

LEADING IN MEDICAL CARE

AMA NATIONAL CONFERENCE 2012

25 – 27 MAY 2012
GRAND HYATT, MELBOURNE



AMA - CELEBRATING 50 YEARS



GOLD SPONSOR



AMA



AMA

CELEBRATING 50 YEARS

SPONSORSHIP PROSPECTUS



SPONSORSHIP OVERVIEW

THE AUSTRALIAN MEDICAL ASSOCIATION

The Australian Medical Association (AMA) is Australia's largest and most influential advocate on behalf of doctors and patients to achieve better health services for all Australians.

The AMA represents doctors from across the medical profession – GPs, specialists, doctors-in-training, medical students, researchers and academics – from all States and Territories.

AMA NATIONAL CONFERENCE 2012

25 – 27 MAY 2012

GRAND HYATT, MELBOURNE

Sponsorship of the AMA National Conference will expose your organisation to up to **50,000 doctors** - AMA members and non-members - from across Australia.

We expect to have more than **300 delegates** - the most respected and influential leaders in medical care - at our 2012 Conference.

This high-level gathering of policymakers and political lobbyists offers unique sponsorship opportunities for companies and organisations with an interest in the future of the Australian health system.

The AMA celebrates its 50th Anniversary in 2012. To mark this special occasion, a program that addresses key issues in Australian health care has been developed. Continuing Professional Development (CPD) credits will be available. The Conference is being promoted to all AMA members, the wider profession, and the broader community.

The AMA National Conference provides a relaxed and personal environment in which to communicate with the profession that will help the Federal Government shape health policy for the next decade and beyond.

We can tailor individual sponsorship packages to suit your needs and maximise the return on your investment. To find out more about the sponsorship and marketing possibilities on offer, please contact:

The Conference Secretariat, EECW Pty Ltd

Ph: 08 9389 1488

Email: lexie@eecw.com.au.



EXCLUSIVELY SOLD! GOLD SPONSORSHIP - \$35,000

Strengthen your image with more than 35,000 medical professionals Australia wide with a full-page colour advertisement in the Registration Brochure.

Build awareness of your organisation through placement of your logo on all Conference advertisements. This includes, but is not limited to:

- ▶ The *Medical Journal of Australia* and *Australian Medicine Online* both circulated to over 27,000 AMA members; and
- ▶ Recognition as a sponsor, with a link to your company website on the AMA Federal website ama.com.au under National Conference.

Gain exposure to the 300 delegates through advertising and recognition of sponsorship at the National Conference with:

- ▶ Freestanding signage in Plenary and Pre-Function Area (provided by the sponsor);
- ▶ Individual Gold Sponsor slide acknowledgement at the conclusion of each session;
- ▶ One full-page colour advertisement in the Conference Booklet; and
- ▶ One insert of your company brochure into the delegate satchels.

Develop and enhance relationships with one double Exhibition Booth (premium location) outside the main plenary, and in the morning tea and afternoon tea area.

Network at the Conference Social Functions with four President's Cocktail Party tickets and two Gala Dinner tickets.



SILVER SPONSORSHIP – \$15,000

Broaden your exposure with a half-page advertisement and recognition as a Silver Sponsor in the Registration Brochure, which is distributed to more than 35,000 medical professionals - AMA members and non-members - with a link to your company website on the AMA Federal Website ama.com.au under National Conference.

Build awareness of your organisation with Conference delegates through a half-page colour advertisement in the Conference Booklet.

Enhance your presence with the 300 delegates at the Conference through:

- ▶ Freestanding signage in Pre-Function Area (provided by the sponsor);
- ▶ One insert of your company brochure into the delegate satchels;

- ▶ Individual Silver Sponsor slide acknowledgement at the conclusion of each session; and
- ▶ Verbal recognition as a Silver Sponsor at National Conference.

Network and build relationships with two complimentary tickets to the President's Cocktail Party, which is attended by 200 delegates.

Be exclusive by being the sole sponsor from a particular industry group (AMA will accept no sponsorship from a competing organisation) at a premium of 150% of the sponsorship cost (subject to availability).



GALA DINNER – \$10,000



The **Gala Dinner** will be the premier social function of the Conference.

As a Gala Dinner sponsor, you will receive four tickets to attend, which will allow you to connect with Conference delegates in a relaxed environment under the beautiful stained glass ceiling of the Grand Hall in the National Gallery of Victoria.

Sponsorship of this event will allow your organisation to provide a five-minute speech to the dinner guests and place two banners or signs (provided by sponsor) at the venue.

Your logo will be placed on all material related to the advertising of the Gala Dinner including but not limited to:

- ▶ Registration brochure, distributed to more than 35,000 doctors - AMA members and non-members - from across Australia;
- ▶ The Conference booklet, distributed to all delegates at the Conference; and
- ▶ The Federal AMA Website www.ama.com.au under National Conference.



LEADERSHIP DEVELOPMENT DINNER SPONSORSHIP – \$8,500

The **Leadership Development Dinner** is the key social function for Doctors-in-Training, the next generation of medical leaders. Around 100 attendees are expected. Scheduled to be held at the Chapter House, a unique and trendy Melbourne venue, the dinner will feature a high-profile speaker who will inspire and motivate this group of doctors with a challenging and thought-provoking oration.

As a sponsor, you will receive four tickets to attend, allowing you to network with Australia's future medical leaders and increase the awareness of your organisation.

Sponsorship of this event will allow your organisation the opportunity to provide a five-minute speech to the dinner guests and place two banners or signs (provided by sponsor) at the venue.

Your logo will be placed on all material related to the advertising of the Leadership Development Dinner; including but not limited to:

- ▶ The Registration brochure, which will be distributed to more than 35,000 doctors - AMA members and non-members - from across Australia;
- ▶ The Conference Booklet, which will be distributed to all delegates attending the Conference;
- ▶ An advertisement in E-dit, the Doctors-in-Training electronic newsletter, distributed to more than 5,000 future medical leaders;
- ▶ An Announcement of your sponsorship on the AMA Doctors-in-Training Facebook group page, which has 1,238 followers; and
- ▶ Your company logo with a link to your website on the Federal AMA Website ama.com.au under National Conference.



PRESIDENT'S COCKTAIL PARTY SPONSORSHIP – \$7,500

Gain exposure for your organisation with acknowledgment as the President's Cocktail Party sponsor in the material relating to the function, including the registration brochure, which is distributed to more than 35,000 doctors - both AMA members and non-members.

Your company logo with a link to your website on the Federal AMA Website ama.com.au under National Conference.

'At function' benefits include:

- ▶ Recognition in the Conference Booklet, distributed to all Conference delegates;
- ▶ Two freestanding signs (provided by the sponsor) at the President's Cocktail Party;
- ▶ Verbal acknowledgement as a sponsor of the President's Cocktail Party;
- ▶ Opportunity to provide a five-minute presentation to the 200 attendees at the function; and
- ▶ Four tickets to the President's Cocktail Party.



MORNING TEA SPONSORSHIP – \$2,000



Sponsorship of a Morning Tea break on one day of the Conference includes:

- ▶ Freestanding signage (provided by the sponsor) prominently displayed in the Pre-Function area during the break;
- ▶ Signs with your company logo on food buffets, acknowledging sponsorship of the break;
- ▶ One piece of literature placed on delegates' seats during the break – awaiting them on their return;
- ▶ Slide acknowledgement of sponsor when announcing commencement of the break; and
- ▶ Opportunity to mix with delegates during the break.

LUNCH SPONSORSHIP – \$3,000

Sponsorship of a Lunch Break on one day of the Conference includes:

- ▶ One half-page advertisement in the Conference booklet;
- ▶ Signs with company logo on food buffets, acknowledging sponsorship of the break;
- ▶ One piece of literature placed on delegates' seats during the break – awaiting them on their return;
- ▶ Slide acknowledgement of sponsor when announcing commencement of break; and
- ▶ Opportunity to mix with delegates during the break.

A photograph of a city skyline at sunset, with several skyscrapers illuminated against a sky transitioning from orange to blue. The image is partially obscured by a white curved shape at the bottom.

AMA STATE AWARDS SPONSORSHIP – \$300

Each year, the AMA State Awards are presented for Best State AMA Publication, Best State AMA Lobby Campaign, Best State AMA Public Health Campaign, and Most Innovative Use of Website or New Media. The sponsorship will include the sponsor's logo on the awards, use of logo when advertising the awards, and verbal recognition at the presentation.

ADVERTISEMENTS IN THE AMA 50TH ANNIVERSARY PUBLICATION

To coincide with the AMA's 50th anniversary, a high-quality official publication entitled, *Leading in Medical Care - Celebrating 50 Years* is being produced. If you would like to advertise in this publication, please contact Theresa Schultz, Events & Marketing Coordinator, at 02 6270 5474 or at natcon@ama.com.au.



EXHIBITION BOOTH – \$4,500 per booth



The AMA National Conference 2012 will be a high traffic area specially designed to showcase industry products and services and to promote maximum interaction with Conference delegates and visitors.

The Trade Exhibition will be located in the Savoy 3 and Bristol rooms for the full duration of the Conference. All lunches and morning and afternoon teas will be served within the Trade Exhibition area, providing excellent networking opportunities for delegates and exhibitors alike.

Each individual exhibition stand includes:

- ▶ 1 x black carpeted display stand (3m x 2m);
- ▶ 2.4m high walls finished in velcro compatible fabric;
- ▶ 2 x 150 watt spotlights;
- ▶ 1 x 10 amp single power point;
- ▶ 1 x fascia sign with company name;
- ▶ 1 x dressed trestle table; and
- ▶ 2 x chairs.

Exhibitor Benefits:

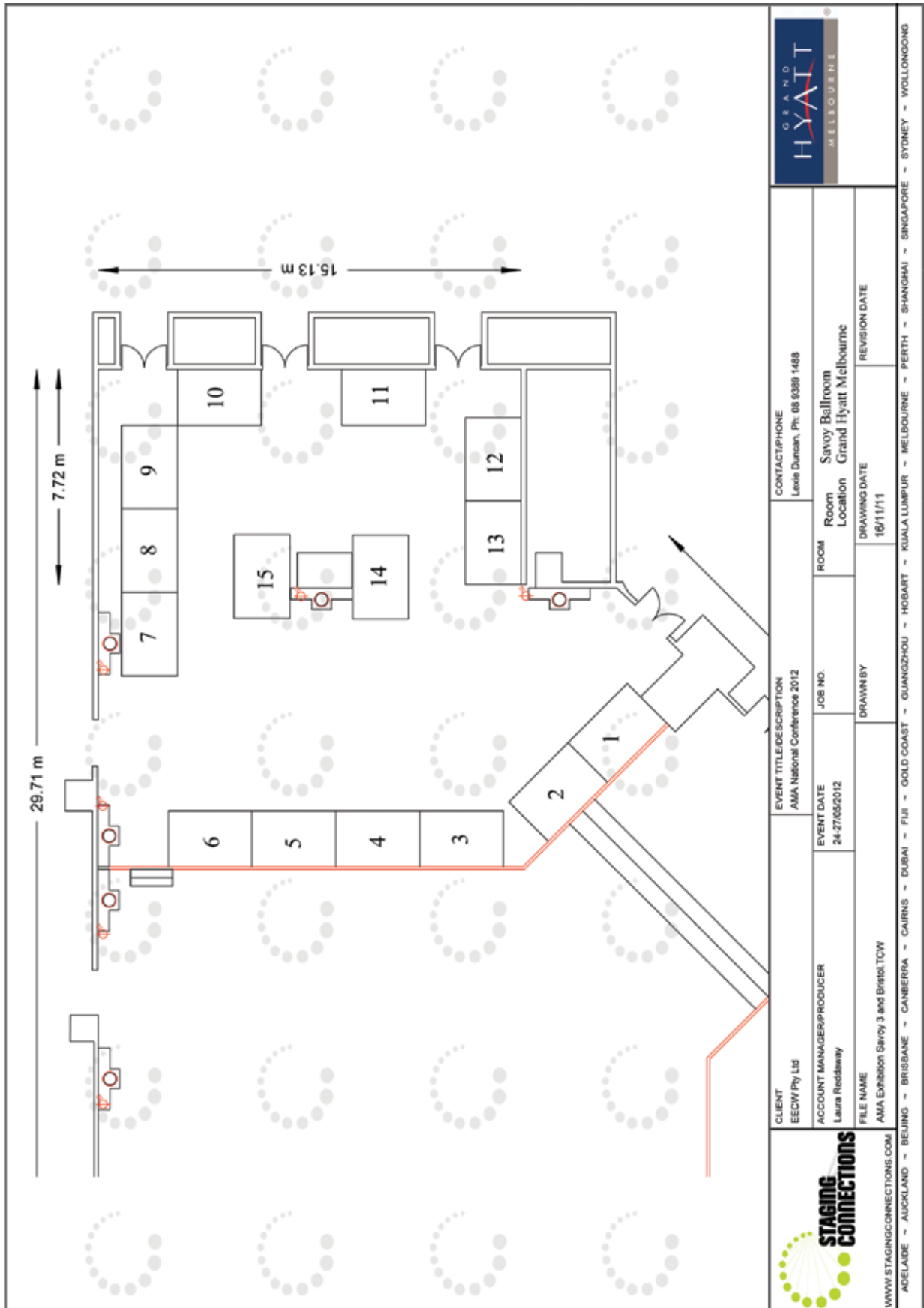
- ▶ Two exhibitor registrations for stand personnel including catering, name badges, one satchel, and one Conference Booklet;
- ▶ Your company name and logo included in the Conference Booklet.

An Exhibitor Manual will be sent to all exhibitors nearer to the Conference.

This Manual will include:

- ▶ Exhibitor check list;
- ▶ Bump-in times;
- ▶ Bump-out times;
- ▶ Delivery label and forms;
- ▶ Contact details for additional equipment and booth builder;
- ▶ Current floor plan; and
- ▶ Confirmed exhibitors.

FLOORPLAN





TERMS AND CONDITIONS

Assignment of Space

No application will be processed or space assigned unless full payment has been received with your application form. If payment is not received, the contract will be considered cancelled and space will be reassigned by EECW Pty Ltd. Requests for exhibition spaces will be assigned by EECW Pty Ltd the date of receipt of application on a space-available basis. EECW Pty Ltd reserves the right to assign or reassign stand space so that the arrangement of the exhibition is in the best interests of the attendees and the exhibitors.

Exhibition Stand Application Information

If you wish to reserve an exhibition stand, please complete the booking form at the back of this prospectus. Applications will be accepted via post, fax or email only if accompanied by credit card details. If posting your application, payment by cheque is also acceptable and can be sent to the address below.

EECW Pty Ltd
PO Box 749
WEMBLEY WA 6913

Payment

Full payment is due at the time of application. All costs include GST. A tax invoice will be sent on receipt of the booking form.

Cancellation Policy

Once a booking form has been received for Sponsorship or Trade Exhibition opportunities, any cancellation must be advised in writing. If the cancellation is received by 2 March 2012, an administration fee of 25% of the total price is retained. If the cancellation is received after 2 March 2012, no refund is applicable.

Resale of cancelled bookings: Resale conditions apply to both Sponsorship and Trade Exhibition opportunities. However, this only applies to trade if all trade booths are sold. If we are not able to resell the trade booth or sponsorship package, no refund is payable regardless of when advice is provided. In case of resale, an administration fee of 25% of the total price is retained.

SPONSORSHIP AND EXHIBITION BOOKING FORM

AMA NATIONAL CONFERENCE 2012



Please post or fax this form to:

EECW Pty Ltd – Conference Secretariat
PO Box 749
WEMBLEY WA 6913, AUSTRALIA

Tel: +61 (0)8 9389 1488
Fax: +61 (0)8 9389 1499
ABN: 82 064 781 568 – EECW Pty Ltd

CONTACT DETAILS

Please print clearly in block capitals.

NAME:

ORGANISATION:

POSITION:

ADDRESS:

SUBURB: STATE: POSTCODE: COUNTRY:

TELEPHONE: FACSIMILE:

EMAIL: MOBILE:

WEBSITE:

SPONSORSHIP PACKAGE

All costs are shown in Australian dollars and include GST.

Please print clearly in block capitals.

Package	✓	Package	✓
Gold Sponsor (\$35,000)		AMA State Awards Sponsor (\$3,000)	
Silver Sponsor (\$15,000)		Exhibition Booth (\$4,500)	
Leadership Development Dinner Sponsor (\$7,500)		Full Page Advert (\$1,500)	
President's Cocktail Party Sponsor (\$7,500)		Half Page Advert (\$750)	
Lunch Sponsor (\$3,000)		Advertisement in Celebrating 50 Years	
Morning Tea Sponsor (\$2,000)			

SPONSORSHIP AND EXHIBITION BOOKING FORM

AMA NATIONAL CONFERENCE 2012

EXHIBITION PACKAGE

EXHIBITION BOOTH (3m x 2m)

Please indicate:

- Standard Booth – \$4,500

BOOTH ALLOCATION (1-3 in order of preference)

First Choice: Second Choice: Third Choice:

Sponsorship/Exhibition confirmation and a tax invoice will be sent upon receipt of your booking form.

Sponsorship: 50% deposit is required within one month of receipt of the application form and the final 50% before Friday 13 April 2012.

Exhibition: Full payment is required upon receipt of application.

PAYMENT

Method of payment (please indicate);

- I require a tax invoice to make payment.
- I enclose a cheque for the amount of _____

Cheques must be in Australian currency, drawn on an Australian bank and free of all charges.
Cheques should be made payable to "EECW in trust for AMA 2012 Conference".

- Please charge _____ to the following credit card: Visa MasterCard

Card Number: Expiry Date:

Cardholders Name:

Signature:

- I have read the cancellation policy on page 5 and accept all of its conditions:

Signed: Date:

