



2018

# SPONSORSHIP OPPORTUNITIES



OUR MEMBERS,  
YOUR OPPORTUNITIES

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## SPONSORSHIP OPPORTUNITIES 2018

# INTRODUCTION

AMA Queensland is a membership organisation representing more than 6,000 registered Doctors and 1,100 student members across Queensland.

Our reach extends beyond our membership and into the community to influence non-member doctors, allied health professionals and administrative staff, union members, specialist colleges, medical universities and employees involved in the health industry.

In addition to the professional representation, advocacy, lobbying and support we provide for our medical network and are the hub and point of reference for business tools, lifestyle benefits, products and services.

AMA Queensland has an array of methods in which we communicate with our members. This sponsorship prospectus denotes the areas you are able to capitalise on exclusive branding, introductions, networking and relationship building opportunities with our Association.

Major benefits of aligning with AMA Queensland and our members may include:

- ▶ Brand recognition
- ▶ Interacting with a key target group
- ▶ Promotion of your product, service or agenda
- ▶ A captive audience
- ▶ Extension of your communication platform
- ▶ Reinforced positive public image
- ▶ Increased profile and influence and
- ▶ Positioning yourself above your direct competitors

Investing in AMA Queensland's communication platform ensures you can be confident your message is reaching a highly sought after, targeted and focused market within the medical community.

We would be pleased to tailor a package to suit your individual needs, marketing focus and budget. Please contact Louise Glynn – Sponsorship Executive on (07) 3872 2269 or [l.glynn@amaq.com.au](mailto:l.glynn@amaq.com.au).

Standard terms and conditions apply.





# AMA QUEENSLAND MEMBER PROFILE

As a membership organisation, AMA Queensland provides dedicated and ongoing professional representation through support, leadership, promotion and advocacy for the advancement of the medical profession at all stages of their career.

## 37%

### SPECIALISTS

Medical specialists are doctors who have completed advanced education and clinical training in a specific area of their specialty area.

## 24%

### DOCTORS IN TRAINING

A Junior Doctor in training, years one to five.

## 19%

### SALARIED MEDICAL OFFICER (SMO)

Medical officers employed by the hospital on a full time or part time salaried basis.

## 19%

### GENERAL PRACTITIONERS

A doctor based in the community who treats patients with minor or chronic illnesses and refers those with serious conditions to a hospital.

## <1%

### ACADEMIC

A teacher or scholar in a medical university or other institute of higher education.



# 2018 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

## THRIVE IN YOUR JUNIOR DOCTOR YEARS' SEMINAR

**Date:** Thursday 22 March

**Venue:** Royal International Convention Centre, Brisbane

**Expected attendees:** 80 - 90 student and junior doctors in attendance

### Program objectives:

With the spotlight firmly on the importance of junior doctor mental health, the panel of senior and junior doctors will discuss a range of topics crucial in keeping doctors happy, healthy and motivated during their junior doctor years. Discussions will include navigating hospital politics safely, strategies for working in, building and fostering healthy junior doctor teams, tips for developing assertive communication and handling conflict, how to build leadership skills on the job, and ideas on leading at any level, self-care 'on the run' for busy junior doctors and avenues for support and assistance.

## SPONSORSHIP OPPORTUNITY

**Seminar sponsor \$3,500 (excl. GST)**

Benefits include:

- ▶ Logo placement and acknowledgment as sponsor on all promotional materials produced for the seminar including the webinar feed
- ▶ Trade exhibit in prominent position in catering area
- ▶ Acknowledgment as sponsor by the Chair in opening and closing remarks
- ▶ Opportunity to provide insert / promotional material in the delegate bag
- ▶ Opportunity to provide a prize to be drawn and announces at the end of the seminar

**Trade exhibitor \$2,500 (excl. GST)**

Benefits include:

- ▶ Trade exhibit in prominent position in catering area
- ▶ Opportunity to provide insert / promotional material in the delegate bag
- ▶ Opportunity to provide a prize



# 2018 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

## FIFTH ANNUAL JUNIOR DOCTOR CONFERENCE 2018

**Date:** 23 - 24 June 2018

**Venue:** Hilton Brisbane

**Expected attendees:** 280 - 300 junior doctors  
and students

**Program objectives:**

The theme of this Conference is *'Above and Beyond'* with a line up and cast of local, national, and international speakers on everything from global health, to ground-breaking medical research, medical leadership, mental health, and career development. We are expecting 280 – 300 doctors in training to attend this conference drawn from Queensland and Interstate.





## PLATINUM SPONSOR

**\$22,000** (excl. GST)

Benefits include:

- ▶ Logo placement in prominent position in conference program and acknowledgement as Platinum sponsor on all marketing materials produced for the event
- ▶ 15-minute speaking opportunity following the opening plenary on day one
- ▶ Ability to present in a further conference panel session within the program
- ▶ 4 x complimentary conference registrations
- ▶ 4 x complimentary cocktail function registrations
- ▶ Editorial opportunity in the July edition of *Doctor Q Magazine*
- ▶ Acknowledgment by the AMA Queensland President in opening and closing speeches as *Platinum Sponsors*
- ▶ Trade exhibit in prominent position in catering areas
- ▶ Opportunity to provide insert / promotional material in the conference delegate bag

## PREMIUM SPONSOR

**\$10,000** (excl. GST)

Benefits include:

- ▶ Logo placement in prominent position on cover of conference program and acknowledgement as Platinum sponsor on all marketing materials produced for the event
- ▶ 10-minute speaking opportunity at the conference
- ▶ Editorial opportunity in the May or July edition of *Doctor Q Magazine*
- ▶ Photo and acknowledgment in the wrap up article in *Doctor Q Magazine*
- ▶ Acknowledgment as Premium sponsor by the AMA Queensland President in opening and closing remarks
- ▶ 2 x complimentary conference registrations
- ▶ 4 x complimentary cocktail function registrations
- ▶ Trade exhibit in prominent position in catering areas
- ▶ Opportunity to provide insert / promotional material in the conference delegate bag

## MAJOR SPONSOR

**\$6,000** (excl. GST)

Benefits include:

- ▶ Logo placement in prominent position on cover of conference program and acknowledgement as Major sponsor on all marketing materials produced for the event
- ▶ Photo and acknowledgment in the wrap up article in *Doctor Q Magazine*
- ▶ Acknowledgment as Major sponsor by the AMA Queensland President in opening and closing remarks
- ▶ 2 x complimentary conference registrations
- ▶ 2 x complimentary cocktail function registrations
- ▶ Trade exhibit in prominent position in catering areas
- ▶ Opportunity to provide insert / promotional material in the conference delegate bag

## SPONSORSHIP OPPORTUNITY

### GENERAL SPONSOR

**\$4,000** (excl. GST)

Benefits include:

- ▶ Logo placement on all marketing materials produced for the conference
- ▶ Photo and acknowledgment in the wrap up article in *Doctor Q Magazine*
- ▶ Acknowledgment as sponsor by the AMA Queensland President in opening and closing remarks
- ▶ 1 x complimentary conference registrations
- ▶ 1 x complimentary cocktail function registrations
- ▶ Trade exhibit in prominent position in catering areas
- ▶ Opportunity to provide insert / promotional material in the conference delegate bag

### COCKTAIL FUNCTION SPONSOR (X1)

**\$4,000** (excl. GST)

Benefits include:

- ▶ Logo placement on all marketing materials produced for the conference
- ▶ Photo and acknowledgment in the wrap up article in *Doctor Q Magazine*
- ▶ Acknowledgment as sponsor by the chair on the evening
- ▶ Opportunity to address to the audience at the cocktail function
- ▶ 4 x complimentary cocktail function registrations
- ▶ Opportunity to provide lucky door prize

### TRADE EXHIBITOR

**\$3,200** (excl. GST)

Benefits include:

- ▶ Trade area including skirted table, two chairs and power in high traffic catering area
- ▶ Complimentary promotional insert or item to be included in conference satchel
- ▶ One complimentary registrations to attend the event
- ▶ Logo on Trade Exhibitor passport
- ▶ Option to provide corporate gift to attendees
- ▶ Opportunity to provide prize draw
- ▶ Access to all catering over both days of the conference

### INSERT SPONSOR

**\$850** (excl. GST)

Benefits include:

- ▶ Opportunity to provide insert / promotional material (300 units) in the conference delegate bag

# 2018 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

## WOMEN IN MEDICINE NETWORKING BREAKFAST

**Date:** 23 August 2018

**Venue:** Victoria Park, Brisbane

**Expected attendees:** Approximately 220 doctors, practice managers and medical professionals

**Event overview:**

The Women in Medicine Breakfast is one of the premium events in the calendar inviting all medical professionals to join AMA Queensland in celebration and support of women in the medical industry. The breakfast acts as both an educational forum and networking opportunity for a broad scope of medical professionals providing an opportunity for women to put themselves first in an entertaining address by a highly regarded and renowned key note speaker.

## SPONSORSHIP OPPORTUNITY

**Event Sponsor – \$3,500 (excl GST)**

Benefits include:

- ▶ Logo acknowledgment as event sponsor on all marketing materials produced for the conference
- ▶ Company profile in event booklet
- ▶ Opportunity for corporate banner display at the event
- ▶ Sponsor photo with CEO and key note speaker and acknowledgment in the wrap up article in *Doctor Q Magazine*
- ▶ Acknowledgment as premium sponsor by the AMA Queensland's CEO in opening and closing remarks
- ▶ 2 x complimentary function tickets
- ▶ Opportunity to provide insert / promotional material in the promotional guest bag





# 2018 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

## PRIVATE PRACTICE AND MEDICO-LEGAL CONFERENCE

**Date:** 7 – 8 September 2018

**Venue:** Brisbane Convention and Exhibition Centre

**Expected attendees:** This conference will attract approximately 110 doctors, practice managers and medical professionals

### Event overview:

The Private Practice and Medico-Legal Conference is a dynamic combination of workshops and exhibition area aimed at General Practitioners, Specialists and Practice Managers looking at starting their own practice or looking to improve their private practice. There will be two streams catering for both a Practice Management and Medico-Legal focus. Program topics cover an array of topics including but not limited to, Private Practice Financials, Business Models and structure, Technology and communications, Workplace health and safety, Management Systems for a successful practice, Billing claims and payments and Human Resource management. Additionally, with content designed by the AMA Queensland Ethics and Medico-Legal Committee, the Conference program also provides for timely discussions on the new health medico-legal initiatives and updates on the latest medico-legal cases, tips and traps on risk management.



## SPONSORSHIP OPPORTUNITY

### Premium sponsor \$8,000 (excl GST)

Benefits include:

- ▶ Logo placement in prime position on the front cover of the conference program and acknowledgment as Premium sponsor on all marketing materials produced for the conference
- ▶ Editorial opportunity in the May or July edition of *Doctor Q* magazine
- ▶ Photo and acknowledgment in the wrap up article in *Doctor Q Magazine*
- ▶ Acknowledgment as premium sponsor by the AMA Queensland President in opening and closing remarks
- ▶ 2 x complimentary features / adverts in Pulse e-newsletter
- ▶ 2 x complimentary conference registrations
- ▶ Trade exhibit in prominent position in catering areas
- ▶ Opportunity to provide insert / promotional material in the conference delegate bag

### Major sponsor – \$5,000 (excl GST)

Benefits include:

- ▶ Logo placement on the front cover of the Conference program and acknowledgment as Major sponsor on all marketing materials produced for the conference
- ▶ Company profile in the conference booklet
- ▶ Photo and acknowledgment in the wrap up article in *Doctor Q Magazine*
- ▶ Acknowledgment as premium sponsor by the AMA Queensland President in opening and closing remarks
- ▶ 1 x complimentary conference registrations
- ▶ Trade exhibitor area in high traffic catering areas
- ▶ Opportunity to provide insert / promotional material in the conference delegate bag

### Trade Exhibitor - \$3,500 (excl GST)

Benefits include:

- ▶ Trade area including skirted table, two chairs and power in high traffic catering area
- ▶ Complimentary promotional insert or item to be included in conference satchel
- ▶ One complimentary registrations to attend the event
- ▶ Logo on Exhibitor Passport
- ▶ Option to provide corporate gift to attendees
- ▶ Access to all catering over both days of the conference

# 2018 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

## ANNUAL AMA QUEENSLAND CONFERENCE

**Date:** 23 – 29 September 2018

**Venue:** New Orleans

### **Event background:**

New Orleans began as a French-Canadian outpost back in 1718 and is now vibrant and alive with its own brand of art, food, and music. With a unique culture that stands apart from anywhere else in the world, the “Big Easy” is renowned for its vibrant live-music scene and spicy cuisine reflecting its history of French, African, and American cultures.

These contributions, as well as the rich cultural history, make it a fitting location for AMA Queensland's 2018 Annual Conference. AMA Queensland's 2018 Annual Conference program is tailored for the medical profession, making it a truly memorable event for medical practitioners, practice managers, registered nurses, and allied health professionals.

## SPONSORSHIP OPPORTUNITY

**Major Conference Sponsor – \$10,000 (excl GST)**

Benefits include:

- ▶ Logo placement on the front cover of the conference program and acknowledgment as Major sponsor on all marketing materials produced for the conference
- ▶ 45 minute guest speaking role / panel discussion as part of the conference program relevant to the conference theme
- ▶ Verbal recognition of your support throughout the conference
- ▶ Company profile / sponsor editorial in *Doctor Q* magazine
- ▶ Photo and acknowledgment in the wrap up article in *Doctor Q Magazine*
- ▶ 2 x complimentary conference registrations (excludes flight and accommodation package)
- ▶ Opportunity to provide insert / promotional material in the conference delegate backpacks
- ▶ Opportunity for signage in conference room, verbal recognition
- ▶ Access to all photos taken during the event

*Please note that we would be pleased to explore other marketing activities further to the above benefits to maximise your investment.*



# 2018 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

## AMA QUEENSLAND DINNER FOR THE PROFESSION GALA AND PRESIDENTIAL INAUGURATION

**Date:** Friday 12 October 2018

**Venue:** Victoria Park, Herston, Brisbane

**Expected attendees:** 160 VIP guests

### **Event overview:**

The 2018 Dinner for the profession will be held in the Gala Marquee at Victoria Park. This event incorporates the major elements of the Presidential Inauguration and Awards ceremony and is marketed as a celebratory event for the medical profession, providing an opportunity to socialise and network with colleagues in a fun and vibrant evening. The dinner is black tie and will include a three course meal, jazz /swing band and entertainment.

### **SPONSORSHIP OPPORTUNITY**

#### **Major Sponsor - \$3,500 (excl. GST)**

Benefits include:

- ▶ logo placement and acknowledgment as sponsor in prominent position on official printed invitations and *Doctor Q* promotion
- ▶ Acknowledgment as sponsor in the opening address
- ▶ Opportunity to project creative images, messaging on a large screen in the room
- ▶ 4 x complimentary tickets to event
- ▶ Opportunity to provide a prize on the evening

*Please note that we would be pleased to explore other marketing activities further to the above benefits to maximise your investment.*





# 2018 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

## INTERN READINESS WORKSHOP SERIES

**BRISBANE (UQ),  
GOLD COAST (GRIFFITH, BOND)  
AND TOWNSVILLE (JCU)**

**Date:** October, November and December 2018  
(dates to be confirmed)

**Venue:** Brisbane, Gold Coast and Townsville

**Expected attendees:** 250 (Brisbane) 90 (Gold Coast)  
160 (Townsville)

### **Workshop overview:**

Each year AMA Queensland focuses on the Graduating medical students of each Queensland University to promote, as a member of AMA, the benefit of access and support across a range of issues including workplace relations, medico-legal, legislative and regulatory and business advice tailored to the medical profession.

## SPONSORSHIP OPPORTUNITY

**Intern Workshop series (x 3) Sponsor and Trade  
Exhibitor \$7,500 (excl GST)**

Benefits include:

- ▶ Doctor Representative or company representative speaking opportunity as part of a discussion panel at all three workshops
- ▶ Trade Exhibitor area including skirted table, chairs, power (Exhibitor passport developed with attractive prize on offer to ensure maximum flow of interns and interaction with the trade area)
- ▶ Logo placement and acknowledgement in all marketing materials produced and acknowledgement through all marketing channels
- ▶ Acknowledgement by the MC on the evening
- ▶ Full page advert in the *Intern Information Guide 2018*
- ▶ Opportunity to provide business card draw





# 2018 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

## BREAKFAST WITH THE HEALTH MINISTER

**Date:** Thursday 6 December 2018

**Venue:** Cairns

**Event overview:**

The annual regional Breakfast with the Health Minister provides regional members with an exceptional opportunity to hear first-hand a review of the implementation of national health reforms and in particular the key priorities for Queensland Health 2018. This event is marketed to all AMA Queensland members but also aims to attract a diverse audience including representatives from the medical, education and business sectors. Approximately 80 – 90 guests are in attendance.

## SPONSORSHIP OPPORTUNITY

**Event Sponsor – \$3,500 plus GST**

Benefits include:

- ▶ Logo placement in prominent position on all marketing materials produced for the event
- ▶ Opportunity for a company representative to address the audience
- ▶ Acknowledgment as sponsor by the AMA Queensland CEO / President
- ▶ Banner display at the venue and opportunity to supply promotional items to the guests on registration / seat drop
- ▶ Photo session and acknowledgment in the wrap up article in *Doctor Q Magazine* and *Pulse e-newsletter*
- ▶ 4 x complimentary event registrations