

# Safeguarding Australia's Healthcare



NATIONAL CONFERENCE SOUTH AUSTRALIA

## Sponsorship and Exhibition Prospectus

ADELAIDE 1-3 AUGUST

# INVITATION TO SPONSOR

The Australian Medical Association (AMA) invites you to partner with us at the AMA25 Conference at the Hilton Adelaide from August 1-3, 2025 — a premier conference event for leaders in the medical profession.

The AMA is the leading medical association in Australia. AMA25 will provide an excellent platform for enhancing your brand's presence in the healthcare community while supporting the theme of "Safeguarding Australia's Healthcare."

By partnering with us, you can connect with decision-makers, policy leaders, and medical experts from across the country, showcase your organisation, and build lasting relationships.

The conference promises a vibrant atmosphere for delegates to reconnect with colleagues, network, and explore new opportunities with industry partners.

We're eager to collaborate with you on tailored sponsorship packages that align with your objectives.

Join us in making AMA25 a pivotal event for the future of healthcare in Australia!



**Natalia Centellas**  
Chief Executive Officer



**Dr Sanjay Hettige**  
AMA25 Conference Convenor

## WHY PARTNER WITH US

The Australian Medical Association (AMA) is the peak professional body for doctors in Australia. Representing and supporting all doctors, the AMA works with governments to develop and influence health policy to provide the best outcomes for doctors, their patients, and the community. We are member-run and led, promoting fairness and equality, lobbying and campaigning on issues affecting the medical profession.

## DELEGATES

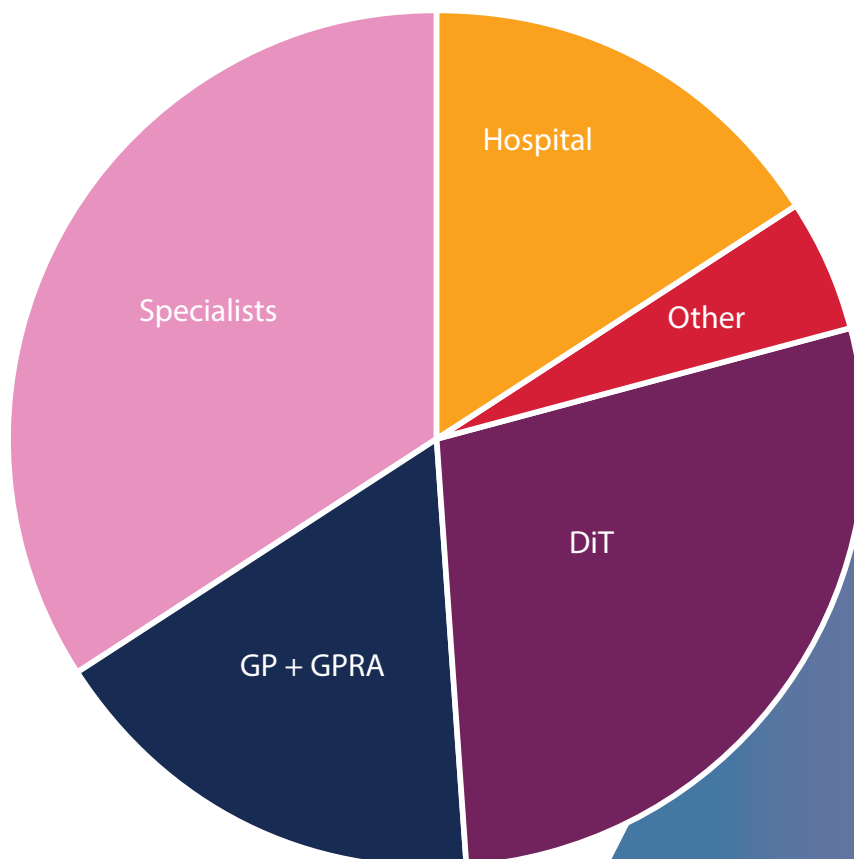
The goal for AMA25 is to ensure a minimum of 200 in-person delegates attend the conference from across Australia, and all member segments. The program has been developed to ensure that all members are able to engage with topics and sessions, providing valuable education and meaningful connection.



# OUR MEMBERS

The AMA 27,000+ members come from all corners of the country. Members fall into the following membership categories:

- ➔ Medical students.
- ➔ Doctor-in-training.
- ➔ Registrar (Mid-career and specialisation).
- ➔ GP's and specialists.
- ➔ Senior and retired doctors.



## UNIQUE TO AMA25

- ➔ With all doctors requiring CPD to maintain their licence, AMA25 provides CPD point recognition for the duration of the conference, creating further motivation for doctors to engage.
- ➔ The significance placed on diversity, inclusivity, and equity in both the conference content and organisation's purpose.
- ➔ Diverse social program designed to engage attendees and create opportunities for networking and collaboration.
- ➔ Strategically selected speakers that will attract attendees to attend the conference.

## VENUE AND DESTINATION

The Hilton Adelaide is this years conference HQ conveniently located overlooking Victoria Square, in the heart of Adelaide's entertainment and shopping district.

Delegates and partners can access the exclusive AMA discounted accommodation rate for their stay over the conference period.

## NETWORKING OPPORTUNITIES

To complement the conference program, the AMA has designed a variety of included and optional additional social engagement opportunities throughout the event. These opportunities provide ways for member, partners and delegates to connect in both a formal and informal setting.

### **Included:**

- ➔ Exclusive invitation only Leaders' Dinner, Thursday 31st July, to be hosted at a unique offsite Adelaide destination.
- ➔ Welcome reception, Friday 1st August, Hilton Adelaide.
- ➔ AMA Gala Dinner, Saturday 2nd August, Hilton Adelaide.

### **Optional additions:**

- ➔ Adelaide guided market tour.
- ➔ Morning mindfulness Pilates session.
- ➔ Adelaide region tours.
- ➔ Guided tour of the SAHMRI (South Australian Health and Medical Research Institute).

*\*optional additions may be subject to change.*



# CONFERENCE PROMOTION

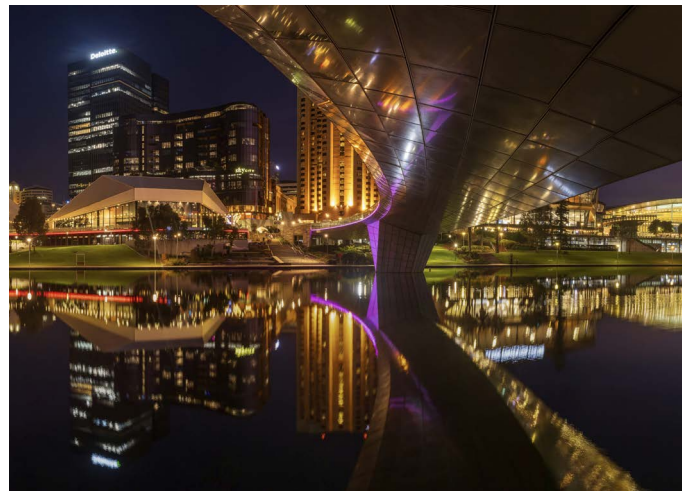
## AMA Federal Communications

### Weekly EDM Publications

**Rounds:** Subscriber audience of over 26,000 with open rates exceeding 50 per cent.  
GP National News (GPNN): GP newsletter engaging over 6,000 subscribers with similarly high open rates.

### Social Media Reach

- ➔ **Facebook:** 30,000+ followers
- ➔ **Instagram:** 1,400+ followers
- ➔ **LinkedIn:** 12,000+ followers
- ➔ **X (Twitter):** 30,000+ followers
- ➔ **Threads:** 250 followers
- ➔ **TikTok:** 50 followers (growth strategy to be implemented this year)



In addition, all AMA states and territories comms teams actively support and promote the conference through their communication channels. Outside of our extensive AMA channels, we optimise delegate registrations via targeted direct mail to over 60,000 doctors nationwide, regardless of their AMA membership status, and through various medical publications.

### Additional channels:

- ➔ Optimisation of delegate registrations via targeted direct mail to more than 60,000 doctors nationwide, regardless of AMA membership status, and through various medical publications.
- ➔ AMA states and territories communication teams encouraged to support and promote the conference through their communication channels.

# PROGRAM OVERVIEW

## **THURSDAY 31 JULY**

Federal Council meeting

AMA exclusive leaders dinner

## **FRIDAY 1 AUGUST**

Delegate registration and check-in

AMA25 Conference day 1

President's welcome drinks

## **SATURDAY 2 AUGUST**

Morning mindfulness pilates session – optional extra

AMA Conference day 2

AMA Gala Dinner

## **SUNDAY 3 AUGUST**

Day enjoy SA – Optional excursions

# SPONSORSHIP OPPORTUNITIES

	Major Partner (\$25,000)	Gold (\$14,000)	Silver (\$11,000)	Bronze (\$7,700)	Exhibitor (\$5,000)
Complimentary full conference passes, including AMA Gala Dinner	4	<b>SOLD OUT</b>	1	1	1
Complimentary exhibitor passes	6	2	2	2	2
Company logo within plenary room before and after all presentations and during all breaks	✓	✓	✓	✓	
Direct link to company homepage from conference webpage	✓				
Company logo on onsite signage (where applicable)	✓	✓			
Naming Rights to Plenary Room e.g. Welcome session to be held on the "AMA Room"	✓				
Naming Rights to ONE break out room		✓			
Access to delegate list (Refer to T&C's below)	2 weeks prior	2 weeks prior	1 week prior	1 week prior	
Verbal acknowledgement of your sponsorship and the opening and closing sessions	✓	✓	✓	✓	
Advertising in event delegate program (completed artwork to be provided, to meet required specifications)	Full Page	Half Page	Half Page	Half Page	Exhibitor Directory
Company logo on appropriate marketing and educational materials	✓	✓	✓	✓	✓
Company logo on appropriate marketing and educational materials	✓	✓	✓	✓	✓
Complimentary exhibition booth	6m x 2m VIP Location	4m x 2m VIP Location	4m x 2m	4m x 2m	2m x 2m



## Exhibitor sponsor details

### \$5,000 AUD

The industry exhibition will be a focal point of AMA25. All refreshment breaks will be served in the exhibition area. The program is structured to maximise opportunities for delegates to visit and network with colleagues and industry in the exhibition area.

- ➔ 1 full conference passes, including AMA Gala Dinner
- ➔ 2 Exhibitor passes, including Welcome Reception
- ➔ Information and logo inclusion in Exhibitor Directory in event program (digital and print)
- ➔ Company logo on website with link to email address
- ➔ Company logo on appropriate marketing and educational materials
- ➔ 60 sec elevator style pitch at Welcome Reception, hosted by AMA President, Danielle McMullen

Exhibition booth set up includes the following:

Booth:

- 2mW x 0.5mD x 2.5mH smooth finish walls
- 1 x bar table
- 2 x chairs

Fascia sign:

- 1 x printed full colour company name sign per booth

Lighting:

- 1 x LED arm light per booth

Power:

- 1 x 4amp power point per booth

## Session sponsor

### \$8,000 AUD (2 available)

- ➔ Naming rights to one breakout learning session at conference event
- ➔ 2 full conference passes, including AMA Gala Dinner
- ➔ Opportunity to provide guest speaker/subject matter expert to one relevant conference session OR five minute Welcome Address at relevant session  
*(Note: topics and final content decisions remain the right of AMA Federal, speakers must meet the minimum speaker requirements of educational content only)*
- ➔ Acknowledgement as conference partner across all relevant materials including all websites, eDMs and collateral
- ➔ Solo company logo rights in breakout room, during relevant session.
- ➔ Access to delegate list (Refer to T&C's below) 1 week prior
- ➔ Half page advertising in event delegate program
- ➔ Opportunity to provide branded content (e.g. information flyer or business card) on delegate tables within relevant breakout session

## Corporate branding partner

### \$8,000 AUD (1 available)

- ➔ 2 full conference passes, including AMA Gala Dinner
- ➔ Acknowledgement as conference partner across all relevant materials including all websites, eDMs and collateral
- ➔ Company logo in plenary room before and after all presentations and during all breaks
- ➔ Access to delegate list (Refer to T&C's below) 1 week prior
- ➔ Half page advertising in event delegate program
- ➔ Supply branded signage for coffee cart location (banners, flyers etc), premium location with guaranteed delegate foot traffic Opportunity to provide delegate notebooks and pens in plenary room for all attendees.
- ➔ Opportunity to provide branded cups at the cost of the sponsor (These cups can be reusable branded cups, to demonstrate partners commitment to sustainability)

## AMA Leaders' Dinner

### **\$12,500 AUD (1 available)**

The Leaders' Dinner is hosted before the official commencement of AMA25. This event is a strictly limited, invitation only event, for AMA Federal Council members, AMA Federal Board members, AMA CEO's and other relevant VIP stakeholders. This formal sit-down dinner offers one partner the chance to connect, network and engage with the key AMA leadership and decision makers before the conference formalities, in a closed door environment for approximately 50 guests. Held at a uniquely South Australian venue, away from the traffic of the main event, this is the prime VIP opportunity to engage.

- ➔ Presenting rights to AMA Leaders' Dinner
- ➔ 2 Exclusive AMA Leaders' Dinner invitations (not available for purchase)
- ➔ 2 full conference passes, including AMA Gala Dinner
- ➔ Strategic branding opportunities during event e.g. welcome signs, menu, place cards etc
- ➔ Acknowledgement as AMA Leaders' Dinner sponsor on all relevant communications.
- ➔ 3 minute speaking opportunity, introduced by AMA President
- ➔ 1 co-branded eDM message sent to unique AMA Leaders' Dinner audience, sent by AMA on behalf of partner
- ➔ Opportunity for one creative, immersive brand experience surrounding the dinner, speak to the AMA team to create the experience that suits your business goals

## Welcome Reception

### \$12,500 AUD (limited to 1)

SOLD  
OUT

The AMA Conference welcome reception is the first formal social event of AMA25, bringing together all delegates, industry partners and key stakeholders for a cocktail style experience. Hosted by AMA President, Danielle McMullen, this event creates a fantastic opportunity to meet our key stakeholders, connect with other attendees, digest the content from day 1 of the conference and meet the partners that helped to make the event possible. Headline partnership offers naming rights and presentation rights to this key social event.

- ➔ Naming rights to the Welcome Reception event
- ➔ 2 full conference passes, including AMA Gala Dinner
- ➔ Three additional Welcome Reception tickets
- ➔ Immersive company branding at the Welcome Reception event, including banners, digital signage etc
- ➔ Acknowledgement as Welcome Reception sponsor on all relevant marketing material
- ➔ 5 minute speaking opportunity, introduced by AMA President
- ➔ 1 co-branded eDM message sent to all conference and dinner attendees, sent by AMA on behalf of partner

## AMA Gala Dinner

The AMA Gala Dinner is a culmination of the learning and networking conducted over the full conference event. Held on Saturday 2nd August, at the Hilton Adelaide, this event is the premiere opportunity to network, connect, and celebrate fantastic achievements of industry with conference delegates with additional attendees welcome. This year's MC and entertainment is the fantastic Tim Campbell, bringing a true feeling of celebration to the event.

## AMA Gala Dinner presenting partner

### **\$18,000 AUD (limited to 1)**

- ➔ 4 VIP AMA Gala Dinner tickets
- ➔ 2 full conference passes
- ➔ 2 welcome reception tickets
- ➔ Company branding (digital signage or banners) at the dinner
- ➔ Premium acknowledgment as Gala Dinner presenting partner across all relevant materials including all websites, eDMs and collateral
- ➔ Presenting partner welcome address (5 minutes) to participants at the dinner
- ➔ 1 co-branded eDM message sent to all conference and dinner attendees, sent by AMA on behalf of partner

## AMA Gala Dinner supporting partner

### **\$5,000 AUD (limited to 2)**

- ➔ 2 VIP AMA Gala Dinner tickets
- ➔ Company branding (digital signage or banners) at the event
- ➔ Recognition as Gala Dinner supporting partner across all relevant materials including all websites, eDMs etc
- ➔ Presenting partner welcome address (5 min) to participants at the Gala Dinner.
- ➔ 30sec TVC to play at dinner
- ➔ Logo on all Gala Dinner collateral
- ➔ MC to verbally acknowledge and introduce team representatives during event

# SPONSORSHIP PACKAGE

Sponsorship is a unique experience for all partners and clients. The AMA is committed to ensuring that sponsors engage in a partnership that suits their individual business goals and targets.

If the above packages do not completely meet your requirements, please contact the team for assistance in designing a custom package.

All sponsorship and exhibition packages are quoted in Australian dollars and are inclusive of GST.

All sponsors will be welcome to access the highly competitive negotiated delegate accommodation room rate via a the custom AMA booking link, on receipt of signed agreement.





# APPLICATION FOR SPONSORSHIP

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

**Bethany Mason**  
Manager, Membership Growth and Engagement  
[bethany.mason@ama.com.au](mailto:bethany.mason@ama.com.au)



## Company Details

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Company:

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Postal Address:

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Telephone:

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Mobile:

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Email:

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Contact Person:

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## Sponsorship opportunities

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<b>Sponsorship Type</b>	<b>AUD including GST</b>
1	AUD
2	AUD
3	AUD
4	AUD
<b>Total Sponsorship Spend (including GST)</b>	AUD

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Date:

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Signed:

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\* This prospectus is not a contract or an offer by the AMA to enter into a contract. If we select your company for one or more packages, we will send a contract for you to sign and return. For packages of more than \$10,000 (inc GST), 50% of the package fee will be payable upon execution of the agreement. The balance will be payable on 2 June 2025. For packages of \$10,000 (inc GST) or less, 100% of the package fee will be payable upon execution of the agreement. Please note that the contract will specify a deadline for you to sign and return the contract and pay the deposit. After this, we may withdraw the offer and offer the package to another company. We may also change the details of the packages set out in this prospectus.



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