



18TH INTERNATIONAL

MENTAL HEALTH CONFERENCE



MENTAL HEALTH AND THE JOURNEY OF LIFE



**SPONSORSHIP
BROCHURE**



Australian & New Zealand
Mental Health Association



Sea World Resort Conference Centre
21 – 23 August 2017

anzmh.asn.au/conference

MENTAL HEALTH AND THE JOURNEY OF LIFE

INVITATION TO SPONSOR

The 18th International Mental Health Conference Committee warmly invites your organisation to support the Conference as a Sponsor and/or Exhibitor. The 2017 Conference will be held at Conference Centre at Sea World Resort, Gold Coast from 21 – 23 August 2017 and will provide a forum to examine a broad spectrum of mental disorders.

The Conference will provide an invaluable opportunity to build relationships with industry with 400+ attendees expected to attend.

The Conference will be an outstanding platform to initiate new business relationships. With a Conference Dinner and meals served in the exhibition area, you can achieve the face-to-face contact to promote your products and/or services.

The Committee appreciates your consideration of support for this event and looks forward to the opportunity to develop a mutually beneficial partnership.

WHY CONFERENCE SPONSORSHIP?

Conference sponsorship will provide positive results and raise your profile to potential customers, stakeholders and decision makers. Some of the benefits include the following opportunities:

- Maintain a high profile in valuable target markets before, during and following the event
- Demonstrate your organisation's commitment to the profession
- Profile your organisation within the industry sector
- Consolidate and expand corporate relationships
- Enable your representatives to mix informally with delegates
- Cost effective sales and marketing solution that will provide you with new contacts

The Conference will allow your organisation to benefit significantly from constant exposure to an interested, relevant and influential audience in a relaxed environment, away from the competition of everyday distractions.

As a Sponsor and/or Exhibitor you will be provided with many business opportunities to promote your brand, products and services as well as network with delegates.

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

A vast range of sponsorship opportunities to enhance exposure of your business are now available. Ranging from 1/4 page advertisements to 'Conference Partner', cost effective packages can be tailored to suit individual organisations.

Sponsors and exhibitors will have an opportunity to network and meet potential new clients and explore new business opportunities at the conference that will bring together leading clinical practitioners, academics, service providers and mental health experts.

Call the Conference Secretariat on 07 5502 2068 to discuss your requirements.

CUSTOMISED PACKAGES

A variety of packages have been designed to suit all marketing objectives and budgets however the Committee recognises that some aspects might need adjustments to better suit the needs of your organisation.

Please contact the Conference Secretariat to discuss how we can tailor a customised sponsorship package that suits your requirements.





ABOUT THE CONFERENCE

Hosted by the Australian and New Zealand Mental Health Association, the 18th International Mental Health Conference will continue their support for improving the quality of life for those with mental health issues.

In 2017, the International Mental Health Conference adopts the theme 'Mental Health and the Journey of Life', and will examine a range of issues from the perspective of Primary Interventions, Promoting Recovery, Preventing Relapse and the latest Policy Initiatives.

This conference will bring together leading clinical practitioners, academics, service providers and mental health experts to deliberate and discuss mental health issues confronting Australia and New Zealand.

The conference program will be designed to challenge, inspire, demonstrate and encourage participants while facilitating discussion. The program will include an extensive range of topics with keynotes, concurrent sessions, workshops and posters. Topics will include:

- Indigenous Wellbeing
- Creating Workplaces that are Healthy, Productive and Enhance Recovery
- The Importance of Mental Health Carers
- The Role of the Mental Health Worker
- e-health, Innovative Uses of Technology and Social Media
- Research, Education and Case Studies
- Self-Harm, Suicide and Survival
- Disorder Updates
- Child and Youth Mental Health
- Mental Health and the Elderly



PROGRAM HIGHLIGHTS

The program is intended to provide all participants with an opportunity to contribute and learn. The program will include:

- Keynote presentations by renowned speakers
- Concurrent sessions, workshops and panel sessions
- Conference Dinner
- Exclusive tours in Sea World and access to discounted passes
- Trade exhibition of the leading industry professionals
- Poster presentations
- Access to presenter podcasts and Book of Proceedings following the conference

DELEGATE PROFILE

Building on the past success of the International Mental Health Conference, growing interest in the Mental Health topics covered and the fabulous location of the Gold Coast, the 2017 conference is expected to attract upwards of 400 attendees.

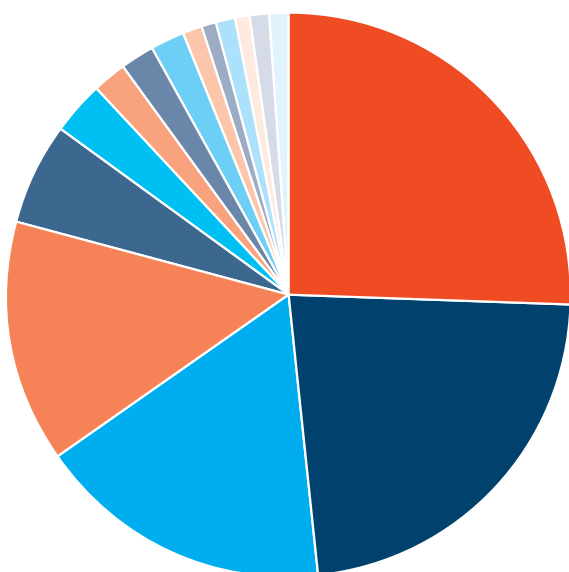
In 2016 we welcomed representatives from every Australian State and Territory, New Zealand, Indonesia, Japan, Taiwan, Hong Kong, South Korea, Pakistan, Canada, and the United Kingdom. Participation at the conference from professional individuals and organisations include:

- Clinical Psychologist
- Consultant Psychiatrist
- Registered Nurse/ Clinical Nurse
- Mental Health Support Worker
- Program / Operations Manager
- Allied Health Professional
- Academic/ Research Fellow/ Lecturer
- Non-Government Organisation
- Commonwealth Government
- Local/State/Government
- Therapist
- Counsellor
- Social Worker
- Psychologist
- Psychiatrist
- General Practitioner
- Consumers and Carer
- Aged Care Provider
- Geriatric Specialists

MENTAL HEALTH AND THE JOURNEY OF LIFE

2016 CONFERENCE ATTENDEES HELD THE FOLLOWING POSITIONS

- 26% CEO/Director/Partner/General Manager/President/Principal
- 23% Program/Operations Manager or Coordinator
- 17% Academic/Research Fellow/Lecturer
- 14% Clinical Psychologist/Psychologist
- 6% Social Worker
- 3% Registered Nurse/Clinical Nurse
- 2% Mental Health Support Worker
- 2% Therapist
- 2% General/Private Practitioner
- 1% Allied Health Professional
- 1% Non-Government Organisation
- 1% Counsellor
- 1% Psychiatrist
- 1% Consumers and Carer
- 1% Aged Care Provider



WHAT DELEGATES THOUGHT ABOUT THE 2016 CONFERENCE

“This was a very well organised Conference with good breakout sessions and Key Note Speakers. I will attend again in 2017.”

“Well organised, interesting subjects and speakers and great networking opportunity!”

“It was a great conference.”

“I thoroughly enjoyed this year’s Conference. I felt it ran very smoothly, and all of the Workshops or sessions I attended were extremely informative.”

“Well organised and venue was great.”

2017 CONFERENCE COMMITTEE

Professor Kuruvilla George, Director, Medical Services, Peter James Centre and Wantirna Health and Clinic Director, Aged Persons Mental Health and ECT, Eastern Health

Professor Philip Morris, President, Australian and New Zealand Mental Health Association

Mr David Nancarrow, Mental Health Worker/Trainer, OzHelp Tasmania

Dr Lyn O’Grady, KidsMatter National Project Manager, The Australian Psychological Society

Ms Carol Purtell, Clinic Director, MindSpot, Macquarie University

Ms Gabrielle Vilic, Director Social Inclusion and Recovery, Addiction and Mental Health Services, Metro South Hospital and Health Service

Mr Phillip Williams, Manager headspace Southport Enhanced Program, Lives Lived Well



SPONSORSHIP PACKAGES

	Gold \$9,000	Silver \$7,000
RECOGNITION & BRANDING OPPORTUNITIES		
Primary exposure of organisation on all event collateral and publications	✓	✓
Acknowledgement at the opening and closing ceremonies	✓	✓
Company logo to appear on title slides	✓	✓
Company logo printed on delegate name badges	✓	
Recognition as a sponsor of the speakers prep room, with the opportunity to provide signage within this room	✓	
WEBSITE & E-MARKETING EXPOSURE		
Company acknowledgment and logo on the conference website with a link to your organisations website	✓	✓
Logo and links to company website included in all HTML email marketing campaigns	✓	✓
Promotion of sponsorship on the conference social media networks	✓	✓
Advertisement banner on the home page of the conference website (artwork to be supplied by sponsor)	✓	
ADVERTISING OPPORTUNITIES		
Advertisement in the conference handbook (artwork to be supplied by sponsor)	Full Page	Half Page
Advertisement in the book of abstracts (artwork to be supplied by sponsor)	Full Page	Half Page
Promotional insert in the delegate satchel (A4 flyer up to 4 pages)	✓	✓
Full page editorial in the conference handbook	✓	
VENUE SIGNAGE		
Prominent display of signage in main plenary room	Two Banners	One Banner
Company logo included on door and venue signs	✓	
EXHIBITION		
Trade display in a prime location within exhibition area	Double	Single
CONFERENCE REGISTRATION		
Full registration to the conference including attendance to the social functions	5	3

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CONFERENCE DINNER

\$5,000

The Conference Dinner will be held on Monday 21 August, encouraging interaction between exhibitors and delegates.

- Naming rights to the Conference Dinner with recognition on the website and program
- Welcome and address guests (5 minutes)
- Placement of company signage at the Conference Dinner
- Acknowledgement at the opening and closing ceremonies
- Recognition as a sponsor with a 50 word company description and logo in the handbook and website
- Full page advertisement to be included in the conference handbook (artwork to be supplied by sponsor)
- Half page advertisement included in the book of abstracts (artwork to be supplied by sponsor)
- Two full registrations to the conference for your organisation representatives
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)

COFFEE CART

\$5,000

Coffee is the cornerstone of today's society. Barista coffee will be available to delegates during the day to help keep the buzz level high.

- Name acknowledgement as the Coffee Cart Sponsor
- Opportunity to provide branded coffee cups (subject to venue approval and supplied by sponsor)
- Acknowledgement at the opening and closing ceremonies
- Recognition as a sponsor with a 50 word company description and logo in the Handbook and website
- Half page advertisement to be included in the handbook
- One full registration to the conference for your organisation representative
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)

KEYNOTE SPEAKER

\$4,000

Have your company associated with a leader in the industry, by meeting the expenses of one of our Keynote Speakers.

- Naming rights to one keynote speaker with recognition on the website and program
- Company logo to appear next to keynote speaker profile (handbook and website)
- Company logo displayed on the title slides of the keynote session
- Prominent display of signage in the main plenary room
- Opportunity for your organisation representative to chair the keynote session
- Acknowledgement at the opening and closing ceremonies
- Recognition as a sponsor with a 50 word company description and logo in the handbook and website
- Half page advertisement to be included in the conference handbook (artwork to be supplied by sponsor)
- Half page advertisement included in the book of abstracts (artwork to be supplied by sponsor)
- Two full registrations to the conference for your organisation representatives
- Flyer distributed during the session



CONCURRENT SESSION

\$3,000

The program is the main focus for all delegates leading to high company exposure as a session sponsor.

- Naming rights to one concurrent session with recognition in the program
- Company logo displayed on the title slides of the sponsored session
- Prominent display of signage in the room
- Opportunity for your organisation representative to chair the sponsored session
- Flyer distributed during the session
- Acknowledgement at the opening and closing ceremonies
- Recognition with a 50 word company description and logo in the handbook and website
- Half page advertisement to be included in the conference handbook (artwork to be supplied by sponsor)
- One full registration to the conference for your organisation representative

PODCASTS

\$3,000

All speaker presentations will be recorded during the conference and be made available online to delegates after the conference. Sponsor benefits will continue for the life of the conference as all recorded presentations are kept on the conference archive.

- Company acknowledgment included in delegate marketing when presentations are made available
- Banner placement on the conference podcasts home page
- Placement of company signage on the plenary stage
- Acknowledgement at the opening and closing ceremonies
- Recognition as a sponsor with a 50 word company description and logo in the handbook and website
- Half page advertisement to be included in the conference handbook (artwork to be supplied by sponsor)
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)
- One full registration to the conference for your organisation representatives

POSTER PRESENTATION AREA

\$2,500

This is an opportunity to have high visibility of your company in conjunction with the poster presentation area. Posters will be on display for the duration of the conference for delegates to visit during the meal breaks.

- Naming rights as the poster presentation sponsor with recognition in the program
- Opportunity for your organisation representative to judge and award "the most valuable poster" at the closing ceremony
- Prominent display of up to 2 banners amongst the poster presentation area
- Acknowledgement at the opening and closing ceremonies
- Recognition with a 50 word company description and logo in the handbook and website
- Half page advertisement to be included in the conference handbook (artwork to be supplied by sponsor)
- Half page advertisement included in the book of abstracts (artwork to be supplied by sponsor)
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)
- One full registration to the conference for your organisation representatives

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CONFERENCE SACHEL

\$2,500

Every delegate will receive a satchel, to carry during the conference and for use beyond the event.

- The conference and sponsoring organisation logo printed on every satchel (artwork and logo placement to be approved by Committee)
- Acknowledgement at the opening and closing ceremonies
- Recognition with a 50 word company description in the handbook and website
- Prominent display of signage in the main plenary room
- Half page advertisement to be included in the conference handbook (artwork to be supplied by sponsor)
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)
- One full registration to the conference for your organisation representative

NAME BADGES

\$2,000

All delegates will not only see your logo but they will wear it, with your company branded lanyard. Delegates, speakers, sponsors, and exhibitors will wear the name badge for the duration of the conference.

- Naming rights as the name badge sponsor with company logo printed on the name badge
- Company branded lanyards supplied to each delegate (lanyards supplied by sponsor)
- Acknowledgement at the opening and closing ceremonies
- Recognition with a 50 word company description and logo in the handbook and website
- Half page advertisement to be included in the conference handbook (artwork to be supplied by sponsor)
- One full registration to the conference for your organisation representative

DELEGATE WIFI

\$2,000

Complimentary WiFi access is extremely important to delegates to keep connected while at the conference.

- Naming rights as the WiFi sponsor with recognition on the delegate internet access instructions
- Advertisement banner on the home page of the conference website
- Acknowledgement at the opening and closing ceremonies
- Recognition with a 50 word company description and logo in the handbook and website
- Half page advertisement to be included in the conference handbook (artwork to be supplied by sponsor)
- One full registration to the conference for your organisation representative

CONFERENCE PHOTOS

\$1,500

During the conference there will be ongoing photography that will be highlighting important phases of the conference. Images will be made available online to delegates post-event, on the conference website and social media pages.

- Company acknowledgment included in delegate marketing when photographs are made available
- Company logo placed as a watermark on all photographs
- Banner placement on the conference photo album online
- Acknowledgement at the opening and closing ceremonies
- Recognition as a sponsor with a 50 word company description and logo in the handbook and website
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)
- One full registration to the conference for your organisation representative



MEAL BREAKS

\$1,200 per break

Morning, afternoon tea breaks and lunch will be held within the exhibition area daily.

- Naming rights of your selected meal break with recognition in the program
- Sponsor corporate literature displayed at the catering stations
- Table signs featuring organisation name and logo displayed on catering tables
- Placement of company signage within the room where meals are being served
- Acknowledgement at the opening and closing ceremonies
- Recognition as a sponsor with a 50 word company description and logo in the handbook and website
- One full registration to the conference for your organisation representative

Maximise your exposure and sponsor the morning tea, lunch and afternoon tea for the day. Total package \$2,000.

CONFERENCE EXHIBITION

\$1,900 for 2.5 days

Take part in the conference exhibition to ensure maximum exposure to the leaders in the mental health sector. This is a great opportunity to connect with current and existing clients, as well as create new relationships. The exhibition will run from the 21 – 22 August 2017 with the option of a half day of display on 23 August 2017. Conference catering and the Conference Dinner will be located within the exhibition to ensure that your company has excellent exposure to delegates.

Exhibiting at the conference will provide your organisation with access to over 400 delegates and includes:

- Trade Display (1 clothed trestle table and 2 chairs)
- Space for a maximum of 2 banners behind the table
- Promotion as an exhibitor with a 50 word company description in the handbook
- Company logo with links on the conference website
- One full registration to the conference for your organisation representative
- Opportunity to purchase up to two additional exhibition passes for \$350 each



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ADVERTISEMENT OPPORTUNITIES

CONFERENCE HANDBOOK ADVERTISEMENT

The conference handbook will be provided to all delegates and will be viewed throughout and after the event. The handbook includes keynote speaker details, conference program and sponsor details.

Full Page	\$1,100
Half Page	\$800
Quarter Page	\$500

CONFERENCE WEBSITE

\$2,000

The website will be heavily promoted prior to the Conference as a major information source.

- Organisation logo on each page of the Conference website
- Advertisement banner on the home page of the website (6 months)

DELEGATE MARKETING

\$1,000 per blast

With over 400 delegates expected to attend the conference sponsors will have the opportunity to promote themselves prior to the delegate's arrival to the conference or thank them once the conference is completed.

- Opportunity to have an e-blast sent to all registered delegates (Sponsor to write and design the email).

WRITING PADS AND PENS

\$700 + supply of items by sponsor

- Company to supply writing pads and pens for each delegate, branded with company logo
- Recognition with your company logo included on the conference website

SACHEL INSERT

\$600

Promotional inserts will be packed in the conference satchels that are handed to every delegate onsite.

- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)



IMPORTANT INFORMATION

LOGOS

Upon confirmation of sponsorship or exhibition please forward a copy of your company logo in high res, print quality format to the Conference Secretariat to ensure full acknowledgment and promotion of your involvement in the conference is received.

Show your support of this important event by including the conference logo on your company's website. Please contact the Conference Secretariat for a copy of the conference logo.

COMPANY DESCRIPTION

Recognition as a sponsor and exhibitor will be included in the conference handbook. A maximum 50 word company description must be emailed to the Conference Secretariat by Monday 3 July 2017.

ADVERTISEMENTS

All advertisement artwork is to be supplied by the sponsor. Upon confirmation of sponsorship or advertising a media kit with advertisement specifications will be emailed. All advertisements must be emailed to the Conference Secretariat by Monday 3 July 2017.

CANCELLATIONS

Cancellations of sponsorship, exhibition or advertising must be received either by mail, fax or email to the conference secretariat. A 50% cancellation fee will be charged for cancellations received in writing prior to 5pm on Monday 3 July 2017. After this date there will be no refunds made. Non-payment does not constitute cancellation.

For further information on sponsorship and exhibition, please contact the Conference Secretariat:
Ph: 07 5502 2068 or Email: imhc@anzmh.asn.au



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SPONSORSHIP & EXHIBITION BOOKING FORM

Organisation:.....

Contact name:.....

Mailing address:.....

Telephone: ()..... Mobile: ().....

E-mail:.....

SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/>	Gold	\$ 9,000
<input type="checkbox"/>	Silver	\$ 7,000
<input type="checkbox"/>	Conference Dinner	\$ 5,000
<input type="checkbox"/>	Coffee Cart	\$ 5,000
<input type="checkbox"/>	Keynote Speaker	\$ 4,000
<input type="checkbox"/>	Concurrent Session	\$ 3,000
<input type="checkbox"/>	Podcasts	\$ 3,000
<input type="checkbox"/>	Poster Presentation Area	\$ 2,500
<input type="checkbox"/>	Conference Satchel	\$ 2,500
<input type="checkbox"/>	Name Badges	\$ 2,000
<input type="checkbox"/>	Delegate WiFi	\$ 2,000
<input type="checkbox"/>	Conference Photos	\$ 1,500
<input type="checkbox"/>	Meal Breaks (per break)	\$ 1,200

ADVERTISING OPPORTUNITIES

<input type="checkbox"/>	Conference Website	\$ 2,000
<input type="checkbox"/>	Delegate Marketing	\$ 1,000
<input type="checkbox"/>	Writing Pads & Pens	\$ 700
<input type="checkbox"/>	Satchel Insert	\$ 600
<input type="checkbox"/>	Conference Handbook	
<input type="checkbox"/>	Full Page Ad	\$ 1,100
<input type="checkbox"/>	Half Page Ad	\$ 800
<input type="checkbox"/>	Quarter Page Ad	\$ 500

EXHIBITION

<input type="checkbox"/>	Trade Display	\$1,900
<input type="checkbox"/>	Extra Exhibitor Pass	\$350
		Qty:

**The extra exhibitor pass entitles entry to the exhibition area only and includes catering and the conference dinner.*

Terms & Conditions: Confirmation of sponsorship and exhibition space is conditional upon this form being completed and 50% non-refundable deposit received. A tax invoice will be issued for this amount and must be paid within 30 days. The organisers reserve the right to reassign any trade displays to another exhibitor if these conditions are not fulfilled. Allocation of trade displays will be at the discretion of the organisers.

All costs are in Australian Dollars and include GST. Each company representative attending the conference must be pre-registered with the Secretariat.

I/We agree to comply with the terms and conditions and all provisions of the sponsors and exhibitors contractual obligations all of which I/we acknowledge, have read and understood.

Signature:..... Date:.....

Please forward completed form to: 18th International Mental Health Conference
 ATTN: Conference Secretariat
 PO Box 29, Nerang, QLD 4211
 Tel: (07) 5502 2068 Fax: (07) 5527 3298
 Email: imhc@anzmh.asn.au