



AMSA INTERNATIONAL
Asian Medical Students' Association

ASIAN MEDICAL STUDENTS' ASSOCIATION INTERNATIONAL
SPONSORSHIP PROSPECTUS
2014/2015



SINCE 1985



PREFACE

Dear prospective partner,

Thank you for your interest in becoming part of the Asian Medical Students' Association (AMSA) International for 2014/2015.

Since 1985 AMSA International has developed into an eminent medical student organisation, which represents and promotes the interests of medical students throughout the Asia-Pacific region and beyond. However, only through the assistance offered by our partners has AMSA International been able to effectively serve the students, and only continued support will ensure that this is maintained in the future.

AMSA International holds a busy calendar with bi-annual conventions, a medical journal, travel assistance grants, essay competitions and student exchange programs. In addition, each individual AMSA International Chapter holds multiple events during the year for members within their local chapter. AMSA International is also very dynamic, continually venturing for new ideas and opportunities to represent more students in diverse ways.

By supporting AMSA International, you have the chance to address an audience of intelligent and hard working future doctors from across Asia and beyond. This document outlines numerous opportunities for you to access AMSA International's constituents.

Kind Regards,

Rachel Ng
Secretary of Marketing and Sponsorship
AMSA International 2014/2015



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ABOUT AMSA INTERNATIONAL

Asian Medical Students' Association (AMSA) is a peak representative organization for medical students from across Asia, the Asia-Pacific and beyond. Training doctors from 14 members and 10 associate/observer members combine to share knowledge, undertake activities and social services and create international and trans-continental friendships.

AMSA was officially founded in Manila, Philippines in 1985 and from this day has been an active, dynamic and exciting student-led, not-for-profit, non-political organization.

Today, with members and friends spanning the globe AMSA has an active student-exchange program, regularly undertakes national and regional projects, provides humanitarian assistance at times of need, produces quarterly student publications and liaises with the World Health Organization (WHO), the Association of Medical Doctors of Asia (AMDA) and many other international and regional medical student organizations.

Since it was established in 1979 and the first conference was held in Mahidol University of Thailand the Asian Medical Students' Conferences (AMSC) have been a key focus for the organizations. Now held biannually in January/February and July/August these events see over 700 students from across the world combine to learn from each other, teach their fellow peers and develop lasting friendships.

AMSA's vision is **Knowledge, Action and Friendship**, three areas we continuously strive to further in our members and peers through our organizational mission:

- Knowledge** We promote scientific and medical activities to increase and expand our knowledge whilst training to become the medical professionals of the future.
- Action** As medical students, we are concerned for the community around us and endeavour to do things for the benefit and improvement of our fellow citizens.
- Friendship** As future doctors, we aim to build and maintain a good relationship among our colleagues of the Asia-Pacific and beyond.



MEMBERS OF AMSA INTERNATIONAL

| Full Members | Observer Members | Associate Members | Expansion Members |
|--------------|------------------|-------------------|-------------------|
| Australia | China | United Kingdom | Bhutan |
| Bangladesh | Egypt | Ukraine | Oceania |
| Cambodia | Myanmar | | Vietnam |
| Hong Kong | New Zealand | | |
| India | Palestine | | |
| Indonesia | Iran | | |
| Japan | | | |
| Malaysia | | | |
| Mongolia | | | |
| Nepal | | | |
| Pakistan | | | |
| South Korea | | | |
| Taiwan | | | |
| Thailand | | | |
| Philippines | | | |
| Singapore | | | |



CONFERENCES

Asian Medical Students' Conference (AMSC) and East Asian Medical Students' Conference (EAMSC) are bi-annual conventions of AMSA International with participation of more than 400 medical students from more than 20 local AMSA chapters around the Asia-Pacific region and beyond.

AMSC and EAMSC are comprised of three main aspects: academic, cultural and social programs. These events allow medical students from different AMSA International chapters to congregate, discuss and present their projects and research which were conducted based on the theme agreed upon for the conference that year. In addition, delegates can also experience different traditions and customs through the cultural events organised throughout the course of the conference. It also allows students an opportunity to network and build lifelong friendships with future doctors across Asia, regardless of nationality, ethnicity or race. This network serves as a support group for these future doctors and a stepping stone for future cooperation in medical programs.

ASIAN MEDICAL STUDENTS' CONFERENCE (AMSC)

In 1980, the first Asian Medical Students' Conference was held in Bangkok, Thailand. Medical students from four countries – India, Japan, Singapore and Thailand gathered to discuss issues of community medicine, nutrition, water and infection. Since then, the AMSC has grown along with AMSA International, involving over 20



local chapters from the Asia Pacific region and beyond, and features different themes from different health disciplines at each annual conference.

The objective of AMSC lies in creating a platform for a strong, global network of medical students, who as future medical practitioners, will explore and develop their academic knowledge, cultural appreciation and interpersonal skills.

The conference is held annually in the middle of each year (late June to July period), and is hosted by a local AMSA chapter in one of their main cities. This year AMSC will be held in Singapore with the theme: "Geriatric Medicine" on the 5th – 12th July, 2015.

EAST ASIAN MEDICAL STUDENTS' CONFERENCE (EAMSC)



The first East Asian Medical Students' Conference was held between Korea and Taiwan in 1988 with the theme "The Present Status and Future of Medical Service in Asia". Although originally starting as conference for countries in the East Asia region, EAMSC has since expanded to include all countries in the Asia Pacific region.

The EAMSC continues to inspire medical students to analyse global health issues more closely and to utilise the role of medical students in the promotion of public health. It challenges students to think beyond what is learnt at university through various academic and cultural activities which explore a nominated conference theme.

The conference is held annually in the beginning of each year (January - February period), and is hosted by a local AMSA chapter in one of their main cities. This year the EAMSC will be held in Indonesia from the 10th - 15th January, 2015 with the theme: "Sexually Transmitted Infections".

EXECUTIVE MEETINGS

Prior to the beginning of each conference, AMSA International holds face-to-face executive meetings to discuss the current association, progress of individual portfolio holders and how we believe we can improve our representation of our constituents. Executive Meetings are attended by Executive Committee members and the Regional Chairpersons of all AMSA chapters attending the conference.



PROGRAMS BY AMSA INTERNATIONAL



ASIAN MEDICAL STUDENTS' EXCHANGE PROGRAM (AMSEP)

AMSEP creates opportunities for international preclinical exchanges between AMSA International countries. It allows members of the AMSA International community to experience the lifestyle of the medical student counterparts in other chapters while fostering the vision of Knowledge, Action and Friendship. The program usually lasts for a week that takes participants to experience the local academic settings by attending lectures and clinical rotations, while having fun in the exciting social programs organised by the students of the hosting country.



EUROPEAN ASIAN MEDICAL STUDENTS' EXCHANGE PROGRAM (EAMSEP)

The European Asian Medical Students' Exchange Program (EAMSEP) is a joint exchange program between AMSA International and the European Medical Students' Association (EMSA). EAMSEP provides opportunity for members in both organisations to experience studying in an entirely different continent while staying true to AMSA International's Vision: Knowledge, Action and Friendship. Commenced in 2014, EAMSEP strives to prepare medical students to face the era of globalisation, by providing academic lectures and clinical rotations to expose the students of the local healthcare system, promoting cultural awareness, and fostering new friendships across the world.



ASIAN MEDICAL STUDENTS' ALUMNI CLUB (AMSAAC)

Asian Medical Students' Alumni Club was established in 2013 to bring together the Alumni members of AMSA International who have graduated and maintain social contact with each other. AMSAAC members can also attend conferences and provide support for current AMSA members.



JOURNAL ASIAN MEDICAL STUDENTS' ASSOCIATION (JAMSA)

JASMA is AMSA International's very own biomedical journal which provides AMSA members an avenue to get their works published in an international peer reviewed journal. All articles are peer reviewed by a team of student reviewers to ensure the highest quality possible. Submission to JAMSA include original research, review papers, case reports, commentaries, brief communications, reports from the field and book reviews.



ACTIVITIES BY AMSA INTERNATIONAL

TRAVEL ASSISTANCE GRANT (TAG)

The AMSA International Travel Assistance Grant (TAG) was initiated in 2005, following the recognition that many delegates were unable to attend AMSA International conferences due to financial hardships. TAG has been available at every AMSA International conference since, providing delegates from countries in need of financial assistance the opportunity to attend. It is our hope that recipients of the TAG will greatly benefit from the experience and encourage others from their country to participate in future AMSA International conferences.

ACADEMIC COMPETITIONS

AMSA International runs regular academic competitions throughout the year comprising of essay, infographic and poster submissions based on a theme relevant and engaging to all medical students. Each submission is reviewed by a panel of professional judges and winners are announced through our media outlets and bi-annual conferences.



MEDIA PLATFORMS

SOCIAL MEDIA

AMSA International uses a variety of social media outlets to engage with our members and keep them informed of competitions, conferences, activities and current issues that affect them. It also provides a platform for communication between associates in other chapters and access up to date information regarding AMSA International. Currently AMSA International utilises Facebook, Twitter, Google+, Sina Weibo and Youtube to ensure that we are able to reach our maximal audience.

WEBSITE

AMSA International's website (www.amsa-international.org) is a one stop shop for medical students who are already involved with AMSA International or are looking to be involved with AMSA International. It allows medical students to understand the history of AMSA International, keep updated with announcements from AMSA International and contact relevant executive committee members and regional chairpersons. It is constantly updated with new information and opportunities for our members to get involved with.

NEWSLETTER

The AMSA International Newsletter is a regular publication designed to keep our members informed of activities and programs run at local chapters and throughout the organisation. The Newsletter is professionally designed and edited by our Chief Editor Newsletter and serves to provide regular communication with medical students from all chapters. Students are also welcome to submit articles and other material to the Newsletter and distribute it to their peers.



AMSA INTERNATIONAL
Asian Medical Students' Association

FLEXI-SPONSORSHIP PACKAGES



FLEXI-SPONSORSHIP PACKAGES AT A GLANCE

| PACKAGE | PRICE (USD) |
|---|--------------------|
| 1. CONFERENCE ATTENDANCE | |
| 1A. BOOTH | 1000 |
| 1B. ADDRESSING EXECUTIVE COMMITTEE AND REGIONAL CHAIRPERSONS AT EXECUTIVE MEETING | 400 |
| 1C. ADDRESSING THE CONFERENCE DELEGATION | 450 |
| 1D. DISPLAY LOGO AND BANNER AT CONFERENCE | 500 |
| 1E. DELEGATE BAG PRODUCT INSERTION | 500 |
| 2. E-ADVERTISING | |
| 2A. SOCIAL MEDIA OUTLETS | 200 |
| 2B. WEBSITE | 200 |
| 2C. NEWSLETTER | 200 |
| 3. NAMING RIGHTS | |
| 3A. TRAVEL ASSISTANCE GRANT (TAG) NAMING RIGHTS | 500 |
| 3B. ACADEMIC COMPETITION NAMING RIGHTS | 300 |
| 4. AMSA INTERNATIONAL MERCHANDISE | |
| 4A. DISPLAY LOGO ON AMSA INTERNATIONAL MERCHANDISE | 500 |
| 5. PRODUCTS AND SERVICES SPONSORSHIP | |



1. CONFERENCE ATTENDANCE

1A. BOOTH

AMSA International is offering partners the opportunity to set up an advertising booth at both/either conferences. An advertising booth will allow partners to meet and promote products and services directly to hundreds of keen and enthusiastic medical students. Partners will be able to have advertising booth on display for one day during the duration of the conference. Exact times, location and availability will be subject to the discretion of the conference Organising Committee.

Price: 1000 USD

1B. ADDRESSING EXECUTIVE MEMBERS AND REGIONAL CHAIRPERSONS AT EXECUTIVE MEETING

Executive meetings are attended by the Executive members and Regional Chairpersons who are the leaders within AMSA International. AMSA International is offering partners the opportunity to address these bright, young leaders during the Executive meeting held prior to each conference. Partners will be able to address attendees of the Executive Meeting for 15 minutes in person* or via teleconferencing.

Price: 400 USD

**No food or accommodation will be provided if representative addressing in person.*

1C. ADDRESSING THE CONFERENCE DELEGATION

AMSA International is offering partners the opportunity to address the entire conference delegation of hundreds of medical students in a 15 minute presentation. The presentation will occur during the conference at a suitable time as directed by the Organising Committee.

Price: 450 USD*

**Subject to availability. Please contact the Secretary of Marketing and Sponsorship for further information.*



1D. DISPLAY LOGO AND BANNER AT CONFERENCE

AMSA International is offering partners to have their logo and banner displayed throughout the duration of both/either conference. The logo/banner will be displayed in high visibility areas and will be seen by all conference delegates.

Price: 500 USD*

**Subject to availability. Please contact the Secretary of Marketing and Sponsorship for further information.*

1E. DELEGATE BAG PRODUCT INSERTION

AMSA International is offering partners the opportunity to insert their flyers, brochures or other promotional material into delegate bags which will be distributed to all conferences attendees.

Price: 500 USD + Printing costs



2. E-ADVERTISING

2A. SOCIAL MEDIA OUTLETS

AMSA International partners will be offered the opportunity to have their name, logo, products and services promoted on our social media channels on a regular basis in short posts suitable in length for the respective social media platform. Partners will also be given the opportunity to have their promotional video displayed on our Youtube channel.

Price: 200 USD

2B. WEBSITE

AMSA International partners will be offered the opportunity to have their name, logo, website link and short description up to 100 words displayed on our website for the duration of the contract term. Additionally, partner advertisements and logo will be displayed on our homepage banner in a rotating manner on a monthly basis accompanied by a news post of any products or services.

Price: 200 USD

2C. NEWSLETTER

AMSA International partners will be offered the opportunity to have their name, logo, website link displayed on each newsletter published for the duration of the contract term. Furthermore, any advertisements or offers on products and services will be published in each newsletter as requested.

Price: 200 USD



3. NAMING RIGHTS

3A. TRAVEL ASSISTANCE GRANT (TAG) NAMING RIGHTS

AMSA International is offering partners the opportunity to receive naming rights to each TAG for both/either conferences. TAG naming rights will also include a 15 minute presentation to the entire conference delegation during the presentation of the award to the TAG recipient.

Price: 500 USD

3B. ACADEMIC COMPETITION NAMING RIGHTS

AMSA International is offering partners the opportunity to for naming rights for each academic competition held during the contract terms. Partners will be formally acknowledged to the entire conference delegation during the presentation of awards to competition winners during the AMSA International session.

Price: 300 USD per competition

4. AMSA INTERNATIONAL MERCHANDISE

4A. LOGO DISPLAY ON AMSA INTERNATIONAL MERCHANDISE

AMSA International is offering sponsors the opportunity to have their logo displayed on official AMSA International merchandise to be sold and distributed at our bi-annual conferences. Example T-shirts which are shown below:



Price: 500 USD

** Final design may vary from sample shown above*



5. PRODUCTS AND SERVICES SPONSORSHIP

AMSA International is aware that partners may wish to promote their products and services to our members in the form of discounts or other special offers. We are offering partners the opportunity to do so in exchange for E-Advertising on our social media platforms, website and newsletter and discounts in other packages where applicable.

Opportunities for partners who wish to sponsor individual academic competitions or events run by AMSA International in the form of prizes will also be available.

Please contact the Secretary for Marketing and Sponsorship for further information.