

23-24

**OCTOBER 2021  
HILTON HOTEL**

**ADELAIDE**

SPONSORSHIP  
& EXHIBITION  
PROSPECTUS

 **CONFERENCE**





# CONTENTS

|   |    |
|---|----|
| <b>WELCOME</b> .....                                    | 3  |
| <b>THE VENUE</b> .....                                  | 4  |
| Dates .....   | 4  |
| <b>SPONSORSHIP PACKAGES</b>                             |    |
| Major Sponsor .....                                     | 5  |
| Platinum Sponsor .....                                  | 6  |
| Gold Sponsor .....                                      | 7  |
| Silver Sponsor .....                                    | 8  |
| Dinner Sponsor .....                                    | 9  |
| Bronze Sponsor .....                                    | 10 |
| Conference Handbook Sponsor .....                       | 11 |
| Virtual Insert .....                                    | 11 |
| <b>EXHIBITION</b> .....                                 | 12 |
| Exhibition Floor Plan .....                             | 13 |
| Exhibition Options .....                                | 14 |
| Exhibition Booking Form .....                           | 16 |
| Sponsorship Booking Form .....                          | 17 |
| Sponsorship and Exhibition Payment Conditions .....     | 18 |
| Sponsorship and Exhibition Terms and Conditions .....   | 19 |
| Sponsorship and Exhibition Insurance Requirements ..... | 20 |

# ACA CONFERENCE 2021

23-24 October 2021  
Hilton Hotel  
Adelaide

The ACA Conference 2021 is an educational event that is primarily aimed at chiropractors. With extensive sponsorship opportunities and a large trade display, the ACA Conference 2021 will enable your organisation to showcase your products and services at what is Australia's leading Chiropractic professional conference.

Don't miss out on being involved with the ACA Conference 2021 in this unequalled opportunity for your organisation.

**SPONSORSHIP OPPORTUNITIES** ..... 5

**EXHIBITION OPPORTUNITIES** ..... 12



# THE VENUE

The ACA Conference 2021 will be held at the Hilton Hotel Adelaide 233 Victoria Square, Adelaide, SA, 5000.

Set in the heart of Adelaide city overlooking Victoria Square, Hilton Adelaide guests can explore Adelaide's Central Market which is located next door, and around the corner you will find Chinatown and Gouger Street; Adelaide's largest restaurant precinct. Or you can catch a tram from directly outside the hotel to Glenelg Beach, which is a 20-minute ride away.

## **DATES**

### **FRIDAY 22 OCTOBER**

- Exhibition Bump In

### **SATURDAY 23 OCTOBER**

- Conference Day One  
- Association Dinner

### **SUNDAY 24 OCTOBER**

- Conference Day Two  
- Exhibition Bump Out  
- Closing Ceremony

Dates and times in this prospectus are a guide only.  
Exact bump in/out times will be confirmed closer to the event date.

# MAJOR SPONSOR



\$22,000

## EXCLUSIVE

As the sole Major Sponsor of the ACA Conference 2021, your organisation will be the primary partner receiving the highest level of exposure and recognition during the event. We will work alongside you to provide the greatest opportunities at the conference that will attract the leaders in the chiropractic profession.

- Recognition as the Major Sponsor on the sponsor's page of the conference website, with company logo and hyperlink to your website.
- Recognition as the Major Sponsor with company logo on the conference promotional information
- Recognition as the Major Sponsor on the conference signage in the main registration area at the venue.
- Verbal acknowledgement as the Major Sponsor during the Opening Ceremony.
- Opportunity for a representative from your organisation to make a 5 minute presentation at the Opening Ceremony on Day 1.
- Full page advertisement in the delegate handbook (artwork supplied by the sponsor)
- Acknowledgement as Major Sponsor with company logo on the front cover of the delegate handbook.
- Four complimentary exhibitor registrations – this includes daily catering and access to conference sessions.
- Four complimentary Association dinner tickets for Saturday night 23 October 2021
- To help with our carbon footprint the ACA conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
- One 6 x 2 exhibition booth located in a prominent position.




# PLATINUM SPONSOR

\$17,000

## ONE AVAILABLE

Platinum Sponsorship extends the opportunity to be a major contributor to the ACA Conference 2021. As part of this fantastic package is an exhibition booth, as well as a variety of pre and post advertising opportunities. This unique marketing opportunity will enable you to meet the decision makers and promote your organisation during the forum through the following entitlements.

- 
- Recognition as the Platinum Sponsor on the sponsor's page of the Conference website, with company logo and hyperlink to your website.
  - Recognition as the Platinum Sponsor with company logo on the Conference promotional information (excluding delegate satchel).
  - Recognition as the Platinum Sponsor on the Conference signage in the main registration area at the venue.
  - Verbal acknowledgement as the Platinum Sponsor during the Opening Ceremony.
  - Opportunity for a representative from your organisation to make a 5 minute presentation to delegates during the course of the conference at the discretion of the ACA.
  - Full page advertisement in the delegate handbook (artwork supplied by the sponsor).
  - Acknowledgement as Platinum Sponsor with company logo on the front cover of the delegate handbook.
  - Two complimentary exhibitor registrations – this includes daily catering and access to conference sessions.
  - Two complimentary Association dinner tickets for Saturday night 23 October 2021.
  - To help with our carbon footprint the ACA conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
  - One 6 x 2 exhibition booth located in a prominent position.



# GOLD SPONSOR

# \$11,000

## ONE AVAILABLE

Included in this great package is the opportunity to sponsor the ACA Conference 2021 Welcome Drinks. This social event offers the opportunity to bring together delegates and exhibitors in an informal networking setting. Your organisation will have this unique opportunity to extend your brand of hospitality during the Conference through the following entitlements.

- Recognition as the Gold Sponsor on the sponsor's page of the Conference website with company logo and hyperlink to your website.
- Recognition as the Gold Sponsor with company logo on the Conference promotional information (excluding delegate satchel).
- Recognition as the Gold Sponsor on the Conference signage in the main registration area at the venue.
- Verbal acknowledgement as the Gold Sponsor during the Opening Ceremony.
- Opportunity for a representative from your organisation to make a 5 minute presentation to delegates at the Welcome Drinks.
- Full page advertisement in the delegate handbook (artwork supplied by the sponsor).
- Acknowledgement as Gold sponsor with company logo on the front cover of the delegate handbook.
- Two complimentary exhibitor registration – this includes daily catering and access to conference sessions.
- Two complimentary Association dinner tickets for Saturday night 23 October 2021.
- To help with our carbon footprint the ACA conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
- One 6 x 2 exhibition booth located in a prominent position.



# SILVER SPONSOR

\$8,000

## ONE AVAILABLE

Silver Sponsorship extends the opportunity to be a major contributor to the ACA Conference 2021. As part of this fantastic package is an exhibition booth as well as a variety of pre and post advertising opportunities. This unique marketing opportunity will enable you to meet the decision makers and promote your organisation during the forum through the following entitlements.

- Recognition as the Silver Sponsor on the sponsor's page of the Conference website with company logo and hyperlink to your website.
- Recognition as the Silver Sponsor with company logo on the Conference promotional information (excluding delegate satchel).
- Recognition as the Silver Sponsor on the Conference signage in the main registration area at the venue.
- Verbal acknowledgement as the Silver Sponsor during the Opening Ceremony.
- Opportunity for a representative from your organisation to make a 5 minute presentation to delegates during the Conference at the discretion of ACA.
- Full page advertisement in the delegate handbook (artwork supplied by the sponsor)
- Acknowledgement as Silver sponsor with company logo on the front cover of the delegate handbook.
- One complimentary exhibitor registration – this includes daily catering and access to conference sessions.
- Two complimentary Association dinner tickets for Saturday night 23 October, 2021.
- To help with our carbon footprint the ACA conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
- One 3 x 2 exhibition booth located in a prominent position.





# DINNER SPONSOR

\$12,000

## ONE AVAILABLE

The Association Dinner will be the highlight of the ACA Conference 2021. This is a unique opportunity to associate your organisation with the leaders in the chiropractic profession. This will also provide an outstanding opportunity to network with over 100 conference delegates from all areas of the profession.

- Recognition as the Dinner Sponsor on the sponsor's page of the Conference website with company logo and hyperlink to your website.
- Acknowledgement as the official sponsor of the Association Dinner in the delegate handbook.
- Recognition as the Dinner Sponsor on the Conference signage in the main registration area at the venue.
- Verbal acknowledgement as the Dinner Sponsor during the Opening Ceremony.
- Opportunity for a representative from your organisation to make a 5 minute address to delegates during the Association Dinner.
- Full page advertisement in the delegate handbook (artwork supplied by the sponsor).
- Acknowledgement as Dinner sponsor with company logo on the front cover of the delegate handbook.
- Two complimentary exhibitor registrations – this includes daily catering and access to conference sessions.
- Four complimentary Association dinner tickets for Saturday night 23 October 2021.
- To help with our carbon footprint the ACA conference 2021 will offer a virtual bag, which means company flyers will be emailed to attendees prior to the event.
- One 3 x 2 exhibition booth located in a prominent position.




# BRONZE SPONSOR

\$5,500

## **SESSION SPONSOR 3 AVAILABLE**

By electing to sponsor a session of one of the three conference streams, your organisation will receive the highest level of exposure and recognition through the following entitlements.

- 
- Recognition as a Bronze Sponsor on the sponsor's page of the Conference website with company logo and hyperlink to your website.
  - Recognition as a Bronze Sponsor on the Conference signage in the main registration area at the venue.
  - One ½ page advertisement in the main conference program (artwork supplied by the sponsor – ad will be placed where best suited).
  - One complimentary exhibitor registration – this includes daily catering (including access to conference sessions).
  - To help with our carbon footprint the ACA conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
  - One 3 x 2 exhibition booth located in a prominent position.

# CONFERENCE HANDBOOK SPONSOR

## \$1,000

The Conference Handbook is a key reference tool for delegates during the conference, containing important information including speaker information, exhibitor listings, venue maps and the timetable.

Every delegate will receive a printed copy of the conference handbook upon registration. As the exclusive sponsor of the handbook you will receive the following benefits:

- Recognition as the Handbook Sponsor on the sponsor's page of the Conference website with company logo and hyperlink to your website.
- Your logo displayed in the Conference Handbook.
- Recognition as the Handbook Sponsor on the Conference signage in the main registration area at the venue.
- One ½ page advertisement in the main conference program (artwork supplied by the sponsor – ad will be placed where best suited).

# VIRTUAL INSERT

## \$400

- To help with our carbon footprint the ACA Conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
- Booking deadline is 30 August 2021.



# EXHIBITION

A feature of the ACA Conference 2021 is the networking that takes place several times each day within the exhibition area.

The exhibition will be held in the Gallery on Level 1 for the entire conference, commencing with bump-in on Friday 22 October and closing on Sunday 24 October 2021, giving exhibitors the unique opportunity to market, advertise and promote to Australia's chiropractic profession attending the event.

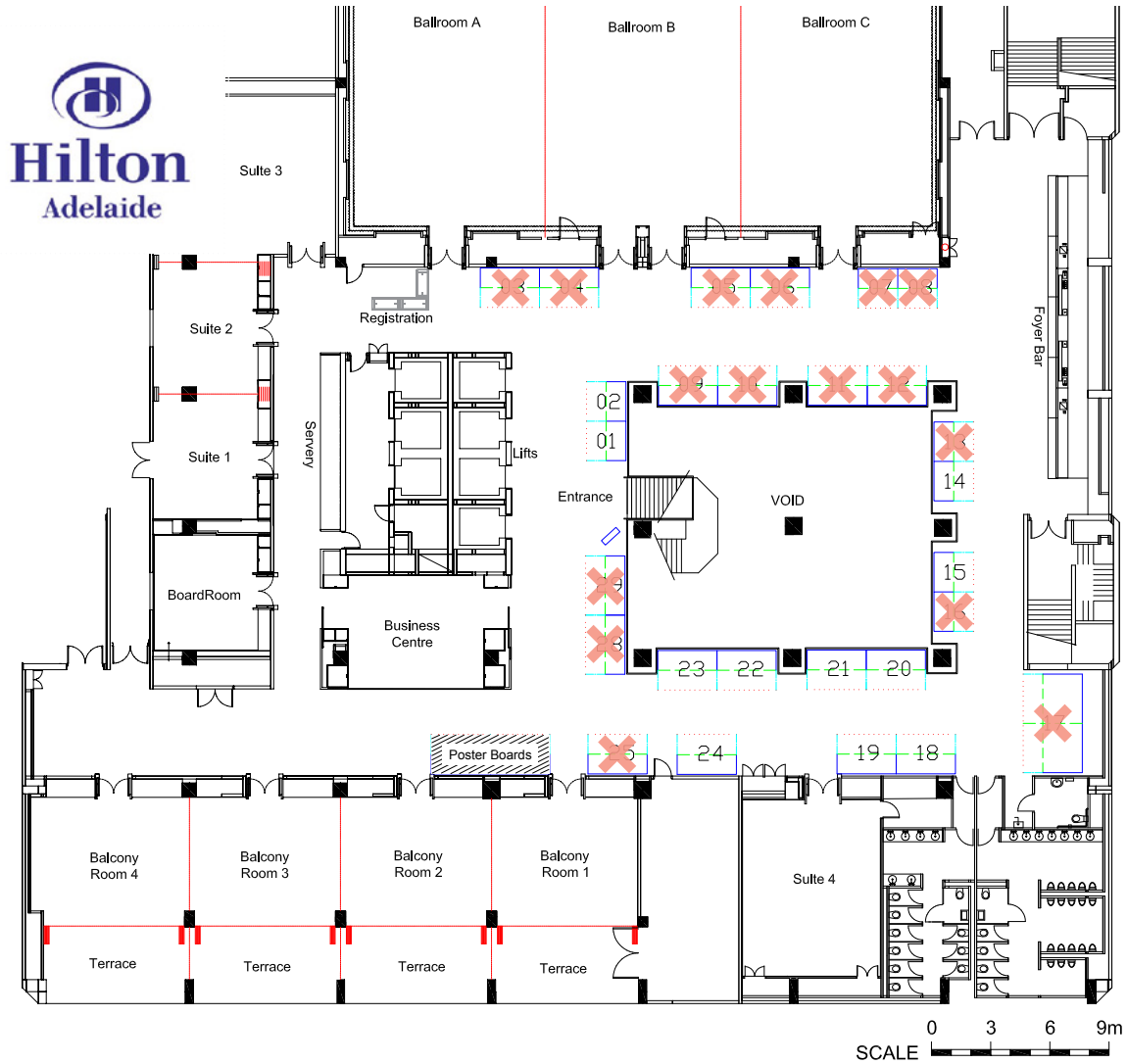
## EXHIBITION HOURS\*

Saturday 23 October.....7.00am -5.00pm  
Sunday 24 October.....7.30am -2.30pm

Morning tea Sat/Sun.....10.30am-11.00am  
Lunch Saturday.....12.00pm -1.00pm  
Lunch Sunday.....1.30pm- 2.30pm  
Afternoon tea Saturday.....3.00pm-3.30pm

\*The above times are a guide only and will be confirmed closer to the conference date.

To maximise trade representative and delegate interaction, the Saturday and Sunday lunches and all refreshment breaks, including arrival tea/coffee, during the conference period will be served in the exhibition area along with the Friday night welcome drinks.



2m x 2m booths are numbers - 1,2,7,8,13,14,15,16

3m x 2m booths are numbers - 3,4, 5,6,9,10,11,12,18,19,20,21,22,23,24,25,26,27



# EXHIBITION OPTIONS

## **SINGLE BOOTH 3X2**

**\$2,845.00**

Inclusions:

- White Octanorm booth 3m x 2m x 2.5m with white melamine infill panels.
- Fascia signage – Digital print fascia sign featuring white lettering on single colour.
- One spotlight mounted onto fascia board.
- One 240V/4amp general purpose outlet.
- Exhibitor listing within the delegate handbook.
- To help with our carbon footprint the ACA Conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
- Single Booth - Catering for 1 staff member.



## **SINGLE BOOTH 2X2**

**\$2,625.00**

Inclusions:

- White Octanorm booth 2m x 2m x 2.5m with white melamine infill panels.
- Fascia signage – Digital print fascia sign featuring white lettering on single colour.
- One spotlight mounted onto fascia board.
- One 240V/4amp general purpose outlet.
- Exhibitor listing within the delegate handbook.
- To help with our carbon footprint the ACA Conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
- Single Booth - Catering for 1 staff member.

Exhibition spaces are limited and do book out. To ensure your opportunity to exhibit, book in early for the ACA Conference 2021.

## **EQUIPMENT HIRE**

Furniture is available for hire through Adelaide Expo Hire.

## DOUBLE BOOTH 6X2

**\$4,055.00**

### Inclusions:

- White Octanorm booth 6m x 2m x 2.5m high white melamine infill panels.
- Fascia signage – Digital print fascia sign featuring white lettering on single colour.
- Two spotlights mounted onto fascia board.
- One 240V/4amp general purpose outlet.
- Exhibitor listing within the delegate handbook.
- To help with our carbon footprint the ACA Conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
- Double Booth - Catering for 2 staff members.

## DOUBLE BOOTH 4X2

**\$3,875.00**

### Inclusions:

- White Octanorm booth 4m x 2m x 2.5m high white melamine infill panels.
- Fascia signage – Digital print fascia sign featuring white lettering on single colour.
- Two spotlights mounted onto fascia board.
- One 240V/4amp general purpose outlet.
- Exhibitor listing within the delegate handbook.
- To help with our carbon footprint the ACA Conference 2021 will offer a virtual bag which means company flyers will be emailed to attendees prior to the event.
- Double Booth - Catering for 2 staff members.

## HOW TO BOOK A BOOTH

To become an exhibitor simply complete the form over the page and return to ACA Limited by email [events@chiro.org.au](mailto:events@chiro.org.au) or post to PO Box 255, Parramatta, NSW, 2124

## EXHIBITOR DETAILS

Organisation name: \_\_\_\_\_  
Contact name: \_\_\_\_\_  
Postal address: \_\_\_\_\_  
Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

## EXHIBITOR OPTIONS

- SINGLE BOOTH** (3m x 2m) @ \$2,845.00 or  
 **SINGLE BOOTH** (2m x 2m) @ \$2625.00

**Booth number preference:**

Please indicate two booth numbers from the exhibition floor plan (on page 13) in order of preference.

1.  2.

- DOUBLE BOOTH** (6m x 2m) @ \$4,055.00 or  
 **DOUBLE BOOTH** (4m x 2m) @ \$3,875.00

**Booth number preference:**

Please indicate two booth numbers from the exhibition floor plan (on page 13) in order of preference.

1.  2.

- I/we understand that space will be allocated strictly in accordance with the date of application and payment, and that sponsors' booths will be allocated first. Deposits or full payments not made with the application will not be accepted by ACA Limited.
- Enclosed are our credit card details for 50% of the booth.
- Enclosed are our credit card details for full cost of the booth.

## PAYMENT

**PAYMENT BY MASTERCARD/VISA**

Please complete the 2021 Annual Conference Exhibition and Booking Form via the link below:

[bit.ly/ConferencePaymentForm](https://bit.ly/ConferencePaymentForm)

**PAYMENT BY ELECTRONIC FUNDS TRANSFER (EFT)**

If you would like to make your payment by EFT please make a direct deposit to:

Account name: Australian Chiropractors Association  
BSB number: 062 589  
Account number: 1084 8463  
Reference: Organisation Name (eg: Jo Blogs Ltd)

**PLEASE RETURN THIS FORM VIA**

Email: [events@chiro.org.au](mailto:events@chiro.org.au)  
Post: Australian Chiropractors Association  
PO Box 255 Parramatta NSW 2124

*For all enquiries, email Debbie Kelly at [events@chiro.org.au](mailto:events@chiro.org.au) or phone 02 8844 0415.*



## SPONSORSHIP BOOKING FORM

Complete the form below to express your interest in taking out a sponsorship at the ACA Annual Conference. Forms can be returned by email or post (see Contact Us) or phone the Events Coordinator, Debbie Kelly on (02) 8844 0415.




### COMPANY DETAILS


Organisation name: \_\_\_\_\_  
Contact name: \_\_\_\_\_  
Postal address: \_\_\_\_\_  
Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

### COMPANY DETAILS

- Major Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver sponsor
- Dinner Sponsor
- Bronze Sponsor
- Conference Handbook Sponsor
- Exhibition booth (Booking form on page 16)

### COMPANY DETAILS

-  PO Box 255  
Parramatta NSW 2124
-  (02) 8844 0415 – phone
-  [events@chiro.org.au](mailto:events@chiro.org.au)



# SPONSORSHIP AND EXHIBITION PAYMENT CONDITIONS

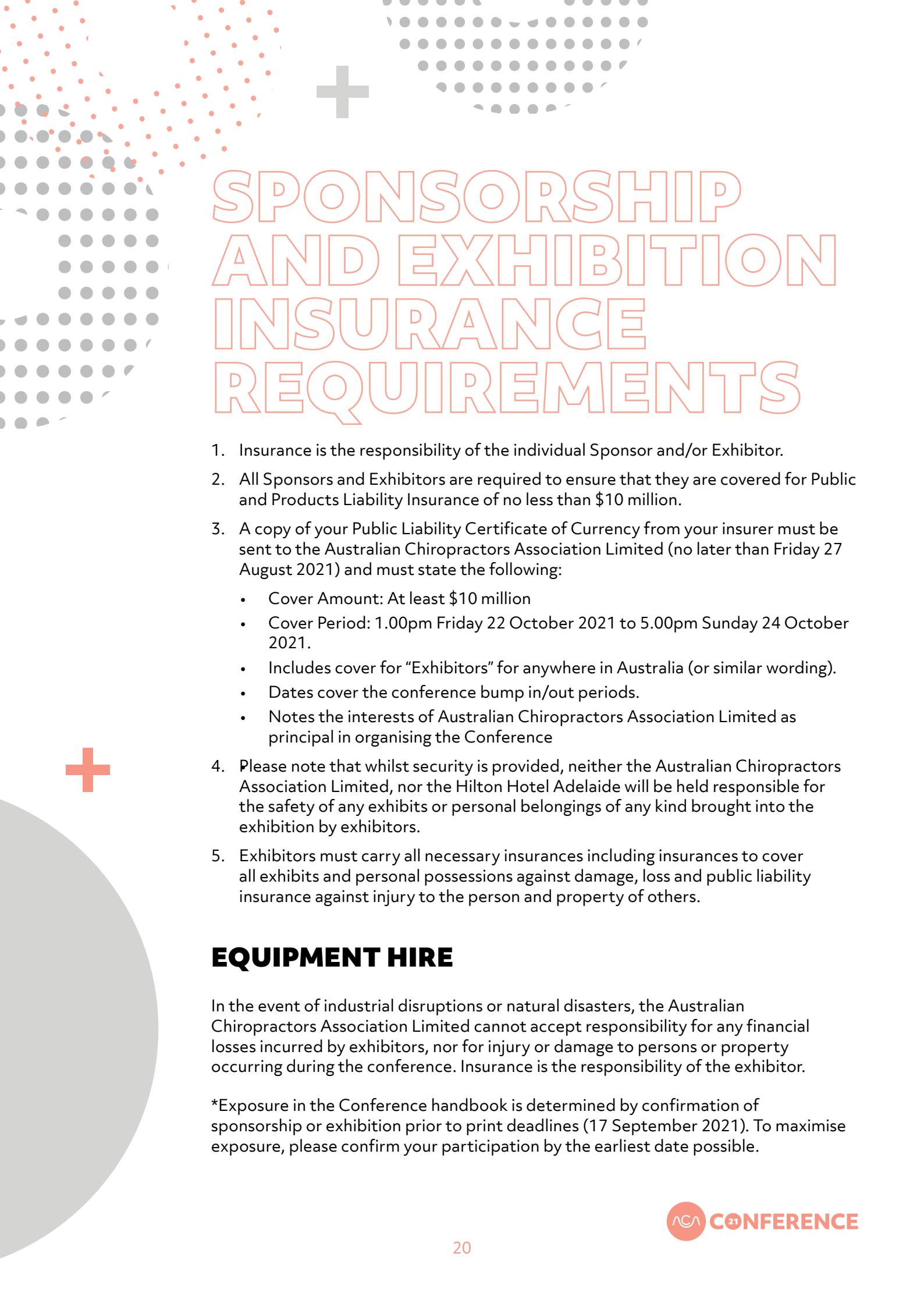
These conditions have been effected for the mutual benefit of the chiropractic profession, associated sponsor and exhibition companies, supporting venue and staging organisations and the Australian Chiropractors Association Limited. We appreciate your compliance with these terms.

- 
1. All prices in this document are inclusive of GST.
  2. The Sponsorship and Exhibition Booths will be allocated strictly in accordance with the date of receipt of application form and payment.
  3. A 50% deposit is required and must be sent with the application form. The balance for Exhibition Booths is to be paid no later than the 30 June 2021. A letter of confirmation will be provided, together with a Tax Invoice for the full amount payable.
  4. Sponsorship is to be paid in full upon application. A letter of confirmation will be provided, together with a Tax Invoice for the full amount payable.
  5. Exhibitors must abide by the rules of the Hilton Hotel Adelaide. Bump-in and Bump-out times must be strictly adhered to.
  6. Full payment must be received prior to the event. No Sponsor or Exhibitor will be allowed to participate until full payment has been received by the due dates.
  7. Should you wish to make a direct deposit please see page 16 for details.
  8. Should cancellation of the conference be instigated by the ACA Limited, all monies paid by a Sponsor or Exhibitor will be refunded plus a 5% penalty fee.
  9. Should a Sponsor or Exhibitor cancel prior to the 30 June 2021, a service fee of 50% will apply. No refunds on Sponsorships and Exhibition will be made for cancellation after this date.
  10. ACA Limited reserves the right of refusal of any application and no reason will be offered in the event that this occurs.

# SPONSORSHIP AND EXHIBITION TERMS AND CONDITIONS

These conditions have been effected for the mutual benefit of the chiropractic profession, associated sponsor and exhibition companies, supporting venue and staging organisations and the Australian Chiropractors Association Limited. We appreciate your compliance with these terms.

1. No sub-letting/sharing of booths or display stand space is permitted.
2. Equipment emanating higher than reasonable noise levels must be identified and approved prior to acceptance by the ACA Limited.
3. Sponsors and Exhibitors will respect the rights of fellow exhibitors and maintain appropriate care of the property of the Hilton Hotel Adelaide and Adelaide Expo Hire
4. No promotional material may be distributed (eg on seats in educational presentation areas) or displayed outside of the booth without permission by ACA Limited.
5. No individual exhibitor may instigate external or cross promotion relating to chiropractic or chiropractors during the period of the conference without consultation and permission by ACA Limited.
6. Sponsors and Exhibitors are responsible for providing all their requirements ie banners, promotional material and other material within the timelines outlined in this prospectus.
7. Sponsors and Exhibitors are responsible for the security of all their equipment and materials while at the forum.
8. The event organiser, ACA Limited and the venue, Hilton Hotel Adelaide, will not be held liable for damage or loss of goods or equipment while at the conference.
9. Whilst every care is taken in the program content/structure, the event organiser, ACA Limited, reserves the right to alter/substitute components to the event as deemed appropriate.



# SPONSORSHIP AND EXHIBITION INSURANCE REQUIREMENTS

1. Insurance is the responsibility of the individual Sponsor and/or Exhibitor.
2. All Sponsors and Exhibitors are required to ensure that they are covered for Public and Products Liability Insurance of no less than \$10 million.
3. A copy of your Public Liability Certificate of Currency from your insurer must be sent to the Australian Chiropractors Association Limited (no later than Friday 27 August 2021) and must state the following:
  - Cover Amount: At least \$10 million
  - Cover Period: 1.00pm Friday 22 October 2021 to 5.00pm Sunday 24 October 2021.
  - Includes cover for “Exhibitors” for anywhere in Australia (or similar wording).
  - Dates cover the conference bump in/out periods.
  - Notes the interests of Australian Chiropractors Association Limited as principal in organising the Conference
4. Please note that whilst security is provided, neither the Australian Chiropractors Association Limited, nor the Hilton Hotel Adelaide will be held responsible for the safety of any exhibits or personal belongings of any kind brought into the exhibition by exhibitors.
5. Exhibitors must carry all necessary insurances including insurances to cover all exhibits and personal possessions against damage, loss and public liability insurance against injury to the person and property of others.

## EQUIPMENT HIRE

In the event of industrial disruptions or natural disasters, the Australian Chiropractors Association Limited cannot accept responsibility for any financial losses incurred by exhibitors, nor for injury or damage to persons or property occurring during the conference. Insurance is the responsibility of the exhibitor.

\*Exposure in the Conference handbook is determined by confirmation of sponsorship or exhibition prior to print deadlines (17 September 2021). To maximise exposure, please confirm your participation by the earliest date possible.