

# 2021 AMMA CONFERENCE

# PEARLS OF WISDOM

AMMA ADVANCING MILITARY MEDICINE FOR 30 YEARS

INVESTMENT  
OPPORTUNITIES

7-10 April 2022 Melbourne



# Invitation from The President

It is my great pleasure to welcome you to the 2021 AMMA Conference, which will be held in April 2022. AMMA turns 30 and we are excited to have you celebrate with us. Though April is traditionally not when the AMMA conference is held, it is still within the same financial year.

We acknowledge that the last couple of years were challenging. AMMA would like to thank you for your continued support and loyalty.

In the previous conferences, we have had over 500+ attendees at the conference. We hope that 2022 will be another remarkable year for AMMA. Whether you are a sponsor or an exhibitor at the 2021 conference, this will be an excellent platform to showcase your products and services to your target audience. With the exception of the last couple of years, we have seen a significant increase in delegate numbers and engagement. We are keen to reunite with many of our long-term sponsors and exhibitors as well as welcoming new ones to our conference in Melbourne.

Melbourne's charm is characterised by its enchanting laneways, stunning waterfront precincts and trendy neighbourhoods, and provides an endless choice of shopping hot spots and culturally diverse, award-winning restaurants, cafés and bars in weird and wonderful locations. There are plenty of things to do in Melbourne. Easily navigated on foot, the city's confidence and success are infectious, whether closing a deal or relaxing with colleagues and new friends, Melbourne is the perfect destination.

We have outlined a variety of sponsorship packages that have been specifically created to ensure that you get the best value for your investment. Our sponsorship team is more than happy to discuss how to best tailor a package to suit your objectives.

We look forward to welcoming you to Melbourne.

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 2022

AMMA recognises that many of our sponsors and exhibitors are experts in their field and we encourage them to share their knowledge and connect with our delegates, as presenters in our program. Abstracts may be submitted via the abstract portal on the conference website (notifications will be sent once the conference website is live). We encourage informative and relevant submissions from our sponsors and exhibitors regarding the projects their organisation are working on within the military medicine sector.

Engage and connect with Australian Defence Force leaders working in all facets of military medicine, directly relevant to your target market.

Exclusive branding opportunities including the welcome reception, delegate satchel, name badge, conference app and more.

An opportunity to build long-term relationships as you reconnect with conference attendees at key social functions.

Increased brand awareness through EDMs, venue signage, website, conference app and program opportunities.



## DELEGATES BY PROFESSION

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

## FAST FACTS

7-10 April 2022

Melbourne Convention and Exhibition Centre

400+ Australian delegates expected to attend

\*\* numbers based on historical fact and are not guaranteed

# Program at a Glance

THURSDAY  
7 APRIL 2022

Pre-Conference  
Workshops  
Exhibition Bump In

FRIDAY  
8 APRIL 2022

Keynote Presentations  
Conference Sessions  
Exhibition  
Welcome Reception

SATURDAY  
9 APRIL 2022

Keynote Presentations  
Conference Sessions  
Exhibition  
Exhibition Bump Out  
Gala Dinner

SUNDAY  
10 APRIL 2022

Half Day Conference  
Session



## KEY CONTACTS



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# Previous AMMA Sponsors & Exhibitors



*"The AMMA Conference and Exhibition gives us the opportunity to liaise with and network with Defence Force personnel from all levels and presents the ideal opportunity to showcase our products. A huge part of our success as a Defence Force Contractor can be put down to our continuous attendance at the AMMA Conference and Exhibition."*

Harry Packer,  
CEO, Meditrend Australia

*"AMMA provides a great opportunity to network with Defence Health professionals and to understand the direction military medicine is heading. 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,  
Leidos Australia

*"We have worked closely with Leishman Associates at AMMA over the past few years to promote Aspen Medical's strong links to the ADF. The team at Leishman Associates understand our goals, find opportunities to make the sponsorship more effective and flexible in how that is delivered."*

Marketing & Communications Director,  
Aspen Medical

*"Extremely beneficial and a particularly great delegate mix this year. Very good networking opportunities, which are already paying off."*

Melinda Riall,  
Limbs and Things Australia

# Overview of Investment Opportunities

		Packages available	Speaking Opportunity	Website, App, Handbook, EDMs, Venue signage etc	Exclusive Branding Opportunities	Targeted Networking Opportunity	Advertisement in the Handbook	Electronic Brochure	Registration	Dinner Tickets	Exhibition Space	Delegate List
Principal Sponsor	\$23,500	1	5 min Dinner	✓	✓	✓	Full Page 2 x JMVH	✓	3	7	2	✓
Welcome Reception	\$12,500	1	5 min Welcome	✓	✓	✓	Full page	✓	2	2	1	✓
Delegate Satchel	\$10,000	1		✓	✓		Full page	✓	2	2	1	✓
Barista Cart	\$8,000	2		✓	✓		Full page	✓	1	1	1	✓
Name Badge & Lanyard	\$7,000	1		✓	✓		Full page	✓	1	1	1	✓
Conference App	\$7,000	1		✓	✓		Full page	✓	1	1	1	✓
At Ease Lounge	\$7,000	1		✓	✓		Full page	✓	1	1	1	✓
Conference Wi Fi	\$7,000	1		✓	✓		Full page	✓	1	1	1	✓
Keynote Speaker Session	\$5,000	2		✓	✓		Half page	✓	1	1		✓
Speaker's Lounge	\$4,000	1		✓	✓			✓	1	1		✓
Refreshment Break	\$2,000/day	2		✓	✓			✓				✓
Photography Award	\$2,000	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.



## PRINCIPAL SPONSOR \$23,500 INC GST

# SOLD

### *Promotion*

- Exclusive sponsorship and acknowledgement as the AMMA Conference Principal Sponsor
- Verbally acknowledged throughout the conference as Principal Sponsor
- One full page, back cover advertisement in the conference handbook (finished art to be supplied by sponsor)
- Two full page advertisements in the Journal of Military and Veterans' Health (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Advertisement in the conference app (finished art to be supplied by sponsor)
- Opted-in delegate list – name, position, organisation, city, country

### *Registration & Exhibition*

- Three full conference registrations including daily catering, Welcome Reception and Conference Dinner
- Four additional tickets to attend the Conference Dinner
- One 6 metre x 2 metre exhibition booth

### *Exclusive Sponsorship of the Conference Dinner*

- Opportunity to welcome guests to the Dinner (5 minutes maximum)
- Recognition as the Principal Sponsor on dinner menus and signage at the Conference Dinner
- Opportunity to provide a gift to each of the dinner guests (at sponsor's own expense)
- Sponsor's own signage prominently displayed at the Conference Dinner venue (maximum of 2 pull up banners to be displayed)

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.



SOLD

## WELCOME RECEPTION \$12,500 INC GST

### Promotion

- Exclusive sponsorship of the Welcome Reception
- An opportunity to welcome delegates to the Welcome Reception (5 minutes maximum)
- Sponsor's own signage prominently displayed at the Welcome Reception venue (maximum of 2 pull up banners to be displayed)
- An opportunity to provide a sponsor-supplied promotional item to each guest at the Welcome Reception
- One full page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### Registration & Exhibition

- Two full conference registrations including daily catering, Welcome Reception and Conference Dinner
- One 3 metre x 2 metre exhibition booth



## DELEGATE SATCHEL \$10,000 INC GST

The delegate satchel sponsorship is one of the most effective packages for ongoing brand exposure. Each year, our satchels are one of the conference items that delegates take home – many still have a satchel from every year that they have attended!

### *Promotion*

- Exclusive sponsorship of the AMMA Delegate Satchel
- One full page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### *Registration & Exhibition*

- Two full conference registrations including daily catering, Welcome Reception and Conference Dinner
- One 3 metre x 2 metre exhibition booth





## BARISTA CART (2 AVAILABLE) \$8,000 INC GST

This package provides outstanding branding opportunities for your company to brand the area including the barista cart and uniforms, marking the whole area as your own.

### *Promotion*

- Naming rights to one of the Barista Carts and lounge at AMMA
- Opportunity to brand the barista cart area – two pull up banners and promotional material within the area (barista lounge furniture supplied)
- Opportunity to supply corporate branded aprons, caps and coffee cups
- One full page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### *Registration & Exhibition*

- One full conference registration including daily catering, Welcome Reception and Conference Dinner
- One 3 metre x 2 metre exhibition booth located next to or close to the Barista Cart

A woman with dark hair, wearing a black jacket with a 'MEDIQUIP' logo, is smiling and adjusting a VR headset. She has a lanyard around her neck with a name badge that reads 'after the WAR Dana Supramaniam Mediquip SPONSOR/EXHIBITOR'. The background shows a conference booth with purple and white signage, including a sign that says 'OPEN ARMS'.

SOLD

## DELEGATE NAME BADGE AND LANYARD \$7,000 INC GST

### *Promotion*

- Exclusive sponsorship of the delegate name badge and lanyard, including logo recognition on each delegate name badge and lanyard along with the AMMA Conference logo.
- One full page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### *Registration & Exhibition*

- One full conference registration including daily catering, Welcome Reception and Conference Dinner
- One 3 metre x 2 metre exhibition booth located next to or close to the Barista Cart

## CONFERENCE APP \$7,000 INC GST

Our conference app continues to grow in popularity with delegates accessing the program, speakers biographies and exhibitor information. The conference app sponsor will enjoy a banner ad on the front page of the app which delegates will access each day of the conference – this is a great package for continued exposure.

### Promotion

- Exclusive sponsorship of the AMMA Conference App
- Logo recognition as the Conference App Sponsor on access instruction information
- One full page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### Registration & Exhibition

- One full conference registration including daily catering, Welcome Reception and Conference Dinner
- One 3 metre x 2 metre exhibition booth



## AT EASE LOUNGE \$7,000 INC GST

The At Ease Lounge acts as both an overflow area of the Plenary session and a place for delegates to relax. This space will feature a live feed of the plenary, chairs and casual seating.

### *Promotion*

- Exclusive sponsorship of the At Ease Lounge
- 1 x pull up banner to be displayed in the At Ease Lounge
- One full page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### *Registration & Exhibition*

- One full conference registration including daily catering, Welcome Reception and Conference Dinner
- One 3 metre x 2 metre exhibition booth





## CONFERENCE WiFi \$7,000 INC GST

The conference WiFi provides excellent exposure for your business as delegates log on using your customised password.

### *Promotion*

- Exclusive sponsorship of the WiFi service throughout the conference
- The landing page will be your company's home page
- One full page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### *Registration & Exhibition*

- One full conference registration including daily catering, Welcome Reception and Conference Dinner
- One 3 metre x 2 metre exhibition booth

## KEYNOTE SPEAKER (TWO OPPORTUNITIES AVAILABLE) \$5,000 INC GST

### *Promotion*

- Exclusive sponsorship of one of the Keynote Speakers at the conference
- Your organisation's logo to appear on the screen before the session
- Half page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### *Registration*

- One full conference registration including daily catering, Welcome Reception and Conference Dinner





## SPEAKERS LOUNGE \$4,000 INC GST

In 2019, we had over 110 presenters at our conference. Each of these presenters are required to report to the Speakers Lounge to upload their presentation and many of them stayed in the area to catch up on emails, have a coffee or recharge their devices.

### *Promotion*

- Exclusive sponsorship of the Speakers Lounge
- Your organisation's logo will be prominently displayed in the Speakers Lounge area
- Opportunity to place one pull up banner in the Speakers Lounge (to be provided by sponsor)
- One full page advertisement in the conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

### *Registration*

- One full conference registration including daily catering, Welcome Reception and Conference Dinner



## PHOTOGRAPHY AWARD SPONSOR \$2,000 INC GST

### Promotion

- Exclusive sponsorship of the Photography Award
- Your organisation's logo will be printed on the Award Certificate
- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country

## ADVERTISING

### ELECTRONIC ADVERTISEMENT CONFERENCE HANDBOOK

Full Page \$500

### ELECTRONIC BROCHURE CONFERENCE APP

Full Page \$250





# JMVH

## advertising opportunities

JMVH



- Work, Sleep and Medicine: Post-tension Clarity
  - Clinical Evaluation of the Australian Defence Force
  - Softened Clinical Skills Development for Clinical Managers in the Royal Australian Air Force
- The Journal of the Australasian Military Medicine Association

JMVH



- Work, Sleep and Medicine in Ardent Egger and Gerner
  - Medical Prevention and Control Practices in the Deployed Military Child Supporter
  - Research Activities for Mental Health Impairment for Veterans
- The Journal of the Australasian Military Medicine Association

JMVH



- The Navy and the M113: A Retrospective
  - Water, Medicine, Sleep and Medicine
  - Mt. Taranaki and PTSD: An Interview with Dr. Frank O'Leary
- The Journal of the Australasian Military Medicine Association



The Journal of Military and Veterans' Health is the official journal of the Australasian Military Medicine Association [www.amma.asn.au](http://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 Jenna Tomlin at the AMMA Secretariat on 03 6234 7844 or [jenna@laevents.com.au](mailto:jenna@laevents.com.au).

# Exhibition

Taking an exhibition booth is a great way to connect with conference delegates and promote your products and services.

All conference lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates.

Please note, exhibitors will be given the option of choosing their exhibition space in the order that bookings are received. The floor plan is subject to change at the discretion of the venue or the conference organisers at any time.

Standard 3m x 2m Exhibition Booth		
Early Bird	Valid until 30 April 2021	\$4,200
Standard	From 1 May 2021	\$4,500

## BOOTH FEATURES

- One 3m x 2m shell structure booth
- White melamine back and side walls
- Organisation name on fascia board
- 2 x 120w spotlights
- 1 x 4amp / 100w power outlet

PLEASE NOTE – FURNITURE IS NOT INCLUDED IN THE EXHIBITION PACKAGE

## PROMOTION & REGISTRATION

- Company logo and profile in the conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list – name, position, organisation, city, country
- Two exhibitor registrations including daily catering and the Welcome Reception (does not include the Conference Dinner)



## ADDITIONAL TICKETS & REGISTRATIONS

All staff on site must be registered to attend either by utilising your complimentary registration or by purchasing an additional Exhibitor/Sponsor Registration for \$600 each, which includes:

- Daily catering
- Attendance at conference sessions
- Attendance at the Conference Welcome Reception
- Conference dinner tickets may be purchased separately online.

Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor.

## PUBLIC LIABILITY INSURANCE

Australian regulations require all exhibitors to have adequate Public Liability Insurance cover based on a limit of indemnity to the value of \$10,000,000 or above. This refers to damage or injury caused to a third party/visitor on or in the vicinity of, an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate when they confirm their booking.

## APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007 and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted. The venue is at liberty to check that the electrical appliances that you bring onsite are appropriately tagged.

## EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

A full set of terms and conditions for conference sponsorship and exhibition packages are available on the conference website. When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.

