

# 2024 International Conference of Acupuncture sponsor and exhibitor package

11 -13 OCTOBER 2024 / LONDON, UK

	Sponsor					Exhibitor	
	Title sponsor	Premium sponsor	Gold sponsor	Standard sponsor	Friendly sponsor	Premium Exhibitor	Standard Exhibitor
	TBB 1 package available	£5,500 1 package available	£3,000 2-3 package available	£1,000 package available subject to availability	£500	£2,300 package available subject to availability	£ 1,500 package available subject to availability
<b>Social/email promotion</b>							
Social media channels (Facebook)	Yes weekly	Yes every 2 weeks	Yes monthly	Yes	Yes	Yes	Yes
Weekly e-news emails (ATCM members only)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>(e-)Publication promotion</b>							
Logo on conference promo pages in online magazine	Yes	Yes	Yes	name only	-	Yes	name only
ATCM e-Journal	2 Full important page advertisement	Full important page advertisement	Full page advertisement	Half page advertisement	-	Full page advertisement	Half page advertisement
Event leaflet promo	ultra-premium size logo	premium size logo	gold size logo	standard size logo	-	gold size logo	standard size logo
<b>Event Website promotion</b>							
Logo, bio and reciprocal link on sponsor page	Yes 100-word company bio	Yes 80-word company bio	Yes 50-word company bio	Yes 30-word company bio	-	Yes 50-word company bio	Yes 30-word company bio
Advertorial post on News page	Yes – 4 posts	Yes – 3 posts	Yes – 2 posts	Yes – 1 post	Yes – 1 Thank you post	Yes – 2 posts	Yes – 1 post
<b>Event day promotion</b>							
Logo on front cover of digital delegate handbook	Yes double standard logo size with premium location	Yes Standard logo size with premium location	Yes Standard logo size	-	-	Yes Standard logo size	-

Logo, bio and reciprocal link in digital delegate handbook	Yes	Yes	Yes	Yes	-	Yes	Yes
Logo on schedule of the day	Yes, front cover	Yes, back cover	-	-	-	-	-
Logo in printed programme handout	Yes	Yes	Yes	Yes	-	Yes	Yes
Advert in digital handbook (A4)	2 Full central pages	Full important page	Full page	Half page	-	Full page	Half page
Logo on event pop-up banners	Yes	Yes	Yes	-	-	-	-
Inclusion in sponsor thank you	Yes Highlighted	Yes Highlighted	Yes	Yes	Yes	-	-
Exhibition area (standard space: 3m*2m)	premium with stall frame (6m*2m)	premium only tables (6m*2m)	standard only tables (3m*2m)	-	-	standard with stall frame (3m*2m)	standard only tables (3m*2m)
Complementary gala dinner tickets	3	2	-	-	-	-	-
<b>Room branding</b>							
Video adverts rolling display on event LED screen	premium	premium	standard	standard	-	premium	standard
Poster for entrance	2	1	-	-	-	-	-

### Additional packages

Price of additional packages to be negotiated if combining with another package.

	Advert in digital handbook	Free standing banner – two-day display	Exhibition Stall frame
	Quarter page: £150 Half page: £275 Full page: £400	£500	3m*2m: £1000 6m*2m: £1500
	Subject to availability, combined prices available on request	Subject to availability	Subject to availability
<b>Event day promotion</b>			
Advert in digital handbook	Yes	-	-
Freestanding company banner	-	Yes	-
Exhibition stall frame	-	-	Yes
Complimentary tickets	-	-	-

### *Ticket add-ons*

In addition to the tickets included in your package if you require further tickets, or would like to attend the gala dinner, these can be added to your invoice or purchased later subject to availability. Details of all the prices will be available on our event page when tickets launch.

If you have any queries, please contact Jessie Wang to discuss the sponsorship opportunities further - [info@atcm.co.uk](mailto:info@atcm.co.uk) | +44 (0) 208 759 6611.

# Sponsor package

## Title sponsor package – *one package available*

### Terms of agreement

- Title sponsor at 2024 International Conference of Acupuncture;
- Total investment: **to be bidding**.
- Programmed plenary session at a date and time allocated by the event organisers;
- Details and payment terms to be discussed and confirmed;
- Promotion of involvement in event to begin once ATCM has received a signed contract;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies;
- All benefits to be redeemed prior to end of contract on **30 October 2024**.

### Conference benefits

#### **Your company logo to be prominently featured throughout our marketing campaign:**

- Weekly promoted as the Title sponsor across select ATCM social media channels; \*\*
- On selected weekly member e-news emails sent to members;
- Ultra-premium size logo with the conference name on the event leaflet. \*\*\*

#### **ATCM online magazine:**

- Ultra-premium size logo featured on conference promotional articles. \*\*\*

#### **ATCM Journal:**

- 2 Full important page advertisement. \*/\*\*

#### **Website promotion, event website & ATCM website:**

- Featured on the event's sponsors page alongside a 100-word company profile and reciprocal link;
- Provide content for four advertorial posts on News page. These will remain on the News section for one month and promoted in ATCM weekly member e-news emails during this period. Max 400 words, which can be a traditional blog on a specific topic or used to promote an event/training course/product. Advertising guidelines apply.  
\*/\*\*

#### **At the conference:**

- Double standard size logo prominently displayed on front cover of digital delegate handbook; \*\*\*

- Logo, company profile and reciprocal link included within digital delegate handbook; \*\*\*
- Logo on front cover of schedule of the day; \*\*\*
- Logo on front cover and inside the printed booklet at event; \*\*\*
- 2 x Full central page advert included in the digital handbook; \*\*/\*\*
- Logo on event pop-up banners displayed around event; \*\*\*
- Special thank you on each day of the conference in the welcome/closing part;
- Premium exhibition area (6m\*2m) – stalls and tables in a prime location;
- 3 Gala dinner tickets
- 4 x pop-up banners to advert own product; \*\*
- Prime video adverts rolling display on event LED screen; \*\*/\*\*
- 2 x posters on the entrance wall; \*\*/\*\*

## Premium sponsor package - *one package available*

### Terms of agreement

- Premium sponsor at 2024 International Conference of Acupuncture;
- Total investment: £5,500
- Programmed plenary session at a date and time allocated by the event organisers;
- Details and payment terms to be discussed and confirmed;
- Promotion of involvement in event to begin once ATCM has received a signed contract;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies;
- All benefits to be redeemed prior to end of contract on **30 October 2024**.

### Conference benefits

#### **Your company logo to be featured throughout our marketing campaign:**

- Every 2 weeks promoted as the premium sponsor across select ATCM social media channels; \*\*
- On selected weekly member e-news emails sent to members;
- Premium size logo on the event leaflet. \*\*\*

#### **ATCM online magazine:**

- Premium size logo featured on conference promotional articles. \*\*\*

#### **ATCM Journal:**

- Full important page advertisement. \*\*/\*\*

#### **Website promotion, event website & ATCM website:**

- Featured on the event's sponsors page alongside an 80-word company profile and reciprocal link;
- Provide content for three advertorial posts on News page. These will remain on the News section for one month and promoted in ATCM weekly member e-news emails during this period. Max 400 words, which can be a traditional blog on a specific topic or used to promote an event/training course/product. Advertising guidelines apply. \*/\*\*

#### **At the conference:**

- Standard size logo displayed on front cover of digital delegate handbook with premium location; \*\*\*
- Logo, company profile and reciprocal link included within digital delegate handbook; \*\*\*
- Logo on back cover of schedule of the day; \*\*\*
- Logo on front cover and inside the printed booklet at event; \*\*\*
- Full important page advert included in the digital handbook; \*\*/\*\*
- Logo on event pop-up banners displayed around event; \*\*\*
- Special thank you on each day of the conference in the welcome/closing part;
- Premium exhibition area (6m\*2m) – tables in a prime location;
- 2 x Gala dinner tickets
- 3 x pop-up banners to advert own product; \*\*
- Prime video adverts rolling display on event LED screen; \*/\*\*
- 1 x posters on the entrance wall; \*\*/\*\*

### **Gold sponsor package – *two to three package available***

#### **Terms of agreement**

- Gold sponsor at 2024 International Conference of Acupuncture;
- Total investment: £3,000
- Programmed plenary session at a date and time allocated by the event organisers;
- Details and payment terms to be discussed and confirmed;
- Promotion of involvement in event to begin once ATCM has received a signed contract;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies;
- All benefits to be redeemed prior to end of contract on **30 October 2024**.

#### **Conference benefits**

**Your company logo to be featured throughout our marketing campaign:**

- Monthly promoted as the gold sponsor across select ATCM social media channels; \*\*
- On selected weekly member e-news emails sent to members;
- Gold size logo on the event leaflet. \*\*\*

#### **ATCM online magazine:**

- Logo featured on conference promotional articles. \*\*\*

#### **ATCM Journal:**

- Full page advertisement. \*/\*\*

#### **Website promotion, event website & ATCM website:**

- Featured on the event's sponsors page alongside a 50-word company profile and reciprocal link;
- Provide content for two advertorial posts on News page. These will remain on the News section for one month and promoted in ATCM weekly member e-news emails during this period. Max 400 words, which can be a traditional blog on a specific topic or used to promote an event/training course/product. Advertising guidelines apply. \*/\*\*

#### **At the conference:**

- Standard size logo displayed on front cover of digital delegate handbook; \*\*\*
- Logo, company profile and reciprocal link included within digital delegate handbook; \*\*\*
- Logo inside the printed booklet at event; \*\*\*
- Full page advert included in the digital handbook; \*\*/\*\*\*
- Logo on event pop-up banners displayed around event; \*\*\*
- Included in the sponsor thank you on each day of the conference;
- Standard exhibition area (3m\*2m) – only with tables;
- 2 x pop-up banners to advert own product; \*\*
- Standard video adverts rolling display on event LED screen; \*/\*\*

### **Standard sponsor package** - *package available subject to availability*

#### **Terms of agreement**

- Standard sponsor at 2024 International Conference of Acupuncture;
- Total investment: £1,000
- Programmed plenary session at a date and time allocated by the event organisers;
- Details and payment terms to be discussed and confirmed;
- Promotion of involvement in event to begin once ATCM has received a signed contract;

- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies;
- All benefits to be redeemed prior to end of contract on **30 October 2024**.

## Conference benefits

### Your company logo to be featured throughout our marketing campaign:

- Promoted as the sponsor across select ATCM social media channels; \*\*
- On selected weekly member e-news emails sent to members;
- Standard size logo on the event leaflet. \*\*\*

### ATCM online magazine:

- Name featured on conference promotional articles. \*\*\*

### ATCM Journal:

- Half page advertisement. \*/\*\*

### Website promotion, event website & ATCM website:

- Featured on the event's sponsors page alongside a 30-word company profile and reciprocal link;
- Provide content for one advertorial posts on News page. These will remain on the News section for one month and promoted in ATCM weekly member e-news emails during this period. Max 400 words, which can be a traditional blog on a specific topic or used to promote an event/training course/product. Advertising guidelines apply. \*/\*\*

### At the conference:

- Logo, company profile and reciprocal link included within digital delegate handbook; \*\*\*
- Logo inside the printed booklet at event; \*\*\*
- Half page advert included in the digital handbook; \*\*/\*\*\*
- Included in the sponsor thank you on each day of the conference;
- 1 x pop-up banners to advert own product; \*\*
- Standard video adverts rolling display on event LED screen; \*/\*\*

## Friendly sponsor - *package available subject to availability*

### Terms of agreement

- Friendly sponsor at 2024 International Conference of Acupuncture;
- Total investment: £500



- Programmed plenary session at a date and time allocated by the event organisers;
- Details and payment terms to be discussed and confirmed;
- Promotion of involvement in event to begin once ATCM has received a signed contract;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies;
- All benefits to be redeemed prior to end of contract on **30 October 2024**.

## Conference benefits

### **Thank you throughout our marketing campaign:**

- Thank as the friendly sponsor across select ATCM social media channels; \*\*
- Thank as the friendly sponsor on selected weekly member e-news emails sent to members;

### **Website promotion, event website & ATCM website:**

- Featured on the event's sponsors page with your name;

### **At the conference:**

- Included in the sponsor thank you on each day of the conference;

# Exhibitor package

## Premium exhibitor package - *package available subject to availability*

### Terms of agreement

- Premium exhibitor at 2024 International Conference of Acupuncture;
- Total investment: £2,300
- Programmed plenary session at a date and time allocated by the event organisers;
- Details and payment terms to be discussed and confirmed;
- Promotion of involvement in event to begin once ATCM has received a signed contract;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies;
- All benefits to be redeemed prior to end of contract on **30 October 2024**.

### Conference benefits

#### **Your company logo to be featured throughout our marketing campaign:**

- Promoted as the premium exhibitor across select ATCM social media channels; \*\*
- On selected weekly member e-news emails sent to members;
- Gold size logo on the event leaflet. \*\*\*

#### **ATCM online magazine:**

- Logo featured on conference promotional articles. \*\*\*

#### **ATCM Journal:**

- Full page advertisement. \*/\*\*

#### **Website promotion, event website & ATCM website:**

- Featured on the event's exhibitor page alongside a 50-word company profile and reciprocal link;
- Provide content for two advertorial posts on News page. These will remain on the News section for one month and promoted in ATCM weekly member e-news emails during this period. Max 400 words, which can be a traditional blog on a specific topic or used to promote an event/training course/product. Advertising guidelines apply.  
\*/\*\*

#### **At the conference:**

- Standard size logo displayed on front cover of digital delegate handbook; \*\*\*

- Logo, company profile and reciprocal link included within digital delegate handbook; \*\*\*
- Logo inside the printed booklet at event; \*\*\*
- Full page advert included in the digital handbook; \*\*/\*\*\*
- Standard exhibition area (3m\*2m) – stalls and tables in a prime location;
- 2 x pop-up banners to advert own product; \*\*
- Premium video adverts rolling display on event LED screen; \*/\*\*

## Standard exhibitor package - *package available subject to availability*

### Terms of agreement

- Standard exhibitor at 2024 International Conference of Acupuncture;
- Total investment: £1,500
- Programmed plenary session at a date and time allocated by the event organisers;
- Details and payment terms to be discussed and confirmed;
- Promotion of involvement in event to begin once ATCM has received a signed contract;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies;
- All benefits to be redeemed prior to end of contract on **30 October 2024**.

### Conference benefits

#### **Your company logo to be featured throughout our marketing campaign:**

- Promoted as the exhibitor across select ATCM social media channels; \*\*
- On selected weekly member e-news emails sent to members;
- Standard size logo on the event leaflet. \*\*\*

#### **ATCM online magazine:**

- Name featured on conference promotional articles. \*\*\*

#### **ATCM Journal:**

- Half page advertisement. \*/\*\*

#### **Website promotion, event website & ATCM website:**

- Featured on the event's exhibitor page alongside a 30-word company profile and reciprocal link;
- Provide content for one advertorial posts on News page. These will remain on the News section for one month and promoted in ATCM weekly member e-news emails during this period. Max 400 words, which can be a traditional blog on a specific topic

or used to promote an event/training course/product. Advertising guidelines apply.  
\*/\*\*

#### **At the conference:**

- Logo, company profile and reciprocal link included within digital delegate handbook; \*\*\*
- Logo inside the printed booklet at event; \*\*\*
- Half page advert included in the digital handbook; \*\*/\*\*\*
- Standard exhibition area (3m\*2m) – only with tables;
- 1 x pop-up banners to advert own product; \*\*
- Standard video adverts rolling display on event LED screen; \*/\*\*

#### **Advert in digital handbook** - *package available subject to availability*

##### **Terms of agreement**

- Advert included in the digital handbook for 2024 International Conference of Acupuncture; \*/\*\*
- Contract must be signed, and artwork sent in by Wednesday 11<sup>th</sup> September for guaranteed inclusion;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies.

Option 1: Quarter page: £150\*\*\*

Option 2: Half page: £275\*\*\*

Option 3: Full page: £400\*\*\*

#### **Freestanding company banner** - *package available subject to availability*

##### **Terms of agreement:**

- Display one freestanding company banner for two days at 2024 International Conference of Acupuncture;
- Total investment: £500;
- Delivery and pick-up of banner to be arranged by the sponsor;
- Delivery details will be confirmed by the ATCM;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies.

## Exhibition Stall frame - *package available subject to availability*

### Terms of agreement

- Exhibition stall frame in exhibition area for 2024 International Conference of Acupuncture; \*/\*\*
- Contract must be signed by Friday 30<sup>th</sup>, August for guaranteed inclusion;
- All perspective sponsors, exhibitors and advertisers will go through a vetting process, to ensure that the organisation aligns with both ATCM and WFAS standards and policies.

Option 1: 3m\*2m: £1,000\*\*\*

Option 2: 6m\*2m: £1,500\*\*\*

\*Details to be pre-approved by the ATCM and/or WFAS

\*\*Artwork to be provided by sponsor

\*\*\* Combined prices available on request