



Partner with the Australian Medical Association at the AMA26 National Conference

28–29 August 2026 | Pullman Melbourne on the Park Theme: Leading Change in a Connected World

The AMA26 National Conference will bring together Australia's foremost medical leaders, practitioners, and policymakers to explore how the medical profession can lead change in an increasingly connected and complex world.

Hosted by the Australian Medical Association — the peak body representing doctors nationwide — this flagship event will examine the evolving landscape of healthcare, the power of collaboration, and the innovations shaping the future of medicine in Australia.

The AMA26 conference theme is 'Leading Change in a Connected World'. This theme reflects a strong emphasis on leadership, future-proofing healthcare, and the importance of collaboration and collective action. The theme also guides a forward-thinking program that showcases innovation and inspires thought leadership.

As a valued sponsor, your organisation will be positioned alongside the nation's most trusted and influential voices in health. Sponsorship of AMA26 provides a unique platform to:

- **Showcase** your leadership in healthcare innovation and technology.
- **Connect** directly with key decision-makers and emerging medical leaders.
- **Build** meaningful partnerships across the medical and health policy community.
- **Align** your brand with the AMA's commitment to driving positive change in a connected world.

With an engaging two-day program featuring thought-provoking keynotes, expert panel discussions, and premium networking opportunities, AMA26 is set to be a highlight of the 2026 healthcare calendar.

Join us in Melbourne as we lead change — together — in a connected world.



Dr Natasha Abeysekera AMA26 convenor



Dr Danielle McMullen AMA Federal President

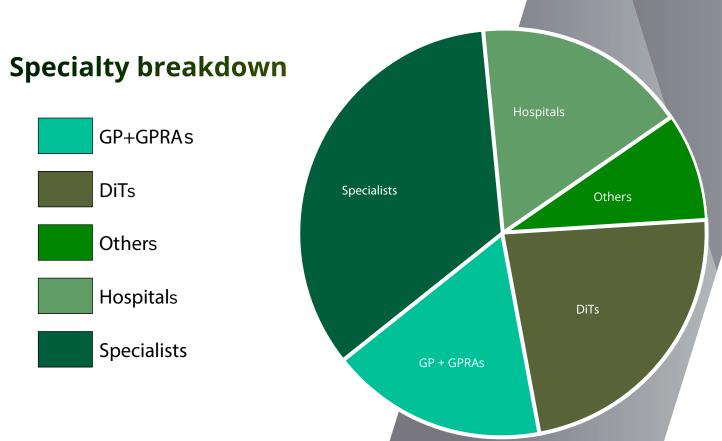
Our members

The Australian Medical Association (AMA) is the peak body representing doctors across all specialties and career stages in Australia. As the trusted voice of the medical profession, the AMA plays a pivotal role in shaping the nation's health policy, advocating for excellence in healthcare, and driving meaningful reform for doctors, patients, and the broader community.

The AMA's 26,000+ members come from all regions of the country.

Members fall into the following membership categories:

- medical students
- doctor-in-training
- registrar (Mid-career and specialisation)
- GPs and specialists
- senior and retired doctors.



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Why partner with us

Partnering with the AMA aligns your organisation with the most influential network of medical professionals in Australia. Our member-led organisation champions fairness, quality, and innovation — working collaboratively with governments, industry, and stakeholders to advance the future of healthcare.

Through an AMA partnership, your brand gains access to a highly engaged audience of medical leaders and decision-makers, while demonstrating your commitment to supporting Australia's medical workforce and improving community health outcomes.

Together, we can lead positive change in Australia's connected healthcare landscape.

Delegates

AMA26 will unite a minimum of 200 in-person delegates from across Australia, representing all segments of the AMA membership. The program is designed to ensure meaningful engagement through relevant topics, insightful sessions, and valuable opportunities for education and connection.

As 2026 marks an AMA Presidential and Vice-Presidential election year, this conference will serve as a pivotal member engagement event. Attendance and participation are expected to be particularly strong, as only members present at the conference can be eligible to vote in the election.



Unique to AMA26

Venue and destination

AMA26 will be hosted at Pullman Melbourne on the Park — a premier 5-star venue overlooking the MCG and Fitzroy Gardens. Centrally located and easily accessible, the venue offers a professional yet inviting environment designed to foster connection and engagement. Its modern conference facilities, high-end amenities, and dedicated sponsor activation spaces provide the ideal setting for meaningful brand visibility and networking opportunities with Australia's medical leaders.

Networking opportunities

- **Direct access to an engaged audience:** With continuing professional development (CPD) required for all practising doctors, AMA26 offers recognised CPD points for the full duration of the conference ensuring strong delegate attendance and engagement throughout the event.
- **Alignment with diversity and inclusion values:** Sponsors have the opportunity to align their brand with an organisation and event that champions diversity, inclusivity, and equity across its content, speakers, and purpose.
- **Meaningful engagement and networking opportunities:** The program is designed to foster authentic connection and collaboration among attendees, including the introduction of member-led abstract presentations for 2026, creating additional touchpoints for sponsor visibility and engagement.
- **Association with thought leadership:** Strategically selected, high-profile speakers will draw strong attendance and engagement, providing sponsors with valuable brand exposure alongside Australia's leading voices in health and medicine.
- Influence and visibility among australia's medical leaders:

 Position your brand in front of the nation's most respected doctors, health leaders, and decision-makers across all specialties including clinicians, executives, policymakers, and practice owners.
- **Integrated marketing and exposure opportunities:** Sponsors receive multi-channel visibility through event branding, digital promotion, social media, on-site signage, and delegate communications ensuring sustained exposure before, during, and after the conference.
- **Long-term relationship building:** Engage directly with delegates and AMA leadership to cultivate meaningful partnerships beyond the event, opening doors to collaboration, innovation, and future opportunities.

Promotion and reach

Social media reach

Facebook: 30,900+ followers Instagram: 2,600+ followers LinkedIn: 16,600+ followers X (Twitter): 30,400+ followers

Threads: 305 followers **TikTok:** 750+ followers

In addition, all AMA state and territory social media teams actively support and promote the conference through their various communication channels. Members also receive direct marketing through their membership portals, featuring event programs, sponsors, content and ticket purchasing platforms.

Weekly eDM publications

Rounds: Subscriber audience of more than 26,000 with open rates exceeding 50 per cent.

GP National News (GPNN): GP newsletter engaging more than 6,000 subscribers with similarly high open rates.

Additional channels

- Dedicated delegate and sponsor app "The Event App" powered by EventsAIR allowing delegates to engage and connect prior, during and post conference.
- 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.

Sponsorship opportunities

	Major Partner (\$25,000) Max 1 available	Gold (\$14,000) Max 2 available	Silver (\$11,000)	Bronze (\$7,700)	Exhibitor (\$5,000)
Full conference passes	4	2	2	1	1
Exhibitor passes	6	2	2	2	2
VIP Gala Dinner tickets	4	2	2	1	1
Naming rights to plenary room	✓				
Naming rights to one break out room		✓			
Direct link to company on event website	✓	✓	✓	✓	✓
Onboarding announcement on the AMA social media channels	✓	√	√	√	
Item inclusion in delegate welcome pack	✓	✓	✓	✓	✓
Verbal acknowledgement of your sponsorship during the opening and closing sessions	✓	✓	✓	✓	
60-second TVC presented at one plenary session	✓	✓			
Welcome address at opening plenary session	✓				
Sponsor bio, contact and logo inclusion in event app	✓	✓	✓	✓	✓
Sponsor utilisation of event app including lead generation and delegate connection	✓	√	✓	√	✓
Access to delegate list*	2 weeks prior	2 weeks prior	1 week prior	1 week prior	1 week prior
60-second pitch at welcome reception		✓	✓	✓	✓
Exhibition booth	6m x 2m premium location	4m X 2m premium location	4m X 2m preferred location	4m X 2m	2m X 2m

All prices are inclusive of GST



Exhibitor sponsor details

The industry exhibition will be a focal point of AMA26.

All plenary sessions, breakout sessions, refreshment breaks, and networking events will focus around the central hub that is the exhibition space.

The AMA26 exhibition package is included in standard sponsorship packages, with allocation of space and sizing based on package selection.

All packages include the following:

- full conference passes
- exhibitor passes
- VIP Gala Dinner tickets
- direct link to company on event website
- company logo recognition across all relevant event material
- sponsor bio, contact and logo inclusion in event app
- sponsor use of event app including lead generation and delegate connection
- item inclusion in delegate welcome pack
- exhibition booth space and basic inclusions.

Exhibition booth set up includes the following:

Booth:

2m x 2m shell scheme booth 1 x lockable cupboard 2 x stools

Signage and lighting:

1 x digitally printed hanging fascia name board 1 x LED fascia light

Power:

1 x 4amp power point per booth

Please note that further signage, equipment and customisation is available directly through the supplier, to be booked directly in the lead up to the event.



Session Sponsor

\$7,700 (2 available)

Perfect for organisations seeking to connect with Australia's medical professionals and showcase industry expertise. This package offers naming rights to a breakout learning session, the option to present a speaker or welcome address, and strong brand visibility across event materials and in-session signage. A powerful opportunity to align your brand with medical education and demonstrate thought leadership in healthcare advancement.

Your organisation will recieve:

- naming rights to one breakout learning session at conference event
- two 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 the federal AMA, 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 terms and conditions) one 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

\$7,700 (1 available)

Ideal for organisations wanting premium brand visibility and direct engagement throughout the conference. As the corporate branding partner, your logo will feature prominently in the exhibition space, plenary room, and across all event materials, ensuring constant exposure. With exclusive coffee cart branding, plus opportunities to provide notebooks, pens, or sustainable branded cups, this package delivers high-impact visibility and reinforces your organisation's commitment to supporting Australia's medical community.

- two full conference passes, including
- the AMA Gala Dinner acknowledgement as a conference partner across all relevant materials, including all websites, eDMs and collateral
- company logo in plenary room during all breaks
- access to delegate list (Refer to terms and conditions) one 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 (cups can be reusable branded cups, to demonstrate partners commitment to sustainability).



AMA26 Leaders' Dinner

\$12,500 (1 available)

The Leaders' Dinner is hosted before the official commencement of AMA26.

This event is a strictly limited, invitation-only event, for AMA Federal Council members, AMA Federal Board members, the AMA CEOs 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 commencement of conference formalities, in a closed-door environment for approximately 50 guests. Held at a uniquely Melbourne venue, away from the traffic of the main event, this is the prime VIP opportunity to engage.

Date: Thursday, 27 August 2026 **Location:** Roccella, East Melbourne

- presenting rights to the AMA Leaders' Dinner
- two Exclusive AMA Leaders' Dinner invitations (not available for purchase)
- two full conference passes, including the AMA Gala Dinner
- strategic branding opportunities during event, e.g. welcome signs, menu, etc.
- acknowledgement as the AMA Leaders' Dinner sponsor on all relevant communications
- three-minute speaking opportunity, introduced by the AMA President
- one co-branded personalised eDM message sent to the 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 (1 available)

The AMA conference welcome reception is the first formal social event of AMA26, bringing together all delegates, industry partners and key stakeholders for a cocktail-style experience.

Kick off AMA26 as the exclusive presenting partner of the AMA conference welcome reception — the premier networking event that brings together delegates, industry leaders and key stakeholders for an engaging cocktail evening. Hosted by the AMA President Dr Danielle McMullen, this high-profile occasion offers exceptional visibility and connection opportunities as guests reflect on day one and celebrate the partnerships that drive the profession forward. The partnership includes naming and presentation rights, positioning your organisation at the heart of the conference's most anticipated social event.

- naming rights to the welcome reception event
- two full conference passes, including the 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
- five-minute speaking opportunity, introduced by the AMA President
- one co-branded eDM message sent to all conference and dinner attendees, sent by the AMA on behalf of the partner
- **exhibition partnership** and all associated benefits and inclusions.

The AMA Gala Dinner is more than a social occasion — it's a statement of commitment to the future of Australian medicine and the people shaping it.

Date: Saturday, 29 August 2026

Location: Grand Ballroom, Pullman Melbourne on the Park

The AMA Gala Dinner is the premier social and celebratory event on the AMA calendar — a night that brings together Australia's medical leaders, policymakers, and industry partners for an evening of recognition, influence, and connection.

In 2026, the Gala Dinner will take on an exciting new format. It will shine a spotlight on the achievements of the AMA Award winners, showcase the valuable contribution AMA members make to the health profession, and create an environment that encourages meaningful networking and engagement among attendees and sponsors.

Held on Saturday, 29 August, at Pullman on the Park, Melbourne, the Gala Dinner will be the highlight of the AMA Conference social calendar. It provides sponsors with as strictly limited, high-profile platform to connect with key decision makers in medicine, government, and health policy — in a setting designed for prestige, visibility, and impact.

As a sponsor, you will:

- be prominently recognised as a key partner in celebrating excellence across the medical profession
- · align your brand with leadership, innovation, and advocacy in Australian healthcare
- engage directly with doctors from all career stages, health executives, and policymakers in a relaxed, prestigious environment
- enjoy premium branding, on-stage recognition, and exclusive opportunities for tailored activations that bring your partnership to life.

AMA26 Awards

Women in Medical Leadership
Diversity in Medicine
Women's Health
Excellence in Healthcare
Doctor in Training of the Year
Roll of Fellows*
President's Award*
Gold Medal*

*Award not available for sponsorship



AMA Gala Dinner presenting partner

\$16,000 (1 available)

- exclusive naming rights as the Gala Dinner Partner (e.g. AMA26 Gala Dinner presented by [Sponsor Name])
- six VIP AMA Gala Dinner tickets valued at \$350pp
- pption to host key clients, AMA representatives, or special guests at your table strategic selection of table guests in conjunction with AMA team
- two full conference passes valued at \$1,715pp
- two welcome reception tickets valued at \$200pp
- alignment to one AMA award, presented at the event. Post event activations include social media winner's campaign, sponsor photo, and recognition with the winner
- prominent logo and acknowledgment across all dinner-related materials invitations, program, signage, menus, screens, website, and digital communications, pre, during and post event
- verbal recognition by the MC and AMA President during formal proceedings
- exclusive presenting partner welcome address (5 minutes) to participants at the dinner
- 30-second TVC to play during event (spaced throughout evening to maximum engagement)
- one co-branded eDM message sent to all conference and dinner attendees, sent by the AMA on behalf of partner — valued at \$3,300 per eDM
- optional activation branded attendee guest gift, table inclusion (at sponsor's cost).

AMA Gala Dinner supporting partner

\$5,500 (2 available)

- four VIP AMA Gala Dinner tickets valued at \$350pp
- two welcome reception tickets valued at \$200pp
- strategic seating allocation, determined in conjunction with the AMA team, to align to the business goals of each sponsor
- company branding (digital signage or banners) at the event
- alignment to one AMA award, presented at the event. Post event activations include social media winner's campaign, sponsor photo, and recognition with the winner
- logo and acknowledgment across all dinner-related materials invitations, program, signage, menus, screens, website, and digital communications, pre, during and post event
- verbal recognition by the MC and the AMA President during formal proceedings
- 30-second TVC to play at dinner.

Customise your package

Sponsorship is a unique experience for all partners and clients

The AMA is committed to building meaningful partnerships that align with each sponsor's strategic objectives. If the outlined packages don't fully meet your needs, our team will work with you to create a tailored sponsorship solution designed to achieve your business goals and maximise your conference impact. Further opportunities to engage may include:

- doctor in training/future Leaders networking event designed in conjunction with sponsor
- networking experiences business lounge, coffee connect, etc.
- content collaborations inclusion of abstracts or panel speakers
- communication package print and digital.

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

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



Application for sponsorship

Company details

Company:		
ABN:		
Postal address:		
Contact person:		
Position:		_
Email:		
Phone number:		
Sponsorship opportur	nities	
Sponsorship type	AUD including GST	
1	AUD	
2	AUD	
3	AUD	
4	AUD	
Total sponsorship spend (including GST)	AUD	
Date:	Signed:	
AMA staff only	Package:	
Application accepted by:	Amount:	
Name:	Position:	
Signature:	Date:	



Appendix A — AMA26 Sponsorship terms and conditions

Australian Medical Association National Conference 2026 28–29 August 2026 | Pullman on the Park, Melbourne

1. Agreement

- By submitting an application (Application) to sponsor AMA26 (the Event), you acknowledge:
- you have read, understood, and agree to these Terms and Conditions (Terms);
- your Application is only accepted once co-signed by the AMA and returned to you; and
- if your Application is accepted, this will create a legally binding contract between you and the AMA.

2 Fees

All prices in this prospectus are in Australian dollars and are inclusive of GST unless otherwise stated.

A non-refundable deposit of 50 per cent of the total sponsorship fee is payable within 14 days after the AMA notifies you that your Application has been accepted. The remaining 50 per cent is due by 2 June 2026. Credit card payments will incur a surcharge equal to the bank's applicable merchant fee. The AMA reserves the right to withdraw sponsorship benefits if payment deadlines are not met.

3. Cancellation

You can withdraw your Application at any time prior to acceptance by the AMA.

Cancellations of accepted Applications must be received in writing. If you cancel before 2 June 2026, the 50 per cent deposit will be forfeited. If cancellation occurs on or after 2 June 2026, the full sponsorship fee is payable and non-refundable. If the full fees have not been paid, the AMA may recover them from you. Failure to pay or otherwise comply with these Terms will be deemed a cancellation by you.

4. Sponsorship benefits

The AMA will deliver the sponsorship benefits specified in this prospectus for your package.

All sponsorships are non-exclusive unless expressly stated otherwise. The AMA may offer other organisations:

- the same or different packages; and
- the same or different prices.

The AMA reserves the right to vary or substitute benefits with comparable alternatives where necessary (e.g. venue or logistical changes).

5. Use of your materials

You grant the AMA a non-exclusive, royalty-free licence to use:

- your name, logo or marks; and
- any text, images, media or other copyrighted material, provided to the AMA for the purposes of these Terms (together your material),

solely for the purposes of carrying out the AMA's obligations under these Terms.

The AMA will ensure that it complies with any brand guidelines or style guides provided by you.

You warrant that:

- you have all necessary rights to provide, and authorise use of, your materials;
- your materials are not misleading, deceptive, or defamatory;
- any named or identifiable individuals have consented to their personal information being used and disclosed to the AMA for the purposes of these Terms: and
- the use and reproduction of your materials in accordance with these Terms will not infringe or violate the copyright, moral rights or any other rights of any person or third party.

The AMA may refuse to publish any of your materials that does not align with the AMA's values or organisational policies.

Sponsor initials:

AMA initials:



6. Brand and communication guidelines

You must not:

- use the AMA or AMA26 logos without prior written consent;
- make public statements on behalf of the AMA; or
- represent that the AMA endorses your products or services.

You must obtain the AMA's prior written approval to any co-branded material prior to distribution.

7. Venue and participation

You must comply with all venue, exhibition, and safety rules provided by the AMA or the venue. The AMA will provide these rules at least 30 days prior to the Event. You are responsible for the conduct and safety of your representatives, contractors, and exhibitors. Medical or pharmaceutical exhibitors must comply with the Medicines Australia Code of Conduct and/or the Medical Technology Industry Code of Practice, as applicable. No outside food and drinks are permitted without the approval of the conference venue. Any competitions must be consistent with Australian law and alcohol must not be supplied or offered as prizes without AMA approval.

8. Code of conduct

The AMA is committed to a zero tolerance for harassing conduct at all locations where AMA business is conducted. This includes the Event. All attendees at the Event are expected to exhibit respectful, professional, and collegial behaviour.

Attendees should exercise consideration and respect in their speech and actions, including while making formal presentations to other attendees, and should be mindful of their surroundings and fellow participants. You must ensure that any of your personnel who attend the event acknowledge and accept the Code of Conduct at Events. No refunds will be given if your personnel are excluded from further attendance because of their conduct.

9. Photography, filming and media

Persons attending the Event may be filmed, recorded and/or photographed by the AMA (or its contractors) and the media. You must ensure that any of your personnel who attend the Event consent to the use of such film, sound and/or photographs for editorial, promotion, publicity, educational and advertising purposes. You acknowledge that no compensation is payable for use of the footage. The venues for the Event and the gala dinner may also have cameras for security purposes.

10. Insurance

You must hold current public liability insurance of at least \$20 million and provide evidence of cover upon request. The AMA is not responsible for loss, theft, or damage to your property at the Event.

11. Privacy and delegate data

The AMA collects and uses your information to administer the Event and deliver the sponsorship benefits. Any personal information provided by you or for on your behalf is being collected for the purposes of providing the sponsorship benefits and otherwise performing these Terms. You consent to us providing your information to our suppliers and contractors where required for this purpose.

If any of your personnel register to attend the event, the AMA will collect their personal information to provide them with access to the Event. This information will be stored at our premises, in electronic systems under our control and with contracted data storage providers. The AMA will take appropriate steps to protect the security of your information, including protections against unauthorised access, virus or other electronic intrusions.

The AMA and its data storage providers and web hosting provider may use servers, systems and cloud computing providers located outside of Australia. For further information please see our Privacy Policy and our Privacy Statement.

If your package includes access to delegate information, this will only include delegates who have consented to this information being provided.

You must not provide delegate information to third parties. You must also comply with the SPAM Act when contacting delegates, including the obligations to:

- include an unsubscribe mechanism; and
- action any unsubscribe requests.

Sponsor initials:

AMA initials:



12. Event Changes, postponement or cancellation

The AMA may modify, postpone, or cancel the Event due to circumstances beyond its control (e.g. pandemic, natural disaster, industrial action, or low attendance). If the Event is cancelled or significantly changed, the AMA will:

- notify you promptly; and
- use reasonable endeavours to offer equivalent value through alternative benefits or rescheduled participation.

If the parties cannot agree on alternative benefits, either party may terminate these Terms for convenience. If these Terms are terminated for convenience:

- the AMA will refund all monies paid by you;
- this will be your sole remedy; and
- the AMA will not be liable for any expenses incurred by you.

13. Release and indemnity

You release the AMA, the conference venue and their personnel from any responsibility for loss or damage to your property. You indemnify the AMA from any claims from third parties (including the conference venue) arising out of:

- the AMA's (or its sublicensees') use of any of your material in accordance with these Terms;
- your exhibition;
- or the actions or conduct of your personnel at the Event.
- Subject to this indemnity:
- neither party is liable for indirect, incidental, or consequential damages arising out of or related to these Terms; and
- each party's liability to the other will not exceed the amount payable for your package.

14. Termination for breach

If a party materially breaches these Terms and that breach:

- is not capable of remedy; or
- is not rectified within 14 days after receiving written notice requiring it to do so,

the other party may terminate with immediate effect, by giving written notice.

15. Alternative dispute resolution

Any party claiming a dispute has arisen out of or in relation to these Terms must notify the other party in writing. If the dispute cannot be resolved within 30 days, it will be referred to a mediator agreed by the parties.

If the parties cannot agree on a mediator or the dispute is not resolved within 60 days after referral to the mediator (or such later period as is agreed by the parties), either party may commence litigation. Nothing in this clause prevents either party from seeking urgent interlocutory relief.

16. General

These Terms constitute the entire agreement between the parties and supersedes all prior agreements and understandings, whether written or oral, relating to its subject matter. Any amendments to these Terms must be in writing and signed by both parties. You cannot assign your sponsorship benefits or sublet any part of your exhibition space. If any part of these Terms is held invalid that part will be severed, and the rest of these Terms will continue to be valid and enforceable. Termination of these Terms will not end those provisions that are capable of surviving. These Terms are governed by the laws of the Australian Capital Territory, and each party agrees to the non-exclusive jurisdiction of the courts of the Australian Capital Territory.

AMA staff only
Date:
Name:
Signature

