

# AMC Partnership Proposal

Theme:

**“የኢትዮጵያ የጤና ክብካቤ ስርዓት ለ COVID-19  
ምላሽ አስጣጥ ዝግጁነት”**

**“Ethiopian Health Care System  
Readiness on COVID-19 response”**

April 22-23, 2021



**ETHIOPIAN MEDICAL  
ASSOCIATION**



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Prepared by EMA  
on Jan 13, 2021

## BACKGROUND

The Ethiopian medical association (EMA) is a membership organization representing medical doctors registered to practice in Ethiopia with a vision to see healthy and prosperous Ethiopian community having access to quality health services, and mission to ensure the community gets quality health service; promote the highest standards in medical education, science, art, and practice; and ensure the rights and benefits of medical doctors.

Ethiopian Medical Association has published the Ethiopian Medical journal since its establishment in 1962 and works in partnership with different stakeholders, including governmental, non-governmental, private, international, and local organizations to realize its objectives.

The Ethiopian Medical Association has nine branch offices in five regions Tigray, Amhara, Southern Nations and Nationalities, Oromia, and Harari. It engages its members in multiple approaches including the recently launched Junior Doctors Network and network of Ethiopian Diaspora Doctors.

## ANNUAL MEDICAL CONFERENCE

The Ethiopian Medical association annually hosts medical conference. Annually various themes based on emerging changes and developments in the health care industry. These conferences contribute to professional development of Medical Doctors; create a networking platform for significant influencers of healthcare at large. Scientific papers and research are presented; new developments in the field as well as challenges faced are discussed.

In the midst of the global COVID-19 pandemic, the upcoming 57th Annual Medical Conference will be conducted virtually under the theme “የኢትዮጵያ የጤና ክብካቤ ስርዓት ለ COVID-19 ምላሽ አሰጣጥ ዝግጁነት” “Ethiopian health care system readiness on COVID-19 response” from April 22-23, 2021.

And subthemes will be: •

- Clinical case management of COVID 19
- Maintaining essential health care services during COVID 19
- Public health interventions

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## BENEFITS:

Benefits of partnering with our institution in the 57 TH AMC may include but are not limited to

### Exclusive Benefits

- 1 page advertisement on Ethiopian Medical Journal for 2 quarter publication. Branding and/or signage will be imprinted on EMA's Annual Conference printable materials, (Banners, Posters, Tote bag, Participants' badge for business meeting participants).
- Sponsor's Company Flagged in the events of: Press release, virtual sessions, Medical Conference, Webcasts,
- Advertisement slot on the EMA conference magazine (soft copy)
- Online (Mixed 20-30 people) paid CMEs /state of the art lecture in person 10 min promotion presentation (Allocate CME on sponsor choice Session (Eg. Cardiac medication promotion through, state of the art lecture/CME on cardiac diseases, and afterwards the sponsor will have a chance to promote and advertise their medication)

### Core Benefits

- Branding and /or signage will disseminate printable materials, Banners and Posters.
- Webcast sessions promotion slots

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## PLANNED ACTIVITIES: 57TH AMC

### **Pre – conference Events:**

- Blood Donation
- Sponsored / Paid CME
- Distribution of Ethics and Medicolegal issues booklet
- Distribution of ‘Guidance to the reinitiating of Medical education in the time of COVID-19’

### **Virtual Event**

- Panel discussion
- Webcast sessions promotion slots
- Side sessions
- Sponsored Webcasts
- Need Based virtual soft skills training.
- Virtual platform blast advertisement
- Short documentary
- Magazine

### **Face to face Events**

- Business Meeting

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## EMA's PREMIUM AND STANDARD SPONSERSHIP OPPORTUNITY

### A. PREMIUM PACKAGES

The Premium sponsorship package integrate 'TITLE' and 'DIAMOND' levels and offering sponsors an array of opportunities to maximize their presence during the 57th EMA's flagship event. Each Premium level provides set of 'EXCLUSIVE' plus 'ADDITIONAL' benefits of its own.

#### TITLE SPONSOR

**Sponsorship Total: Birr 500,000, 00 ( \$ 12,500,00 )**  
**(Packages Available: 1) Package includes Exclusive**

Benefits listed above plus:

- Labeling as a Partner with EMA for the conference
- Sponsor's brand advertisement on social media.
- Recognition on EMA and event's website.
- Company logo and acknowledgment on press invitations.
- 100-word corporate profile in the Conference program.
- Sponsors' logo listed on the sponsors' display page in the Conference program.
- Company logo and link on the EMA website.
- Verbal acknowledgement by EMA's President during the Opening Ceremony and Closing Session of the Conference,
- Sponsors' giveaway items or broacher/flyer in the conference bag.
- Company logo featured on the stage (discussion platform) backdrop during the Conference Opening. Ceremony, Plenary Session, and Closing Session
- Sponsor's profile featured on every activity.

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## DIAMOND SPONSOR

**Sponsorship Total: Birr 500,000, 00 ( \$ 12,500,00 )**  
**(Packages Available: 1) Package includes Exclusive**

Benefits listed above plus:

- Company logo and acknowledgment on press invitations.
- Company logo and link on the EMA website.
- Sponsors' logo listed on the sponsors' display page in the Conference program
- 100-word corporate profile in the Conference program.
- Recognition on event's website.
- Sponsor's brand advertisement on social media.
- Verbal acknowledgement by EMA's President during the Opening Ceremony and Closing Session of the Conference.
- Sponsors' giveaway item or broacher/flyer in the conference bag.
- Company logo featured on the stage (discussion platform) backdrop during the Conference Opening. Ceremony, Plenary Session, and Closing Session
- Sponsor's profile will be featured on activities.

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## STANDARD PACKAGES

The Standard sponsorship packages include PLATINUM, GOLD, SILVER, BRONZE, and contributor levels. Each standard level provides a set of core benefits, plus additional benefits of its own.

## DIAMOND SPONSOR

**Sponsorship Total: Birr 200,000.00**  
**(\$ 5,000.00) (Packages Available: 5)**

Package includes Core Benefits plus:

- Acknowledgement in press releases for the event
- Sponsors' logo listed on the sponsors' page in the Conference Program.
- Company logo and link on the EMA website.
- Company logo featured on the stage (discussion platform backdrop during the Conference Opening Ceremony, Plenary Session, and Closing Session.
- Recognition on EMA's website.

## GOLD SPONSOR

**Sponsorship Total: Birr 150,000.00(\$ 3,750.00)**  
**(Packages Available: Multiple)**

Package includes Core Benefits plus:

- Sponsors' logo listed on the sponsors' page in the Conference program.
- Company logo featured on the stage ( discussion platform backdrop during the Conference Opening Ceremony, Plenary Session, and Closing Session.
- Sponsor's logo on sponsors' recognition slide displayed throughout the conference
- Recognition on EMA's website.

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## SILVER SPONSOR

**Sponsorship Total: Birr 100,000.00 (\$ 2,500, 00)**  
**(Packages Available: Multiple)**

Package includes Core Benefits plus:

- Company logo featured on the stage (discussion platform backdrop during the Conference Opening Ceremony, Plenary Session, and Closing Session.
- Sponsor's logo on sponsors' recognition slide displayed throughout the conference
- Recognition on EMA's website.

## BRONZE

**Sponsorship Total: Birr 50,000.00 (\$1,250.00)**  
**(Packages Available: Multiple)**

Package includes the following benefits:

- Branding and/or signage will be imprinted on EMA's AMC printable materials
- Sponsor's logo on sponsors' recognition slide displayed throughout the virtual conference
- Recognition on EMA's website.

## CONTRIBUTOR

**Sponsorship Total: Birr 25,000.00 (Packages Available: Multiple)**

Package includes the following benefits:

- Sponsor's logo on sponsors' recognition slide displayed throughout the conference.
- Recognition on event website.

**NOTE; Individuals and companies can sponsor an event/s of their choice both in KIND/CASH provided that the type of item to be provided for is acceptable as per EMA's char-ter. & based on the equivalent money the company will get its level of benefit.**



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## SPONSORSHIP PLEDGE FORM

**Deadline: April 10, 2021**

Company Name: \_\_\_\_\_

Pledged Amount: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Office Tel.: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Rubber Seal: \_\_\_\_\_

Fifty percent of committed sponsorship amount is due upon signing of a sponsorship package contract.

Fifty percent is due two weeks prior to the conference opening date.

Deadline for Sponsorship Opportunities is April 10, 2021

This date will allow you, our sponsors, to take full advantage of all the benefits.

Sponsorship opportunities are awarded on first contract signed basis.

All cash sponsorship must have checks made out to the Ethiopian Medical Association.

For International organization, payment will be in dollars.

This foreign currency will be exchanged according to exchange rate upon signing

## ETHIOPIAN MEDICAL ASSOCIATION

### Contact details

To take advantage of this great marketing opportunity for your organization,  
Please contact our office:

Tel: 011 552 1776

011 554 7982

011 554 7931

011 553 3742

E-mail: [ethiopianmed@gmail.com](mailto:ethiopianmed@gmail.com) web site: [ethiopianmedicalass.org](http://ethiopianmedicalass.org)