



AACMAC

AUSTRALASIAN ACUPUNCTURE & CHINESE MEDICINE ANNUAL CONFERENCE

2024

PROSPECTUS

PROUDLY PRESENTED BY
Australian Acupuncture & Chinese Medicine Association Ltd



• Since 1973 •

AACMA

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DATES

DAY 1 – FRIDAY 2 AUGUST 2024

9:30AM - 5:00PM, Conference

DAY 2 – SATURDAY 3 AUGUST 2024

8:00AM - 9:00AM, Breakfast Forum

9:00AM - 5:00PM, Conference

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

DAY 3 – SUNDAY 4 AUGUST 2024

8:30AM - 3:30PM, Conference

+617 34571800
EVENTS@ACUPUNCTURE.ORG.AU
WWW.ACUPUNCTURE.ORG.AU



ABOUT AACMAC 2024

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 Australasian Acupuncture and Chinese Medicine Annual Conference (AACMAC) will be held at Pullman Brisbane King George Square in the Central Business District from Friday 2 August - Sunday 4 August 2024. 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 hundreds of 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 organisation in Australia for Chinese medicine practitioners including acupuncturists, Chinese herbalists, Chinese herbal dispensers and traditional remedial massage practitioners.

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

Get ready for an unforgettable experience at AACMAC 2024! We are thrilled to announce that this year's conference will take place at the prestigious **Pullman & Mercure Brisbane King George Square** from August 2nd to August 4th, 2024.

Venue details:

Pullman & Mercure Brisbane
King George Square
Corner Ann And, Roma St
Brisbane City QLD 4000
Tel +61 (07) 3229 9111

Exclusive Accommodation Deal

Take advantage of discounted guest rooms at Pullman & Mercure King George Square. These special rates are available for stays from Wednesday, July 31st to Monday, August 5th, ensuring you have the perfect home base to experience all that Brisbane has to offer.

Alternatively, take a look at other accommodation in walking distance, including the apartment option to share with your friend/colleague.



Stay in the Heart of Brisbane CBD

Imagine being right in the heart of Brisbane's vibrant CBD, with all the attractions, dining, and entertainment just steps away from your accommodation. Don't miss out on this fantastic opportunity to secure your exclusive conference accommodation. Book today and guarantee your spot!



Important information for all exhibitors, sponsors & advertisers

- All prices quoted in this prospectus are inclusive of GST
- Exhibition dates are from Friday 2 August 2024 - Sunday 4 August 2024
- Exhibition bump in 7:00AM-9:00AM Friday 2 August 2024; bump out 3:30PM-5:00PM Sunday 4 August 2024 (*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 (\$2,080 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 Social 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	GOLD SPONSOR \$4,680 inc GST (1 spot)	SILVER SPONSOR \$3,480 inc GST (1 spot)	BRONZE SPONSOR \$2,680 inc GST (2 spots)
ONLINE (VIRTUAL) PRESENCE			
1 x branded frame onscreen during live stream for presentation/s from the sponsored speaker/s	One Keynote speaker to sponsor (priority to select)	One Keynote speaker to sponsor	N/A
1 x 90s promo video played at the start of presentation/s from the sponsored speaker	One Keynote speaker to sponsor (priority to select)	One Keynote speaker to sponsor	N/A
1 x virtual exhibition booth (webpage) to upload collateral e.g. brochures, video, social links and interact with online participants	✓	✓	✓
Logo exposure on the conference website with a hyperlink to your home page	✓	✓	✓
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	✓		
Sponsor Social Dinner and Breakfast Forum on Day 2 Saturday 3 August and opportunity to provide each guest at the chosen function with a branded gift at tables		✓	
1 x satchel insert - distributed in bags to each delegate upon registration: e.g. sample product, brochure	✓	✓	✓
1 x advert in the printed conference booklet	Full page	Half Page	Half page
Trade booth/s (3m by 2m each) in exhibition area	2 x trade booths	1 x trade booth	1 x trade booth
Exhibition delegate tickets	4 x exhibition delegate tickets	2 x exhibition delegate tickets	2 x exhibition delegate tickets
<ul style="list-style-type: none"> 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. Gold sponsor can choose the position of its full-page advert in the printed conference booklet from inner front cover, inner back cover or back cover. 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 Yang Sheng Presentation

Type of Door Prizes:

- Social Dinner Door Prizes
- Conference Door Prizes



BECOME AN ADVERTISER

Conference Satchel Insert: \$700

- 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: \$275 - \$1,400

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 \$1,400
- Full page \$680
- Half page \$465
- Quarter page \$275
- Acceptance of material is at the sole discretion of the AACMAC Organising Committee

All exhibitors enjoy 50% off advertising cost.

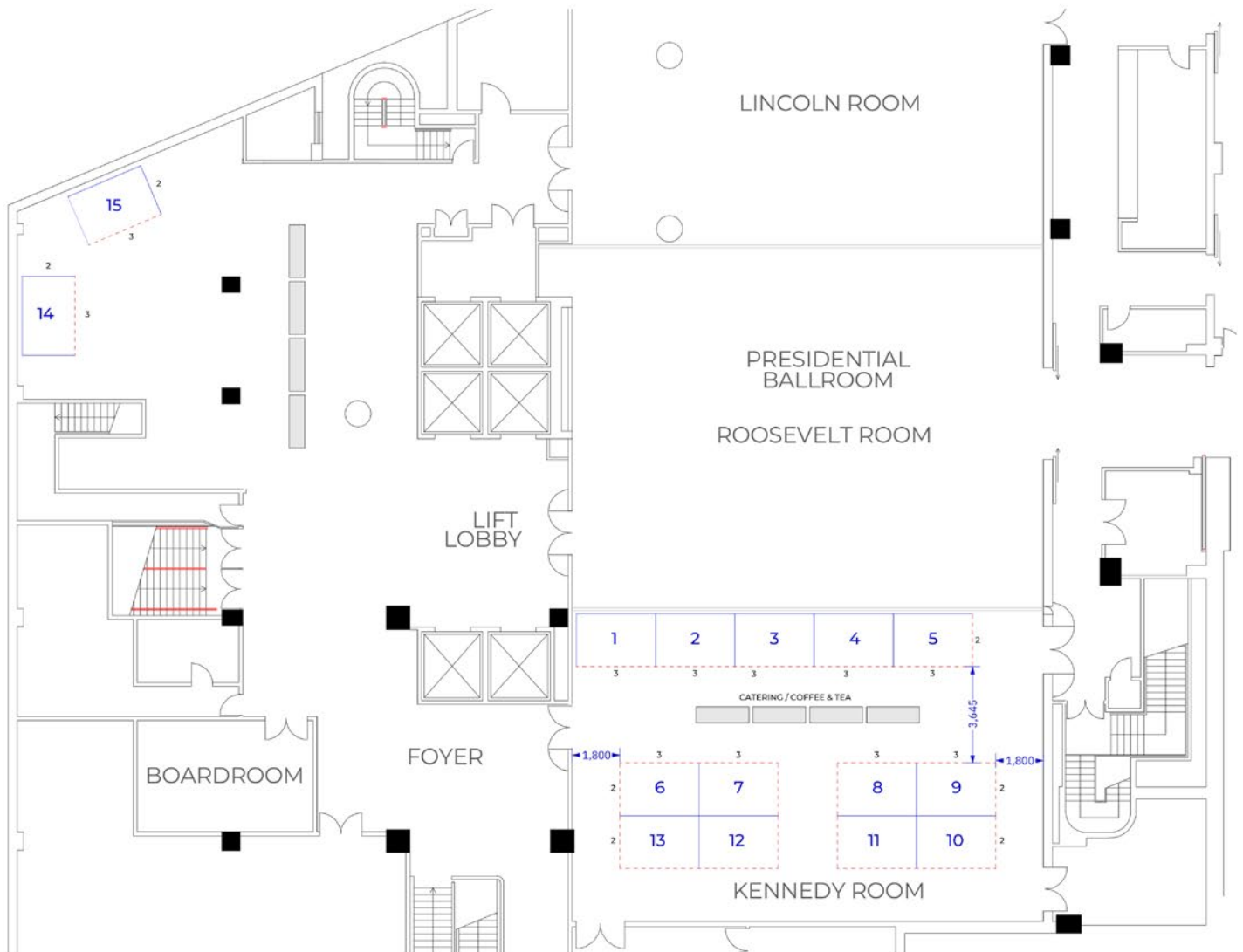
All advertising artwork must be submitted by email to events@acupuncture.org.au no later than **Sunday 2 June 2024**.

EXHIBITION FLOORPLAN

Choose from **15 exhibition booths** (subject to availability). Booth numbers could be adjusted based on the final floorplan.

The exhibition area is set up in Kennedy Room and the foyer area just outside of the conference rooms (Lincoln Room and Roosevelt Room). Catering stations will be placed in the trade area to direct traffic to all exhibitors.

If you have any questions 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



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 9) in order of preference.

1. _____ 2. _____

Sponsorship Booking (please tick a box)

Gold Sponsor (Two booths)

Silver Sponsor (One booth)

Bronze Sponsor (One booth)

Booth Number Preference

Please indicate two booth numbers from the floor plan (on page 9) in order of preference.

1. 2.

Gold Sponsor Sponsored Speaker

Gold Sponsor to select a speaker to sponsor. Please contact AACMA Events Officer for assistance.

Select a sponsored speaker:

Dr Poney Chiang Dr Huang Huang

Gold Sponsor Advert Page

Gold Sponsor to select the location of its fullpage advert in the printed conference booklet.

Inner Front Cover Back Cover

Inner Back Cover

Silver Sponsor Sponsored Speaker

Silver Sponsor to select one speaker to sponsor. Please contact AACMA Events Officer for assistance.

Select a sponsored speaker:

Dr Poney Chiang Dr Huang Huang

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 Yang Sheng Presentation

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

- Two page centre spread **\$1,400**
- Full A4 page **\$680**
- Half A4 page **\$465**
- Quarter A4 page **\$275**
- Conference Satchel Insert \$700**

***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 26 June 2024.**

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**

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 26 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 3 July 2024.
- 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 3 July 2024.

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 3 June 2024; No refund if cancelled after 3 June 2024 (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 3 July 2024. No refund for cancellation after 3 July 2024 (30 days prior to the conference).

Disclaimer

- AACMA reserves the right to change the delivery format and dates of AACMAC 2024 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.