

Annual Conference 2014

September 25th -27th , Hamburg



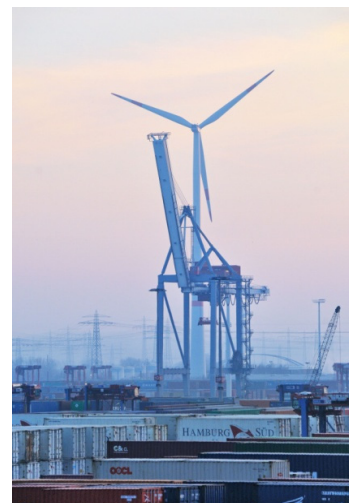
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Sponsors & Exhibitors

NETWORKING

MEDICAL STUDIES

SCHOLARSHIP



Photos: www.mediaserver.hamburg.de/C. Spahrbier



Universitätsklinikum
Hamburg-Eppendorf



Universität Hamburg
DER FORSCHUNG | DER LEHRE | DER BILDUNG

Dear Sponsors and Exhibitors,

Thank you very much for your interest in the annual conference of the *Gesellschaft für medizinische Ausbildung* (GMA) 2014 in Hamburg! Maybe you have already participated in this meeting in the past years or you are considering for the first time to take this opportunity for a personal and sustainable customer contact – on the next few pages, we would like to introduce you to various opportunities how to ideally present your company as well as your products in order to expand your network and make new contacts.

Take advantage of the opportunity to meet and talk to the top-class representatives from the rapidly evolving field of medical education at the GMA 2014. Present yourself on site with a booth or get noticed as a sponsor by means of marketing activities tailored to your individual preferences. We are happy to support you in planning and implementing your ideas to guarantee an all-round successful performance for you.

We look forward to welcoming you at the GMA 2014 in Hamburg!

For the congress team



Prof. Dr. Wolfgang Hampe
Teaching Professorship
Biochemistry



Dr. Olaf Kuhnigk, MME (Bern)
Head of the Office
of the Vice Dean of Education



Prof. Dr. Dr. Andreas Guse
Vice Dean of Education

Target Groups

- Chief physicians, senior physicians, and assistant physicians from human medicine, veterinary medicine, and dentistry
- Decision-makers for study design and provision from the dean's offices
- Psychologists and educationalists
- All professional groups from medical educational establishments and training centres as well as companies from these fields
- Members of other, interdisciplinary healthcare professions such as nursing, physiotherapy, rescue services, and speech therapy

Number of participants from past GMA Annual Conferences:

- 2008 (Greifswald): approx. 240
- 2009 (Freiburg): approx. 410
- 2010 (Bochum): approx. 540
- 2011 (Munich): approx. 600
- 2012 (Aachen): approx. 600
- 2013 (Graz): approx. 600
- For Hamburg, we expect around 700 participants.

About the GMA

The *Gesellschaft für Medizinische Ausbildung* (GMA) was founded in 1978 as the German section of the Association for Medical Education in Europe (AMEE). The society aims at inspiring and promoting medical education and advanced training. For more information, please visit www.gesellschaft-medizinische-ausbildung.org.

The GMA 2014 in Hamburg will amongst others cover the following topics:

- Set up and furnishing of medical training facilities (skills labs)
- Computer-assisted examinations (hard- and software)
- Teaching tools in medical studies (e. g. web-based learning)
- Electronic administration of courses
- Computer-assisted teaching evaluations
- Electronic registration of students' votes in lecture halls (hard- and software)
- Curriculum development
- Reforming medical studies (model medical educational programmes)
- Modes of learning and teaching in education and advanced training
- Quality management in medical education and advanced training

**Early booking discount 10%
until April 15th, 2014**

Categories of Sponsorship

GoldSponsor

- 10 m² exhibition space (preferred placement in the foyer of the “Campus Lehre”, the main venue of the conference)
- Advert in the conference programme (standard paper size DIN A5, back cover or inside front cover, 4C)
- The GoldSponsor will be acknowledged in all relevant conference documents
- Acknowledgment on the conference website incl. linking
- Booklet (6 pages max., standard paper size DIN A4) in the conference bag
- 6 conference tickets for your guests
- 4 tickets for the social evening

There'll be two GoldSponsorships max.!

5,900.00 €

SilverSponsor

- 6 m² exhibition space (placement in front of the main lecture hall in the foyer of the “Campus Lehre”, the main venue of the conference)
- Advert in the conference programme (standard paper size DIN A5, positioning at the programme overview, 4C)
- Acknowledgment on the conference website incl. linking
- Booklet (6 pages max., standard paper size DIN A4) in the conference bag
- 3 conference tickets for your guests
- 2 tickets for the social evening

There'll be three SilverSponsorships max.!

2,900.00 €

Trade Exhibition

Present yourself! Meet up and chat with your target group in close proximity to the conference halls and seminar rooms during lunch and coffee breaks.

- Price for exhibition space calculated per square metre
- Standard power supply + standard furniture (table and chairs)
- 2 exhibitor passes free of charge

220.00 €/m²

All offers excluding assembling and special flooring.

Advertisements in the conference programme

Draw attention to your booth, your products, and your services by placing an ad in the conference programme.

- Standard paper size DIN A5
- Print run: approx. 800 copies
- Date of publication equals date of the conference
- Deadline for advertisement: July 15th, 2014
- Excl. costs for layout and design
- 1/1 page, 4C: 750.00 €
- 1/2 page, 4C: 400.00 €

Satellite Symposium

Take the chance to inform interested participants of the conference about exciting new findings or new developments in your company in an own workshop. We'll be happy to provide you with a seminar room in the "Campus Lehre", the main venue of the conference. You invite your own speakers and can decorate the room according to your wishes.

- 45 min speaking time + 15 min for first customer talks
- Own seminar room, excl. commercial design
- Conference equipment incl. beamer und sound system
- Announcement of your symposium on the conference website and in the conference programme

2,500.00 €

Individual Marketing

We are offering a number of different, attractive sponsoring options, which can be tailored to your individual wishes and ideas.

- Conference bags: The congress documents will be presented to the participants in your company or congress bags: This is a give-away with a lasting high memory value. Excl. costs for printing, manufacturing, materials, and shipment. Price: 1,000.00 €, one-time offer only.
- Conference folders: The congress documents will be enclosed in your company or congress folders. Excl. costs for printing, manufacturing, materials, and shipment. Price: 800.00 €, one-time offer only.
- Combined price for conference bags and folders: 1,500.00 €
- Give-away in the folder: We add your pens or leaflets (standard paper size DIN A4 max.) etc. to the congress material handed to the participants. Excl. costs for printing, manufacturing, materials, and shipment. Price: 500.00 €
- ID-Tags: The passes are branded with your company logo. Incl. contribution to printing costs. Price: 800.00 €
- Lanyards: Either provided by you or produced by us, lanyards are an eye-catcher which will be pointing out your company. Excl. costs for printing, manufacturing, materials, and shipment. Price: 1,000.00 €
- USB flash drive: Branded with your company logo, the USB flash drive provides information on the conference programme, the social programme and includes all abstracts. Excl. costs for printing, manufacturing, materials, and shipment. Price: 800.00 €, one-time offer only.
- Poster exhibition: Your logo will be presented at the top of the poster stands as an excellent eye-catcher. Excl. costs for printing, manufacturing, materials, and shipment. Price: 100.00 € for attachment to 10 poster stands. Booking discount for larger numbers upon request.

Additional sponsoring options:

- Assumption of costs for a poster award
- Sponsoring of the poster party
- Sponsoring of the social evening
- (contribution to) catering
- Assumption of other benefits in kind

Please contact us for individual offers!

We hope to have awoken your interest and would be happy to advise and support you concerning all aspects of your conference performance!

Contact

Dr. Katrin Laatsch
Press Relations & Congresses
ausstellung@gma2014.de

For your [direct booking](#) please complete the enclosed booking form and return it via email to the above email address. We will be happy to submit a ready-to-sign offer to you. Alternatively, please fill out our online form (www.gma2014.de/ausstellung). We look forward to your booking and to welcoming you in Hamburg in September 2014!

General Information

Venue

University Medical Center Hamburg-Eppendorf (UKE)
Martinistraße 52
20246 Hamburg
Germany

Organisers

Prof. Dr. Wolfgang Hampe
Dr. Olaf Kuhnigk, MME (Bern)
Prof. Dr. Dr. Andreas Guse

University Medical Center Hamburg-Eppendorf (UKE)
Medical Faculty of Hamburg University
Martinistraße 52, 20246 Hamburg, Germany
on behalf of the *Gesellschaft für Medizinische Ausbildung (GMA)*

For additional information please visit www.gma2014.de.