



AMA
QUEENSLAND



2019

SPONSORSHIP OPPORTUNITIES



OUR MEMBERS,
YOUR OPPORTUNITIES

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SPONSORSHIP OPPORTUNITIES 2019

INTRODUCTION

AMA Queensland is a membership organisation representing more than 6,200 registered Doctors and 3,500 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, events, networking and relationship building opportunities with our Association.

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

- ▶ Brand recognition
- ▶ The opportunity to interact with your key target audience
- ▶ Extension of your communication platform
- ▶ Increased profile and influence
- ▶ Positioning yourself above your direct competitors

Leveraging AMA Queensland's events and communication platforms ensures you can be confident your message is reaching a highly sought-after 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 sponsorship@amaq.com.au for further information.

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.

19%

SALARIED MEDICAL OFFICER (SMO)

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

<1%

ACADEMIC

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

24%

DOCTORS IN TRAINING

A Junior Doctor in training, years one to five.

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.



2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

AMA QUEENSLAND COUNCIL OF DOCTORS IN TRAINING PRESENTS: TEACHING AND MENTORING: PRACTICAL SKILLS FOR JUNIOR DOCTORS

Date: Thursday 4 April 2019

Venue: Education Centre, Royal Brisbane and Women's Hospital, Herston and via live webinar

Expected attendees: 89 - 90 Junior Doctors

Program objectives:

From intern year right throughout their Doctor in Training years and beyond, junior doctors are required to teach, mentor and model best clinical and behavioural practice for those who follow in their path. So what makes for a great junior doctor teacher, mentor and role model? What are the techniques that are not necessarily taught in medical school? This practical panel comprising junior and senior doctors will discuss their strategies and techniques, and how their own positive and negative experiences along the way have influenced their style as teachers, trainers and mentors.

SPONSORSHIP OPPORTUNITY

Seminar sponsor \$3,850 (inc. 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 announced at the end of the seminar



2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

JUNIOR DOCTOR CONFERENCE 2019

Date: Saturday 15 - Sunday 16 June 2019

Venue: Hilton Brisbane

Expected attendees: 280 - 300 junior doctors drawn from Queensland and Interstate

Conference objectives:

Designed by the AMA Queensland Council of Doctors in Training, the annual *Junior Doctor Conference* provides junior doctors and medical students with the opportunity to connect with over 25 local, national and international keynote speakers delivering sessions on leadership, career pathways, teamwork and wellbeing. Leverage your services and products to Doctors in Training and Medical Students at the *Junior Doctor Careers Expo*, held in conjunction with the conference over two days.



PLATINUM SPONSOR

\$27,500 (inc. 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

\$11,000 (inc. 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

\$6,600 (inc. 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

\$4,400 (inc. 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 registration
- ▶ 1 x complimentary cocktail function registration
- ▶ Trade exhibit in prominent position in catering areas
- ▶ Opportunity to provide insert / promotional material in the conference delegate bag

COCKTAIL FUNCTION SPONSOR (X1)

\$4,400 (inc. 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

\$3,850 (inc. 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

\$880 (excl. GST)

Benefits include:

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

2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

AMA QUEENSLAND DINNER FOR THE PROFESSION GALA

Date: Friday 26 July 2019

Venue: Victoria Park, Herston, Brisbane

Expected attendees: 160 VIP guests

Event overview:

The 2019 *Dinner for the profession* will be held in the Gala Marquee at Victoria Park. This event 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 and entertainment.

SPONSORSHIP OPPORTUNITY

Major Sponsor - \$3,850 (inc. 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.



2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

PRIVATE PRACTICE AND MEDICO-LEGAL CONFERENCE

Date: Friday 30 – Saturday 31 August 2019

Venue: Royal International Convention Centre, Brisbane

Expected attendees: Approximately 120 doctors, practice managers and medical professionals

Event overview:

The *Private Practice and Medico-Legal Conference* is a dynamic combination of workshops and trade expo aimed at General Practitioners, Specialists and Practice Managers looking at starting their own practice or looking to improve their private practice. There will be three streams catering for Specialist, General Practice with a Practice Management and a medico-legal focus. The program covers 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 and human resource management.



SPONSORSHIP OPPORTUNITY

Premium sponsor \$8,800 (inc. 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 – \$5,500 (inc. 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 - \$3,850 (inc. 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

2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

ANNUAL AMA QUEENSLAND CONFERENCE

Date: 22 – 28 September 2019

Venue: Edinburgh, Scotland

Audience: 150 - 160 delegates

Event background:

This annual conference will be held in Edinburgh, Scotland's inspiring capital where centuries of history meet a world class city in an unforgettable setting. Located near the southern shore of the Firth of Forth, the city's magnificent architecture shifts from the narrow closes of the medieval Old Town to the grace of the Georgian New Town.

SPONSORSHIP OPPORTUNITY

Major Conference Sponsor – \$11,000 (inc. 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.

2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

WOMEN IN MEDICINE NETWORKING BREAKFAST

Date: Thursday 17 October 2019

Venue: Victoria Park, Brisbane

Expected attendees: Approximately 280 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 – \$3,850 (inc. 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



2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

BANCROFT ORATION

Date: Thursday 7 November 2019

Venue: Victoria Park, Herston, Brisbane

Expected attendees: 90 - 100 guests

Event overview:

Each year, AMA Queensland hosts the bi-annual Bancroft Oration, with a special and renowned key note speaker. The Bancroft Oration was conceived by the British Medical Association in 1926 as a memorial to Joseph Bancroft who was an Australian pioneer medical scientist, eminent clinician, parasitologist and natural historian. This biannual oration provides a public forum at which an important and topical theme of health is presented attracting a large audience of the medical community's most respected members.

SPONSORSHIP OPPORTUNITY

Major sponsor (x 3) - \$3,300 (inc. GST)

Benefits include:

- ▶ Logo placement and sponsor acknowledgment on all marketing collateral
- ▶ Acknowledgement in introductory remarks by AMA Queensland President
- ▶ Banner display in prominent position at the event and acknowledgement through all marketing channels
- ▶ Brochure drop / promotional item on table (optional)
- ▶ Sponsor photo opportunity with the speaker and acknowledgement published in Doctor Q Magazine
- ▶ 4 x complimentary invitations to the event



2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

INTERN READINESS WORKSHOP SERIES

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

Date: October, November and December 2019
(dates to be confirmed)

Venue: Brisbane, Gold Coast and Townsville

Expected attendees: 250 (Brisbane) 70 (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 \$8,250 (inc. 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



2019 INTERNSHIP 101 - INFORMATION GUIDE

Advertising opportunity

Full page advert - \$1,500 (inc. GST)

Doctor This booklet is a practical, specifically designed resource for Queensland's graduating interns and final year students from all four Queensland Universities. Topics include a general guide to Internship, legislation, recommendations from mentors and where to find assistance. Approximately 2,000 copies are sent via electronic media and 1,500 printed for student distribution.

2019 MEMBER EVENTS AND SPONSORSHIP OPPORTUNITIES

BREAKFAST WITH THE HEALTH MINISTER

Date: Thursday 5 December 2019 (date tbc)

Venue: Townsville (venue tbc)

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 2019. 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 50 – 60 guests are in attendance.

SPONSORSHIP OPPORTUNITY

Event Sponsor – \$3,850 (inc. 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

