GP360
GENERAL PRACTICE EDUCATION

SPONSORSHIP PROSPECTUS

GP360 Melbourne 2027

The multidisciplinary conference for general practice

AN INITIATIVE OF GP360 · GENERAL PRACTICE EDUCATION

Saturday 23 October 2027 ◆ Central Melbourne · venue to be confirmed ◆ **100+ delegates**

THE PLATFORM

More Than a Conference

GP360 is an ongoing multidisciplinary education platform for general practice — connecting GPs with specialist expertise through year-round education, with GP360 Melbourne as its flagship annual event.

Founded and led by A/Prof Homi Zargar of The Urology Institute Melbourne, GP360 brings specialist faculty across many disciplines together to deliver practical, independent, specialist-led education.

For industry partners, GP360 is more than a stand at a conference. It is a credible, multi-touchpoint channel to engage practising clinicians and healthcare decision-makers — before, during and long after the event.

Flagship conference

An annual full-day multidisciplinary conference for 100+ GPs and allied health clinicians.

Digital education

Year-round educational content and a growing digital presence for general practice.

A referral network

A connected community of referring GPs across metropolitan and regional Australia.

GP360 Melbourne 2027 — the flagship event

Partnering with the conference places your brand at the centre of the GP360 platform and its full year-round audience.



THE EVENT

The Conference

A full day of practical, specialist-led education designed for general practice — paired with meaningful, structured opportunities for industry partners to engage with clinicians.

100+	4	6	1
DELEGATES EXPECTED	CLINICAL SESSIONS	HOURS OF EDUCATION	FULL-DAY PROGRAMME

DATE	Saturday 23 October 2027
FORMAT	Full-day, 9:00am–5:00pm
ATTENDANCE	100+ delegates
AUDIENCE	GPs, registrars, principals & allied health
ACCREDITATION	CPD accreditation to be sought
REGISTRATION	Free for GPs

CONFERENCE HIGHLIGHTS

- Specialist-led, case-based clinical education
- Multidisciplinary programme across four focused clinical sessions
- Dedicated sponsor exhibition alongside registration and catering
- Structured networking through breaks and lunch
- Brand visibility throughout the delegate journey
- Independent, specialist-led educational setting

VENUE · TO BE CONFIRMED

A premier, centrally located Melbourne venue with excellent transport access, dedicated exhibition space and full catering. Final venue TBC.



THE AUDIENCE

Who You'll Reach

GP360 connects partners with an engaged general practice audience — on the day, and across a wider referral network year-round.

2,500+	800+	100+	4
REFERRING GPS	GP DATABASE	DELEGATES	CLINICAL SESSIONS

THE DELEGATES IN THE ROOM

Practising GPs
The clinicians who make day-to-day prescribing, investigation and management decisions.

GP registrars
The next generation of general practice — building referral habits early.

Practice principals & owners
Decision-makers who influence practice-wide purchasing and referral pathways.

Prescribers & referrers
Clinicians involved in prescribing, investigation and specialist referral.

WHY IT MATTERS TO PARTNERS

A concentrated audience of practising GPs and allied health clinicians, reached in an independent educational setting rather than through advertising.



PROGRAMME

Programme at a Glance

A full day of multidisciplinary, specialist-led education, built around practical, case-based learning and interactive panels.

PROVISIONAL PROGRAMME
Sessions, topics and faculty are subject to change as speakers are confirmed.

TIME	SESSION	TOPICS	FACULTY
9:00–10:30	**Urology & Men's Health**	• BPH • ED work-up and testosterone • PSA, MRI and prostate cancer	Dr Brendan Dias A/Prof Homi Zargar A/Prof Dickson Woon
10:30–11:00	*Morning tea · exhibition area*		
11:00–12:30	**Dermatology**	• Hair loss • Eczema and psoriasis • Interactive image-based panel	Session lead: Dr Ritva Vyas Further faculty to be announced
12:30–1:30	*Lunch · exhibition area*		
1:30–3:00	**Obesity & Metabolic Health**	• GLP-1 prescribing • Long-term obesity management • Bariatric surgery • Interactive panel	A/Prof Niloufar Torkamani, Endocrinologist Further faculty to be announced
3:00–3:20	*Afternoon tea · exhibition area*		
3:20–4:50	**Menopause & Women's Health**	• Hormone therapy • Non-hormonal options • Genitourinary and sexual health • Interactive cases	Faculty to be announced
4:50–5:00	*Close*		

CONVENED BY A/PROF HOMI ZARGAR
Faculty profiles will be added as speakers are confirmed.

PATIENT PERSPECTIVE
Each clinical session includes a patient perspective, shared by a consumer representative for that stream.

THE COMMITTEE

Conference Committee

GP360 Melbourne 2027 is shaped by a multidisciplinary committee of general practitioners, specialists and early-career clinicians, so that every session reflects what matters in day-to-day general practice.

EDUCATIONAL COMMITTEE

A/Prof Homi Zargar

CONVENOR & CHAIR · UROLOGIST

Urologist and robotic surgeon, and founder of GP360. Trained at the Vancouver Prostate Centre, Cleveland Clinic and the Melbourne Uro-Oncology Training Program; Associate Professor, Department of Surgery, University of Melbourne.

Dr Rasamak Amini

GP CO-CHAIR · GENERAL PRACTITIONER

FRACGP general practitioner at Qualitas Medical Practice, Bentleigh East, with more than 15 years of practice in Australia. Interests include weight management, men's and women's health and chronic disease care.

Dr Ritva Vyas

DERMATOLOGY LEAD · DERMATOLOGIST

Melbourne dermatologist (FACD) with fellowship training in the UK and in cutaneous oncology in Cleveland, USA. Interests include skin cancer and melanoma, and vulval skin conditions.

A/Prof Niloufar Torkamani

OBESITY & METABOLIC HEALTH LEAD · ENDOCRINOLOGIST

Endocrinologist (FRACP) with a PhD from the University of Melbourne. Interests include weight management, PCOS, diabetes, and women's and men's health.

To be announced

WOMEN'S HEALTH LEAD

The lead for the Menopause & Women's Health session will be announced shortly.

Dr Mahsa Heidari

EARLY-CAREER REPRESENTATIVE

Junior doctor in Melbourne and international medical graduate, bringing the perspective of early-career doctors and future GPs to the programme.

Consumer Representatives

ONE PER CLINICAL STREAM · TO BE ANNOUNCED

A patient voice for each stream, bringing lived experience to the programme and to each session.

ORGANISING COMMITTEE

Pamela Soldani

PARTNERSHIPS & BUSINESS DEVELOPMENT

Business Development Manager for GP360. Leads partnerships and sponsor relations for GP360 Melbourne 2027 and is the first point of contact for industry partners.

INDEPENDENT EDUCATIONAL OVERSIGHT

The Educational Committee sets the programme, topics and faculty. Sponsors and industry partners have no role in educational content.

THE OPPORTUNITY

The Delegate Journey

Partnership with GP360 works across the entire delegate journey — not just a stand on the day. Your brand travels with the delegate from first invitation to post-event follow-up.

BEFORE

Pre-conference promotion

Email to our GP database in the lead-up.
Sponsor exposure — **Featured in pre-event promotion**

ARRIVAL

Registration & welcome

The first touchpoint as delegates arrive and collect their materials.
Sponsor exposure — **Branding at registration**

ON THE DAY

Exhibition

Stands positioned in the natural delegate flow beside catering.
Sponsor exposure — **Your exhibition space**

ON THE DAY

Catering & networking

Coffee, breaks and lunch — where the real conversations happen.
Sponsor exposure — **Catering, coffee & networking branding**

ON THE DAY

The programme

A full day of specialist-led education holds the room.
Sponsor exposure — **Programme acknowledgement**

THROUGHOUT

Digital exposure

The event website and digital programme delegates use to plan their day.
Sponsor exposure — **Digital logo & links**

AFTER

Post-event engagement

Thank-you and follow-up to delegates and database.
Sponsor exposure — **Post-event recognition**



WHY PARTNER

Why Partner With GP360

1 **A concentrated, high-value audience**
100+ engaged GPs, registrars and specialists in one room for a full day — the referring clinicians who matter most to your therapeutic area.

2 **A platform, not a one-off**
GP360 connects with a referral network of 2,500+ GPs year-round. Partnering extends your presence well beyond the single day.

3 **Relevance across your portfolio**
Dedicated sessions in urology and men's health, dermatology, obesity and metabolic health, and menopause and women's health.

4 **A trusted educational context**
Independent, specialist-led education positions your brand alongside credible clinical content — not advertising.

5 **Exposure across the whole journey**
From pre-event promotion to post-event follow-up, your brand is present at every meaningful touchpoint.

> ESTABLISHING A PLATFORM FROM DAY ONE
> Early partners secure their position as GP360 and its audience grow.



PARTNERSHIP

Sponsorship Tiers

PLATINUM Principal Partner — $20,000

Exclusive · 1 available ·

- ✓ Principal Partner logo on the event website, signage, break screens & printed programme
- ✓ Logo on the registration desk alongside GP360 branding
- ✓ Lanyard branding
- ✓ Prime exhibition space
- ✓ Full-page acknowledgement in the programme
- ✓ Acknowledgement in pre- & post-event emails to our GP database
- ✓ Acknowledgement in opening & closing remarks
- ✓ 6 sponsor team passes

GOLD $15,000

Major Partner · Limited · 3 available

- ✓ Logo on the event website, signage, break screens & programme
- ✓ Premium exhibition space
- ✓ Half-page acknowledgement in the programme
- ✓ Acknowledgement in pre-event email
- ✓ Acknowledgement during the conference
- ✓ 4 sponsor team passes

SILVER $10,000

Supporting Partner · Limited · 6 available

- ✓ Logo on the event website, break screens & programme
- ✓ Exhibition table
- ✓ Quarter-page acknowledgement in the programme
- ✓ 2 sponsor team passes

SUPPORTER $5,000

Limited · 10 available

- ✓ Logo on the event website & break screens
- ✓ Listing in the programme
- ✓ Shared exhibition table
- ✓ 1 sponsor team pass

Looking for something more focused?

Standalone partnerships — coffee cart, lunch, delegate bags and more — are available on the following page.

PARTNERSHIP

Tiers at a Glance

BENEFIT	PLATINUM	GOLD	SILVER	SUPPORTER
Recognition level	Principal Partner	Major Partner	Supporting	Listing
Exhibition	Prime	Premium	Table	Table (shared)
Acknowledgement in programme	Full page	Half page	Quarter page	Listing
Pre-conference promotion	Included	Included	–	–
Logo on event website	✓	✓	✓	✓
Post-event acknowledgement	✓	–	–	–
Podium acknowledgement	Opening & closing	During event	–	–
Logo on lanyards & registration desk	✓	–	–	–
Sponsor team passes	6	4	2	1
INVESTMENT (GST INCLUSIVE)	**$20,000**	**$15,000**	**$10,000**	**$5,000**

LIMITED AVAILABILITY

The Platinum Principal Partnership is strictly exclusive, and higher tiers are capped to preserve prominence. Early confirmation is recommended to secure preferred placement.

PARTNERSHIP

Standalone Opportunities

Beyond the tiers, GP360 offers standalone partnerships that put your brand on a single high-visibility touchpoint — ideal as an add-on or a focused, standalone presence.

Coffee cart
Branded barista cart fuelling the breaks
$7,500

Arrival coffee
The first coffee of the day, in your name
$5,000

Lunch
The midday networking meal
$10,000

Delegate bags
Branded bags carried all day
$5,000

HOW THEY WORK

Each is a single, exclusive placement (prices GST inclusive). Add one to any tier or take it on its own — speak with us to build a package.



NEXT STEPS

Confirm Your Partnership

We would be delighted to welcome you as a partner for GP360 Melbourne 2027. Securing your place is straightforward:

1

Choose your partnership

Select a tier or standalone opportunity, or ask us to tailor a package.

2

Confirm with us

Email your selection to secure your place. Exclusive tiers are first-confirmed.

3

Invoice & assets

We issue your invoice and request your logo and materials.

4

You're confirmed

Your branding goes live and we plan your presence across the journey.

> Once your partnership is confirmed, we will issue a tax invoice with full payment details, payable before the event date.

Pamela Soldani
BUSINESS DEVELOPMENT MANAGER · GP360 / THE UROLOGY INSTITUTE MELBOURNE

bdm@homizargar.com.au
www.urology-institute.com.au

We look forward to partnering with you.
The GP360 Team

GP360
GENERAL PRACTICE EDUCATION

> EDUCATIONAL INDEPENDENCE
> GP360 retains full and independent control of the educational programme, including content, faculty selection and session format. Sponsorship does not influence clinical content, and all faculty disclose relevant interests.