____

GIVEN NAME: _____

FAMILY NAME: _____

GIVEN NAME: _____

AACMAC 2019 SPONSORSHIP PACKAGES

Please select the Prizes and Awards you would like to sponsor and provide details of the sponsorship:

- Keynote Speaker (International) Sponsor \$1,000**
- Cocktail Party & Saturday Night Sponsor \$500 (plus a total value of \$500 award sponsorship)**

	Quantity	Details (prize value and preferred award/prize title)
<input type="checkbox"/> Academic Awards		
<input type="checkbox"/> Door prizes		

All sponsored awards and door prizes are required to submitted/posted to AACMA office by 22 March 2019.

AACMAC 2019 ADVERTISING PACKAGES

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

Book of Abstracts

- Two page centre spread \$1,045
- Half A4 page \$ 312
- Full A4 page\$ 510
- Quarter A4 page\$ 205
- Conference Satchel Insert \$ 585**

All advertising inserts must be provided by the advertiser and shipped to AACMA office by 22 March 2019.

PAYMENT SUMMARY

EXHIBITOR:	Booth(s)	\$ _____
	Additional Representative(s)	\$ _____
	Saturday Night	\$ _____
	Cocktail Party (additional tickets)	\$ _____
SPONSOR:	Sponsorship package(s)	\$ _____
ADVERTISER:	Book of Abstracts Ad Size: _____	\$ _____
	Conference Satchel Insert	\$ _____
	TOTAL	\$ _____

A 20% deposit of booth price is required when you lodge your booking form to secure the booth/s. The balance is required to be paid in full by 14 March 2019.

Payments for sponsorship and advertising are required to be paid in full when you lodge your booking form.

PAYMENT METHOD

Payment by cheque

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

AACMA
Suite 1, 1990 Logan Road, Upper Mount Gravatt QLD 4122

Payment by BPAY

Please contact AACMA Events Officer by phone 07 3457 1815 or email events@acupuncture.org.au

Payment by credit card

Please complete the payment details below and either mail to the above address or email this booking form to 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

Card Number: _____ Expiry Date: ____/____

Card Holder Name: _____

CANCELLATION POLICY

Exhibition Cancellations

- \$300 if cancelled on or before 14 March 2019
- No refund if cancelled after 14 March 2019

Sponsorship and Advertising Cancellations

- \$200 if cancelled on or before 14 March 2019
- No refund if cancelled after 14 March 2019