



# 17TH WFC BIENNIAL CONGRESS

11-14 OCTOBER 2023

BUSINESS EVENTS  
**GOLDCOAST.**

IT'S LIVE!  
*in Queensland*

BUSINESS EVENTS AUSTRALIA



## SPONSORSHIP AND EXHIBITION PROSPECTUS







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# WELCOME

The Gold Coast offers an unrivalled blend of world class conferencing and down-to-earth hospitality. From the sun-kissed location to internationally acclaimed hotels, modern venues and creative spaces, Australia's beachside city is the perfect destination to inspire fresh ideas and connections to last a lifetime.

With over 1,000 delegates from around the world expected to attend this fantastic location add in extensive sponsorship opportunities and a large trade display, with all meal breaks being held in the exhibition hall, 17th WFC Congress will enable your organisation to showcase your products and services to chiropractors worldwide.

Don't miss out on being involved with the 17th WFC Congress in this unequalled opportunity for your organisation.

Book now to secure your place at 17th WFC Congress.



# THE VENUE

17th WFC Congress will be held at  
**Gold Coast Convention and Exhibition Centre,**  
2684-2690 Gold Coast Hwy, Broadbeach Queensland, Australia.

Located in the heart of Broadbeach, you can embrace the unrivalled energy of the Gold Coast, where beautiful sandy beaches, ancient rainforests, thrilling theme parks, and a vibrant dining and cultural scene come to life.

## DATES

### **Wednesday 11 October 2023**

Exhibition bump in  
Delegate registration  
Welcome Reception

### **Thursday 12 October 2023**

Conference Day 1  
Casual Dinner Sea World

### **Friday 13 October 2023**

Conference Day 2

### **Saturday 14 October 2023**

Conference Day 3  
Gala Dinner Gold Coast  
Convention Centre  
Exhibition bump out

*\*Times in this prospectus are a guide only.*

*\*Exact bump in/out times will be confirmed closer to the event date.*



# SPONSORSHIP OPPORTUNITIES

A feature of the 17th WFC Congress is the networking that takes place several times each day within the exhibition area.

The exhibition will be held in Arena 2 for the entire congress, commencing with bump-in on Wednesday 11 October 2023 and closing on Saturday 14 October 2023, giving exhibitors the unique opportunity to market, advertise and promote to the chiropractic profession attending the event.

To maximise trade representative and delegate interaction, all lunches and refreshment breaks, including arrival tea/coffee, during the congress period will be served in the exhibition area along with the Wednesday night welcome reception.

	Sponsorship Options									Exhibition Options	
	Premier	Platinum	Gold	Silver	Casual Dinner <b>SOLD</b>	Gala Dinner	Welcome Reception	Congress	Lanyard <b>SOLD</b>	Exhibition Booth Single	Exhibition Booth Double
Price AUD incl. GST	AUD \$60,000	AUD \$35,000	AUD \$17,000	AUD \$10,000	AUD \$15,000	AUD \$15,000	AUD \$8,000	AUD \$5,500	AUD \$3,000	AUD \$4,000	AUD \$6,500
Available Opportunities	1	3	4	6	1	1	1	1	1	23	8
Exhibition Area (metres)	6x3	3x3	3x3	3x3	3x3	3x3	-	-	-	3x3	6x3
Complimentary Delegate Registration	4	3	2	1	1	1	-	-	-	-	-
Complimentary Gala Dinner Registration	2	1	1	1	-	2	-	-	-	-	-
Complimentary Casual Dinner Registration	2	1	-	-	2	-	-	-	-	-	-
Sponsorship of 1 Lunch (1st come, 1st served)	Included	Included	-	-	-	-	-	-	-	-	-
Sponsorship of 1 am or pm break (1st come, 1st served)	Included	Included	-	-	-	-	-	-	-	-	-
Recognition – Conference Website	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo	Hyperlinked Logo
Recognition – Conference Programme	Logo on Front/Back Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	-	-
Recognition – Conference Signage	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	-	-
Recognition – Pre-Conference Promotion	Logo	Logo								-	
Recognition – Pre-Conference Acknowledgement	Logo	Logo								-	
Advertisement in Conference Programme	Full Page	Half Page	Quarter Page	Sixth Page	Half Page	Half Page	Sixth Page	Sixth Page	Sixth Page	-	
E-Brochure Insert	Included	Included	Included	Included	Included	Included	Included	Included	Included	Included	Included

## E-Brochure Insert – AUD \$600.00

To help with our carbon footprint brochures will be emailed to attendees prior to the event.

**Booking deadline is 30 August 2023.**

# EXHIBITION FLOOR PLAN

## Inclusions: Single Booth

- Booth 3m x 3m x 2.4m with light grey infill panels.
- Fascia signage
- Two energy efficient spotlights.
- One 240V/4amp general purpose outlet.
- To help with our carbon footprint the congress 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
- Extra staff on booth AUD \$500.00

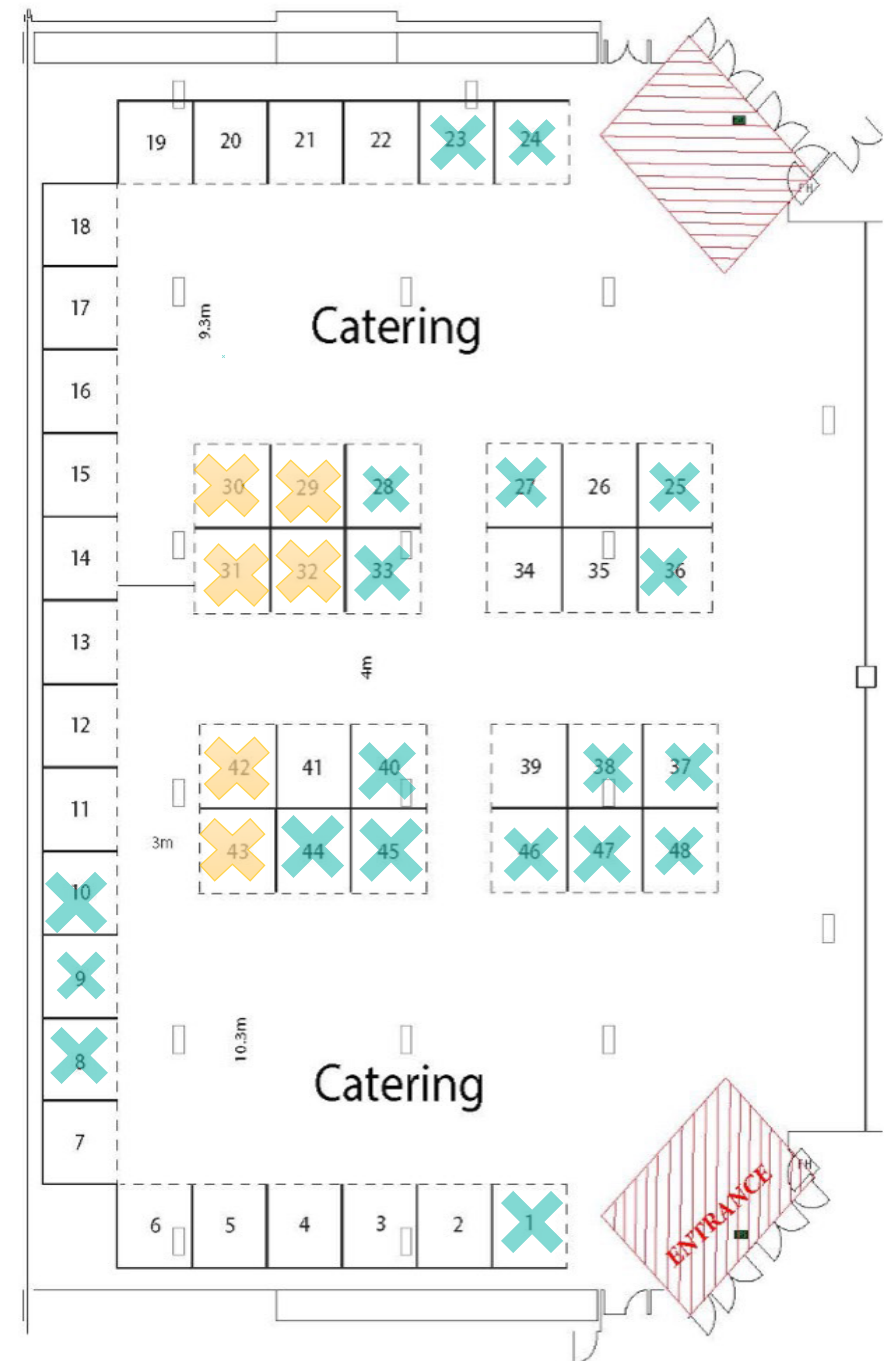
## Inclusions: Double Booth

- Booth 6m x 3m x 2.4m high with light grey infill panels.
- Fascia signage
- Two energy efficient spotlights
- One 240V/4amp general purpose outlet.
- To help with our carbon footprint the congress 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.
- Extra staff on booth AUD \$500.00

\* Catering locations may vary to floor plan shown

## EQUIPMENT HIRE

Furniture is available for hire through Pyramid Displays. They will contact exhibitors closer to the event for your requirements.



# EXHIBITION BOOKING FORM

## EXHIBITOR DETAILS

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

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

Postal address: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

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

Website: \_\_\_\_\_

## EXHIBITOR OPTIONS

☐ **SINGLE BOOTH** (3m x 3m) @ AUD \$4,000.00

### Booth number preference:

Please indicate two booth numbers from the exhibition floor plan (on page 6) in order of preference.

1.  2.

**DOUBLE BOOTH** (6m x 3m) @ AUD \$6,500.00

### Booth number preference:

Please indicate two booth numbers from the exhibition floor plan (on page 6) 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/WFC.

☐ 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 17th WFC Congress Exhibition and Booking Form via the link below:

[bit.ly/WFCPaymentForm](http://bit.ly/WFCPaymentForm)

### PAYMENT BY ELECTRONIC FUNDS TRANSFER (EFT)

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

#### Australian Exhibitors/Sponsors:

Account name: Australian Chiropractors Association

BSB number: 062 589

Account number: 1084 8463

Reference: Organisation name (eg. ACA Limited)

#### International Exhibitors/Sponsors:

Bank name: Commonwealth Bank of Australia

Account name: Australian Chiropractors Association Limited

BIC/SWIFT Code: CTBAU2S

Account Number: 06260110107117

**Please return this form via email to ACA Events Coordinator,  
Debbie Kelly [events@chiro.org.au](mailto:events@chiro.org.au)**

# SPONSORSHIP BOOKING FORM

Complete the form below to express your interest in taking out sponsorship at 17th WFC Congress 2023. Forms can be returned by email to ACA Events Coordinator, Debbie Kelly [events@chiro.org.au](mailto:events@chiro.org.au)

## COMPANY DETAILS

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

**Please return this form via email to  
ACA Events Coordinator, Debbie Kelly**  
[events@chiro.org.au](mailto:events@chiro.org.au)

For all enquiries, email ACA Events Coordinator Debbie Kelly at [events@chiro.org.au](mailto:events@chiro.org.au) or phone +61 2 8844 0415

## SPONSORSHIP OPTION

- ☐ Premier Sponsor
- ☐ Platinum Sponsor
- ☐ Gold Sponsor
- ☐ Silver Sponsor
- ☐ Casual Dinner Sponsor
- ☐ Gala Dinner Sponsor
- ☐ Welcome Reception Sponsor
- ☐ Congress Sponsor
- ☐ Lanyard Sponsor
- ☐ Exhibition Booth (booking form on page 7)



# 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, World Federation of Chiropractic and the Australian Chiropractors Association Limited. We appreciate your compliance with these terms.

1. All prices in this document are in Australian Dollars (AUD) and 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 2023. 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 sponsorship agreement will be provided, together with a Tax Invoice for the full amount payable.
5. Exhibitors must abide by the rules of the Gold Coast Convention and Exhibition Centre. Bump-in and Bump-out times must be strictly adhered to.
6. 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 7 for details.
8. Should cancellation of the congress be instigated by WFC and ACA Limited, all monies paid by a Sponsor or Exhibitor will be refunded.
9. Should a Sponsor or Exhibitor cancel prior to the 30 June 2023, a service fee of 50% will apply. No refunds on Sponsorships and Exhibition will be made for cancellation after this date.
10. WFC and 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

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 WFC and ACA Limited.
3. Sponsors and Exhibitors will respect the rights of fellow exhibitors and maintain appropriate care of the property of the Gold Coast Convention Centre and Pyramid Displays.
4. No promotional material may be distributed (eg on seats in educational presentation areas) or displayed outside of the booth without permission by WFC and ACA Limited.
5. No individual exhibitor may instigate external or cross promotion relating to chiropractic or chiropractors during the period of the congress without consultation and permission by WFC and 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, WFC and ACA Limited and the venue, Gold Coast Convention Centre, 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, WFC and 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 AUD \$10 million.
3. A copy of your Public Liability Certificate of Currency from your insurer must be carried with you at the event and must state the following:
  - Cover Amount: At least AUD \$10 million
  - Cover Period: 1.00pm Wednesday 11 October 2023 to 5.00pm Saturday 14 October 2023.
  - Includes cover for “Exhibitors” for anywhere in Australia (or similar wording).
4. Please note that whilst security is provided, neither the World Federation of Chiropractic, Australian Chiropractors Association Limited, nor the Gold Coast Convention and Exhibition Centre 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.
  - Dates cover the congress bump in/out periods.
  - Notes the interests of World Federation of Chiropractic and Australian Chiropractors Association Limited as principal in organising the congress.

## **Additional notes**

In the event of industrial disruptions or natural disasters, the World Federation of Chiropractic and 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 congress. Insurance is the responsibility of the exhibitor.