



AACMAC
AUSTRALASIAN ACUPUNCTURE & CHINESE MEDICINE ANNUAL CONFERENCE

2025



PROSPECTUS

PROUDLY PRESENTED BY
Australian Acupuncture & Chinese Medicine Association Ltd



• Since 1973 •
AACMA

CONTENTS

03	About AACMAC 2025
06	Become an Exhibitor
07	Become a Sponsor
09	Become an Advertiser
10	Exhibition Floorplan
11	Booking Form
14	Terms & Conditions

DATES

DAY 1 – FRIDAY 25 JULY 2025

9:30AM - 5:00PM, Conference

DAY 2 – SATURDAY 26 JULY 2025

9:00AM - 5:00PM, Conference

6:00PM - 9:30PM, Gala Dinner

DAY 3 – SUNDAY 27 JULY 2025

8:30AM - 3:30PM, Conference

+617 34571800

WWW.AACMAC.ORG.AU

EVENTS@ACUPUNCTURE.ORG.AU

WWW.ACUPUNCTURE.ORG.AU



AACMA

ABOUT AACMAC 2025

Showcase Your Business to the TCM Community

Join us at AACMAC 2025, the 25th anniversary of this premier event for Traditional Chinese Medicine (TCM) professionals. This milestone year offers a unique opportunity to connect with a dynamic national and international audience, showcase your organisation's achievements, promote your offerings, and strengthen your profile within the thriving TCM community.

Why Sponsor AACMAC 2025?

The Australasian Acupuncture and Chinese Medicine Annual Conference (AACMAC) will take place from **Friday 25 July to Sunday 27 July 2025**, at the Sofitel Brisbane Central in the heart of Brisbane's CBD. This international event will bring together leading Chinese medicine practitioners, academics, researchers, and industry professionals to share insights and explore developments in Chinese medicine and acupuncture.

Our Audience at a Glance

We anticipate hundreds of delegates from across Australia and beyond, including Chinese medicine practitioners, academics, researchers, educators, suppliers from the greater TCM community and representatives from governments and regulating bodies.

With a rich programme of lectures, workshops, and keynote presentations from esteemed national and international speakers, this event promises unparalleled opportunities to engage with a highly targeted audience.

About Your Event Host

Founded in 1973, the Australian Acupuncture and Chinese Medicine Association (AACMA) is the peak professional body representing Chinese medicine practitioners in Australia, including acupuncturists, Chinese herbalists, herbal dispensers, and traditional remedial massage practitioners.

AACMA supports its members by fostering growth through professional development opportunities, research, and collaboration. We are committed to promoting safety, quality, and ethics in practice. All AACMA members are accredited by the Chinese Medicine Board of Australia and adhere to strict professional codes and guidelines.

Through advocacy, education, and research, AACMA has played a pivotal role in advancing the recognition of Traditional Chinese Medicine within Australia. Today, Chinese medicine is recognised as a vital part of the nation's mainstream healthcare system, embraced for its relevance and effectiveness by the government and the wider public.



ABOUT THE VENUE



Get Ready for an Exceptional Experience at AACMAC 2025!

We are excited to announce that this year's conference will take place at the prestigious **Sofitel Brisbane Central** from Friday, **25th July to Sunday, 27th July 2025**. Centrally located above Brisbane's Central Station, this luxurious venue offers stunning city views, world-class amenities, and seamless access to Brisbane's vibrant CBD.

VENUE DETAILS

SOFITEL BRISBANE CENTRAL

249 Turbot Street
Brisbane City QLD 4000

+61 (07) 3835 3535



Exclusive Accommodation Deal

Take advantage of discounted guest rooms at Sofitel Brisbane Central, available for stays from Thursday, 24th July to Monday, 28th July. Enjoy a luxurious and convenient base for the conference, with premium facilities including fine dining, a fitness centre, and spa services.

Alternatively, explore other nearby accommodation options, including apartments perfect for sharing with a friend or colleague.

VIEW ACCOMMODATION OPTIONS
BOOK NOW



Stay in the Heart of Brisbane

Experience the convenience of staying at the luxurious Sofitel Brisbane Central, perfectly positioned in the heart of Brisbane's lively CBD. With dining, shopping, and entertainment at your doorstep, you'll be in the ideal location to enjoy everything the city has to offer. Secure your exclusive accommodation now and ensure you don't miss out on this premium conference experience!



Important information for all exhibitors, sponsors & advertisers

- All prices quoted in this prospectus are inclusive of GST
- Exhibition dates are from Friday 25 July 2025 - Sunday 27 July 2025.
- Exhibition bump in 7:00AM-9:00AM Friday 25 July 2025; bump out 3:30PM-5:00PM Sunday 27 July 2025 (*Times are for guide only and will be finalised closer to the conference date.)
- All exhibition booth allocation will be subject to availability.
- All advertising pieces are subject to approval by the conference committee.



BECOME AN EXHIBITOR

Showcase your products and services, and foster new relationships in the relaxed friendly environment of the trade area where delegates come to socialise and visit for the various catered breaks throughout.

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.
- 2 x 120 watt (or energy efficient equivalent) spotlights per booth.
- 1 x 4 amp general point outlet included per booth.



General Exhibitor (\$2,180 inc GST)

Benefits include:

- One 3m x 2m trade booth in location of your choice (subject to availability).
- Two exhibition delegate tickets (ticket includes lunch, morning and afternoon tea, and ticket to Gala Dinner on Day 2).
- Acknowledgement in all printed and electronic materials relating to the conference.
- Logo exposure on the conference website with a hyperlink to your home page.
- One virtual trade booth (webpage) to upload collateral e.g. brochures, videos, social links and interact with online participants on the conference livestream platform.

BECOME A SPONSOR

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

SPONSOR BENEFITS	PLATINUM SPONSOR \$5,980 inc. GST	GOLD SPONSOR \$3,280 Inc. GST	SILVER SPONSOR \$1,780 inc. GST
ONLINE (VIRTUAL) PRESENCE			
1 x branded frame onscreen during the keynote presenter's livestream	✓	N/A	N/A
3 x 60s promo video during livestream (1 video per day)	✓	N/A	N/A
Keynote speaker sponsoring	✓	N/A	N/A
1 x Stand Alone Advertising Email to Membership prior to conference (sent by AACMA, sponsor to provide up to 700 words)	✓	N/A	N/A
1 x Advertising Email to AACMA Membership prior to conference (organised and sent by AACMA, sponsor to provide up to 150 words)	✓	✓	N/A
1 x virtual exhibition booth	✓	✓	✓
Logo exposure on the conference website	✓	✓	✓
Recognised on sponsor page of the livestream platform	✓	✓	✓
Recognised in slide banner on the livestream platform	✓	✓	✓
ONSITE (IN-PERSON) PRESENCE			
1 x banner at registration desk	✓	N/A	N/A
1 x satchel insert distributed to delegates	✓	✓	✓
Advert in the printed conference booklet	1 x Full page (back cover)	1 x Half page	1 x Quarter page
Trade booths in exhibition area (3m x 2m each)	Double booth	1 x booth	N/A
Sponsor delegate tickets to access the whole conference (including Gala Dinner)	4	2	1

* Silver Sponsor without a physical booth is restricted handing out promotional materials on site.

- Final artworks of branded frames, adverts for conference booklet to be supplied by sponsors.
- Banners, videos, items for the satchel insert, branded gifts to be supplied by sponsors.
- Artwork specs and design requirements will be supplied to sponsors.



Sponsor the Academic Awards & Door Prizes

Benefits include:

- Sponsor academic award(s) of value from \$200 each
- Sponsor door prize(s) of value from \$100 each
- Recognised in all printed and electronic materials relating to the conference

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 Presentation on Yang Sheng
- Best Presentation on Professional Issues

Type of Door Prizes:

- Gala Dinner Door Prizes
- Conference Door Prizes

BECOME AN ADVERTISER

Conference Satchel Insert: \$900

- 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

Printed Conference Booklet: \$380 - \$1,600

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 centrespread \$1,600
- Full page \$800
- Half page \$600
- Quarter page \$380
- 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 by email to events@acupuncture.org.au no later than **Sunday 2 June 2025**.

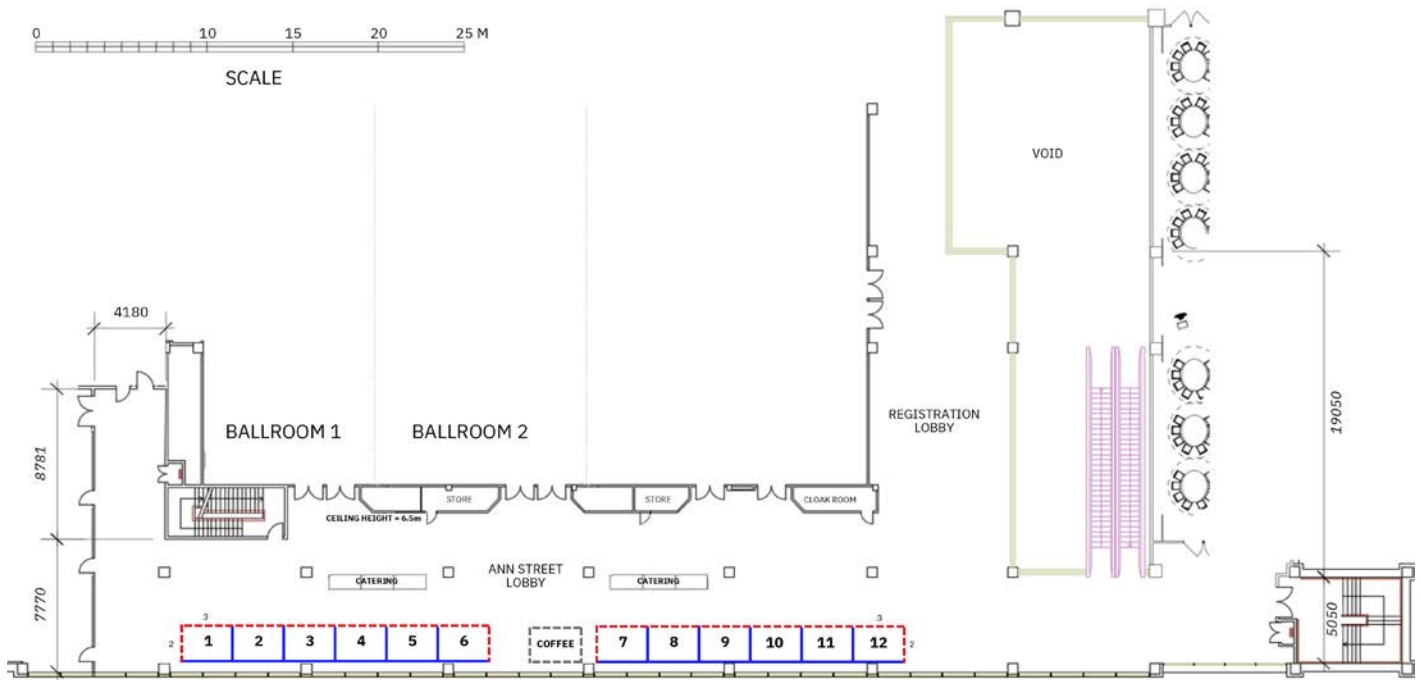
EXHIBITION FLOORPLAN

Choose from 12 exhibition booths (subject to availability). Booth numbers could be adjusted based on the final floorplan.

The exhibition area is set up in the Ann Street Lobby, just outside of the conference rooms Ballroom 1 & 2. Catering stations will be placed in the trade area to direct traffic to all exhibitors.

If you have any question or difficulty in reading the floorplan below, please contact the AACMA Events Officer, Mia Zhang on +61 7 3457 1800 or email events@acupuncture.org.au

SOFITEL BRISBANE CENTRAL ANN STREET LOBBY



BOOKING FORM

Company & Contact Details

Company Name: _____ Contact Name: _____

Postal Address: _____

Phone: _____ Email: _____

Exhibition Booking (please tick a box)

General Exhibitor (One booth)

Booth Number Preference

Please indicate two booth numbers from the floor plan (on page 10) in order of preference.

1. _____ 2. _____

Sponsorship Booking (please tick a box)

Premium Sponsor (Two booths)

Gold Sponsor (One booth)

Silver Sponsor

Booth Number Preference

Premium and Gold sponsors please indicate booth numbers from the floor plan (on page 10) in order of preference.

1. 2.

Sponsored Awards and Prizes

Please tick the Prizes and Awards you would like to sponsor and provide details:

List of Academic Awards of value from \$200 each

- 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 Presentation on Yang Sheng
- Best Presentation on Professional Issues

Sponsored Awards and Prizes (cont'd)

Please tick the Prizes and Awards you would like to sponsor and provide details:

Type of Door Prizes of value from \$100 each

- Gala Dinner Door Prizes: QTY _____
- Conference Door Prizes: QTY _____

Please provide details of your sponsored prize content below (e.g. \$200 voucher; sample products valued at \$200):

Advertising Booking (please tick)

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

Printed Conference booklet

- | | |
|---|---|
| <input type="checkbox"/> Two page centre spread \$1,600 | <input type="checkbox"/> Half A4 page \$600 |
| <input type="checkbox"/> Full A4 page \$800 | <input type="checkbox"/> Quarter A4 page \$380 |
| <input type="checkbox"/> Conference Satchel Insert \$900 | |

***All exhibitors enjoy 50% off advertising cost.**

Payment Summary

EXHIBITION: Booth(s) \$ _____

SPONSORSHIP: \$ _____

ADVERTISING:

Conference Booklet Ad Size: _____ \$ _____

Conference Satchel Insert: \$ _____

TOTAL \$ _____

**A 50% deposit is required when you lodge your booking form.
The balance is required to be paid in full latest by 25 June 2025.**

PAYMENT BY MASTERCARD / VISA

Card Number _____

Expiry Date: ____ / ____ CVV: _____

Card Holder: _____

PAYMENT BY BPAY

If you would like to make your payment by BPAY please return this completed form to events@acupuncture.org.au. We will send you the invoice with your BPAY details for payment.

***PLEASE RETURN THE COMPLETED FORM TO EVENTS@ACUPUNCTURE.ORG.AU**

TERMS & CONDITIONS



Payment Conditions

- 50% deposit is required upon booking to secure your sponsor/exhibitor/advertiser spot.
- Remaining balance must be paid in full no later than 25 June 2024.

Attendance Confirmation

- Sponsors and exhibitors must confirm in-person attendance and provide the in-person exhibition delegates' names to events@acupuncture.org.au no later than 25 June 2025.
- Sponsors and exhibitors are recommended to have one team to attend the trade booth onsite and at least one person to look after the online virtual trade booth (webpage).
- The name and email address for the online exhibition delegate ticket must be sent to events@acupuncture.org.au no later than 11 July 2025.

Cancellation Policy

- All cancellations must be made in advance (in writing) to events@acupuncture.org.au.
- Cancellations will not be deemed to be received until you have written confirmation from AACMA. If you have not received acknowledgement within two (2) business days, please contact us on +61 7 3457 1800.
- Advertising: All advertising cancellations must be made in writing in advance and are subject to the following fees: the prepaid amount less \$200 if cancelled on or before 26 May 2025; No refund if cancelled after 26 May 2025 (60 days prior to the conference).
- Exhibition and sponsorship: All exhibition and sponsorship cancellations must be made in writing in advance and are subject to the following fees: the prepaid amount less \$600 if cancelled on or before 25 June 2025. No refund for cancellation after 25 June 2025 (30 days prior to the conference).

Disclaimer

- AACMA reserves the right to change the delivery format and dates of AACMAC 2025 based on health advice from the Federal and state governments.
- AACMA accepts no liability for additional costs incurred by participants, for example travel and accommodation costs. Participants are recommended to book and confirm cancellation policy directly with airlines and accommodation providers.