

Continuing Professional Development Event

Sponsorship Prospectus



About Our Events

About ATMA

- ▶ ATMA is a not-for-profit charity organisation that represents the interests of Australians involved in the provision and development of tactical medicine across the spectrum of applications, from the general emergency services response to high threat incidents, right through to highly specialised providers in military, police and other special operations groups.
- ▶ Our mandate is driven by our membership's enthusiasm to continually improve and provide the highest level of first aid and medical care in austere, dangerous, remote and dynamic environments.
- ▶ ATMA is a not-for-profit, charitable association founded by healthcare providers from multiple disciplines around Australia. Tactical medicine is a rapidly developing capability within Australia and encompasses a multitude of complexities.
- ▶ With the ever-evolving global threat of terrorism and all too common natural disasters in Australia, we at ATMA are striving to provide advice, advocacy, training, networking and collaboration within tactical and austere medicine.
- ▶ We achieve this by providing:
 - Continuing Professional Development Events
 - Educational Podcasts
 - Journal of High Threat and Austere Medicine (JHTAM)
 - Annual two-day Australian Tactical Medicine Conference (ATMC)
 - Pre-conference workshops focussing on various pre-hospital and techniques and interventions.



About Our Events

Welcome

- ▶ The Australian Tactical Medical Association (ATMA) invites you to participate as a sponsor for one of its highly regarded CPD events throughout 2020. With a commitment to its membership base, ATMA endeavors to provide the highest quality event possible and through your support we can make this happen and give your business the recognition it deserves.

Event Structure

- ▶ The primary goal of ATMA is to advance the art and science of tactical medical care through the education and professional development of medical providers.
- ▶ As well as CPD content, our events feature opportunities for your business to exhibit your capability, merchandise or expertise. You will be given time to address the audience and will naturally be given vast amounts of exposure in the lead up and during the event in order to make your business as visible as possible. You can view examples of our previous event exposure by checking out our social media pages:
- ▶ ATMA is covered by extensive public liability insurance.

Socials

- ▶ YouTube <https://www.youtube.com/channel/UC2KzBPQIOxFWLhPy2PXb00A>
- ▶ Facebook <https://www.facebook.com/australian tactical medical association/>
- ▶ Instagram @australian tactical medical assoc
- ▶ Twitter @atma_tactical



About Our Events

Audience

- ▶ ATMA provides the opportunity for military, law enforcement & civilian medical providers, academia and industry partners from around the world to meet and exchange ideas on a frequent basis and in-line with their personal interests and geographical location.
- ▶ Between 2017-2019 ATMA has held 10 separate events with great success. In 2020 and beyond we have made a commitment to our membership to increase the number of events we hold and we are excited to invite you along on this journey with us. Our membership consists of a unique blend of representatives from pre-hospital, critical care, law enforcement, military, disaster and human performance medicine.

Why sponsor an event in 2020?

- ▶ CPD sponsors are exposed to a highly engaged audience from the aforementioned communities.
- ▶ ATMA is the only organisation of its type in Australia and will bring together the unique blend of pre-hospital, tactical, austere, disaster and deployed medicine personnel to engage in these events.
- ▶ You will have access to key industry professionals, gain networking opportunities, meet key contacts, market to your target audience, build valuable relationships, give your brand exposure, drive sales + more.
- ▶ This sponsorship opportunity provides great exposure for your brand and can be tailored to meet your specific requirements.





Sponsorship Cost and Benefit

\$1500

Each event will be sponsored at the same minimum rate of **\$1500** with the option to increase the sponsorship value for further agreed upon benefits.

To be eligible to sell product at an ATMA event the fee will increase by **\$250**.

All prices are quoted in AUD.

Corporate Signage & Delegate Engagement

- ▶ Opportunity to address the audience and introduce your brand as the official sponsor of the event (10 minutes).
- ▶ Opportunity to bring your business advertising material to the event in the form of banners, flags, signage.
- ▶ Acknowledgement of CPD Event Sponsorship status on the official ATMA projection screen inside the the event venue room for the duration of the event.
- ▶ Logo placement on all event literature.

Trade Exhibition:

- ▶ A complimentary powered trade exhibition table in high visibility location for duration of event.

CPD Event Registration Webpage:

- ▶ Sponsor logo on CPD registration webpage with link to your website.

Social Media:

- ▶ High visibility promotion post on all ATMA social media outlets.



Apply to Become a Sponsor

Event Details

- ▶ Applications are open throughout the year on a continual basis.
- ▶ While ATMA has a number of pre-planned events, we are happy to hear your suggestions and are willing to tailor an event to meet your desired outcome.
- ▶ ATMA reserves the right to ultimately choose the nature of the event and the speaker(s) / activity that is presented on the day.
- ▶ ATMA has declared itself a non-training entity and therefore will not support training packages, with the exception of theoretical

Application

- ▶ Please email your Expression of Interest to matthew.richardson@atma.net.au in order to register your interest in sponsoring an event during 2020.



