

**AUSTRALASIAN MILITARY  
MEDICINE ASSOCIATION  
CONFERENCE 2023**



**MILITARY MEDICINE:  
PLANNING FOR THE UNEXPECTED**



**INVESTMENT OPPORTUNITIES**



**12-15 OCTOBER 2023 | PERTH CONVENTION AND EXHIBITION CENTRE**

## 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

## INVITATION FROM THE PRESIDENT

On behalf of the Council, it is my great pleasure to welcome you to the first ever AMMA Conference in Perth, Western Australia. We are very excited about bringing AMMA to this beautiful city which sits on the banks of the Swan River.

It has been enormously rewarding to see a significant increase in delegate numbers and engagement over the years. April 2022 in Melbourne saw our delegate numbers rise to 681 and in Hobart for our second conference we had another impressive attendance of 651 delegates, demonstrating the huge support of our AMMA family for this conference, and of course bringing more delegates to you.

Once again, the aim of the conference is to foster discussions across a broad range of topics on military medicine and emerging fields, including training the next generation, showcasing new technologies and applications, and sharing the importance of promoting the study of military medicine.

The council is looking forward to curating another full and extensive program of scientific and keynote presentations infused with intensive exhibitor and sponsor engagement. We have outlined a variety of sponsorship packages that have been fine-tuned 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 Perth. Perth is an incubator of knowledge and a place to collaborate, connect and learn. Its clean air, enviable weather, world-leading universities and research institutes, and safe reputation makes it the perfect destination to hold the 2023 AMMA conference.

See you on 12-15 October 2023 at the Perth Convention and Exhibition Centre.

**GPCAPT (Rtd) Geoff Robinson NSC**  
AMMA PRESIDENT





# REASONS YOU SHOULD PARTNER WITH AMMA IN 2023

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

## FAST FACTS:

12-15 OCTOBER 2023

PERTH CONVENTION AND EXHIBITION CENTRE

400+ AUSTRALIAN AND INTERNATIONAL DELEGATES EXPECTED TO ATTEND

PERTH





# PROGRAM AT A GLANCE

## THURSDAY 12 OCTOBER

Pre-conference workshops

Exhibition Bump in

## FRIDAY 13 OCTOBER

Conference Sessions

Exhibition

Welcome Reception

## SATURDAY 14 OCTOBER

Conference Sessions

Exhibition

Exhibition Bump Out

Gala Dinner

## SUNDAY 15 OCTOBER

Half day Conference Session

## KEY CONTACTS



### THENI KUPPUSAMY

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### KIM MURRAY

Sponsorship and Exhibition Manager

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CONFERENCE • EVENT • ASSOCIATION MANAGEMENT

"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."

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

"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**

"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**

## 2022 AMMA SPONSORS & EXHIBITORS



aspenmedical



Australian Veteran Health Services



Australian College of Rural & Remote Medicine  
WORLD LEADERS IN RURAL PRACTICE



PHILIPS



Promethean  
BioPharma



SAAB





**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**

**SOLD**

#### **PROMOTION**

- Exclusive sponsorship and acknowledgment as the AMMA Conference Principal Sponsor
- Verbally acknowledged throughout the conference as Principal Sponsor
- One full page, back cover advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Two full page advertisements in the electronic Journal of Military and Veterans' Health (finished art to be supplied by sponsor)
- Company logo and profile in the electronic conference handbook, conference 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 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 \$11,000

### 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 electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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, entry to the 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 AMMA Delegate Satchel
- Your logo featured on each delegate satchel alongside the AMMA Conference logo
- Company logo and profile in the electronic conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure and one full page advertisement in the conference app (finished art to be supplied by sponsor)
- Opted-in delegate list – name, position, organisation, city, country

### REGISTRATION & EXHIBITION

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

## BARISTA CART (TWO AVAILABLE) \$8,500

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

- 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 electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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, entry to the Welcome Reception and Conference Dinner
- One 3 metre x 3 metre exhibition booth located next to or close to the Barista Cart



## DELEGATE NAME BADGE & LANYARD \$8,000

### 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 electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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, entry to the Welcome Reception and Conference Dinner
- One 3 metre x 3 metre exhibition booth



## AT EASE LOUNGE \$7,500

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 electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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, entry to the Welcome Reception and Conference Dinner
- One 3 metre x 3 metre exhibition booth



## SELF CHECK-IN KIOSK \$7,000

### PROMOTION

- Exclusive sponsorship of the 2023 AMMA self-check in kiosks (Kiosks may vary)
- An opportunity to brand the kiosks with your logo alongside the AMMA conference logo
- Your logo and branding on each kiosk for the duration of the conference
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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 AND EXHIBITION

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

## CONFERENCE APP \$6,000

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 continuous exposure over the four days of the conference.

### 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 electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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, entry to the Welcome Reception and Conference Dinner
- One 3 metre x 3 metre exhibition booth



## CONFERENCE WIFI \$4,500

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

### PROMOTION

- Exclusive sponsorship of the Wi Fi service throughout the conference
- The landing page will be your company's home page
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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, entry to the Welcome Reception and Conference Dinner



## KEYNOTE SPEAKER (TWO AVAILABLE) \$4,000

### 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 electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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 registrations including daily catering, entry to the Welcome Reception and Conference Dinner



## SPEAKERS' LOUNGE \$3,000

In 2022, we had over 100 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 half page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic 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

## REFRESHMENT BREAK (TWO AVAILABLE) \$2,500/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 electronic 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







# 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.*



**JMVH**

advertising opportunities

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 Merrelyn Telfer  
at the AMMA Secretariat on  
03 6234 7844 or  
[merrelyn@laevents.com.au](mailto:merrelyn@laevents.com.au)**

## **ELECTRONIC ADVERTISEMENT CONFERENCE HANDBOOK**

**FULL PAGE \$500**

## **ELECTRONIC BROCHURE CONFERENCE APP**

**FULL PAGE \$250**





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 2023	\$4,300
Standard	From 1 July 2023	\$4,750

## 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 electronic 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.

## APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/ NZ3760:2010, 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.

## 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, exhibition stands. Exhibitors are required to submit their Public Liability Insurance Certificate when they confirm their booking.

## 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.