



PEOPLE PURPOSE PASSION

THE PATHWAY TO THE FUTURE

**HOTEL GRAND CHANCELLOR
HOBART, 6-9 OCTOBER 2022**

2022 AMMA

INVESTMENT OPPORTUNITIES



INVITATION FROM THE PRESIDENT

It is my great pleasure to welcome you to the 2022 AMMA Conference. Two AMMA conferences in one year.

Whether you are a sponsor or an exhibitor, the 2022 conference looks to presenting an enthusiastic audience to share your products and services. We have seen a significant increase in delegate engagement and have received great feedback on the variety and diversity of our exhibitors.

We are expecting over 500 attendees at the 2022 conference. We hope that this conference will be another remarkable one for AMMA. We have seen a significant increase in delegate numbers and engagement in Melbourne. We are keen to engage with our long-term sponsors, exhibitors, and delegates as well as welcoming new ones to our conference in Hobart.

Located along the shores of the Derwent River, Hobart is dominated by the majestic kunanyi/Mount Wellington. Surrounded by picturesque scenes, Hobart would be an ideal destination for the second conference in 2022. Attend a dynamic conference while enjoying the diverse culture and premium food and beverages.

We look forward to welcoming you in Hobart.

GPCAPT (Rtd) Geoff Robinson NSC
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. We encourage informative and relevant submissions from our sponsors and exhibitors regarding the projects their organisation are working on within the military medicine sector.
- Network 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 mobile 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 mobile app and program opportunities.

DELEGATES BY PROFESSION

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

FAST FACTS

- 6-9 October 2022
- The Hotel Grand Chancellor Hobart
- 500+ Australian and international delegates expected to attend

PROGRAM AT A GLANCE

THURSDAY 6 OCTOBER

Pre-conference workshops
(Registration required)

Exhibition Bump in

FRIDAY 7 OCTOBER

Conference Sessions

Exhibition

Welcome Reception

SATURDAY 8 OCTOBER

Conference Sessions

Exhibition

Exhibition Bump Out

Gala Dinner

SUNDAY 9 OCTOBER

Half day Conference Session



KEY CONTACTS



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CONFERENCE • EVENT • ASSOCIATION MANAGEMENT

2021 AMMA SPONSORS & EXHIBITORS

aspenmedical



Biocelect



Dräger

FERNO



iSimulate



leidos



MEDICAL RESCUE

MX3

PHILIPS



serco

SimConverse



TALEB MEDICAL

TRAUMASIM
WHERE REALISM COUNTS

vyaire
MEDICAL
AS WE LIVE AND BREATHE

ZOLL

“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

“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

RAPP Australia was looking for an effective avenue to enter the military medical market and our attendance at AMMA more than delivered. We saw an immediate interest in our offerings which has significantly increased our potential within the military medical sphere.

From an organisational standpoint, Leishman took the time to understand what our needs were and supported us every step of the way. We highly recommend attending the AMMA conference and wholeheartedly recommend Leishman.

Mouhamad Zoghbi
Regional Manager NSW/ACT
RAPP Australia

The Australian Military Medical Association Conference provides an unmatched regional opportunity to connect with the broader military health community. Learning new and innovative developments, talking with military members who are currently managing a variety of personnel health challenges in the field, and discussing the challenges our forces face in the future. International SOS is a proud participant and contributor to the annual Conference and we look forward to the October 2022 Conference in Hobart.”

Judy Swann OAM PhD
Head Military Health Services | Pacific
International SOS



SPONSORSHIP PACKAGES ARE LINKED TO KEY EVENTS OR OPPORTUNITIES WITHIN THE CONFERENCE PROGRAM. ALL PRICES SHOWN ARE IN AUSTRALIAN DOLLARS AND ARE GST INCLUSIVE

PRINCIPAL SPONSOR \$23,500

PROMOTION

- Exclusive sponsorship and acknowledgment as the AMMA Conference Principal Sponsor
- Verbally acknowledged throughout the conference as Principal 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 mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile app
- Advertisement in the conference mobile 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 3 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.

WELCOME RECEPTION \$12,500

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 mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile 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 3 metre exhibition booth



DELEGATE SATCHEL \$10,000

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 2022 AMMA Delegate Satchel
- One full page advertisement in the conference mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile 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 3 metre exhibition booth

SELF CHECK-IN KIOSK \$8,000

This new sponsorship package will provide your organisation with a lot of bang for your buck. This is maximum exposure for your organisation, with your logo and branding featured on each of the Self Check-in Kiosks which will be open every day for the duration of the conference.

PROMOTION

- Exclusive sponsorship of the 2022 AMMA Self Check-in Kiosks
- Opportunity to brand the kiosks with your logo alongside the conference logo
- Your logo and branding on each kiosk for the duration of the conference
- One full page advertisement in the conference mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile app
- Opted-in delegate list – name, position, organisation, city, country

REGISTRATION AND EXHIBITION

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



BARISTA CART (TWO AVAILABLE) \$7,000

This package provides outstanding branding opportunities for your company. Located in a prominent position and adjacent to your booth, this sponsorship provides plenty of opportunities to put your brand in front of delegates with opportunities to brand the Barista Cart, aprons and caps, and coffee cups.

PROMOTION

- Exclusive sponsorship of one of the AMMA Conference Barista Carts
- 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 mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile app
- Opted-in delegate list – name, position, organisation, city, country

REGISTRATION & EXHIBITION

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

NAME BADGE & LANYARD \$7,000

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 mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile 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 3 metre exhibition booth

AT EASE LOUNGE \$7,000

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, with 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 mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile 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 3 metre exhibition booth



CONFERENCE MOBILE APP \$6,000

Our Conference Mobile App continues to grow in popularity with delegates accessing the program, speakers biographies and exhibitor information. The Conference Mobile App sponsor will enjoy a banner ad on the front page of the mobile 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 Mobile App
- Logo recognition as the Conference Mobile App Sponsor on access instruction information
- One full page advertisement in the conference mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile 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 3 metre exhibition booth



CONFERENCE WIFI \$5,000

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 mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile 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 3 metre exhibition booth

KEYNOTE SPEAKER (TWO AVAILABLE) \$5,000

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 mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile 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

In 2018, 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 mobile app (finished art to be supplied by sponsor)
- Company logo and profile in the conference mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile app
- Opted-in delegate list – name, position, organisation, city, country

REGISTRATION

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

REFRESHMENT BREAK (TWO AVAILABLE) \$2,000/DAY

Our delegates work up an appetite conferencing all day and Refreshment Breaks bring them all back into one central place. This package is suited to companies that wish to increase brand recognition but may not be able to have staff on site during the conference to run a trade booth.

PROMOTION

- Exclusive sponsorship of one day's Refreshment Break
- Your organisation's logo will be prominently displayed at refreshment stations on the day of the sponsorship (includes morning and afternoon refreshments, and lunch)
- Opportunity to place promotional items on the catering stations (material provided by sponsor)
- Company logo and profile in the conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile app
- Opted-in delegate list – name, position, organisation, city, country





AMMA AWARD PACKAGES

BEST PRESENTATION BY A JUNIOR OFFICER SPONSOR \$2,000

PROMOTION

- Exclusive sponsorship of the Best Presentation by a Junior Officer Award Sponsor
- Organisation logo printed on the Award certificate
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material including venue signage
- Electronic brochure in the conference mobile app
- Opted-in delegate list – name, position, organisation, city, country

BEST NEW PRESENTER SPONSOR \$2,000

PROMOTION

- Exclusive sponsorship of the Best New Presenter Award
- Organisation logo printed on relevant Award certificate
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material including venue signage
- Electronic brochure in the conference mobile app
- Opted-in delegate list – name, position, organisation, city, country

BEST OTHER RANKED PRESENTER SPONSOR \$2,000

PROMOTION

- Exclusive sponsorship of the Best Other Ranked Presenter Award
- Organisation logo printed on relevant Award certificate
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material including venue signage
- Electronic brochure in the conference mobile app
- Opted-in delegate list – name, position, organisation, city, country

PHOTOGRAPHY SPONSOR \$2,000

PROMOTION

- Exclusive sponsorship of the Photography Award
- Organisation logo printed on relevant Award certificate
- Company logo and profile in the conference mobile app and website (including link)
- Logo recognition in all conference promotional material including venue signage
- Electronic brochure in the conference mobile app
- Opted-in delegate list – name, position, organisation, city, country

These awards will be presented at the conference dinner. If you would like to take the opportunity to present the award in person, please purchase a full conference registration which includes entry to the conference dinner.



ADVERTISING



JMVH

advertising opportunities

**ELECTRONIC BROCHURE
CONFERENCE MOBILE APP
FULL PAGE \$250**

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 Jenna Tomlin
at the AMMA Secretariat on
03 6234 7844 or
jenna@laevents.com.au**



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 opportunity 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 3m Exhibition Booth		
Early Bird	Valid until 30 June 2022	\$4,200
Standard	From 1 July 2022	\$4,500

EXHIBITION FEATURES

- One 3m x 3m 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 mobile app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference mobile 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.

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.