



INVITATION TO PARTNER

Annual Conference & Industry Awards 2016

The major 2016 event for the complementary medicines industry

Why you should attend?

By participating in a CMA event you will gain access to the key decision makers from some of the largest complementary medicine companies as well as those in related fields. You will also learn and stay up to date with the latest industry development and have fantastic networking opportunities at CMA's Industry Awards Dinner where the cream of the industry attends.

Testimonial: *'The CMA Industry Awards sponsorship is a wonderful way to recognise the extraordinary contribution of its people and it was a delight to be able to support this fantastic celebration. And what a great night, we all had a great time and the feedback has been tremendous.'*

Lalen Dogan, Managing Director-Aker BioMarine (Industry Awards Sponsor 2013 & 2015)

Delegates likely to attend

Delegates likely to attending will include CEOs, Managing Directors, General Managers, Operations Managers, Quality Assurance Managers, Regulatory Affairs and Technical Managers, Laboratory Managers, Marketing teams, Product and Development teams and Brand Managers from the Complementary Healthcare sector. This includes suppliers, manufacturers, distributors, exporters, importers and sponsors.



Event Details

Complementary Medicines Australia (CMA) 2016 Annual Conference & Industry Awards
14th & 15th September 2016
Doltone House Jones Bay Warf, Sydney

The CMA Annual Conference is a Welcome Reception on the 14th September, one day of conferencing on the 15th September, followed by the Industry Awards Dinner.

The Industry Awards Dinner recognises and celebrates the outstanding contributions of companies and individuals to the industry. Award presentations are made throughout the evening and with plenty of fine dining, drinks and entertainment, this is a particularly great networking opportunity for sponsors, conference delegates and their guests.

It is expected that the conference will attract approximately 250 delegates, with the Industry Awards Dinner hosting close to 300 guests.

Sponsorship Opportunities - Stand out at the CMA 2016 Conference!

Gold Sponsor (One available) **SOLD**
\$25,000 plus GST

- MC to recognise sponsor at the opening and closing of each session of the conference.
- Opportunity to present at the opening of the conference (5 minutes)
- 2 x banners on stage for all presentations throughout the day of conferencing
- Four complimentary Conference registrations - this includes attendance to all plenary and breakout sessions, lunch, morning and afternoon tea
- Four complimentary tickets to the exclusive Welcome Reception
- 1 complimentary table of 10 at the Industry Awards Dinner
- Logo hyperlink from CMA website homepage to your company website
- Logo on all promotional material regarding the event, including registration website and delegate booklet
- Logo hyperlink to your website on all promotional emails regarding the event
- Logo on CMA holding slides during conference presentations
- One full page, full colour advertisement in delegate booklet (to be supplied by sponsor)
- Access to delegate list - name and company only due to privacy laws. A final list will be supplied two weeks after the event
- First opportunity to be the sponsor for the 2016 Annual Conference
- 1 x Double Exhibitor stand + coffee cart and barista
- Company logo on all delegate satchels
- 2 x company brochure inserts for all delegate satchels
- A commemorative appreciation plaque will be awarded on stage at the conference to acknowledge your sponsorship

(Please note the above is not including the Industry Awards Night)



Silver Sponsor (One available) **SOLD**

\$10,000 plus GST

- MC to recognise sponsor at the opening and closing of each session of the conference.
- 1 x banners on stage for all presentations throughout the day of conferencing
- Two complimentary Conference registrations - this includes attendance to all plenary and breakout sessions, lunch, morning and afternoon tea
- Two complimentary tickets to the exclusive Welcome Reception
- Logo hyperlink from CMA website homepage to your company website
- Logo on all promotional material regarding the event, including registration website and delegate booklet
- Logo hyperlink to your website on all promotional emails regarding the event
- Logo on CMA holding slides during conference presentations
- Access to delegate list - name and company only due to privacy laws. A final list will be supplied two weeks after the event
- Company logo on all delegate satchels and delegate name badges

(Please note the above is not including the Industry Awards Night)

Delegate Lanyard and Name Badge Sponsor (only two available) **SOLD**

\$4,000 plus GST

- Company logo printed on all delegate lanyards and name badge cards
- Exhibitor Booth (details below)
- 2 x Conference and Awards Dinner tickets
- Logo hyperlink from CMA website to your company website and on all promotional emails
- Logo on all promotional material regarding the event, including registration website and delegate booklet (dependent on timing of sponsorship agreement).
- Logo on CMA holding slides during presentations



'Delegate Drop In' Lounge Sponsor (only one available) **SOLD**

\$4,000 plus GST

An allocated area within the exhibition will provide delegates with a place to relax and Network whilst enjoying a refreshing beverage. The sponsor is invited to theme the space in accordance with their individual marketing and branding objectives.

- Naming rights to the Lounge
- Speakers Q& A sessions post presentation
- Opportunity to place promotional items within the lounge (materials to be provided by sponsor)
- Opportunity to theme the lounge area, for example provide extra furniture (funded by sponsor)
- Opportunity to display up to two free standing pull-up banners within the lounge (supplied by sponsor)
- Two conference registrations (to enable at least one member of staff from the sponsoring company, to be in attendance in the lounge area)
- Logo on all promotional material regarding the event, including registration website and delegate booklet (dependent on timing of sponsorship agreement).
- Delegate contact list including organisation, contact name and number

*This is the first time this opportunity has been available

Exhibitor Package **SOLD OUT**

\$2,250 plus GST

- 1 x Trestle table (3mx2m), clothed and skirted (white) with 2 x chairs
- 1 x Poster display board* 1170mm x 1620mm
- Electricity access
- Access to wireless internet*
- 2 x Complimentary Conference registrations, including morning tea, lunch, afternoon tea, delegate satchels and name badges
- 2 x Complimentary tickets to the Annual Industry Awards Dinner
- Listing on exhibitors' page in Conference program (logo)
- Your company logo displayed on CMA's website
- A passport system is in place to ensure all delegates visit your booth
- Discounted rate for delegate bag inserts (\$250 plus GST)
- Additional full conference registrations for your company at CMA Early Bird Member rates

*On request only



Morning or Afternoon Tea Sponsor (only two available)

\$2,000 plus GST

- Recognition and acknowledgement on audio visual and during sponsored session
- One (1) satchel insert (supplied by sponsor by the advised deadlines, lightweight and no larger than A4 size).
- One (1) quarter, A4 page, portrait, company advertisement in the conference handbook (artwork to be supplied by sponsor by the advised deadlines).
- Full delegate list, with name, organisation and phone number (subject to permission of delegate)

Speaker Sponsorship (likely up to eight)

\$3,000 plus GST

- One complimentary Conference registration - this includes access to all plenary and breakout sessions, lunch, morning and afternoon tea
- Attendance by one representative at the exclusive Welcome Reception
- Acknowledgment as the speakers sponsor before their presentation
- Written acknowledgment as the speakers sponsor in the program, delegate handbook and website
- Logo hyperlink from CMA website to your company website and on all promotional emails
- Logo on all promotional material regarding the event, including registration website and delegate booklet (dependent on timing of sponsorship agreement).

Pad and Pen (Sponsor to supply pad and pen – one only) **SOLD**

\$1,000 plus GST

- Logo hyperlink from CMA website to your company website
- Logo on all promotional material regarding the event, including registration website and delegate booklet
- Logo hyperlink to your website on all promotional emails for the event
- Logo on CMA holding slides during presentations

Delegate Pack Flyer Insert (Sponsor to supply A4 flyer – average of 10 companies)

\$550 plus GST

- A4 flyer/brochure inserted into delegate bag or booklet
- Logo hyperlink from CMA website to your company website
- Logo on CMA holding slides during presentations



Industry Awards Dinner Sponsorship-Let your Company Shine

Industry Awards Partnership **SOLD**

\$25,000 plus GST

- Exclusive naming rights to the Annual Industry Awards Dinner
- Verbal acknowledgement as the Industry Awards Sponsor during opening and closing of event
- Two seats on the head table at the Industry Awards Dinner
- Written acknowledgement as the Industry Awards Sponsor on all promotional material
- Two additional complimentary Industry Awards tickets
- Two complimentary registrations to the 2016 Annual Conference. This includes all sessions, food and beverages during the event
- Two nights complimentary accommodation at the Conference hotel (1 night per person)
- Opportunity to display your company signage on the stage during dinner
- Your company logo on relevant pages of the CMA website with a hyperlink to your company website
- Your company logo on all promotional material regarding the event, including registration website and delegate booklet
- Your company logo on all promotional emails for the Awards Dinner with a hyperlink to your company website
- Your company logo on CMA holding slides during the Awards Dinner
- One full page, full colour advertisement in the Conference delegate booklet
- Access to delegate list - name and company only due to privacy laws. A final list will be provided two weeks after the event.

Welcome Reception (One available) **SOLD**

\$5,000 plus GST

Includes sponsorship of drinks, canapés and venue

- One complimentary ticket to the conference & dinner
- Two complimentary tickets to the welcome reception
- Logo hyperlink from CMA website to your company website on all promotional materials for the conference
- Company banners/branding during event
- Acknowledgment as sponsor on welcome speech
- Opportunity to design a corporate cocktail (sponsor to supply)
- Opportunity to speak at welcome reception
- Opportunity to gather attendees contact details (this activity is up to the sponsor)

Individual Award Sponsorship (eight available) **ONE SOLD**

\$3,000 plus GST



- Naming rights to the chosen award category
- Option to choose which award is sponsored (where available)
- Two tickets to the Industry Awards dinner
- Verbal acknowledgement as the award sponsor during the presentation of the award
- Your company logo on relevant pages of the CMA website with a hyperlink to your company website (reciprocal website links with CMA).
- Your company logo on CMA holding slides during event
- Access to delegate list - name and company only.

Table drop (one available) **SOLD**

\$1,500 plus GST

- Opportunity to place one or two gifts/products on each attended tables during the Industry Awards dinner
- Verbal acknowledgement as the table drop sponsor during the presentation of the award
- Two tickets to Industry Awards dinner

Tailor your own opportunity!

CMA is committed to working with our conference supporters to maximize return on investment. In addition to the listed sponsorship opportunities we would be more than happy to discuss a tailor made package to suit your needs, so please don't hesitate to contact us.

Become a CMA Corporate Partner?

If you are interested in becoming a corporate partner of CMA providing you 12 months exposure/promotion of your company to all CMA members and non members, please contact Chelsea van Zyl at CMA on email Chelsea.vanZyl@Cmaustralia.org.au or (02) 6260 4022.

If you are interested in any of our Industry Awards or Conference packages and would like to discuss your options, please contact Chelsea van Zyl at CMA on email Chelsea.vanZyl@cmaaustralia.org.au or (02) 6260 4022.

What Next?

To get involved you will need to:

- read the terms and conditions
- complete the application form
- pay a deposit of 50% of the total fee which must accompany the application form. Full payment is required on receipt of a tax invoice.

Exhibition Kit and Contract

Once a completed application form and payment has been received, CMA will send a comprehensive exhibition kit and contract to each exhibitor. The kit will include all information in relation to setting-up your display as well as details of logistics at the venue and forms for services such as telephone and internet access.

Trade Exhibition Schedule

TBA

How to Apply for Exhibition Space

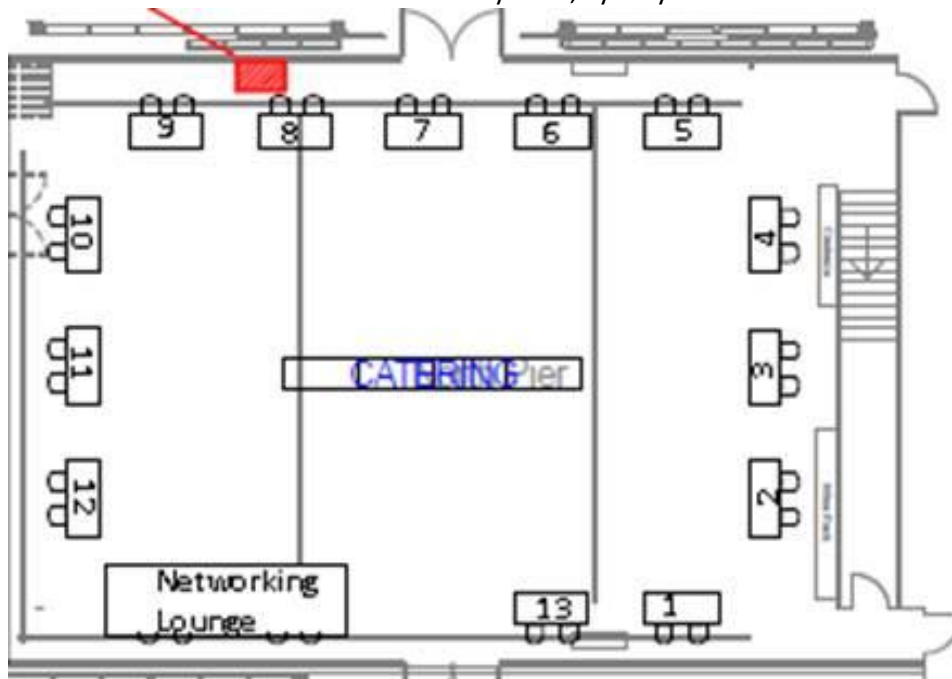
Please reserve your stand by completing the application form on page 8, indicating your three choices of stand location in order of preference. Forward your application form and a 50% deposit to Chelsea van Zyl at the CMA on Chelsea.vanZyl@cmaustralia.org.au or fax it to 02 6260 4122.

Please note:

- Stand preferences will be allocated on a first-come, first-served basis.
- Multiple stands may be booked

We look forward to working with you to maximise your business opportunities at the Conference.

Exhibition Floor Plan- Doltone House Jones Bay Warf, Sydney



APPLICATION FOR SPONSORSHIP/EXHIBITION SPACE

Please return the completed form to:

Complementary Medicines Australia (CMA) PO Box 450, Mawson ACT 2607

E-mail: Chelsea.vanZyl@cmaustralia.org.au

Telephone: (02) 6260 4022

Facsimile: (02) 6260 4122

SPONSORSHIP/EXHIBITION DETAILS

Company Name: _____

Contact Person: _____

Names to appear on name badges: _____

Please note any dietary requirements: _____

Position: _____

Company Address: _____

State: _____ Postcode: _____

Email: _____ Telephone: _____

Brief Outline of Proposed Exhibition: _____

Category Prices (all prices quoted are in AUD and are exclusive of GST)

I wish to register for:

☐ Exhibition Booth (\$2,250 AUD) Total Number of Booths _____

Preferred Location 1____ 2____ 3____

☐ Yes I would like to provide a prize for the return of completed passports

Description of Prize _____



☐ Satchel Inserts (brochure of promotional product) (\$550 non exhibitor, \$250 exhibitor)

Sponsorship of:

☐ I understand that space for the exhibitor booth will be allocated strictly in accordance with date of receipt of application and payment, and that sponsors' exhibition stands will be allocated first. Deposits not paid within 30 days of application will result in the space being made available for re-sale. CMA will forward a confirmation letter to confirm the allocated stand space.

PAYMENT

☐ Enclosed are our cheque/credit card details for 50% of the cost of the stand.

Please make cheques payable to: **Complementary Medicines Australia**

or

Debit my credit card: ☐ MasterCard ☐ Visa ☐ Amex

Credit Card No: Expiry Date: /

Amount \$ _____

Name on Card: _____

Signature: _____

Please Note Credit Card Surcharges:

Mastercard and Visa-1.4%

Amex- 3.3%

Or electronic transfer:

Account Name: Complementary Medicines Australia

BSB: 082 902

Acct #: 838 991 602

Reference: National Conference

Sponsor and Exhibitor Terms and Conditions

1. All information contained in this document is current at time of production - please check www.cmaustralia.org.au or contact the Conference secretariat for updated information.
2. CMA reserves the right to make changes to any and all packages without prior notice.
3. Applications will be processed strictly in order of receipt.
4. Incorporation of corporate logo on relevant materials, including websites, will only take place once payment has been made.
5. Supply of logos of appropriate size and quality to allow reproduction is the sole responsibility of the sponsor.
6. CMA reserves the right to refuse any partner and/or exhibitor application at its discretion.
7. Cancellations must be received in writing by COB 30 August 2016. There will be no refunds made after this date. Refunds will incur an administration fee of 5% for each application.
8. Inclusion in Conference marketing collateral, delegate handbooks and other hard copy materials is subject to confirmation of partnership and receipt of logo prior to printing deadline. If confirmation is received after the printing deadline, the partner logo will be included on the website only.
9. All promotional items, delegate gifts, advertisements, satchel inserts, prizes and give aways must be sent to CMA for approval by COB 1 September 2016 - partners remain liable for their goods.
10. Exhibitors must not use staples, screws, nails, bolts, glue or paint on their poster board or table displays. If damage occurs from the use of any of these products or the means attributed to the exhibitors, they will be liable for the costs and will be invoiced for any repairs required.
11. **Insurance:** CMA and the venue shall be indemnified and held harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss, injury, damage arising to any person or equipment throughout the duration of the exhibition, including set up and dismantle times. Therefore please ensure that your insurance will cover your involvement in this exhibition.
12. **Set up:** Exhibitors are responsible for transport, set up and dismantling of their own equipment and displays. All deliveries/collections will be via Dolton House loading dock, and must be clearly labelled.
13. **Storage:** There is limited storage space for crates or boxes, which can be utilised only by prior arrangement with the venue. All deliveries/collections will be via the Doltone House, Sydney Loading Dock, these items must be clearly labelled and will be moved directly to the Foyer for exhibitor access. Please do not send your items any earlier than 1 day before the event.
14. **Booth allocation:** Allocation of stands will be on a 'first-in, first-served' basis. To secure your booking, please complete the registration form and return it together with your deposit as soon as possible. Every effort will be made to allocate your 1st,



2nd or 3rd choice of booth, but there is no guarantee if those booths have already been sold.