



GHHC22

MELBOURNE

LIMITLESS



SPONSORSHIP PROSPECTUS



AMSA GLOBAL HEALTH CONFERENCE
MELBOURNE 2022

TABLE OF CONTENTS

ABOUT US

What is AMSA?	3
What is GHC?	3
GHC By Numbers	4

MEET THE TEAM

Convenor's Welcome	5
Sponsorship Welcome	6

IMPORTANT INFORMATION

Navigating this Prospectus	7
Provisional Schedule	8
Sustainability	9

SPONSORSHIP PACKAGES 10

ACADEMIC DELIVERABLES 12

PHYSICAL PRESENCE 18

SOCIAL NIGHT DELIVERABLES 25

SOCIAL MEDIA DELIVERABLES 29

MERCHANDISING DELIVERABLES 32

CATERING DELIVERABLES 33

EXECUTIVE SUMMARY 35

CONTACT US 36

ABOUT US

WHAT IS AMSA?

The Australian Medical Students' Association (AMSA) is the peak representative body for over 17,000 medical students from 22 medical schools in Australia. Our team of medical student volunteers work together to create world-class professional events, advocacy campaigns, community initiatives, projects and publications.

WHAT IS GHC?

The Global Health Conference (GHC) is the second largest event run by AMSA and is one of the key highlights of the year.

The 18th AMSA GHC will be held in Melbourne in August of 2022. The event will host hundreds of medical student delegates from across Australia and New Zealand for five days that involves an inspiring academic program, enchanting festival day and captivating social nights.

18TH

AMSA Global Health Conference



**OVER 800
DELEGATES**



**\$2.2 BILLION
FUTURE ANNUAL
EARNINGS**



**OVER 4,800
FOLLOWERS**

MEET THE TEAM

CONVENOR'S WELCOME

Dear Prospective Partner,

Thank you for your interest in becoming a partner of the 18th Australian Medical Students' Association (AMSA) Global Health Conference (GHC).

GHC offers partners exciting and unique opportunities to directly engage with medical and healthcare students from all over Australia and New Zealand; a brilliant cohort of people who will go on to become leaders of our future healthcare workforce. Our event is **inclusive, diverse, and dynamic**, and we are confident that we can work together to personalise your experience in engaging with our entire delegation. Alongside this, GHC also has a powerful promotional reach that extends **over 17,000** Australian medical students across at least 7 distinct media platforms. Given the recent impacts of COVID-19 on AMSA's events, GHC22 is set to be the first in-person AMSA conference for many of Australia's younger medical students, serving as a brilliant opportunity to build relationships and connections that can be further built upon over the coming years, and well into the future.

Hosted in the heart of Melbourne at the brand new Centrepiece Melbourne, GHC22 is anticipated to be one of the biggest AMSA conferences to date. The conference comprises of five days filled with world-renowned speakers, hands-on practical workshops and upskilling of delegates, coupled with a stellar social program. In 2022, our theme is '**LIMITLESS**', and we are reimagining the event for our socially-aware, passionate, and future-driven medical students. By matching inspirational academics with tangible skills, we wish to highlight the truly limitless possibilities available in the world of global health.

GHC has expanded into the event it is today, **attracting over 1000 delegates** to our Sydney GHC in 2019, and maintaining an online following of almost 5000 people, through the generous support of our partners. Our Sponsorship Officers are dedicated to meeting your company's needs and working together to create a shared vision based on our mutual values.

I am incredibly proud to invite you to join AMSA as a partner of the 18th AMSA Global Health Conference. The event will take place from the **26th to the 30th of August 2022** and is set to be an unforgettable event that delegates treasure for not only their degrees, but their future careers as well.

Thank you once again for your interest in partnering with us for the 2022 AMSA Global Health Conference; an event of such calibre can only be actualised on the shoulders of interested and engaged sponsors such as yourself.

**WE LOOK FORWARD TO REALISING OUR
LIMITLESS POTENTIAL IN TANDEM WITH YOU**



Yours sincerely,

JORDAN ZALCMÁN

GHC22 Convenor

MEET THE TEAM

SPONSORSHIP WELCOME

“

GLOBAL HEALTH NEEDS GLOBAL LEADERS

”

The Australian Medical Students' Association (AMSA) Global Health Conference 2022 (GHC22) is honoured to invite sponsors to partner with us and curate an unforgettable and invaluable experience for all. In a city that craves the joy of a large-scale event, GHC22 will be held in the brand new, purpose-built **Centrepiece** at Melbourne & Olympic Park.

GHC22 presents unparalleled access to Australia's most enthusiastic and accomplished medical students. By engaging at this critical time point of their professional identity, sponsors will undoubtedly leave a lasting impact on the next generation of future health leaders. Our continuing sponsors from previous events have appreciated the value in their commitment to GHC, they have seen significant returns on their time and investment and enjoyed the highly engaged delegates.

In 2022, the world continues to change and adapt. It has never been more pertinent to partner and engage in events that champion critical global health issues. This year, we would also like to work with you to develop creative and innovative ways to engage delegates whilst trying to be more sustainable (i.e. less paper waste).

GHC22 is a testament to the support of our generous sponsors that have helped it flourish into one of the **leading medical student conferences** in the Southern Hemisphere. To continue facilitating strong, meaningful interactions between delegates and sponsors, we have aimed to provide tailor-made packages that can reflect the values and individuality of our partners. To further personalise your package, and be truly immersed in designing the GHC22 experience, please do not hesitate to contact us.

We look forward to embroidering the tapestry of global health with you!



JOIA CHE

Sponsorship Officer



KEVIN MAO

Sponsorship Officer



NAVIGATING THIS PROSPECTUS



SELECT A PACKAGE

Our premade packages contain the high impact ingredients to make your business stand out



GET IN TOUCH

Please refer to our 'Contact Us' page



TAILORED TO FIT YOU

You know your business best, let us help you craft your unique experience!

PROVISIONAL SCHEDULE

Please note that this schedule is subject to change and is intended as a guide only.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
	Wellness Session	Wellness Session	Festival Day	Wellness Session
	ALL DAY: Sponsorship Tradeshow			Academic Program
	Academic Program	Academic Program		
	Lunch	Lunch		
Opening Ceremony	Academic Program	Academic Program		Closing Ceremony
Dinner	Dinner	Dinner	Dinner	Dinner
Social Night	Social Night	Social Night	Social Night	Social Night

SUSTAINABILITY

IMPORTANT INFORMATION



Our team is committed to sustainability and mitigating negative environmental outcomes from our event. Unsustainable practices leading to global warming and pollution have had profound effects on the state of global health.

We are immensely grateful for the pivotal role our sponsors play in the functioning of our event. This year, we graciously invite you to join us in our mission to **reduce carbon emissions** and make **environmentally-friendly** choices.

We strongly encourage you to explore the 'Limitless' opportunities to swap to more sustainable options. Here are some ideas to get you started:

INSTEAD OF

Paper
Plastic pamphlets
Brochures

Plastic wrapping

Single-use
merchandise

Balloons

WE SUGGEST

Email lists
iPad / Electronic sign up forms
QR codes (provided)
Websites

No wrapping
Biodegradable wrapping

Biodegradable gifts
Minimising plastic components
Competitions with a single
medium-large prize

Banners, flags
Biodegradable decorations

SPONSORSHIP OPTIONS

HIGH VALUE PACKAGES

Select from one of our specially curated packages designed to maximise delegate engagement, sponsor brand exposure and promotional impact.

Otherwise, browse all the other exciting opportunities listed throughout and contact us to customise your unique package.



THE INFINITY PACKAGE

FOUR AVAILABLE

Investment: \$17,000

- Five minute opening or closing ceremony presentation
- One full social night package
- Exhibition booth at GHC trade show for 2 days
- Acknowledgement as “Convenor’s Sponsor” during convenor opening address
- Gold, silver and bronze package inclusions

SPONSORSHIP PACKAGES

FEATURE	BRONZE	SILVER	GOLD	PLATINUM
Acknowledgement as platinum sponsor during convenor opening address				
Logo inclusion on delegate T-shirt / Merchandise				
Trade Show Booth for two (2) days				
One (1) Academic Package				
One (1) Break-Out Session Package				
Social media post on Facebook and Instagram		x1	x 2	x 3
Advertisement in digital delegate handbook		Half Page	Full Page	Full Page
Website and app brand placement under package headings				
INVESTMENT	\$4,000	\$7,000	\$9,000	\$13,000



ACADEMIC DELIVERABLES



OPENING CEREMONY

\$6,000

ONE AVAILABLE

The opening ceremony is the **first impression** delegates receive, it welcomes them to the cultural center of Australia, Melbourne, and kicks off five incredible days of global health! Launched alongside prominent speakers, talented performers and unlimited ambition, the ceremony promises to leave a memorable impact and launch one of the world's largest student-run conferences.

The ceremony is the start of a **limitless** relationship between your brand and our enthusiastic, receptive delegates as we start the conference. This option provides its greatest impact when combined with a plenary or breakout session, or additional social media deliverables; covering an infinite amount of delegate experiences and nurturing the engagement with your organisation throughout the conference!

INCLUSIONS:

- Five minute verbal or virtual presentation during opening ceremony
- Verbal acknowledgement via our speakers
- Written acknowledgement on app
- Logo display on introduction slide
- Banner display on stage (digital or print - dependent on venue)
- Conference App Notification for sponsored session
- Option: presence at entrance

MORNING WELLNESS SESSION

\$1,650

THREE AVAILABLE

The GHC coffee. A caffeine hit to start every exciting day, the keen and early-rising students of the conference will be taken through physical health, wellbeing and mindfulness experiences to optimally prepare them for the day ahead.

These morning wellness sessions will consist of activities including yoga, meditation and other energising experiences. Being the first face delegates see in their day, these sessions provide a perfect opportunity for sponsors to interact in a casual and approachable manner!

Similarly, we would love to continue the morning spirit and cater to any inclusions that may best suit your branding needs, and work closely with you to achieving a seamless integration.

INCLUSIONS:

- Naming rights
- Verbal acknowledgement
- Written acknowledgement
- Conference App notification for sponsored session
- Logo display on introduction slide
- 1 x Representative invited to attend the morning wellness session





\$3,500

SIX AVAILABLE
ONE SPONSOR PER SESSION

PLENARY

Our plenaries which are between 60-75 minutes historically feature **highly anticipated keynote speakers**. They cover current and engaging issues in medicine, global health, and the world around us, and seek to expand beyond the constraints of a conventional classroom. These sessions will be delivered in the main plenary space with all delegates invited. As such, this option has one of the largest and most efficient delegate reaches for sponsors, and is one that should not be missed!

INCLUSIONS:

- Naming rights
- Verbal acknowledgement on stage
- 3 minute verbal or video presentation before or after the plenary speaker
- Written acknowledgement
- Conference App Notification for sponsored session
- Logo display on introduction slide
- Banner display on stage (digital or print)
- Option: presence at entrance

BREAKOUT SESSIONS & UPSKILLING WORKSHOPS

\$2,500

48 AVAILABLE

Our **high demand** breakout sessions and upskilling workshops are offered as concurrent sessions in which smaller, more intimate groups of delegates will participate. These shorter sessions are aimed for a deeper, more hands-on understanding of the global health concepts introduced throughout the conference. With each session running up to an hour and focusing on a specific area of interest, you will be exposed to only the keenest and most passionate delegation.

The personalised and intimate nature of these workshops are a prime opportunity for sponsors to establish **one-on-one connections** and be the focal point of attention. This is an exciting opportunity for sponsors to support a session that acts in synergy with their own brand and organisational values!

INCLUSIONS:

- Naming rights
- Verbal acknowledgement on stage and 3 minute verbal or video presentation at the start of the session
- Conference App Notification for sponsored session
- Banner display on stage (digital or print)
- Option: Presence at entrance





CLOSING CEREMONY

\$4,000

ONE AVAILABLE

The final gathering of the entire delegation at the conference venue is the **most anticipated celebration** of a spectacular week at GHC.

This farewell will feature inspiring speeches, exciting performances and surprising shows! It is designed to allow delegates to relax, reflect upon the journey from the past week and engage with sponsors in a more casual setting. This ultimate conclusion to GHC positions sponsors to be the centre of attention and the unmissable opportunity to leave a lasting impression of your brand in their minds and the concluding thought they will bring back with them to their fellow medical students and into their futures as healthcare professionals.

INCLUSIONS:

- Three minute verbal or virtual presentation during closing ceremony
- Verbal acknowledgement via our speakers
- Written acknowledgement on handouts
- Conference App Notification for sponsored session
- Logo display on introduction slide
- Banner display on stage (digital or print)



PHYSICAL PRESENCE



\$3,300

TWO AVAILABLE

REGISTRATION BOOTH

Being the **first point of contact** for every GHC delegate, the registration booth will make you the first and only sponsor everyone meets until the tradeshow. This is an **exclusive** opportunity for business representatives to engage with fresh-eyed delegates at the very start of the event to make an unforgettable first impression.

INCLUSIONS:

- Registration booth table
- Vertical banner display (optional)
- Merchandise distribution (optional)
- Complimentary QR code (optional)

SPONSORSHIP TRADE SHOW

\$2,200 (ONE DAY)
\$3,300 (TWO DAYS)

The Sponsorship Trade Show involves **two bustling days** of exhibitions where delegates are encouraged to engage with sponsors through QR code bingo (see below). With booth tables and equipment provided, the Sponsorship Officers will work with each exhibitor to curate attractive stalls that are in keeping with our sustainability aims. The tradeshow will be strategically placed near the catering sessions for **maximum delegate traffic and engagement**. This is a best-loved opportunity for sponsors looking for delegate engagement.

INCLUSIONS:

- Booth table
- Vertical banner display (optional)
- Merchandise distribution (optional)
- Complimentary QR code (optional)





\$2,000

QR CODE BINGO

A new incentive we are introducing at this year's GHC is QR Code Bingo. All sponsors at the trade show and registration booth will receive a complimentary QR code. This is scanned by the delegates and registered via our app, entering them into the draw to win a prize after they have collected a code from every sponsor. Stand out from the crowd of sponsors by announcing the highly anticipated winner for this activity at the closing ceremony, alongside an introduction of your business.

INCLUSIONS:

- Sponsor provides prizes
- Naming rights of prizes
- QR in centre of 'bingo'
- Two minute verbal or video introduction at closing ceremony



FESTIVAL DAY

PRICE AVAILABLE
ON REQUEST

Festival Day is our flagship **full day experience** for delegates to roam through activities and stalls. It provides a perfect opportunity for on-ground, hands on engagement with our delegates through food, fun and experiences. Our activity stalls are especially suitable for social enterprises, local businesses and new initiatives. We are also looking to invite sponsored speakers during our stage performances.

Alternatively, if your business can provide snacks, water, medical equipment or any other festival goods, let us provide you with a **stall** to interact with our delegates and increase your brand awareness.

The Festival Day package is highly flexible and dependent on your needs. **Please contact us** to negotiate your bespoke sponsorship opportunities.



DELEGATE LOUNGE

\$2,500 (ONE DAY)
\$6,000 (FOUR DAYS)

ONE SPONSOR PER DAY

The Student Lounge is a relaxing environment for delegates to unwind and reflect on the Academic Program. Sponsorship of this space provides a unique opportunity to engage with delegates in an informal setting. This is the investment for you if you are looking for an opportunity for **consistent, meaningful engagement**. Our Sponsorship Officers will support and work with you to customise this space and create opportunities for memorable engagement and brand exposure.

INCLUSIONS:

- Naming rights (if hiring for entire conference i.e. four days)
- Design, provision of lounge furnishings and selection of layout by sponsor
- Banner display in lounge
- Up to 2 company representatives present
- Acknowledgement in GHC delegate handbook and on the conference app





\$3,000 (ONE DAY)
\$7,500 (FOUR DAYS)*

ONE SPONSOR PER DAY

SPONSORSHIP COFFEE CART

*Can have discussion for inclusion on Festival Day

Two strong elements of our conference - Medical professionals and Melbourne - are both iconic for their **coffee culture**. Needless to say, our conference coffee cart (which is available everyday of the conference to fuel delegates) is an area of high engagement.

You can get involved by sponsoring our cart or coffee ingredients and having a physical presence - or selling your coffees if that is your expertise. We'd love to work with you to make this the most seamless process possible.

INCLUSIONS:

- Coffee cart provided
- Naming rights on day/s of sponsor
- Banner display next to coffee cart ± booth
- Acknowledgement of presence in GHC delegate handbook and on the conference app



SOCIAL NIGHT DELIVERABLES



COCKTAIL NIGHT

\$2,750

ONE AVAILABLE

Cocktail Night is the **not-to-miss social night** for delegates every year at GHC. It is a fantastic opportunity for sponsors to engage with our delegates as they celebrate the end of a week of ideas and friendships.

INCLUSIONS:

- Naming rights
- Verbal acknowledgement
- Banners on display

ADD ON:

- Logo on all photo booth pictures for \$750



SOCIAL NIGHTS

\$1,650

THREE AVAILABLE

Each inspiring academic day ends with an exciting social night hosted in Australia's cultural hot spot - Melbourne! The socials, including a wellness evening, are some of the most memorable parts of the conference and enjoyed by all delegates. This is the package for you if you want a **unique opportunity** to engage with delegates outside the formal conference atmosphere, at an event where you can associate the entire night with your brand.

INCLUSIONS:

- Naming rights
- Verbal acknowledgement
- Conference App Notification for sponsored social night
- Optional: Banners on display

ADD ON:

- Logo on all photo booth pictures for \$750





\$1,650

ONE AVAILABLE

WELFARE NIGHT

In keeping with a recurring theme of **health and wellness** at the conference, our team is excited to give sponsors the opportunity to interact with our delegates at the Welfare Night; a social night focussing on delegate wellbeing held in the middle of GHC week!

INCLUSIONS:

- Naming rights
- Verbal acknowledgement
- Banners on display

ADD ON:

- Logo on all photo booth pictures for \$750



SOCIAL MEDIA & PROMOTIONAL DELIVERABLES

SOCIAL MEDIA

The digital faces of our conference include our official GHC website, GHC registration form, delegate emails, Facebook and Instagram pages. They will contain important information that is frequently accessed by delegates, and forms an important part of our vision toward a sustainable event.

FEATURE	DETAILS	COST
Logo in ‘Partners’ Page	All sponsors receive free inclusion of their company logo on our “Partners” page	Complimentary
Logo on Website Home Page	Company logo and link to a nominated website on our official GHC homepage and our “Partners” page	\$350 Complimentary for Platinum Partners
Social Media Post	One post including an image and 100-word caption on Facebook and Instagram with: • Your content • Your company tagged for maximum engagement • Hyperlink included to a webpage of your choice	\$500 per post \$2,000 for a five-post package on both Facebook and Instagram
Social Media Video Post	A collaborated video between you and our sponsorship team to integrate your product and GHC into the post	\$1,100
Logo on Welcome and Thank You Email	Company logo hyperlinked at the bottom of the first and last emails received by all our delegates and volunteers	\$500
Promotional Videos / Podcast episode	Includes: • Sponsored statement at the start and end of the video/episode • Sponsored caption of up to 50 words underneath the official GHC caption • 1 tag and 1 link to social media and website	\$750

CONFERENCE APP AND DIGITAL HANDBOOK

FEATURE	INVESTMENT
QR Code as part of our paperless initiative	Complimentary for all sponsors at our trade show and registration booth
Sponsorship Bingo	Complimentary for all sponsors at our trade show and registration booth
Conference App Notification	Complimentary for academic sessions, lunches and social nights
Conference App Daily Hashtags	\$200
Conference App Sponsor Tab Hyperlink	Complimentary
Full colour half-page advertisement in digital delegate handbook	\$1,000 Complimentary for Silver Package
Full colour full-page advertisement in digital delegate handbook	\$1,500 Complimentary for Gold Package
Logo display in “Partners” page of digital delegate handbook	Complimentary

MERCHANDISING DELIVERABLES

Have your brand and logo on display at every corner of the conference

With hundreds of delegates purchasing merchandise, placing your brand on our personalised GHC items will guarantee maximum visibility to every delegate.

By placing your logo on our merchandise, you are guaranteeing long-lasting exposure as delegates will continue to wear the merchandise after the conference has concluded.

FEATURE	INVESTMENT
Logo on Delegate T-Shirts	\$2,000 Complimentary for businesses with platinum or infinity package or sponsorship total over \$10,000
Other Merchandise (e.g. badges, tote bags, wristbands)	Cost for Discussion Complimentary for businesses with platinum or infinity package or sponsorship total over \$10,000



CATERING DELIVERABLES

CATERING OPTIONS

Align yourself with sustainability by sponsoring our vegan meals and enjoy the opportunity to engage with our hungry delegates as they line up for lunch between their academic events.

FEATURE	DETAILS	COST
Morning and Afternoon Tea	A brief opportunity for delegates to socialise and reflect on the academic sessions	\$1,500
Lunch	A lengthier break that is ideal for sponsor engagement. Delegates will be well-fed and energised to learn more about your brand	\$2,000
Dinner	Dinner will be provided to delegates who have purchased accommodation packages. This is another fantastic opportunity for brand exposure in a casual setting	Price on Request

INCLUSIONS FOR EACH MEAL:

- Naming rights for that meal
- Verbal acknowledgement at conclusion of final session of the day
- Banner display
- Written acknowledgement in delegate handbook and conference application

EXECUTIVE SUMMARY

POA: Price on Application

COMP: Complimentary

SPONSORSHIP PACKAGES

Infinity Package	\$17,000
Platinum Package	\$13,000
Gold Package	\$9,000
Silver Package	\$7,000
Bronze Package	\$4,000

ACADEMIC DELIVERABLES

Opening Ceremony	\$6,000
Morning Wellness Session	\$1,650
Plenary	\$3,850
Breakout Sessions / Upskilling Workshops	\$2,500
Closing Ceremony	\$4,000

PHYSICAL PRESENCE

Registration Booth	\$3,300
Sponsorship Trade Show	
Single Day Booth	\$2,200
Two-Day Booth	\$3,300
QR-Code Bingo	\$2,000
Festival Day	POA
Delegate Lounge	
Single Day	\$2,500
Entire Conference	\$6,000
Sponsorship Coffee Cart	
Single Day	\$3,000
Entire Conference	\$7,500

SOCIAL NIGHT DELIVERABLES

Cocktail Night	\$2,750
Social Nights	\$1,650
Welfare Night	\$1,650

WEBSITE & SOCIAL MEDIA

'Partners Page' Logo	COMP
Website Home Page Logo	\$350
Social Media Post	
One Post	\$500
Five Post Package	\$2,000
Social Media Video Post	\$1,000
Welcome & Thank You	\$500
Email Logo	
Promotional Videos	\$750

CONFERENCE APP & DIGITAL HANDBOOK

QR Code	COMP
Sponsorship Bingo	COMP
Conference App Notification	COMP
Conference App Daily	
Hashtag	\$200
Conference App Sponsor	
Hyperlink	COMP
Half Page in Digital	
Handbook	\$1,000
Full Page in Digital	
Handbook	\$1,500
Logo Display in 'Partners'	COMP

MERCHANDISE DELIVERABLES

Delegate T-Shirt	\$2,000
Other	POA

CATERING DELIVERABLES

Morning/Afternoon Tea	\$1,500
Lunch	\$2,000
Dinner	POA

CONTACT US



GHC22 TEAM



EMAIL

joia.che@amsa.org.au

kevin.mao@amsa.org.au



PHONE

Joia Che: 0467089282

Kevin Mao: 0452597066



amza

AUSTRALIAN
MEDICAL STUDENTS'
ASSOCIATION

