



Collaboration & Partnerships in Mental Health Nursing



**Collaboration
& Partnerships**®

Pan Pacific Hotel, Perth WA

22-24 October 2013

Sponsorship Prospectus Conference 2013



ACMHN's 39th International Mental
Health Nursing Conference



Lancaster Wines,
Swan Valley

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Invitation

Western Australia is one of the most extraordinary places to visit in Australia. It has the largest collection of wildflowers on the planet, two outstanding wine regions, stunning gorges and waterfalls, flaming red sunsets over the ocean, some of the whitest beaches and best surfing in the country and a cosmopolitan but laid-back city.

The Australian College of Mental Health Nursing (ACMHN) is now seeking partners to share in what has become a premier event on the international mental health meetings calendar. The ACMHNs 39th International Mental Health Nursing Conference will be held in Perth from 22-24 October, 2013, at the 5 star Pan Pacific Hotel.

The College has enjoyed a long and productive partnership with many key organisations, health care agencies and educational institutions. This year we have a variety of partnership opportunities available and we also invite any new proposals you may wish to put forward. The Committee is happy to negotiate a package that will be of maximum benefit to your organisation and to the College.



Cappuccino strip,
Fremantle

Please contact the Conference Secretariat, Sarah Jones on (07) 5502 2068 to discuss sponsorship and exhibition opportunities that will suit you and your organisation.

Organising Committee

National Office

Kim Ryan – CEO
Peta Marks – Senior Project Manager -
Professional Development
Clare Butterfield – Communications & Media
Shelley McGorum – Finance Officer
Kylie Pryde – Executive Assistant

Local Committee

Lee Collison – Host Coordinator
Dianne Wynaden – Abstracts & Program
Breda Ryan – Committee member
Sharon Delahunty – Committee member
Tim Rolfe – Committee member
Deborah Nelson – Committee member



The Destination

Perth is one of Australia's most vibrant cities, in a state well known for its laid-back atmosphere and spectacular environmental diversity. Perth is Australia's only capital city where you can enjoy the beach lifestyle, relax in natural bushland, sample world-class local wines and watch an ocean sunset within just 30 minutes of the city. It's also the sunniest state capital, averaging 3,000 hours of sunshine per year and boasting a string of 19 beautifully clean and uncrowded beaches, from iconic Cottesloe to the surf hotspot of Scarborough.

Regular flights to Perth depart from overseas, all state capitals and many regional locations, landing you just 20 minutes from the central business district. Situated beside the Swan River, Perth is a living picture postcard, with the best views of all from Kings Park and Botanic Garden – one of the biggest inner-city parks in the world. Larger than New York's Central Park, there are so many ways to enjoy its 400-plus hectares of sculpted gardens and natural bushland. Stroll the treetop walk, take an Indigenous cultural tour, picnic among the gum trees and in Spring, see the wildflowers in bloom.

About the Conference

Each year the Australian College of Mental Health Nurses hosts an International Mental Health Nursing Conference. This is the College's major event for the year and encompasses the:

- Oration and Investiture - this is the formal part of the conference where new members and Fellows are invested into the College by the President and in front of the Board of Directors
- Welcome Reception where members and non-members, delegates and presenters all come together to celebrate the opening of the premier annual event for the profession in Australia
- A range of national and international keynote presenters, local speakers - clinicians, researchers, consumers and others
- The Conference gala dinner and a range of other social events
- A number of Pre-conference workshops
- Book launches, product launches, promotional events
- A range of Awards including Mental Health Nurse of the Year Award, the Mental Health Nurse Achievement Award, the annual Research Award, the Stan Alchin Award, and the Poster Award



Cottesloe Beach

Partnership Opportunities

By supporting the Conference your organisation will be provided with a number of key benefits:

- Exposure to a qualified, relevant and influential audience before, during and after the event
- Networking opportunities during the conference to promote your organisation's products and services directly to key decision makers
- Your organisation will be perceived to be a keen and vital supporter of Mental Health Nurses and Mental Health more broadly in Australia, and internationally
- Supporters of the conference will consolidate existing industry relationships and develop new ones
- Opportunities to network across your own specialty area
- Well priced sponsorship and exhibition opportunities
- Friendly and helpful conference organisers



Partnership Packages

	Conference Partner \$30,000	Gold Sponsor \$20,000	Silver Sponsor \$12,000
Sponsorship Inclusions Exposure of organisation on all event advertisements and publications	✓	✓	✓
Company logo and link on the conference website and national website	✓	✓	✓
Customised promotional opportunities with the ACMHN for a 12 month period (i.e. before and after the conference, not just at the conference)	✓	✓	
Company logo to appear on title slides	✓	✓	✓
Delegate list of all consenting attendees	✓	✓	✓
Promotional insert in the delegate satchel (A4 flyer up to 4 pages)	2	1	1
Prominent display of signage in main plenary room	Up to 4 banners	Up to 2 banners	Up to 1 banner
Advertisement and logo in the Program Book	Double Page	Full Page	Half Page
Advertisement and logo in the Registration Brochure (if confirmed before distribution)	Full Page	Half Page	Quarter Page
Advertisement in each edition of the ACMHN's quarterly 'news' magazine prior to the conference (subject to the date of booking)	Full Page	Half Page	Quarter Page
Exhibition booth in a preferred position (subject to date of booking/ availability)	Double	Single	Single
Full registration including attendance to the social functions	4	2	1
Company profile list on the Conference Website	200 words	100 words	–
Acknowledgement as a Conference Partner during the opening and closing sessions	✓	–	–
Meeting room on one afternoon for client meetings or private presentations	✓	✓	–
Acknowledgement as a Sponsor in ACMHN's quarterly 'news' magazine (subject to the date of booking)	✓	✓	–
Opportunity to distribute gift at registration	✓	–	–
Complimentary Association memberships	2	–	–



Conference Dinner \$12,000

The Conference Dinner is always the highlight of the Conference. Sponsoring the dinner is a fantastic opportunity to promote your brand in a fun and relaxed environment. Sponsoring the Dinner also includes a chance to address Conference delegates.

- Acknowledgement as the Conference Dinner Sponsor
- Opportunity for company representative to briefly address guests (5 minutes)
- Prominent signage during the Conference Dinner
- Four complimentary tickets to the Conference Dinner
- Opportunity for one promotional item to be placed at each table setting
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)
- Half page advertisement and logo in the Program Book
- Logo projected during Dinner (slide supplied by the sponsor)
- Logo printed in the Registration Brochure
- Logo printed in the Program Book
- Logo displayed on the Conference website
- Logo included with the Dinner description in printed material and on the web
- Logo and hyperlinks displayed on the national website www.acmhn.org
- 1/3 page advertisement in the ACMHN 'news' magazine (at each edition published prior to the Conference, subject to the date of booking, sponsor to provide print ready PDF artwork to specifications)
- Delegate list of all consenting attendees

Invited Speaker \$5,500

Please check the website for speaker and session details. A range of international and national keynote speakers are invited to present at the Conference. This is a prestigious branding opportunity to be associated with a leader in your field.

- Acknowledgement as the Speaker Sponsor
- Signage in the room during the sponsored session
- Logo printed in the Registration Brochure
- Logo printed in the Program Book next to the session
- Logo displayed on a slide during the session
- Flyer distributed during the session
- Quarter page advertisement and logo in the Program Book
- Logo displayed on the Conference website next to the speaker's biography
- Logo and hyperlink displayed on the national website www.acmhn.org
- Delegate list of all consenting attendees



Welcome Reception \$4,500

The Welcome Reception is always a great event that is attended by the majority of delegates. It is the first opportunity for delegates to connect at the Conference. Your logo will be featured with the function description in all printed material and on the website. This is one of only two opportunities to address delegates at the Conference.

- Acknowledgement as the Welcome Reception Sponsor
- Opportunity for company representative to briefly address guests (5 minutes)
- Prominent signage during the Welcome Reception
- Four complimentary tickets to the Welcome Reception
- Promotional items distributed at the Welcome Reception (supplied by the sponsor)
- Logo printed in the Registration Brochure
- Logo printed in the Program Book
- Logo displayed on the Conference website
- Logo included with the Welcome Reception description in the printed material and on the web
- Logo and hyperlink displayed on the national website www.acmhn.org
- Delegate list of all consenting attendees

Internet Café \$4,000

The Internet Café is provided as a free service available to delegates. The Internet Café will have a barista serving espresso coffee to encourage delegates to visit your area.

- Fully equipped internet café co-joined with your booth (if applicable)
- Prominent signage in the internet café area
- Two internet terminals with the home page set to your website
- One complimentary full registration
- Logo printed in the Registration Brochure
- Logo printed in the Program Book
- Logo displayed on the Conference website
- Logo and hyperlink displayed on the national website www.acmhn.org
- Delegate list of all consenting attendees



Satchel Sponsor \$3,500

Participants will receive the Conference material, including the program book, in a satchel printed with your logo. Each delegate is guaranteed to see your logo every day during the Conference. You also have the opportunity to include two inserts in each satchel.

- Logo printed on the satchel (artwork and logo placement to be approved by committee)
- Logo printed in the Registration Brochure
- Logo printed in the Program Book
- Logo displayed on the Conference website
- Two satchel inserts
- Quarter page advertisement and logo in the Program Book
- Logo and hyperlink displayed on the national website www.acmhn.org
- Delegate list of all consenting attendees

Name Badges \$3,000

Each delegate will be issued a name badge printed with your logo. Your logo will be visible on every delegate at the Conference and be seen whenever a delegate looks at a name badge.

- Company logo printed on the name badges
- Opportunity to supply company branded lanyards
- Logo printed in the Registration Brochure
- Logo printed in the Program Book
- Logo displayed on the Conference website
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)
- Logo and hyperlink displayed on the national website www.acmhn.org
- Delegate list of all consenting attendees



Workshop Sponsor \$3,000

Please check the Conference website for workshop details. The program is the main focus for all delegates leading to high company exposure as a Workshop sponsor.

- Acknowledgement as the Workshop sponsor
- Signage in the room during the Workshop
- Logo printed in the Registration Brochure
- Logo printed in the Program Book next to the Workshop
- Logo displayed on a slide during the Workshop
- Flyer distributed during the Workshop
- Logo displayed on the Conference website next to the Workshop
- Logo and hyperlink displayed on the national website www.acmhn.org
- Delegate list of all consenting attendees

Program Book \$2,500

The Program Book, containing speaker information, conference program and exhibition information will be provided to delegate's onsite.

- Recognition as a sponsor with your logo on each page of the Program Book
- Full page advertisement on the back cover of Program Book
- Logo displayed on the Conference website
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)
- Logo and hyperlink displayed on the national website www.acmhn.org
- Delegate list of all consenting attendees

Conference Day Catering \$2,500

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

- Naming rights of your selected catering day with recognition in the program
- Table signs featuring organisation name and logo
- Sponsor corporate literature displayed at the catering stations
- Placement of company signage within the room where meals are being served
- Logo displayed on the Conference website
- Logo and hyperlink displayed on the national website www.acmhn.org
- Delegate list of all consenting attendees



Conference Website \$2,500

The Conference website is the main information source for delegates in the lead-up to the Conference. Regular updates and extensive program and speaker information will ensure delegates will be visiting regularly – seeing your logo each time.

- Hyperlinked logo displayed on each page of the Conference website
- Logo displayed in the Registration Brochure
- Logo displayed in the Program Book
- Delegate list of all consenting attendees

Registration Brochure \$2,000

The registration brochure is an online document including details on the conference and registration. This document is highly distributed by email through our own and supporting association networks. This package is subject to the date of booking.

- Recognition as a sponsor with your logo on each page of the Registration Brochure
- Full page advertisement on the back cover of Registration Brochure
- Logo displayed on the Conference website
- Promotional insert in the delegate satchel (A4 flyer up to 4 pages)
- Delegate list of all consenting attendees

Conference Pads and Pens \$800

This is a great opportunity to have each delegate using your branded pads and pens to make notes during the sessions.

- Supply approximately 500 branded pads and pens
- Quarter page advertisement and logo in the Program Book
- Delegate list of all consenting attendees



Exhibition Booths

Single Booth **\$2,200**

Double Booth **\$4,000**

Take part in the conference exhibition to ensure maximum exposure to the leaders in the industry. Exhibiting at the conference will provide your organisation with access to over 500 delegates and includes:

- Booth structure measuring 3-metres wide x 2-metres deep
- Header board with your company name
- Clothed trestle table
- Two chairs
- Power outlet and spotlight
- Your organisation listed on the Conference website
- Your organisation listed in the Conference Program Book
- One registration including the social functions
- Opportunity to purchase up to two additional exhibition passes for \$300
- Delegate list of all consenting attendees
- Delegate list of all consenting attendees

The floor plan has been designed to allow sufficient space for movement of delegates between booths. The exhibition will run for the duration of the conference. Site positions will be allocated by the committee based on each organisation's level of sponsorship, the date of booking, and proximity to competitors.

Morning and afternoon teas and lunches will be located within the Exhibition to ensure that your company has excellent exposure to delegates.





Advertisement Opportunities

The following advertising options are available to reinforce other sponsorship packages or as individual items. For example, an advertisement in the Program Book is a fantastic way to get additional exposure, promote your exhibition and keep your name in front of delegates during the conference.

Registration Brochure

Conference Program Book

– Full Page	\$1000
– Half Page	\$750
– Quarter Page	\$500

Satchel inserts (A4 flyer up to 4 pages) **\$1000**

Signage at the Conference (standard pop-up banner) **\$600**

Conference web ad with hotlink (150x150 tile) **\$500**

Conditions

- All costs include GST and are in AUD
- A tax invoice will be sent on receipt of a booking form.
- Finished artwork is to be supplied for all advertisements
- All signage should be pop-up banners unless confirmed with the Conference Convenor
- Satchel inserts other than brochures must be approved by the Conference Convenor
- Each company representative attending the Conference must pre-register
- The delegate list will be supplied to all sponsors in hardcopy at the time of the conference (Name and Organisation).



Sponsorship & Exhibition Booking Form

Organisation: _____

Contact name: _____

Mailing address: _____

Telephone: () _____ Fax:() _____

E-mail: _____

Sponsorship Opportunities

- | | | |
|--------------------------|-------------------------|----------|
| <input type="checkbox"/> | Conference Partner | \$30,000 |
| <input type="checkbox"/> | Gold Sponsor | \$20,000 |
| <input type="checkbox"/> | Silver Sponsor | \$12,000 |
| <input type="checkbox"/> | Conference Dinner | \$12,000 |
| <input type="checkbox"/> | Invited Speaker | \$5,500 |
| <input type="checkbox"/> | Welcome Reception | \$4,500 |
| <input type="checkbox"/> | Internet Cafe | \$4,000 |
| <input type="checkbox"/> | Satchel Sponsor | \$3,500 |
| <input type="checkbox"/> | Name Badges | \$3,000 |
| <input type="checkbox"/> | Workshop Sponsor | \$3,000 |
| <input type="checkbox"/> | Conference Website | \$2,500 |
| <input type="checkbox"/> | Conference Day Catering | \$2,500 |
| <input type="checkbox"/> | Registration Brochure | \$2,000 |
| <input type="checkbox"/> | Program Book | \$2,500 |
| <input type="checkbox"/> | Conference Pads & Pens | \$800 |

Advertisement Opportunities

- | | | |
|--------------------------|-----------------------|---------|
| <input type="checkbox"/> | Registration Brochure | |
| <input type="checkbox"/> | Program Book | |
| <input type="checkbox"/> | Full Page Ad | \$1,000 |
| <input type="checkbox"/> | Half Page Ad | \$750 |
| <input type="checkbox"/> | Quarter Page Ad | \$500 |
| <input type="checkbox"/> | Satchel Insert | \$1,000 |
| <input type="checkbox"/> | Conference Signage | \$600 |
| <input type="checkbox"/> | Conference web ad | \$500 |

Conference Exhibition

- | | | |
|--------------------------|----------------------|------------------|
| <input type="checkbox"/> | Single Booth | \$2,200 |
| <input type="checkbox"/> | Double Booth | \$4,000 |
| <input type="checkbox"/> | Extra Exhibitor Pass | \$300 Qty: _____ |

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 14 days. The organisers reserve the right to reassign any exhibition stand to another exhibitor if these conditions are not fulfilled. Allocation of exhibition stands will be at the discretion of the organisers. The Committee reserves the right to alter the Exhibition floor plan.

All costs are in Australian Dollars and include GST. Each company representative attending the Conference must be pre-registered with the Secretariat. Additional exhibitor passes can be purchased at \$300. This pass entitles entry to the exhibition area only and includes meals during the conference and the networking functions.

Cancellation Policy: A cancellation fee of 50% will be applicable for any sponsorship package or exhibition booking cancelled up to six months prior to the Conference. No refund will apply after this date.

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 the Conference Secretariat;
Sarah Jones, AST Management Pty Ltd
PO Box 29, Nerang, QLD 4211
Tel: (07) 5502 2068 Fax: (07) 5527 3298
Email: acmhn@astmanagement.com.au**