

**Advance your
Future with A5M**



2011 Partnership Proposal

Some Interesting Facts...

- The Anti-Ageing industry is one of the fastest growing medical specialties in the world.
- According to a report by Global Industry Analysts, the market for Anti-Ageing Medicine is predicted to have reached \$115.5 billion by mid-2010 and expected to be worth \$274.5 billion by 2013.
- Anti-Ageing Medicine is a clinical/medical specialty founded on advanced evidence-based practices for the early detection, prevention, treatment and reversal of age related dysfunction, disorders and diseases.
- Anti-Ageing Medicine focuses on a preventative approach to internal medicine, moving medical and healthcare from a 'sickness' model to a 'wellness' model.
- Many healthcare professionals are now integrating Anti-Ageing Medicine into their clinical practice and for many it is becoming their clinical specialty.
- When combined with Aesthetic Medicine, Anti-Ageing Medicine supports the integration of internal medicine with aesthetics, for best patient outcomes.

Ref: "Anti-Aging Products: A Global Market Report" published by Global Industry Analysts, Inc

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“Old age is like everything else. To make a success of it, you’ve got to start young”.
- Theodore Roosevelt

A5M & ANTI-AGEING MEDICINE: AN OVERVIEW

The AustralAsian Academy of Anti-Ageing Medicine (A5M) is part of a worldwide collective of Anti-Ageing practitioners dedicated to the advancement of therapies related to the science of Longevity (Anti-Ageing) Medicine.

Over the past 4 years, A5M has successfully brought together many elites in the industry worldwide to educate and share their knowledge in the responsible practice of Anti-Ageing Medicine. A5M is the recognized educational service provider for the Anti-Ageing industry throughout AustralAsia.

Meet the A5M Advisory Board



Bill Anton:
BSC.(HONS), PHD(HON),
ABAARM, AACNEM

Chairman, AustralAsian Academy of Anti-Ageing Medicine (A5M)

Chairman of the AustralAsian Academy of Anti-Ageing Medicine (A5M), Bill Anton is also a Scientific Advisor and Board Certified Diplomat of the American Academy of Anti-Aging Medicine (A4M). He has practiced Anti-Ageing Medicine for over 15 years and helped lead the way to raise awareness of Anti-Ageing Medicine internationally.

Bill Anton has been instrumental in establishing a number of serum, urine and saliva hormone test panels and profiles for Integrative, Functional and Anti-Ageing Medicine. He currently consults as a clinical & nutritional research biochemist for PathLab/Age Diagnostic Laboratories., and as a senior consultant for Primary Healthcare.

Serving on related Boards, Bill Anton is currently appointed to ESAAM (European Society of Anti-Ageing Medicine); the A4M Scientific Board; and the International Hormone Society. Additionally, he is a faculty member and a senior lecturer of the Anti-Ageing Fellowship Program. He has been a Senior Lecturer and Consultant in Integrative Medicine and the coordinator of the course in Anti-Ageing Medicine at Swinburne University, Graduate School of Medicine in Melbourne.



Nathan Francis:
MBBS (WA), FRACGP, MFM,
FAMAC, FACNEM, GRAD.
DIP. NUT.MED, DIP COG,
ABAARM

President, AustralAsian Academy of Anti-Ageing Medicine (A5M)

Nathan graduated from the University of WA in 1977. After completing his residency at the Royal Perth Hospital Nathan worked in a rural practice for 16 years, practising Emergency Medicine, Obstetrics and Gynaecology and Family Medicine during which time he completed his FRACGP and Dip. Aust COG

In 1995, Nathan completed his Fellowship in Acupuncture and in 1999 his Masters in Family Medicine.

He then realised that “conventional” medicine was not providing the answers for many of his patients. Subsequently, Nathan attended his first Anti-Ageing Medicine seminar in 1999 and his first A4M Conference in Singapore in 2000.

Nathan followed on to complete is Graduate Diploma in Nutrition Medicine and the Fellowship with the Australian College of Nutritional and Environmental Medicine. He opened a dedicated clinic to Anti-Ageing Medicine in 2006 and has now successfully become Board Certified in Anti-Ageing Medicine



Robert Goldman:
MD, PhD, DO, FAASP

Chairman, World Anti-Aging Academy of Medicine([WAAAM](#)) Chairman, American Academy of Anti-Aging Medicine([A4M](#)) Advisory Board Member, AustralAsian Academy of Anti-Ageing Medicine

The driving force behind the Anti-Ageing Medicine movement since 1997, Dr Bob Goldman is co-Founder and Chairman of the American Academy of Anti-Aging Medicine (A4M) and the International Medical Commission overseeing sports medicine committees in over 176 nations.

He has served as a Special Advisor to the President's Council on Physical Fitness & Sports, and travels extensively around the world each year to raise awareness of Anti-Ageing Medicine and sports medicine programs. He is a black belt in karate, Chinese weapons expert, and world champion athlete with over 20 world strength records with a listing in the Guinness Book of World Records.

Based in Chicago, Illinois, Dr Goldman is author of more than a dozen books, including 'The Anti-Ageing Revolution', 'Stopping the Clock', and 'Brain Fitness'.

Meet the A5M Advisory Board



Daryll Knowles:
MPS, FAPPF,
AFAIPM, MAPCP,
FARRM

Board Member

Daryll Knowles is the owner of Australian Custom Pharmaceuticals, Australia's largest compounding-only pharmacy, and is chairman of the Board of NxGen Pharmaceuticals.

Daryll graduated from Sydney University in 1980 with a Bachelor of Pharmacy, and has over 20 years compounding experience. He provided extensive training and lectures to graduate pharmacists while being a preceptor for both Sydney University and the University of Queensland's Master of Pharmacy & Bachelor of Pharmacy Programs.

A retail pharmacist for 25 years, Daryll Knowles was awarded AIPM Pharmacy Manager of the Year in 1995. Daryll has successfully become Board Certified in Anti-Ageing and Regenerative Medicine.



Tessa Jones
MBChB, Dipl Obs,
FRNZCGP, FACNEM,
ABAARM

Board Member

Dr Tessa Jones works as a general practitioner in New Zealand. She is based in Wellington where she directs the Karanga Health Centre, and also practices in Nelson and Auckland.

Since graduating in 1974, Tessa has pursued knowledge about health through "natural" means.

She has completed fellowships in general practice, nutritional & environmental medicine with ACNEM and in 2007 completed her Fellowship in Anti-Ageing & Functional Medicine with A4M.

Tessa is a keen educator and lectures internationally with a vision of seeing holistic medicine taught at an undergraduate level in all medical schools.



Farid Nassif
MB BCh. Hons,
FRACGP, Dip P
Derm Merit (UK),
M Med (Syd Uni)

Board Member

Dr Farid Nassif is a General Practitioner in Sydney, Australia.

He is a fellow of the Royal Australian College of General Practitioners and has a diploma in Practical Dermatology from the UK.

Dr Nassif specialises in Skin Cancer diagnosis and treatment, and cosmetic medicine. His interest in Anti-Ageing medicine has been growing over many years.

Since completing a Masters Degree in Human Reproductive Medicine and Genetics at Sydney University, where his main thesis was on stem cells, he has commenced a research project on the role of cancer stem cells in the initiation and progression of skin cancer.



Chen Chen
MD, PhD

Honorary Adviser

Professor and Chair of Endocrinology, School of Biomedical Sciences, University of Queensland Principal Research Fellow of the National Health & Medical Research Council

Professor Chen Chen was appointed Professor and Chair of Endocrinology from 2008 in the University of Queensland after serving as head of the Endocrine Cell Biology at the Prince Henry's Institute of Medical Research, Melbourne, 1999-2007.

After training as a Medical Doctor at Shanghai Medical University (now Fudan University Medical School), he took a MSc (research) of Physiology at Peking Union Medical College and Chinese Academy of Medical Science, Beijing and then PhD in Neuroscience from the University of Bordeaux, France in 1989.

He then worked in Glaxo Research Institute in the U.S.A., and came to Melbourne, Australia in 1992 to continue his research in Endocrine Cell Biology at the Prince Henry's Institute before joining the University of Queensland in 2008.



SHARE THE SUCCESS OF A5M

Now in its fifth year of operation, the AustralAsian Academy of Anti-Ageing Medicine, with its increasing membership and awareness of the Anti-Ageing Market, will host a full calendar of educational, networking and conferences in 2011. A5M will source the latest research and protocols in Anti-Ageing Medicine both locally and internationally.

In 2011, the sponsorship and networking opportunities will not be limited to the annual conference, allowing your company to take advantage of a host of events and marketing vehicles throughout the year.

A5M have planned a comprehensive program offering a multitude of unprecedented opportunities in the rapidly growing field of Anti-Ageing Medicine.

You will have the opportunity to introduce your products and services to an elite audience of medical and health based professionals whose practices service an affluent and well informed patient base.

The pinnacle event will naturally be The A5M 5th Annual Anti-Ageing & Aesthetic Medicine Conference in August 2011. This event has grown remarkably in the last four years attracting over 350 delegates over the 3-day event in 2010.

The A5M 5th Annual Anti-Ageing & Aesthetic Medicine Conference 2011, offers a unique forum for networking with practitioners, and meeting local and international pioneers of Anti-Ageing Medicine.

This ground-breaking conference will provide your company with not only commercial opportunities but also an educational experience, combining the two disciplines of Anti-Ageing and Aesthetic Medicine.

Active participation in the upcoming A5M Conference provides you with various opportunities:

- Acquire sales leads
- Foster long-term relationships
- Be the first to reach decision-makers
- Influence new entrants to this booming industry

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A5M TAKES CENTRE STAGE IN 2011

The 2011 A5M Marketing program is designed to attract leading experts and practitioners from a wide variety of diverse practice areas within the Anti-Ageing Medicine field.

PR / Publicity Media campaign

- Extensive PR / Publicity Media strategy
- Media coverage pre-, during and post-conference on major TV channels, metro newspapers, online news and magazines
- This campaign will highlight the important role that the A5M is playing in the evolution of education for Australia's leading medical and health professionals
- High profile media coverage to deliver significant returns for relevant speakers and Anti-Ageing products and services

E-Marketing Campaign

- Extensive electronic marketing strategy
- In 2010, more than 45,000 electronic direct emails were sent to a database of more than 5000 people worldwide.
- Readership of emails averaged 20% open rate with some in excess of 30%.
- This campaign was directly responsible for many new registrations for the Conference.

Website

- Traffic to the A5M website quadrupled in the last year (Google analytics statistics)
- About 60% were new visitors.
- Much of this increased traffic was as a direct link from the e-marketing campaign.
- In 2011, the A5M Website will be redeveloped further to become more interactive with more information and more on-line services. **A5M Newsletter**
- In 2011, the A5M News will continue with a stronger focus on education and research.
- There will be opportunities for sponsorship and advertising in these newsletters.

Networking Events

- In 2009, A5M kicked off its Networking Events with more than 20 industry leaders meeting with world renowned Anti-Ageing Medicine Expert and Chairman of the American Academy of Anti-Ageing Medicine, Dr Robert Goldman. These events will provide the building blocks for future high-level networking activities in 2011 and beyond.
- There will be opportunities for sponsors to become involved in these events in 2011.

Direct Calling/Telemarketing

- Direct telemarketing calls to several hundred potential delegates.
- Sponsors may like to provide A5M staff with their contact database to ensure your target audience is well represented at their sponsored events.

Sponsor Promotions

- Targeted direct e-marketing campaign featuring sponsors was sent to the entire database and provided to sponsors for their own databases.



Sponsorship Opportunities

The 5th Annual Anti-Ageing & Aesthetic Medicine Conference

Sofitel Melbourne

20-21 August, 2011

	Platinum Sponsor \$19,500	Gold Sponsor \$13,500	Silver Sponsor \$7,500
Trade Display Site or stand/s to the equivalent value (including shell scheme, lighting, power and signage).	Platinum Location 6m x 2m Display Booth	Gold Location 3m x 2m Display Booth	Silver Location 3m x 2m Display Booth
Logo & Name Inclusions Company logo on all event material, website, registration brochure, Logo displayed on plasma screen between presentation & breaks.	Displayed Individually	Together With Other Gold Sponsors	Together With Other Silver Sponsors
Conference Handbook	A4 page full colour advertisement, Platinum Position	A4 1/2 page full colour advertisement, Gold Position	A4 1/4 page full colour advertisement, Silver Position
Advertising Inserts Option to insert promotional material and/or gift samples into conference satchel, to be distributed to all conference delegates	✓	✓	✓
Exhibitor Passes Passes including lunch and coffee breaks over the 2-day conference (does not include entry into the conference proceedings area)	4	3	2
Cocktail Party Passes including drinks and hor d'oeuvres	4	3	2
Platinum Function A special event is planned for Platinum Sponsors to gain exclusive access to delegates.	✓	–	–
Complimentary Full Conference Passports For your key customers, Inclusive of lunch and coffee breaks over the 2-day conference + ticket to cocktail party	5	3	2
Post Conference Delegate List Name, Organisation, and email, (subject to privacy laws)	✓	✓	✓
Workshop Opportunities Details of the sponsorship are open to negotiation depending on requirements.	✓	✓	

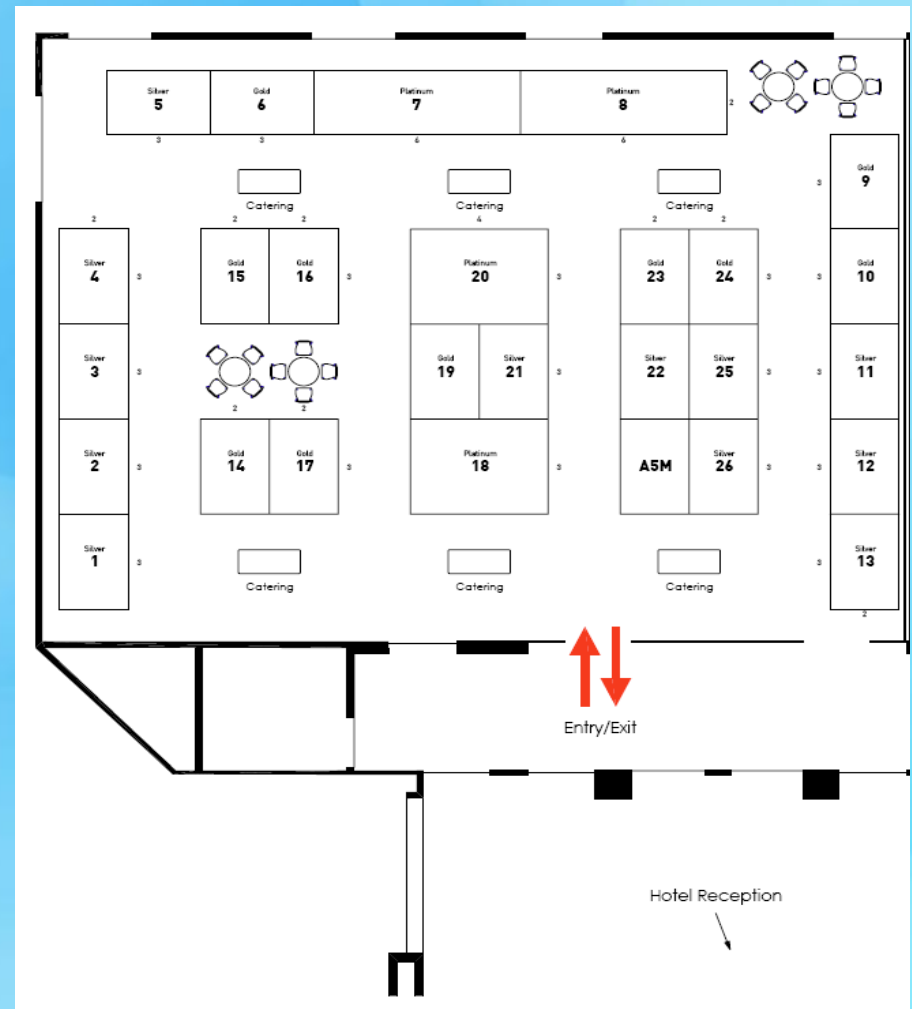
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Floor Plan for The A5M 5th Annual Anti-Ageing & Aesthetic Medicine Conference

Sofitel Melbourne
20-21 August 2011

ALL EXHIBITION BOOTH PACKAGES come with the supply of a modular built booth:

- Walls 2.4m high finished in white melamine
- Fascia Aluminium fascia 30cm high with coloured sign insert
- Fascia Sign 1 x sign per stand computer cut lettering on a coloured panel
- Lights 2 x 120w spot lights per 9m²
- Power 1 x single 5amp power point is included in each stand.
- The floor of the venue is carpeted.



The layout and numbering above is subject to change and represents an indication of the layout of the exhibition space only.

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ADDITIONAL CONFERENCE OPPORTUNITIES

Satchel Sponsorship (Exclusive) **\$2000**
Sponsor's exclusive logo printed on official A5M satchel together with conference logos
Given out to all conference delegates

Inserts **\$880**
Insert valuable information about your company and products into our conference kits that are distributed to all conference participants. Great exposure direct to your target market

Additional Exhibitor Passes **\$600 each**
Inclusive of lunch and coffee breaks over the 2-day conference
Does not include entry into the conference proceedings area

Annual Partner **POA**
As a VIP sponsor for the conference, the A5M is presenting a new sponsorship opportunity based on a 12-month program. With a comprehensive calendar of events planned, 2010 presents an excellent opportunity to become an annual partner of A5M.
This exclusive opportunity will provide you with a unique role in all A5M events throughout the year.

For further information, or to discuss any of the sponsorship opportunities,
please contact

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