



BEFORE natural disaster
earthquake **THE** **fire**
NEXT war **MASS CASUALTY**
IED **MISSION**

PREPARING FOR CONFLICT AND DISASTER

**2020 AMMA
VIRTUAL CONFERENCE
25-27 NOVEMBER 2020**

INVESTMENT OPPORTUNITIES

INVITATION FROM THE PRESIDENT

On behalf of the AMMA council it is my great pleasure to welcome you to the 2020 AMMA Conference. Due to the COVID-19 pandemic, the AMMA Association will be hosting a virtual event, coming to your nearest screen from 25-27 November 2020.

Whether you are a sponsor or an exhibitor, the 2020 virtual conference will provide you with opportunities to share your products and services.

This virtual conference will open up opportunities for more of the community to be involved.

We believe that strong collaboration with our sponsors, exhibitors and delegates is fundamental in improving the outcomes and helping us pull through during these challenging times.

We have designed a variety of sponsorship packages to ensure you get the best value for your investment.

We look forward to your continued support.

Geoff Robinson,
AMMA President



THE AUSTRALASIAN MILITARY MEDICINE ASSOCIATION

The Australian Military Medicine Association was established in May 1991, however, in October 2012 a resolution was approved to rename the Association the Australasian Military Medicine Association. It is an independent, professional scientific organisation of medical and allied health professionals with the objectives of:

- Promoting the study of military medicine
- Bringing together those with an interest in military medicine
- Disseminating knowledge of military medicine
- Publishing and distributing a journal in military medicine
- Promoting research in military medicine



REASONS YOU SHOULD PARTNER WITH AMMA IN 2020

- Engage and connect with Australian Defence Force leaders working in all facets of military medicine, directly relevant to your target market.
- Participate in the virtual exhibition space and grab the opportunity to introduce your services and products.
- Have one-on-one meetings with your target audience.
- Increase your brand awareness before, during and after the conference through EDMs, website and program opportunities.

VIRTUAL DELEGATE PROFILES

- Academics
- Anaesthetists
- Clinicians
- Dentists
- Doctors
- General Practitioners
- Nurses
- Paramedics
- Pharmacists
- Psychologists
- Surgeons

KEY CONTACTS



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FAST FACTS

- 25-27 November 2020
- 500+ Australian and International virtual delegates expected to attend**
- 20+ organisations expected to showcase their products and services at the Virtual Exhibition

** Expected delegate numbers are based on historical fact and are not guaranteed



2019 AMMA Sponsors & Exhibitors



"There was a good flow of traffic, great networking opportunity and very beneficial for brand recognition."

Dana Supramaniam,
MEDIQUIP

"Healthcare Imaging Services attended the AMMA conference for the first time this year. The mix of delegates was very interesting with many diverse groups from across the broad defence community. The conference had a nice mix of formal presentations and events interspersed with informal breaks allowing numerous networking opportunities. The live feed from the presentations into the exhibition hall was great for being able to hear the speakers whilst being in the exhibition hall."

Elizabeth Croft,
Healthcare Imaging Services, Healius Limited

"AMMA provides a great opportunity to network with Defence Health professionals, industry colleagues and academia to better understand how military medicine is evolving. To listen to the current issues and challenges ensures our future work is tailored to overcome these and to deliver the best possible outcomes for Defence."

James Evans,
CSC, Leidos Australia

*2020 AMMA Overview of Investment Opportunities

		Packages Available	Website, EDMs, Virtual Signage	Exclusive Branding Opportunities	Advertisement in the JMVH magazine	Electronic Brochure (To be uploaded to the website and Virtual Exhibition Portal)	Registration	Virtual Exhibition Booth	Delegate List
Principal Sponsor	\$10,000	1	✓	✓	Full page 2 x JMVH	✓	12	1	✓
Concurrent Session Sponsor	\$5,000	5	✓	✓	Full page	✓	8	1	✓
Keynote Speaker	\$5,000	1	✓	✓	Full page	✓	8	1	✓
Panel Discussion Sponsor	\$4,000	1	✓	✓	Half page	✓	5	1	✓
Photography Award	\$1,000	1	✓	✓		✓			✓
Best New Presenter Award	\$1,000	1	✓	✓		✓			✓
Best Other Ranked Presenter	\$1,000	1	✓	✓		✓			✓
Best Presentation by a Junior Officer	\$1,000	1	✓	✓		✓			✓
Virtual Exhibition Booth	\$2,000	Multiple	✓	✓		✓	3	1	✓

Sponsorship packages are linked to key events or opportunities within the conference program.

All prices shown are in \$AUD and are inclusive of GST.





Sponsorship Packages

PRINCIPAL SPONSOR \$10,000

Promotion

- Exclusive sponsorship and acknowledgment as the AMMA Conference Principal Sponsor
- Verbally acknowledged throughout the virtual conference as Principal Sponsor
- Two full page advertisements in the Journal of Military and Veteran's Health (finished artwork to be supplied by sponsor)
- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website and virtual exhibition hall
- Logo recognition in all conference promotional material, virtual conference timeline and a special acknowledgment during one of the keynote presentations
- Instant video messaging with attendees
- 15 minutes dedicated virtual networking session
- Opted-in Delegate List – Name, Organisation, City, Country

Registration & Exhibition

- Twelve registrations to the virtual conference
- One virtual booth

Exclusive Sponsorship of one of the Keynote sessions

- Recognition as the Principal Sponsor
- 20 seconds advertisement played prior to one of the keynote presentations and uploaded to the virtual exhibition hall (content to be supplied by sponsor)

CONCURRENT SESSION SPONSOR \$5,000

Promotion

- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website and virtual exhibition hall
- One full page advertisement in the electronic JMVH magazine (finished artwork to be supplied by sponsor)
- Logo recognition in all conference promotional material and acknowledgment as concurrent session sponsor during the session
- Instant video messaging with attendees
- Opted-in Delegate List – Name, Organisation, City, Country

Registration & Exhibition

- Eight conference registrations
- One virtual booth

With a substantial investment like this, we understand the need to deliver the highest return on investment possible. As such, we would like to encourage you to speak with us further to ensure that the benefits included in this sponsorship package are in line with your corporate marketing strategy.



Sponsorship Packages

KEYNOTE SPEAKER (ONE OPPORTUNITY AVAILABLE) \$5,000

Promotion

- Exclusive sponsorship one of the Keynote Speakers
- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website and virtual exhibition hall
- One full page advertisement in the electronic JMVH magazine (finished artwork to be supplied by sponsor)
- Logo recognition in all conference promotional material and acknowledgment as keynote session sponsor during the session
- Instant video messaging with attendees
- Opted-in Delegate List – Name, Organisation, City, Country

Registration & Exhibition

- Eight conference registrations
- One virtual booth

PANEL DISCUSSION SPONSOR \$4,000

Promotion

- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website and virtual exhibition hall
- Logo recognition in all conference promotional material and acknowledgment as panel discussion sponsor during the session
- One half page advertisement in the electronic JMVH magazine (finished artwork to be supplied by sponsor)
- Instant video messaging with attendees
- Opted-in Delegate List – Name, Organisation, City, Country

Registration & Exhibition

- Five conference registrations
- One virtual booth



AMMA Award Packages

BEST NEW PRESENTER SPONSOR **\$1,000**

Promotion

- Exclusive sponsorship of the Best New Presenter Award
- Organisation logo printed on relevant Award certificate
- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website
- Logo recognition in all conference promotional material
- Opted-in Delegate List – Name, Organisation, City, Country

BEST OTHER RANKED PRESENTER SPONSOR **\$1,000**

Promotion

- Exclusive sponsorship of the Best Other Ranked Presenter Award
- Organisation logo printed on relevant Award certificate
- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website
- Logo recognition in all conference promotional material
- Opted-in Delegate List – Name, Organisation, City, Country

BEST PRESENTATION BY A JUNIOR OFFICER SPONSOR **\$1,000**

Promotion

- Exclusive sponsorship of the Best Presentation by a Junior Officer Award
- Organisation logo printed on the Award certificate
- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website
- Logo recognition in all conference promotional material
- Opted-in Delegate List – Name, Organisation, City, Country

PHOTOGRAPHY SPONSOR **\$1,000**

Promotion

- Exclusive sponsorship of the Photography Award
- Organisation logo printed on relevant Award certificate
- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website
- Logo recognition in all conference promotional material
- Opted-in Delegate List – Name, Organisation, City, Country

Exhibition



JMVH

advertising opportunities

The Journal of Military and Veterans' Health is the official journal of the Australasian Military Medicine Association www.amma.asn.au. It is a peer reviewed journal dedicated to supporting the publication of research and information on military medicine and veterans' health, recognising that the impact of military service translates into health effects on military personnel long after they retire. It provides and promotes information for those health professionals who are working in, researching or have an interest in the unique facets of medicine and health of military personnel and veterans.

Various advertising opportunities available for both online and printed magazines.

Please contact
Brogan Palmer
AMMA Secretariat
Tel: 03 6234 7844
Email: brogan@laevents.com.au

VIRTUAL EXHIBITION BOOTH \$2,000

- One Virtual booth

Promotion

- Company logo, profile and an electronic brochure (finished artwork to be supplied by sponsor) on the conference website and virtual exhibition hall
- Logo recognition in all conference promotional material
- Instant video messaging with attendees
- Opted-in Delegate List – Name, Organisation, City, Country

Registration

- Three conference registrations



EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

The following terms and conditions apply to your application to sponsor and/or exhibit:-

1. Definitions

Event means the event referred to in the online Booking Application Form. Exhibition/Sponsorship means the exhibition and/or sponsorship as detailed in the online Booking Application Form. GST means GST within the meaning of the GST Act. GST Act means A New Tax System (Goods and Services Tax) Act 1999 (Cth) (as amended).

Us/We means Leishman Associates Pty Ltd (ACN 103 078 897) as Conference Managers representing the Conference Committee and the Host Organisation. You means the entity submitting the Booking Application Form to sponsor and/or exhibit.

2. Application

You will submit the online Booking Application Form for the Exhibition/Sponsorship.

3. Approval

The Exhibition/Sponsorship will be confirmed upon return to You of the approved Booking Application Form, together with a tax invoice for the full amount of the Exhibition/Sponsorship fee, 50% of this total is payable within 14 days. The deposit is non-refundable and will be deducted from the booking fee. Your company logo and profile will only feature on the conference website once this deposit has been paid.

4. Payment

Upon payment of the deposit, You will receive a tax invoice for the balance of the Exhibition/Sponsorship fee. Payment of the balance of the fee is due and payable 30 days prior to the commencement of the Event. All online Booking Application Forms received within 30 days of the commencement of the Event must include full payment of the booking fee. Only once payment has been made in full will your logos and profiles be placed on

Event collateral. Due to printing deadlines, You will not be guaranteed inclusion on Event collateral if payment of the booking fee is not received 30 days prior to the Event.

All international payments must include provision for bank fees and exchange rates in the payment amount. Any outstanding balance will be required to be paid by You prior to the commencement of the Event.

5. Cancellation

In the event that You cancel your Exhibition/Sponsorship, your deposit will not be refunded. In the event that You cancel your Exhibition/Sponsorship more than 90 days before the Event, You will receive a 25% refund of the Exhibition/Sponsorship fee. In the event that You cancel within 90 days of the Event, You will not receive any refund. Any monies outstanding at cancellation will need to be paid in full.

6. Changes

We reserve the right to amend existing unsold sponsorship packages or add additional sponsorship packages as required without notice to confirmed sponsors and exhibitors.

7. Assignment/Shared Packages

You are not permitted to assign, sublet or apportion the whole or any part of Your sponsorship package or booked space except upon our prior written consent. Shared sponsorship and exhibition packages will result in one set of benefits only being available to be shared by all parties involved. This includes but is not limited to logo recognition, profile inclusion, signage and registration benefits.

8. Provision of digital content

It is the responsibility of the sponsor/exhibitor to provide digital content within the time-frame specified by the organisers. Failure to do so will not constitute refund of sponsorship/exhibition fee.

9. Exclusion

All information supplied to You in relation to the Event is accurate to the best of our knowledge and belief and does not constitute a warranty and any inaccuracy or mistake will not entitle You to cancel your booking without penalty. All estimates of attendee/delegate numbers attending the Event are estimates only, and You agree that We are not responsible for any discrepancy in these estimated attendee/delegate numbers.

10. Marketing

We will use your information to send you updates and other news about this Event. We will only pass on your information to reputable third party official contractors of the Event for the purpose of assisting you with your participation.

11. GST

All amounts paid or payable under these terms and conditions are inclusive of any GST which may be applicable to any supplies made by either party under this Agreement. To the extent GST is applicable to any amount paid or payable in respect of a taxable supply made under or in connection with this Agreement, subject to that party receiving a valid tax invoice for GST purposes from the other party in respect of the supply before the time of payment.