



# Australian Association of Massage Therapists

6<sup>TH</sup> NATIONAL CONFERENCE  
21-23 May 2010



Sydney Hilton



**INCLUDING  
INTERNATIONAL  
PRESENTERS  
FROM THE  
USA!**

*Exhibition/Advertising & Sponsorship Kit*



## YOU ARE INVITED TO TAKE PART IN THE 6TH NATIONAL CONFERENCE OF THE AUSTRALIAN ASSOCIATION OF MASSAGE THERAPISTS AND CONTRIBUTE TO ITS SUCCESS...



The Australian Association of Massage Therapists Ltd (AAMT) is holding their National Conference, 21-23 May 2010 at the Sydney Hilton.

- It will be the most important industry event in 2010.
- The Conference is expected to attract between 450-550 delegates.
- For exhibitors and advertisers, it will offer a chance to speak face to face with buyers and customers under one roof over 3 days.

AAMT is offering your organisation an opportunity to be involved in what will be the biggest massage industry event of the year in Australia, **including international presenters – Whitney Lowe, John Barrera and Mya Breman from the USA!**

All listed opportunities in this brochure are limited and AAMT will be accepting advertisers, sponsors and exhibitors on a first-come, first-serve basis. To avoid disappointment, AAMT encourages you to complete the booking form as soon as possible.

Please note that full payment must be received with your booking form to confirm your registration.

We look forward to seeing you in May 2010!!

Kind regards,

David Sheehan  
Conference Co-ordinator



### 7 Reasons to take part at the 2010 AAMT National Conference at the Sydney Hilton:

1. Take advantage on an ideal opportunity to have in depth discussions with future customers and students
2. Maximise exposure to your target market
3. Gain instant credibility with customers
4. Build awareness of your products and services within the industry
5. Increase sales and leads for your products and services
6. Learn more about the industry and where it is heading first hand
7. Expand your database of potential customers instantly and connect with them in person

#### Contact Details:

David Sheehan – Conference Co-ordinator  
C/- AAMT, Level 6, 85 Queen Street, Melbourne VIC 3000, Australia  
Phone: 1300 138 872 • Mobile: 0404 00 96 34  
Fax: 03 9642 2466 • Email: david@comphs.com.au



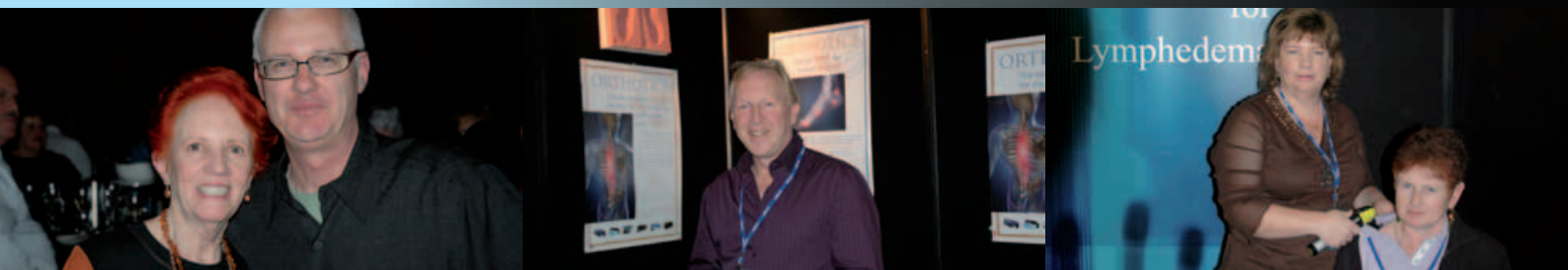
# REACH YOUR TARGET AUDIENCE



AAMT members are loyal to companies that participate in the AAMT national conference. This means increased visibility and sales as these participants use the conference to attend sessions, network with like-minded people and importantly for you, to browse massage-related products and services.

## Who attends

- 450-550 qualified practitioners Therapists from around Australia
- Massage educators
- AAMT student members
- Massage students



## PREVIOUS CONFERENCE SPONSORS AND EXHIBITORS

- AAMT
- AON Insurance
- Australian Institute of Fitness
- Bettalife
- Cyberthotics
- Elsevier Australia
- Firm N Fold
- Healthplus Australia Pty. Ltd.
- Lippincott Williams & Wilkins
- Melrose Health Supplies
- National Association of Stretch Therapists
- National Health Academy of Australia
- Ortho-Bionomy Instructors
- Premax
- Rian Corp Pty. Ltd.
- Roseneath Organics Pty Ltd.
- ROWO Herbal Sports Gel (Dalice Enterprises)
- Scenar Health Pty. Ltd
- Sportstek Physical Therapy Supplies
- The Massage Study Centre
- TUI Balmes & Waxes
- Virtual Spirit Pty. Ltd.



# EXHIBITOR INFORMATION



*Past Sponsors and Exhibitors will affirm that we understand the importance of both the positioning and maximum exposure of our supporters with attendees at AAMT conferences.*



## Exhibits Marketplace Schedule

All exhibitors must be set up AND be registered with Badge and Lanyard by 5.30pm on Friday 21 May. An Exhibitor badge and lanyard will be issued and must be worn at all times to gain entry to the secure exhibition hall.

### Friday 21 May

**12 noon – 4.00pm**  
Bump-in for exhibitors

**6.00pm – 8.30pm**  
Open to delegates

### Saturday 22 May

**10.30am – 11.00am**  
Morning Tea

**12.00pm – 1.00pm**  
Lunch

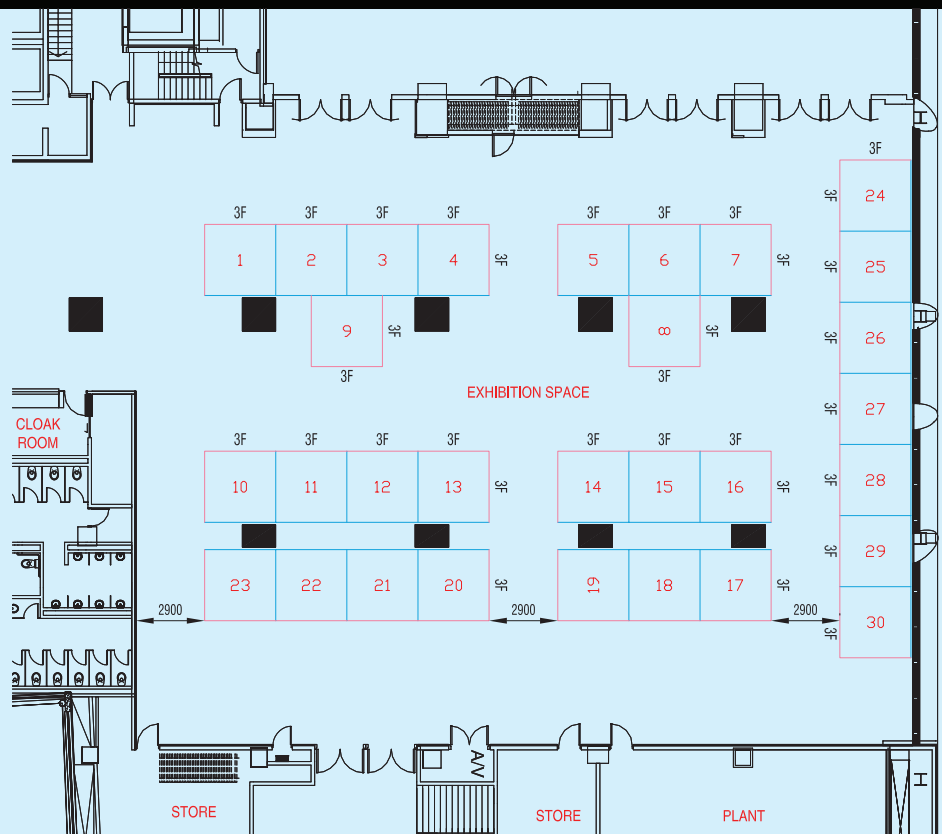
**2.30pm – 3.00pm**  
Afternoon Tea

### Sunday 23 May

**10.00am – 10.30am**  
Morning Tea

**11.30am – 12.30pm**  
Lunch

**2.30pm – 3.00pm**  
Afternoon Tea





# EXHIBITION PACKAGES

Constructed booths will be available for the duration of the event, which all have the dimension of 3m x 3m. Exhibitors can purchase adjacent booths and combine them as a double or larger booth.



## Standard exhibition shell scheme includes:

1. 3m x 3m booth
2. Wall panelling
3. 1 x company/organisation name per booth, mounted on overhead fascia
4. 240 volts power
5. 1 x track mounted spotlight

Furniture items including table and chairs can be hired. Once you have confirmed your exhibition booth registration, an information pack will be forwarded to you.

## All exhibitors will receive the following additional benefits:

1. Company logo, description (max. 30 words) and web link on AAMT Conference website page
2. Complimentary morning & afternoon tea and lunch for two (2) \*booth attendants
3. 1 x delegate Conference Satchel per exhibit booth

\* **Please note that additional booth attendant tickets are also available for \$170.00 per badge available for purchase either on this registration kit or when you arrive on Friday afternoon. This includes morning/afternoon teas and lunch on Saturday and Sunday.**

### 1) Eligibility for Exhibiting

All products and services must be related to the practice or education of massage therapy and your booking of booth space is subject to approval. AAMT reserves the right to refuse entrance/set-up to organisations that do not meet the standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavourably on the character of the conference and AAMT.

### 2) Exhibition Package Prices

First-time standard booth	3m x 3m	\$1,650 (GST incl.)
Previous exhibitor discount price	3m x 3m	\$1,350 (GST incl.)

### 3) Exhibition Venue and Construction

Exhibitor booths will be in a visually prominent area where all morning & afternoon teas and lunches will be offered, which will afford maximum impact and exposure to delegates, as well as a General Public exhibition during the Saturday afternoon.

### 4) Bump-in, Registration & Bump-out

Exhibitors will have access for setting up and registration between **12noon & 4.00pm on Friday 21 May**. All displays will be required to be dismantled by no later than **5pm on Sunday 23 May**.

### 5) Forwarding Exhibition and Satchel Material

Located in the back of this kit is a sample copy of a Delivery Flysheet that is to be attached to all goods bound for the Sydney Hilton. **Goods must arrive between Wednesday 19 May and Friday 21 May (inclusive)**, which will be available in a central location for pickup on Friday afternoon during Bump In.

### 6) How to Book Your Booth

We have allocated a space which will occupy a total (including AAMT Sponsors/Partners) of 30 exhibits only, so we strongly advise to you to complete the registration forms as soon as possible to avoid disappointment.

To secure a booth, please complete the booking form and return it with your total payment (cheque or credit card).

### 7) Cancellations and Refunds

Please refer to the *Terms and Conditions*.



# SPONSORSHIP OPPORTUNITIES

## General

Sponsorship plays an important role in the success of what is the most important date on the Massage Industry calendar. The AAMT understands the need for a mutually beneficial relationship with sponsors and advertisers and we will work with you on maximising your exposure to conference delegates. The following sponsorship opportunities exist for the 2010 AAMT National Conference and all prices are GST inclusive.



### Platinum Sponsor Exclusive – 1 only

**Investment: \$10,000**

One organisation is offered the opportunity to gain exposure through Platinum Sponsorship throughout the Conference and the 6 months preceding the event.

#### Sponsorship includes:

- Most prominent logo on all advertising, publications including front cover of conference program (circulation = 10,000+) and conference website
- Satchel insert (max. 8 x A4 pages) product offering
- Banner with logo on conference dinner at Gala Dinner (sponsor to provide Banner)
- 15-minute presentation during Saturday dinner
- 4 tickets to the Gala Dinner on the Saturday night
- 5 minute welcome to dinner attendees
- Logo on dinner menu
- Double Exhibit Booth (6m x 3m) for the duration of the conference
- 1 x Full Page Advertisement (mono) in the AAMT Journal
- Promotion in all e newsletters to members November thru May
- Corporate slide to be shown thru dinner

### Gold Sponsor – Commercial

**Investment: \$5,000**

Commercial suppliers are offered the opportunity to gain exposure for their product(s) through Gold Sponsorship throughout the Conference and the 6 months preceding the event.

#### Sponsorship includes:

- 1x Satchel insert (max. 4 x A4 pages)
- 1 ticket to the Gala Dinner on the Saturday night
- 10-minute presentation to all delegates during one tea break
- Exhibit Booth (6m x 3m) for the duration of the conference (2 booth attendants included)
- Logo on Conference Program & Conference Brochure (circulation = 10,000+)
- 1 x Half Page Advertisement (mono) in the AAMT Journal
- Promotion in all e newsletters to members November thru May
- Corporate slide to be shown thru dinner

### Gold Sponsor – Educational Exclusive

**Investment: \$5,000**

Education Colleges are offered the opportunity to gain exposure through Gold Sponsorship throughout the Conference and the 6 months preceding the event. The Colleges must be registered to deliver the industry standard qualifications.

#### Sponsorship includes:

- 1x Satchel insert (max. 4 x A4 pages)
- 1 ticket to the Gala Dinner on the Saturday night
- 10-minute presentation to all delegates during one tea break
- Exhibit Booth (6m x 3m) for the duration of the conference (2 booth attendants included)
- Logo on Conference Program & Conference Brochure (circulation = 10,000+)
- 1 x Half Page Advertisement (mono) in the AAMT Journal
- Promotion in all e newsletters to members November thru May
- Corporate slide to be shown thru dinner

### Silver Sponsor

**Investment: \$3,500**

#### Sponsorship includes:

- 1x Satchel insert (max. 4 x A4 pages)
- 1 ticket to the Gala Dinner on the Saturday night
- 5-minute presentation to all delegates during one tea break
- Standard Exhibit Booth (3m x 3m) for the duration of the conference
- Logo on Conference Program & Conference Brochure (circulation = 10,000+)
- 1 x ¼ Page Advertisement (mono) in the AAMT Journal
- Promotion in all e newsletters to members November thru May

### Satchel Sponsorship

**Investment: \$2,800**

The conference satchels are distributed to all delegates, speakers and VIP guests and used throughout the conference to carry conference proceedings, publications and notes. The life of this promotion carries on after the event!

#### Sponsorship includes:

- Exclusive sponsorship of Conference satchel
- Logo prominently displayed on satchel
- 1x satchel insert
- 1 ticket to the Gala Dinner on the Saturday night
- Acknowledgement as a sponsor on the Program Guide

### Water Bottle Sponsorship

**Investment: \$1,000**

Each delegate will be provided with a quality hand towel for use throughout the Conference, workshops and sessions. These towels will go beyond the Conference and is a practical delegate gift that will be used at many sporting and massage events. There is only one opportunity to secure this prominent position.

#### Sponsorship includes:

- Logo or company name on Towel
- Satchel insert (max. 2 x A4 pages)

## Advertising Opportunities

### Insert in Conference Satchels

**Investment: \$750**

Each delegate who attends the conference will receive a conference satchel containing the official conference handbook and inserts providing relevant information for massage therapists. The inserts provide a great opportunity to reach each and every delegate at the conference and offer great value to all organisations.

Satchel inserts must be no larger than A4 size and a maximum of four pages. Approval of advertising material from the AAMT is required before 4 April 2010 by sending a sample with your booking form to:

*David Sheehan – Conference Coordinator  
Australian Association of Massage Therapists  
Level 6, 85 Queen Street MELBOURNE VIC 3000*

- Inserts larger than four pages will incur a surcharge of \$80 for each additional page.
- Approved advertisers will be advised closer to the event of the exact number of inserts required.

### On-demand Brochure Rack

**Investment: \$425**

We have a limited number of places for advertisers to display brochures on racks placed in prominent positions around the exhibition area, readily accessible to delegates during all breaks from formal sessions.

Your brochures (supplied by your organisation) will be refreshed on your behalf should they run-out by AAMT staff throughout the event. All brochures must be DL in size with a maximum of 6 panels eg A4 page folded to DL.

### Delegate Note Book and Pen

**Investment: \$1,000**

Get delegates thinking about your organization every time they write lecture notes. This advertising package offers an opportunity to an organization to include a pen and notepad in delegate satchels. This is an exclusive offer and the sponsor is required to provide pens and notepads prior to the conference ready for packing.

### Lanyards

**Investment: \$1,500**

Delegates will wear lanyards for the duration of the Conference. These are their passes into sessions and exhibit areas. Lanyards are a great source of exposure to all delegates.



# BOOKING FORM



We/I would like to take out the following exhibitor/sponsorship/advertising options:

## 1. Sponsorship

<input type="checkbox"/>	Platinum Sponsor (1 only)	\$10,000	\$ <b>SOLD</b>
<input type="checkbox"/>	Gold Sponsor – Commercial	\$5,000	\$ _____
<input type="checkbox"/>	Gold Sponsor – Educational	\$5,000	\$ _____
<input type="checkbox"/>	Silver Sponsor	\$3,500	\$ _____
<input type="checkbox"/>	Satchel Sponsorship	\$2,800	\$ _____
<input type="checkbox"/>	Water Bottle Sponsorship	\$1,000	\$ <b>SOLD</b>

## 2. Advertising

<input type="checkbox"/>	Insert in Conference Satchels	\$750	\$ _____
<input type="checkbox"/>	Lanyards	\$1,500	\$ _____
<input type="checkbox"/>	Notepad and pen	\$1,000	\$ _____
<input type="checkbox"/>	On-demand Brochure Rack (DL Size brochure only)	\$425	\$ _____

## 3. Exhibiting

<input type="checkbox"/>	3m x 3m booth	\$1650	\$ _____
<input type="checkbox"/>	3m x 3m booth (2009 Exhibitors)	\$1350	\$ _____
<input type="checkbox"/>	Additional Booth Attendants (2 only included in above price)	\$170 each	\$ _____

## 4. Saturday night Gala Dinner tickets (3-course meal, entertainment and beverage included)

<input type="checkbox"/>	Number of tickets ___ x \$140.00 per ticket		\$ _____
	<b>Total</b>		\$ _____

Booth Preference: 1st: Booth # \_\_\_\_\_ 2nd: Booth # \_\_\_\_\_ 3rd: Booth # \_\_\_\_\_

## Organisation's Details

Organisation: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Web address (for AAMT website link): \_\_\_\_\_

**\*\* Please attach your company description (max. 30 words) for the AAMT website. We will be in contact with you to request your company logo once we have processed payment.**

I hereby have read, understood and agree to the terms and conditions set forth in the exhibitor information guide and understand that approval on advertising materials is subject to AAMT approval.

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## Method of Payment

Cheque  Money Order  Credit Card:  MasterCard  VISA

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

Name on Card: \_\_\_\_\_

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

## PAYMENT OPTIONS

1. Mail completed booking form, along with total payment (**cheques payable to AAMT Ltd.**) and addressed to:  
Australian Association of Massage Therapists Ltd  
2010 National Conference  
Level 6, 85 Queen Street, MELBOURNE VIC 3000
2. Fax to through to the AAMT office marked to the attention of Conference Coordinator: 03 9602 3088

# EXHIBITOR TERMS & CONDITIONS



1. The Australian Association of Massage Therapists will hereafter be referred to as "the Organisers".
2. Charges will be based on the 'booths' as shown in the plans of the Exhibition, which will include the total package shown in the brochure.
3. The Organisers reserve the right to re-plan the Exhibition to the benefit of Exhibitors, as they see fit.
4. The Organisers reserve the right to decline any application for a booth and no application will be considered unless made on the correct form. This form is to be completed fully and without alteration and booths are let on these conditions.
5. No booth will be held as let until this form is signed and returned to the Organisers with the appropriate fee. In the event of the Exhibition being abandoned, the Organisers will return all fees received but will not be responsible for the cost of any work carried out by the Exhibitors or their contractors.
6. If in the event of the Exhibitor failing to occupy the said space by the opening time of the Exhibition, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as it may deem best for the interest of the Exhibitor and without releasing the Exhibitor from any liability hereunder.
7. No Exhibitor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor.
8. No Exhibitor shall display on her/his booth any advertisement for goods manufactured and/or sold, or services provided by a non-exhibitor unless written permission has been obtained from the Organisers and no booth may be sublet in any manner without the consent of the Organisers. Exhibitors will comply with the rules and regulations stipulated by the Organisers, the venue, the Health Department and the Fire Brigade and with all relevant State and Commonwealth Acts.
9. The Exhibitor will not damage any walls or floors or ceiling of the Exhibition area in which her/his booth is located or by nails, screws, oil, paint or any other cause whatsoever.
10. Storage of any products or materials (including packaging) is the responsibility of the exhibitor. The Organiser is not responsible for providing storage space at the venue.
11. The Organisers reserve the right to postpone the holding of the Exhibition from the set dates, and hold' the Exhibition on other dates as near to the original dates as practicable, utilising the right only where circumstances necessitate such action and without any liability to the Organisers.
12. The Organisers will take all precautions they consider necessary for the protection and security of exhibited articles but cannot be responsible for the safety, loss or damage of any exhibit or other property or any other person under any circumstances whatsoever.
13. Neither the Organisers nor the Exhibition venue owners or operators will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the Exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition. The exhibitor agrees and undertakes to insure the full replacement value of the contents of her/his booth and all associated equipment and materials.
14. Exhibitors are expected to provide staff for their booth for the duration of the Exhibition.
15. Exhibitors may only conduct competitions or offer prizes with the permission of the Organisers.
16. Exhibitors' nametags will be issued to all Exhibitors and their staff; these are not transferable and must be worn at all times during the Exhibition.
17. If due to any unforeseen circumstances it is found necessary to close the Exhibition on any day or days or to vary the hours the Exhibition is open the Organisers reserve the right to do so, at their sole discretion.
18. The Organisers may from time to time add to or vary the foregoing rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition. provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under the agreement and shall not operate to increase the liabilities of the Organisers.
19. These terms and conditions do not exclude any warranties and liabilities that cannot be disclaimed under the Trade Practices Act (Cth) or similar State or Territory legislation. Otherwise, the Organiser excludes all warranties and liabilities which may be implied by law. To the fullest extent permitted by law, the Organiser's liability for breach of any implied warranty or condition in relation to services supplied or offered by the Organiser which cannot be excluded is restricted, at the Organiser's option, to supply of the services again, or the payment of the cost of supplying the services again.
20. Exhibitors unconditionally agree to indemnify the Organiser and hold the Organiser harmless (including all of its officers, agents, employees and affiliates) from and against any and all loss, damage, liability and expense (including all reasonable legal fees) suffered or incurred by reason of any claims, proceedings or suits based on or arising out of the Exhibitor participating in the Exhibition.
21. If the Organiser suffers loss or damage or incurs any costs in connection with a breach of these terms or conditions, or any other legal obligation, Exhibitors agree to indemnify the Organiser (including all of its officers, agents, employees and affiliates) for those losses, damages and costs which are attributable to their breach.
22. If an Exhibitor cancels a booked 'booth' the following conditions apply:
  - i) For cancellations at least two months prior to the opening of the Exhibition a fee of 10% of the contracted price will apply.
  - ii) For cancellations less than two months prior to the opening of the Exhibition:
    - a) a fee equivalent to 30% of the contracted price will apply if the Organiser is able to re-let the space,
    - b) a fee of 100% of the contracted price will apply if the Organiser is not able to re-let the space.
23. Exhibits are admitted to the Exhibition, and shall remain there, solely on strict compliance with these Terms and Conditions. The Organisers reserve the right to prohibit in whole or in part and reject any Exhibitor or her/his representative in the case of failure to comply with these Terms and Conditions. There shall be no return of payment if such rejection or prohibition is deemed necessary by the Organisers.
24. Exhibits must not be removed and displays must not be dismantled either partly or in total, before closing time on the last day of the Exhibition. All exhibits and display material must be removed as soon as possible and by the time indicated.
25. These terms and conditions are governed by and construed in accordance with the laws of Victoria and all users of this Site irrevocably and unconditionally submit to the non-exclusive jurisdiction of the courts of Victoria.
26. If any of these terms and conditions should be determined to be illegal, invalid or otherwise unenforceable, it shall be severed and deleted from the terms and conditions and the remaining terms and conditions shall survive, remain in full force and effect and continue to be binding and enforceable.