

Inspiring every doctor,  
every moment.



**2nd - 4th August 2024**

Gold Coast Convention and Exhibition Centre

# Sponsorship and Exhibition Prospectus



# Contents

<b>Invitation to Sponsors</b> .....	1
Hosts .....	2
Delegates.....	2
Theme .....	2
Venue and Destination .....	2
Networking Opportunities .....	2
<b>Sponsorship Opportunities</b> .....	3
AMA Evening Doctors in Training Symposium .....	4
Breakfast Symposium .....	4
<b>Other Sponsorship Opportunities</b> .....	5
Gala Dinner Sponsor .....	5
Welcome Reception Sponsor .....	5
Coffee Cart Sponsor.....	5
Conference Lanyard Sponsor .....	5
Conference Speaker Sponsor .....	6
Conference App Sponsor .....	6
Exhibition Booth .....	6
<b>Terms and Conditions</b> .....	7
Booking and Payment.....	7
Cancellation Policy .....	7
Sponsorship and Exhibitor Protocol.....	7
Floorplan .....	7
<b>General Terms and Conditions</b> .....	8
<b>Application for Sponsorship</b> .....	9

# Invitation to Sponsors

Dear valued Sponsor and/or Exhibitor,

On behalf of the Organising Committee, we take great pleasure in inviting you to support the Australian Medical Association Conference 2024. This is an annual Conference that will circulate around Australia, the Conference will be held from 2-4 August 2024 at the Gold Coast Convention and Exhibition Centre.

The AMA conference is unique because it embodies the entire scope of medical practitioners across various specialties, craft groups, and stages of careers and the conference is open to all doctors in Australia.

This prospectus outlines the sponsorship and exhibition opportunities available to you at the Conference. To provide the best outcome from your promotional investment, we are open to tailoring packages to suit your strategic objectives. The program has dedicated exhibition time in the program to ensure there is ample time for delegates and exhibitors to connect and engage.

We look forward to welcoming you as a valued Sponsor and Exhibitor to the Gold Coast in 2024.

On behalf of the Australian Medical Association (AMA), I would like to extend a warm invitation for your support of the AMA24 conference. This prospectus details opportunities for collaboration with the AMA, our members and all doctors throughout the AMA24 conference. Our goal is to establish enduring partnerships, and we encourage open discussions to customise packages that align with your business objectives. We are excited about this opportunity to collaborate and extend a warm welcome to you as a valued partner of AMA24.



*Natalia Centellas*  
**Chief Executive Officer**

# Hosts



The Australian Medical Association (AMA) is the peak professional body for doctors in Australia.

Representing doctors, the AMA works with governments to develop and influence health policy to provide the best outcomes for doctors, their patients, and the community.

The AMA represents and supports all Australian doctors. We are member-run and led, promoting fairness and equality, lobbying and campaigning on issues affecting the medical profession.

# Delegates

We anticipate that over 400 delegates from across Australia will register for the Conference. The AMA stands out, as it uniquely embodies the entire scope of medical practitioners across various specialties, craft groups, and stages of careers.

This year we are introducing dedicated exhibition time with a ‘gamification’ experience to break the ice and expand the opportunities for our delegates to meet with you and other leading industry service and product suppliers.

Over the 2 day program, the breaks will be allocated to our delegates visiting ‘Medical Lane’ where delegates are provided a ‘Medical Certificate’ that will be signed by each exhibitor in order to go in the draw for the MAJOR PRIZE DRAW revealed at the gala dinner.

# Theme

**“Inspiring every doctor, every moment”**

This theme was chosen to:

- Highlight the importance of focusing on the AMA’s current work and canvassing opinions for improvement
- Emphasise the organisation’s purpose and provide engaging new voices to keep the conference vibrant and relevant

Elements which are unique to AMA24

- The significance of diversity, inclusivity, and equity in both the conference content and organisation’s purpose
- A strong social program as an incentive to attract attendees and create opportunities for networking and collaboration.
- Speakers that will attract attendees to attend the conference

# Venue and Destination

Located in the heart of Broadbeach, just 500 metres to the beach and walking distance to thousands of accommodation options, GCCEC is Australia’s largest regional convention centre.

It’s the destination-of-choice for conferences, exhibitions, concerts, trade shows, and events – an event destination where every seat is the best seat in the house; a place where the standard and presentation of every dish showcases the creativity and passion of its experienced team of award-winning chefs.



# Networking Opportunities

To complement the program there are several social activities taking place over the course of the Conference, providing sponsors and exhibitors with ample opportunities to mingle and network with delegates in a relaxed atmosphere. The Welcome Reception on Friday 2nd August and the Gala Dinner on Saturday 3rd August are included with the full delegate registration. Please refer to the Conference website for more information on these events and activities: [amaconference.com.au](http://amaconference.com.au)

# Sponsorship Opportunities

	Major Partner (\$33,000)	Platinum (\$18,000)	Gold (\$14,000)	Silver (\$10,000)	Bronze (\$7,000)	Exhibitor (\$4,500)
Complimentary full conference passes	4	3	2	1	1	
Complimentary exhibitor passes	6	4	3	2	2	2
Company logo within plenary room before and after all presentations & during all breaks	✓					
Direct link to company homepage from conference website	✓	✓				
Company logo on onsite signage (where applicable)	✓	✓				
Access to delegate list (name, organization, state, country, email)**	2 weeks prior	2 weeks prior	1 week prior	1 week prior	1 week prior	
Verbal acknowledgement of your sponsorship and the opening and closing sessions	✓	✓	✓	✓	✓	
Company profile on meeting APP	300 words	200 words	150 words	100 words	50 words	
Digital advertisement included in Meeting APP News & Alerts (artwork supplied by you)	✓	✓	✓	✓	✓	
Company logo within the meeting APP	✓	✓	✓	✓	✓	✓
Company logo on website with link to an email address	✓	✓	✓	✓	✓	✓
Company logo on appropriate marketing and educational materials	✓	✓	✓	✓	✓	✓
Complimentary exhibition booth	✓ 9m x 4m	✓ 6m x 4m	✓ 6m x 2m	✓ 6m x 2m	✓ 3m x 2m	✓ 3m x 2m

\*Excludes GST

\*\* Delegate list: email addresses of attendees who have agreed to name disclosure are provided. Kindly ensure that when contacting delegates, involuntary disclosure of information of attendees does not occur and the communication confines within the guidelines of anti-spamming protocols. Non-compliance will result in provision of the list for the future meetings without the relevant emails contacts.

## AMA Evening Doctors in Training Symposium

### AUD 10,000 + GST

As a key benefit of being a Major Partner, Platinum Sponsor and Gold Sponsor, you will be the only organisation afforded the opportunity to exclusively sponsor this event. This evening symposium will provide an opportunity for doctors in training to gain leadership skills and develop key understanding of their future and next steps. The night will end with cocktail event to allow the delegates and sponsors to network.

#### Benefits

- Naming rights to an unopposed Symposium which will be for duration of 90 minutes. Available day: Friday 2 August
- The scheduled time allows for forty five minutes after completion of the daily program for post-symposium catering
- Promotion of the Symposium in Meeting releases
- Standard audio-visual services and room will be provided. Any additional audio-visual equipment, stage sets or theming are at the sponsor's own cost
- Opportunity to place company banners in the Session room
- Cost of catering
- Signage and promotion

#### Additional opportunities at cost of sponsor

- Place maker stationary
- Additional signage and promotion with approval from AMA

## Breakfast Symposium

### AUD \$5,000 + GST

As a key benefit of being a Major Partner, Platinum Sponsor and Gold Sponsor, you will be the only organisations afforded the opportunity to forward an EOI to the Meeting Managers to conduct a symposium session with your speaker and topic (pending approval from the Program Committee).

Kindly note that there could be more than one sponsored breakfast session occurring with no exclusivity being provided.

#### Benefits

- Naming rights to a concurrent Breakfast Symposium which will be for a duration of 60 minutes with time prior for breakfast to be served to the attendees
- Promotion of the Breakfast Symposium in meeting releases
- Standard audio-visual services and room will be provided. Any additional audio-visual equipment, stage sets or theming are at the sponsor's own cost.
- Opportunity to place company banners in the Symposium room
- Cost of catering
- Signage and promotion

#### Additional opportunities at cost of sponsor

- Place maker stationary
- Additional signage and promotion with approval from AMA

# Other Sponsorship Opportunities

## Gala Dinner Sponsor

**\$18,000 AUD + GST**

There is an opportunity to sponsor the Gala Dinner to the AMA Conference 2024 happening on the 3 August at the Gold Coast Convention and Exhibition Centre. Each year the Gala Dinner creates a buzz for the entire week with an estimated 400pax attending and getting together for the first time. This popular event will give you extra opportunity for socialising and networking as well as exclusive naming rights of this fantastic night.

- 2x full registration tickets
- 3x Welcome reception tickets
- Company banners at the Gala Dinner
- Acknowledgement as Gala Dinner on the website, in the program, on the Meeting APP
- Opportunity to address (up to 5min) the participants at the Gala Dinner
- Catering included
- Logo on all gala dinner signage
- MC to verbally acknowledge sponsorship

## Welcome Reception Sponsor

**\$15,000 AUD + GST**

There is an opportunity to sponsor the Welcome Reception to the AMA Conference 2024 happening on the 2nd August at the Gold Coast Convention and Exhibition Centre. Each year the Welcome Reception creates a buzz for the entire weekend with an estimated 400pax attending and getting together for the first time. This popular event will give you extra opportunity for socialising and networking as well as exclusive naming rights of this fantastic night.

- 2x full registration tickets (including welcome reception and gala dinner)
- 3x Welcome Reception tickets
- Company banners at the Welcome Reception
- Acknowledgement as Welcome Reception on the website, in the program, on the Meeting APP
- Opportunity to address (up to 5min) the participants at the Welcome Reception
- Catering included
- Logo on all gala dinner signage
- MC to verbally acknowledge sponsorship

## Coffee Cart Sponsor

**\$8,000 AUD + GST**

- Acknowledgement as the Conference Coffee Sponsor on website
- Opportunity to supply a banner per coffee cart within the venue
- Opportunity to brand coffee cart (at the cost of the sponsor)
- Opportunity to provide branded cups (at the cost of the sponsor)
- Opportunity to offer a free coffee to each delegate\* Day one registration arrivals receive a 'free coffee' sponsor logo branded card to redeem free hot beverage at the coffee cart where your strategically placed exhibit being next to the coffee cart.

*\*cost of each free coffee, card print and design at sponsors cost.*

## Conference Lanyard Sponsor

**\$5,000 AUD**

- 2x full conference passes
- Branded lanyards with your organisation's logo provided to all registrations at the workshop (lanyards at sponsors cost)
- Access to delegate list (1 week prior)

## Conference Speaker Sponsor

**\$8,000 AUD\***

- Opportunity to be associated to a particular conference speaker during their presentations/s.
- 1x banner displayed on stage during the sponsored speakers presentation
- MC acknowledgement of sponsorship when introducing the speaker
- Logo on speaker introduction slide
- Company logo on website with hyperlink
- Company logo and details in the sponsor section of the Conference App
- Access to delegate list (1 week prior)
- Speaker must approve the sponsorship
- 2 min sponsor presentation introducing this speaker to the stage

## Exhibition Booth

**\$4,500 AUD\***

The Industry Exhibition will be the focal point of the AMA 2024 ASM.

All tea breaks and lunches will be served in the Exhibition Hall, including Refreshment Carts

The Program is structured to maximise the opportunity for delegates to visit and network with colleagues and industry in the Exhibition Hall

Sponsorship opportunities are available to increase your company's visibility.

### Booth inclusions

- Shell scheme
- Size: 3m x 2m
- Walls: 2.48, high aluminium frame with white panels
- Fascia: Fascia sign across aisle frontages
- Lighting: Two spotlights per booth
- Power: 1 x 4amp power outlet per booth
- Custom designed booths require prior approval by AMA and the Gold Coast Convention and Exhibition Centre
- There will be no discount of refund on the booth price for the non-use of standard exhibition modules
- Opportunity to upgrade to furniture designed exhibit - at your own cost

## Conference App Sponsor

**\$10,000 AUD\***

Be recognized as the Conference App Sponsor, fostering innovation and sustainability excellence. With no printed handbook, the App will be the one go-to source of information at the Conference for all attendees. The App will provide attendees access to the program, speakers, sponsor and exhibitor profiles, resources, engagement through attendee connections, with news and alerts keeping information up to date.

- Logo presence on the Front 'splash' page of the App, highlighting the meeting – this page will appear every time anyone opens the App.
- Logo banner presences on navigation/home page (bottom of App). This will also be hyperlinked to the company website.
- Logo presence on the App sponsorship page. This page will also contain other sponsorship logos, details and links (sponsor to provide logo in the specific format within required deadlines).
- Promoted as the App Sponsor for the Conference on the website
- Digital advertisement included in the App News & Alerts (Sponsor to provide artwork within required deadline).

# Terms and Conditions

## Booking and Payment

All prices are quoted in Australian dollars. Goods and Services tax (GST) is required to be paid on all packages purchased by Australian residents, where costs state including GST this is quoted at the current rate at 10%. Any change to the Australian GST price will alter the GST inclusive price. GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 10%).

On receipt of a signed Booking Form, a tax invoice for the required 50% deposit will be sent. Confirmation of Sponsorship Packages and Exhibition space confirmation will only be made upon payment of this deposit. The balance will be invoiced on 3 May 2024. Applications after this date will be invoiced in full. Packages in value AUD10,000 or less including GST will be invoiced in full at the time of booking.

Payment terms – net 20 days.

All payments due must be received by the Meeting Managers prior to the meeting.

All payments should be made in Australian dollars by bank transfer or credit card (please note a fee of 2.6%) will apply for all Visa and Mastercard payments).

## Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 3 May 2024, you are liable for 50% of the package(s) selected.
- from 3 May 2024, you are liable for 100% of the package(s) selected.

The Organising Committee reserves the right to cancel the Meeting in case of circumstances beyond its control. In such a case, all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.

## Sponsorship and Exhibitor Protocol

It is expected that sponsors and exhibitors will comply with the Medical Technology Association of Australia (MTAA) Medicines Australia (MA) Codes of Practice as application to their organisations. Sponsors must be compliant with the AMA Sponsorship policy.

For full details please refer to the following:

<https://www.mtaa.org.au/code-of-practice>

<https://www.medicinesaustralia.com.au/>

Specifically:

- Trade displays must only be directed at health care professionals.
- Product information for all products being promoted must be available from the display stand.
- Start packed must not be made available for collection from unattended stands nor be supplied to unauthorised or non-qualified persons.
- Competitions intended to encourage participants to attend trade displays must be consistent with the requirements of the MTAA and MA Codes.

In order to drive delegates to the Exhibition Hall during catering breaks for everyone's benefit, organising ancillary meetings during the sessions and catering breaks is strongly discouraged.

## Floorplan

Every attempt will be made to meet your preferred exhibition location. However, the Organising Committee reserved the right to re-assign locations if necessary, follow discussion with the affected parties.

# General Terms and Conditions

All property, display materials and vehicles under the control and custody of the Exhibitor are understood to remain under the control and custody of the Exhibitor and therefore the total responsibility of the Exhibitor in relation to insurance protection and coverage in transit to, within the confines of the exhibition boundaries and in transit to and from the confines of the exhibition venue and its boundaries and for the total duration of an Event from the commencement of the set up through until an Event site is vacated. The Organiser provides 24 hour monitoring by accredited security services from the official start of the set up (the official set up times may vary and will be advised in event publications and upon checking at an Event) through until 8am on the day after the late day of the Event. The Organiser is not responsible for any damage to or loss of goods of the Exhibitor or it's servants, staff, agents, or contractors due to any reason whatsoever.

Exhibitor and others are not permitted to connect or otherwise interfere with the electrical, gas, water or other fittings withing a venue or at the grounds where an Event is located. Any such connections are alterations need to be approved by the Organiser and the host venue and would then be carried out at the expense of the Exhibitor. All electrical items brought to an Event **MUST HAVE** valid electrical certification tags on them, including extension leads and power boards. Exhibitors who have ordered power and require more than one power outlet, must bring their own additional power leads and power boards. It is an inherent obligation of the Exhibitor and Sponsor to provide proof of currency of public liability insurance in accordance with the date set out in the Event Information – Public Liability Certificate of Currence Due Date set out in an Event specific terms and conditions. The Exhibitor and / or Sponsor will ensure that such public liability insurance is to the value of \$20 million prior to allow access to an Event.

The Organiser recognises that Exhibitors and Sponsors securing site space at a number of Events will only need to provide Certificates of Currency of Insurance once yearly valid for the period of all Events to which the Exhibitor and / or Sponsors are attending.

The Exhibitor and Sponsor acknowledge that Event sites can be hazardous. Exhibitors and Sponsors are required to take sue care and attention in order to prevent injury and property damage. The Organiser cannot be held responsible nor liable for damage caused by the act or omission of a Exhibitor or Sponsor. The Exhibitor, it's servants, agents, licensees, contractors or subcontractors will be responsible for complying with workplace health and safety standards at all times.

Exhibitors, contactors, delivery drivers, etc. **MUST** wear high visibility vests and closed in shoes during the set up and bump out hours of an Event. Children are not permitted on site at a venue during set up and bump out times.

# Application for Sponsorship

To book your selected package please forward this completed form to:

**AMA24 Manager**

Level 35, International Tower One  
100 Barangaroo Ave  
Sydney NSW 2000 Australia

Australia: 1800 193 405  
Phone: +61 494 063 552  
Email: ha@theconferencecompany.com  
Website: amaconference.com.au

## Company Details

Company: \_\_\_\_\_

Postal Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

## Sponsorship opportunities

Sponsorship Type	AUD including GST
1. _____	AUD
2. _____	AUD
3. _____	AUD
4. _____	AUD
Total Sponsorship Spend (including GST)	AUD

We apply for sponsorship in accordance with the terms and conditions set out in the prospectus (pages 7 & 8).

Date: \_\_\_\_\_ Signed: \_\_\_\_\_

Inspiring every doctor,  
every moment.



For more information about the  
AMA24 Conference and related  
sponsorship and exhibition opportunities  
please contact Holly Naidoo,  
Sponsorship and Exhibition Manager:

*Holly Naidoo*

**The Conference Company**

Level 35, International Tower One  
100 Barangaroo Ave  
Sydney NSW 2000 Australia

Australia: 1800 193 405

Phone: +61 494 063 552

Email: [ha@theconferencecompany.com](mailto:ha@theconferencecompany.com)

Website: [amaconference.com.au](http://amaconference.com.au)