

SAR/ RCMI PolyU 2024 conference

23-25 MAY, 2024 | Hong Kong SAR, China

Call for Sponsorships!

Bridging the Two Worlds: Engaging Traditional Chinese Medicine in Modern Health Care

Co-hosted by: *The Society for Acupuncture Research (SAR) and Research Centre for Chinese Medicine Innovation (RCMI) of The Hong Kong Polytechnic University*

ABOUT SAR/ RCMI PolyU Conference

RCMI and SAR will be jointly organizing an upcoming conference with the Research Centre for Chinese Medicine Innovation (RCMI) of the Hong Kong Polytechnic University on 23-25 MAY, 2024.

RCMI was established in October 2021 as a university-level platform to facilitate impactful interdisciplinary research at The Hong Kong Polytechnic University. At present, RCMI has three main research directions: namely Management of Metabolic Syndrome and Liver Disease, Women's Health, and Integrative Solutions for Physical Wellness. RCMI is committed to foster inter-disciplinary and translational research for developing novel drugs, new treatment protocol and program based on TCM practices for application in the clinical setting or community. We will also provide consultancy services to different stakeholders in TCM quality control, TCM-based drug discovery and development, as well as treatment protocol for enhancing physical wellness for the benefit of the community. Collectively, our center provides support and leadership in bringing Chinese medicine innovations into clinical practice and relevant policy to promote safer use and good practice of Chinese medicine.

SAR, is a non-for-profit organization based in the United States of America. Co-founded by Patricia Culliton, Hannah Bradford, and Stephen Birch in 1993, began several years earlier as an informal group (the Committee for Acupuncture Research) to discuss methodological concerns in acupuncture research. SAR is currently guided by Co-Presidents Rick Harris, PhD, and Jun Mao, MD, with a total of 14 board members.

The SAR / RCMI PolyU 2024 conference, **“Bridging the Two Worlds: Engaging Traditional Chinese Medicine in Modern Health Care”** will present a platform wherein researchers from various healthcare professionals and disciplines can share, explore, and develop novel research hypotheses and strategies for acupuncture and Traditional Chinese Medicine (TCM). The primary objective of this conference is to construct a robust bridge between the East and West, with the aim of advancing the scientific understanding and evidence-based clinical applications of acupuncture and Traditional Chinese Medicine (TCM). Our goal is to enhance patient outcomes and optimize health care delivery through this integration. We seek to build bridges between basic mechanisms and precision clinical medicine, as well as ancient wisdom (e.g. personalized therapies) and modern technology (e.g. Artificial Intelligence). This fusion will not only honor the rich heritage of TCM but also pave the way for its evolution in the modern health care landscape.

This conference will include not only acupuncture research, but will also include Chinese Herbal Medicine, Qigong, and related mind-body research. During the conference, we will present the current studies, discuss both limitations and opportunities, to improve the rigor of these investigations to strengthen the

evidence base.

At previous conferences, SAR's attendees have openly appreciated the opportunity to learn about new resources provided by sponsors & exhibitors, and past supporters have expressed their enthusiasm about the connections made as a result of their presence at SAR's conference.

The conference will provide numerous opportunities for sponsor visibility and engagement throughout the conference program.

SAR/RCMI PolyU Conference Attendees Include:

- Researchers
- Chinese Medicine Practitioners
- Allied Health Professions
- Educators
- Undergraduate and Post-graduate Students
- Policy Makers
- Industry Representatives
- Others who share an interest in acupuncture research and Traditional Chinese Medicine

Prior Conference Sponsors Include:

- Acupuncture supply and device companies
- Herbal companies
- Journals related to the field of acupuncture and complementary medicine
- Acupuncture-related associations and organizations
- Colleges and universities with alternative health programs
- And more...

Sponsorship Benefits

MAY 23-25, 2024 | Hong Kong, CHINA

Bridging the Two Worlds: Engaging Traditional Chinese Medicine in Modern Health Care

Research Centre for Chinese Medicine Innovation | www.polyu.edu.hk/rcmi/

Society for Acupuncture Research | www.AcupunctureResearch.org

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EXHIBIT SPACE is limited and spaces will be assigned on a first-come, first-served basis.

All onsite sponsorship levels receive these General Benefits:

- ✓ Dedicated time throughout the Program for networking with attendees during the conference
- ✓ Company name on presentation in conference lecture theater
- ✓ Inclusion of company name on the Sponsor sign placed prominently at the event
- ✓ Recognition in promotional materials sent in advance of the conference
- ✓ Recognition in logistics emails sent to registrants prior to the event
- ✓ Logo on SAR's conference website
- ✓ One piece insert in attendees' conference tote bag

CRANE US \$2,000/HK\$15,640

Receives General Benefits, plus...

- ✓ One attendee for complimentary attendance at sessions, breaks and poster board receptions
- ✓ One table for exhibit (exhibit space is limited so reserve your space early!)
- ✓ 1/4-page B&W display ad in the Conference Program (deadline for inclusion: April 30, 2024)

TIGER US \$3,500/HK\$27,370

Receives General Benefits, plus...

- ✓ Two attendees for complimentary attendances at sessions, breaks and conference Gala Dinner, plus poster board receptions
- ✓ One tables for exhibit (exhibit space is limited so reserve your space early!)
- ✓ Inclusion of company logo on the Sponsor sign placed prominently at the event
- ✓ 1/2-page B&W display ad in the Conference Program (deadline for inclusion: April 30, 2024)

QUESTIONS? CONTACT:

Ms Eva Liu

eva-shuhua.liu@polyu.edu.hk; tel. (+852) 3400 3879

Sponsorship Benefits

MAY 23-25, 2024 | Hong Kong, CHINA

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Society for Acupuncture Research | www.AcupunctureResearch.org

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DRAGON US \$5,000/HK\$39,100

Receives General Benefits, plus...

- ✓ Sponsorship of Conference Breaks, with company's name listed as the function sponsor in the program and on the function sign onsite
- ✓ Up to three attendees for complimentary attendances at sessions, breaks and conference Gala Dinner, plus poster board receptions
- ✓ One table for exhibit (exhibit space is limited so reserve your space early!)
- ✓ Inclusion of company logo on the Sponsor sign placed prominently at the event
- ✓ Company Logo included on conference Tote Bags
- ✓ 1-page B&W display ad in the Conference Program (deadline for inclusion: April 30, 2024)

Heron US \$7,500/HK\$58,650

Receives General Benefits, plus...

- ✓ Sponsorship of one Poster Reception, with company's name & logo listed as the function sponsor in the program and on the function sign onsite (TWO Heron sponsorships are available)
- ✓ Up to three complimentary attendances at sessions, breaks and conference Gala Dinner, plus poster board receptions
- ✓ One table for exhibit (exhibit space is limited so reserve your space early!)
- ✓ Company Logo included on conference Tote Bags
- ✓ Inclusion of company logo on the Sponsor sign placed prominently at the event
- ✓ 1-page B&W display ad in the Conference Program (deadline for inclusion: April 30, 2024)

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PHOENIX US \$10,000/HK\$78,200

Receives General Benefits, plus...

- ✓ Sponsorship of Friday night's Gala Dinner (THREE Phoenix Sponsorships are available)
- ✓ Up to five attendees for complimentary attendance at sessions, breaks and conference Gala Dinner for up to five attendees, plus poster board receptions
- ✓ One table for exhibit (exhibit space is limited so reserve your space early!)
- ✓ Company Logo included on conference Tote Bags
- ✓ Inclusion of company logo on the Sponsor sign placed prominently at the event
- ✓ 1-page B&W display ad in the Conference Program (deadline for inclusion: April 30, 2024)

CUSTOM SPONSORSHIPS US\$15,000/HK\$117,300 - US\$25,000/HK\$195,500 -- Please contact Ms Eva Liu to discuss a creative custom sponsorship to meet your company's goals (eva-shuhua.liu@polyu.edu.hk)

ADDITIONAL OPPORTUNITIES -- If you are unable to attend the SAR conference but want to support the event, the following opportunities are also available for visibility:

Display Ad in SAR's Conference Program Book (Display ad deadline: April 30, 2024)

½ page display ad (black & white):

US\$550/HK\$4,300

Full page display ad (black & white):

US\$850/HK\$6,650

½ page display ad (full color):

US\$750/HK\$5,865

Full page display ad (full color):

US\$1,250/HK\$9,775

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Sponsorship Benefits

Sponsorship Opportunities At-A-Glance

Sponsorship Type	Function Sponsor	Registrations Included	Exhibit Space	Display Ad in the Conference Program	General Benefits Included (from page 1)?	Additional Benefits/Recognition
Phoenix – US\$10,000/ HK\$78,200	Gala Dinner	Five, including sessions, breaks, receptions, and Gala Dinner	Yes	1-page B&W display ad	Yes	Company logo placed on conference Tote Bags and sponsor sign placed prominently at event
Heron – US\$7,500/ HK\$58,650	Poster Reception	Three, including sessions, breaks, receptions, and Gala Dinner	Yes	1-page B&W display ad	Yes	Company logo placed on conference Tote Bags and sponsor sign placed prominently at event
Dragon – US\$5,000/ HK\$39,100	Breaks	Three, including sessions, breaks, receptions, and Gala Dinner	Yes	1-page B&W display ad	Yes	Company logo placed on conference Tote Bags and sponsor sign placed prominently at event
Tiger – US\$3,500/ HK\$27,370	--	Two, including sessions, breaks, receptions, and Gala Dinner	Yes	½ page B&W display ad	Yes	Sponsor sign placed prominently at event
Crane – US\$2,000/ HK\$15,640	--	One, including sessions, breaks and receptions	Yes	¼ page B&W display ad	Yes	Sponsor sign placed prominently at event
Name Badge Lanyards – US\$1,250/ HK\$9,775	--	--	--	--	--	Sponsor sign placed prominently at event
Display Advertising in the Conference Program	--	--	--	Yes – cost depends on option selected	--	--

Schedule At-A-Glance

Dedicated Exhibitor Networking Times during the Conference Program (*exact times are subject to change*)

Thursday, May 23, 2024

3:30pm – 4:00pm; 5:30pm – 7:00pm

Friday, May 24, 2024

10:15am – 10:30am; 3:15pm – 3:30pm; 5:30pm – 6:30pm

Saturday, May 25, 2024

10:30am – 10:45am; 3:15pm – 3:30pm

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Please complete the following information to secure your institution's sponsorship at the conference.

The contact person listed below should be the person responsible for receiving information about your organization's sponsorship and/or exhibit. We will follow up with additional information based on the type of sponsorship.

Contact First Name :

Contact Last Name :

Organization's Name :

Contact's email address :

Contact's Phone :

Sponsorship selection:

Please check the sponsorships for which you are securing (note: sponsorship payments are non-refundable).

Phoenix sponsorship (US\$10,000/ HK\$78,200) *

Tiger sponsorship (US\$3,500/ HK\$27,370) *

Heron sponsorship (US\$7,500/ HK\$58,650) *

Crane sponsorship (US\$2,000/ HK\$15,640) *

Dragon sponsorship (US\$5,000/ HK\$39,100) *
HK\$9,775)

Name Badge Lanyard sponsorship (US\$1,250/

Other (_____)

Display Ad (varies – please describe: _____)

\$ _____ Total sponsorship due

Payment: Mail your payment by check made payable to:

Payee's name: INTERNATIONAL CONFERENCE CONSULTANTS LTD

Address in English: Unit C-D, 17/F, Max Share Centre, 373 King's Road, North Point, Hong Kong.

If you are interested in payment by credit card payment or bank transfer, please let us know and we will provide instruction