

THRIVE25



MELBOURNE AUSTRALIA
21–23 October 2025

Adaptive leadership in healthcare,
a joint initiative by Avant, MDA
National, MIGA and MIPS



HOSTED BY



SPONSORSHIP
PROSPECTUS

ABOUT THE MPL ASSOCIATION

The Medical Professional Liability Association is the insurance industry trade association that represents a full range of entities doing business in the medical professional liability (MPL) arena. These include domestic and international MPL insurance companies, risk retention groups, captives, trusts, and other entities.

The MPL Association promotes, protects, educates, and connects medical professional liability insurers that support the quality delivery of healthcare and practice of medicine.

MPL Association membership is open to MPL enterprises owned and/or operated by physicians, hospitals, health systems, dentists and oral maxillofacial surgeons, podiatrists, chiropractors, and healthcare providers such as nurse practitioners, nurse midwives, certified registered nurse anaesthetists, and many others, as well as insurance carriers with a substantial commitment to the MPL line.

MPL Association members insure nearly 2.5 million healthcare professionals around the world—doctors, dentists, nurses and nurse practitioners, and other healthcare providers. MPL Association members also insure 3,000 hospitals and more than 50,000 medical facilities and group practices globally.

AROUND THE WORLD, MPL ASSOCIATION MEMBERS INSURE:



Nearly 2.5 million healthcare professionals – doctors, nurses, dentists, oral surgeons, nurse practitioners, and other healthcare providers



More than 3,000 hospitals



More than 50,000 medical facilities and group practices

MEDICAL DEFENCE ORGANISATIONS IN AUSTRALIA

Four Australian medical defence organisations (MDOs) offer individual medical indemnity protection to their members, and these four organisations are jointly hosting the International MPL Association conference. The MDOs operate on a not-for-profit basis as 'mutuals', with the insurance offered to their members underwritten by licenced insurers. The parent entities are Avant Mutual Group Limited (Avant), MDA National (MDAN), Medical Insurance Group Australia (MIGA) and Medical Indemnity Protection Society (MIPS).



ABOUT THE CONFERENCE:

Held every three years, the MPL Association International Conference attracts executives and leaders from the medical professional liability community from across the globe. In October 2022, the conference was held in Canada's capital, Ottawa, and was hosted by the Canadian Medical Protective Association (CMPA) on behalf of the MPL Association.

The MPL Thrive25 conference, taking place in Melbourne, Australia, will bring together a global community of CEOs, COOs, chairs, board members and senior executives from the medical liability insurance and healthcare communities. Together, with respected experts in patient safety and risk management, corporate and defense counsel, professional services, university lecturers, physicians and various healthcare professionals, we will be exploring 'Adaptive Leadership in healthcare'.

MPL Thrive25 will be held at the newly renovated Rydges Hotel in the culturally 'cool' city of Melbourne from Tuesday 21 to Thursday 23 October 2025. Embracing the Thrive25 theme, attendees will engage and contribute to pivotal discussions shaping the future of leadership in medical indemnity.

REASONS YOU SHOULD PARTNER WITH THE MPL ASSOCIATION INTERNATIONAL CONFERENCE IN 2025

Jointly hosted by the four MDOs in Australia, the MPL Thrive25 Conference is a strategic sponsorship investment that offers a range of benefits, from enhancing brand visibility and credibility to generating business leads and gaining valuable industry insights. It positions your organisation as a committed and influential player in the medical professional liability sector, fostering long-term growth and success.



Brand Visibility and Recognition

- **High-Profile Exposure:** Sponsorship ensures that your brand is prominently displayed throughout the conference, including in promotional materials, conference programs and on-site signage.
- **Audience Reach:** The conference attracts a diverse group of professionals, including insurance professionals, Medical Practitioners, Dentists and other healthcare professionals and legal experts. This exposure can significantly increase your brand's awareness within the medical professional liability sector.



Networking Opportunities

- **Industry Connections:** The conference provides a platform to connect with key decision-makers, industry leaders, and potential clients or partners in the medical professional liability sector.
- **Building Relationships:** Engaging with attendees during networking events, breakout sessions, and social activities helps in fostering long-term relationships and business opportunities.



Thought Leadership and Credibility

- **Showcasing Expertise:** Sponsoring the conference includes opportunities to present or participate in panel discussions, allowing your organisation to demonstrate its expertise and thought leadership in medical professional liability.
- **Building Trust:** Being associated with a reputable and respected conference enhances your organisation's credibility and trustworthiness in the eyes of the attendees and the broader industry.



Market Research and Insights

- **Understanding Industry Trends:** Attending sessions and interacting with attendees provides valuable insights into current trends, challenges, and opportunities in the medical professional liability field.
- **Feedback and Innovation:** Engaging with professionals in the industry can lead to feedback on your products or services, sparking ideas for innovation and improvement.



Business Development

- **Lead Generation:** Sponsorship offers direct access to a targeted audience, increasing the potential for generating high-quality leads and business inquiries.
- **Exhibition Opportunities:** Select sponsorship packages include exhibition space, allowing you to showcase your products and services directly to key decision-makers and industry professionals in the medical and legal communities.

FAST FACTS

21–23 October 2025

Rydges Melbourne, 186 Exhibition Street, Melbourne Victoria

180+ Australian and international delegates expected to attend

KEY CONTACT



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Sponsorship & Exhibition Manager

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EXPECTED DELEGATES BY PROFESSION

- Chief Executive Officers (CEOs)
- Chief Operating Officers (COOs)
- Chief Medical Officers (CMOs)
- Chairs and board members
- Senior executives from Government, Departments of Health, and the medical liability insurance and healthcare communities
- Medical Practitioners, Dentists and other healthcare professionals
- Experts in patient safety and risk management
- Corporate and defense counsel
- Professional services (broking, audit, actuarial)
- University lecturers



PROGRAM AT A GLANCE

TUESDAY 21 OCTOBER 2025

Registration Opens

Welcome Reception

WEDNESDAY 22 OCTOBER 2025

Conference Sessions

Conference Gala Dinner

THURSDAY 23 OCTOBER 2025

Conference Sessions

SPONSORSHIP PACKAGES

Sponsorship packages are linked to key events or opportunities within the conference program. All prices shown are in Australian Dollars and are inclusive of GST.

PLATINUM SPONSOR | \$25,000

TWO AVAILABLE

PROMOTION

- Exclusive category* sponsorship and acknowledgement as the MPL Thrive25 Conference Platinum Sponsor
- Verbally acknowledged throughout the conference as Platinum Sponsor
- Exclusive sponsorship of either the MPL Thrive25 Conference Welcome Reception or the Conference Gala Dinner
- An opportunity to address guests at the Welcome Reception or the Conference Gala Dinner (five minutes maximum)
- Two digital banner advertisements in the [Inside Medical Liability Online](#), with 5,000 views per quarter (sponsor to provide finished artwork)
- One full page, inside front cover or back cover advertisement in the electronic conference handbook (sponsor to provide finished artwork)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition and premium positioning in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Advertisement in the conference app (sponsor to provide finished artwork)
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

*This exclusivity ensures that the sponsor is the sole company within its product or service category to have an official partnership with the sponsorship property.

REGISTRATION AND EXHIBITION

- Five full conference registrations including daily catering, entry to the Welcome Reception and the Conference Gala Dinner
- An additional three Conference Gala Dinner tickets, making a total of eight tickets
- One dressed trestle table and two chairs and 1 x 4 amp / 100w power outlet





GOLD SPONSOR | \$20,000

TWO AVAILABLE

PROMOTION

- Exclusive category* sponsorship and acknowledgement as an MPL Thrive25 Conference Gold Sponsor
- Verbally acknowledged throughout the conference as a Gold Sponsor
- Exclusive sponsorship of either the Wednesday lunch or the Thursday lunch
- Two digital banner advertisements in the [Inside Medical Liability Online](#), with 5,000 views per quarter (sponsor to provide finished artwork)
- One full page advertisement in the electronic conference handbook (sponsor to provide finished artwork)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Advertisement in the conference app (sponsor to provide finished artwork)
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

*This exclusivity ensures that the sponsor is the sole company within its product or service category to have an official partnership with the sponsorship property.

REGISTRATION

- Three full conference registrations including daily catering, entry to the Welcome Reception and the Conference Gala Dinner



SILVER SPONSOR | \$10,000

UNLIMITED OPPORTUNITIES

PROMOTION

- Verbally acknowledged throughout the conference as a Silver Sponsor
- One half page advertisement in the electronic conference handbook (sponsor to provide finished artwork)
- Company logo and profile in the electronic conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

REGISTRATION

- Two full conference registrations including daily catering, entry to the Welcome Reception and the Conference Gala Dinner

DELEGATE SACHEL | \$12,000

Make a lasting impression by sponsoring the delegate satchel. Satchels continue to be used long after the conference is over, making this a great opportunity for long-term brand awareness.

PROMOTION

- Exclusive sponsorship of the MPL Thrive25 Conference Delegate Satchel
- Your organisation's logo will be prominently displayed on each delegate satchel alongside the conference logo
- One full page advertisement in the electronic conference handbook (sponsor to provide finished artwork)
- Company logo and profile in the electronic conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

REGISTRATION

- Two full conference registrations including daily catering, entry to the Welcome Reception and the Conference Gala Dinner





BARISTA CART | \$15,000

FOR CONFERENCE ONLY

This package provides outstanding branding opportunities for your company. Located in a prominent position, this sponsorship provides plenty of opportunities to put your brand in front of delegates with opportunities to brand the barista cart, aprons and caps, and coffee cups.

PROMOTION

- Exclusive sponsorship and naming rights to the Barista Cart and lounge at MPL Thrive25 Conference
- An opportunity to brand the barista cart area – two pull up banners and promotional material within the area
- An opportunity to supply corporate branded aprons, caps and coffee cups (to be supplied by sponsor)
- One full page advertisement in the electronic conference handbook (sponsor to provide finished artwork)
- Company logo and profile in the electronic conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

REGISTRATION

- Two conference registrations including daily catering and entry to the Welcome Reception and the Conference Gala Dinner



CONFERENCE APP | \$9,500

The conference app is designed to provide ease of access to the program, speakers' biographies, exhibitor information and for delegates to engage with sponsors and exhibitors. The conference app sponsor will enjoy a banner ad on the front page of the app which delegates will access each day of the conference – a great package for continuous exposure over the three days of the conference.

PROMOTION

- Exclusive sponsorship of the MPL Thrive25 Conference App
- Logo recognition as the Conference App Sponsor on access instruction information
- One half page advertisement in the electronic conference handbook (sponsor to provide finished artwork)
- Company logo and profile in the electronic conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

REGISTRATION

- One conference registration including daily catering, entry to the Welcome Reception and the Conference Gala Dinner

NAME BADGE & LANYARD | \$7,500

All delegates will receive an official MPL Thrive25 lanyard. Your brand will be one of the most notably displayed throughout all conference days.

PROMOTION

- Exclusive sponsorship of the delegate name badge and lanyard
- Company logo to be printed on the delegates name badges (placement at the discretion of the conference organiser)
- Company branding on delegate lanyards. Please note: Lanyards to be supplied by the conference organisers. Final design approved by the organising committee in conjunction with the sponsor
- An opportunity to provide a 1x2m pull up banner for the registration desk
- Company logo and profile in the electronic conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

REGISTRATION

- One conference registration including daily catering, entry to the Welcome Reception and the Conference Gala Dinner



CONFERENCE WI-FI | \$4,500

The conference Wi-Fi provides excellent exposure for your business as delegates log on using your customised password.

PROMOTION

- Exclusive sponsorship of the Wi Fi service throughout the conference
- The landing page will be your company's home page
- One half page advertisement in the electronic conference handbook (sponsor to provide finished artwork)
- Company logo and profile in the electronic conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

REGISTRATION

- One conference registration including daily catering and entry to the Welcome Reception (does not include the Conference Gala Dinner)

REFRESHMENT BREAK SPONSOR | \$3,500

PROMOTION

- Exclusive sponsorship of one day's refreshment breaks (morning and afternoon refreshments, and lunch)
- Your logo will be prominently displayed in the catering area
- An opportunity to provide marketing material for display in the catering area
- Company logo and profile in the electronic conference handbook, app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Delegate List – in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

REGISTRATION

- One conference registration including daily catering and entry to the Welcome Reception (does not include the Conference Gala Dinner)

ADDITIONAL TICKETS AND REGISTRATIONS

All staff on site must be registered to attend either by utilising your complimentary registration or by purchasing an additional Sponsor Registration for \$1,465 each, which includes:

- Daily catering
- Attendance at conference sessions
- Attendance at the Conference Welcome Reception
- Conference Gala Dinner

Please note there is a maximum of two additional sponsor registrations per sponsor.

APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007 and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted. The venue is at liberty to check that the electrical appliances that you bring onsite are appropriately tagged.

EVENT SPONSORSHIP APPLICATION TERMS & CONDITIONS

A full set of terms and conditions for conference sponsorship packages are available on the conference [website](#). When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.

Please note that, the sponsorship fee is the fee mentioned in the prospectus. If you wish to proceed please note that a 50% deposit will be required within 14 days of the receipt of your invoice for payment. Final payment will be due 30 days prior to the commencement of the conference; and the initial deposit is non-refundable.

We reserve the right to decline sponsorship requests at our discretion.

