



# PROSPECTUS

PROUDLY PRESENTED BY  
Australian Acupuncture & Chinese Medicine Association Ltd



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## DATES

### DAY 1 – FRIDAY 7 AUGUST 2026

9:30AM - 5:00PM, Conference

### DAY 2 – SATURDAY 8 AUGUST 2026

8:45AM - 5:30PM, Conference

7:00PM - 10:30PM, Gala Dinner (6:30PM Pre-dinner Drinks)

### DAY 3 – SUNDAY 9 AUGUST 2026

8:30AM - 3:30PM, Conference

# ABOUT AACMAC 2026

## Showcase 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 Melbourne on the Park in East Melbourne from Friday 7 August - Sunday 9 August 2026. 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

## VENUE DETAILS

### PULLMAN MELBOURNE ON THE PARK

192 Wellington Parade,  
Melbourne, VIC,  
3000 Australia

+61 (03) 9419 2000



### Get Ready for an Exceptional Experience at AACMAC 2026!

Pullman Melbourne on the Park is Position Perfect - on the threshold of Melbourne's business, dining, sports and cultural precincts

Offering Contemporary & Sophisticated guest rooms decorated in a calming neutral palette, they offer comfort perfect for both the business and leisure traveller.

Situated in East Melbourne and overlooking the iconic MCG, Melbourne Park and beautiful Fitzroy Gardens, Pullman Melbourne on the Park offers premium accommodation and amenities near Rod Laver Arena, John Cain Arena, Federation Square and more

Easily accessible by Tram, Train or Car and just 24km from Melbourne Airport.

### Exclusive Accommodation Deal

Take advantage of discounted guest rooms at Pullman Melbourne on the Park, available for stays from Thursday, 6th August to Monday, 10th August. 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 Opposite Melbourne's Iconic Parklands

Experience the convenience of staying at Pullman Melbourne on the Park, ideally positioned opposite the Melbourne Cricket Ground and the expansive Fitzroy Gardens. Located on the edge of the CBD, the hotel offers easy access to the city's dining, culture and transport links, while providing a refined and comfortable retreat. Secure your exclusive delegate accommodation and enjoy a premium conference stay in the heart of Melbourne.



## Important information for all exhibitors, sponsors & advertisers

- All prices quoted in this prospectus are inclusive of GST
- Exhibition dates are from Friday 7 August 2026 - Sunday 9 August 2026
- Exhibition bump in 7:00AM-9:00AM Friday 7 August 2026; bump out 3:30PM-5:00PM 9 August 2026 (\*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.

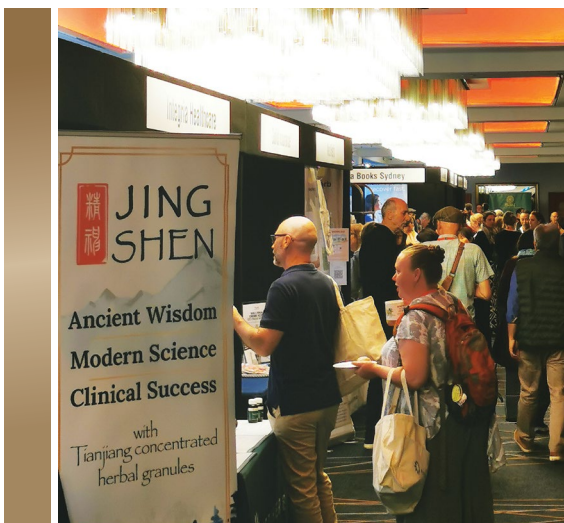


# BECOME AN EXHIBITOR

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 (\$2,280 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	<b>GOLD SPONSOR</b> <b>\$5,980</b> inc. GST 1 spot	<b>SILVER SPONSOR</b> <b>\$3,380</b> Inc. GST 1 spot	<b>BRONZE SPONSOR</b> <b>\$2,780</b> inc. GST 2 spots
<b>ONLINE (VIRTUAL) PRESENCE</b>			
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	✓	✓	✓
<b>ONSITE (IN-PERSON) PRESENCE</b>			
1 x banner at registration desk	✓	N/A	N/A
Sponsor Social Dinner on Day 2 Saturday and opportunity to provide each guest at the chosen function with a branded gift at tables	N/A	✓	N/A
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

- 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.
- 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.
- Positions of Silver and Bronze sponsors' half-page adverts will be allocated by editor.



## 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

### Type of Door Prizes:

- Social Dinner 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: \$400 - \$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 \$400
- 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](mailto:events@acupuncture.org.au) no later than Monday 29 June 2026.

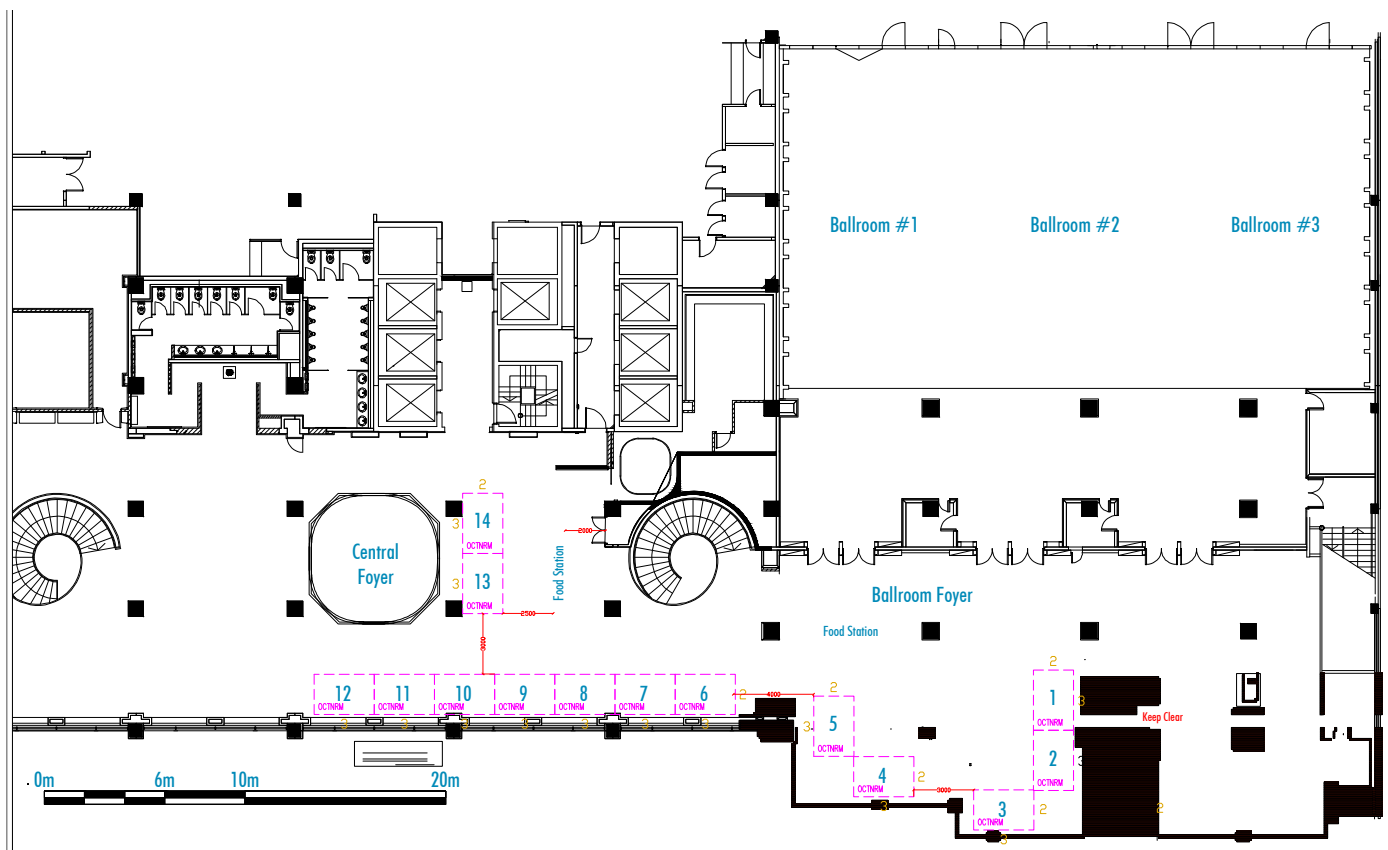
Choose from the exhibition booths on the floorplan (subject to availability). Booth numbers may be adjusted based on the final floorplan.

The exhibition area is set up across the Ballroom Foyer and the Central Foyer, just outside of the conferencing rooms Ballroom 1&2. Catering stations will be placed as shown on the floorplan 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 [events@acupuncture.org.au](mailto:events@acupuncture.org.au).

# EXHIBITION FLOORPLAN

## PULLMAN MELBOURNE ON THE PARK



# 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)

Gold Sponsor (Two booths)

Silver Sponsor (One booth)

Bronze 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.

## Gold Sponsor Sponsored Speaker

Gold Sponsor to select a speaker to sponsor.

Dr Eileen Han

Dr Rushan Shy & Dr Sheng Chun Chang

## Gold Sponsor Advert Page

Gold Sponsor to select the location of its full-page advert in the printed conference booklet.

Inner Front Cover

Inner Front Cover

Inner Back Cover

## Silver Sponsor Sponsored Speaker

Silver Sponsor to select one speaker to sponsor.

Dr Eileen Han

Dr Rushan Shy & Dr Sheng Chun Chang

## 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
- 

## 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 advertisement(s) (please tick):

**Printed Conference booklet**

Two page centre spread **\$1,600**

Half A4 page **\$600**

Full A4 page **\$800**

Quarter A4 page **\$400**

**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 29 June 2026.**

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](mailto: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](mailto: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 29 June 2026.

## Attendance Confirmation

- Sponsors and exhibitors must confirm in-person attendance and provide the in-person exhibition delegates' names to [events@acupuncture.org.au](mailto:events@acupuncture.org.au) no later than 29 June 2026.
- 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](mailto:events@acupuncture.org.au) no later than 29 June 2026.

## Cancellation Policy

- All cancellations must be made in advance (in writing) to [events@acupuncture.org.au](mailto: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 28 June 2026; No refund if cancelled after 28 June 2026 (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 8 July 2026. No refund for cancellation after 8 July 2026 (30 days prior to the conference).

## Disclaimer

- AACMA reserves the right to change the delivery format and dates of AACMAC 2026 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.