



## **SPONSORSHIP & EXHIBITION PROSPECTUS**

**SMC CONFERENCE AND FUNCTION CENTRE  
SYDNEY, AUSTRALIA**

**HOSTED BY:**



## INVITATION

We invite your organisation to partner and support the Australian Psychosis Conference (APC) 2018, which will be held at the SMC Conference and Function Centre, Sydney CBD on 14-16 September 2018.

The Australian Psychosis Conference aims to bring together researchers, clinicians, consumers and carers, all interested in the best possible outcomes for people with a psychotic illness. The Conference will have parallel streams, covering up to the minute research, discussions on best practice and treatment and debate as to how best to encourage recovery. The program aims to synthesise what we know about psychosis, how best to treat it and how best to deliver that treatment in our society in 2018.

Australia has had an excellent record in Mental Health Research; however our record in mental health care delivery has lagged. This Conference, taking over from the Australasian Schizophrenia Conference, aims to identify the gaps and propose changes that will improve that care delivery. Bringing together researchers, clinicians, carers and consumers is the best way to develop an informed and evidence based system.

The Conference is auspiced by the Psychosis Australia Trust, a national body that seeks to improve research and care delivery for the psychotic disorders. It will be held at the Sydney Masonic Centre in down town Sydney. The centre has excellent conference facilities and is close to a wide range of accommodation and entertainment options.

As a sponsor, you will be provided with the opportunity to engage and market to APC attendees, offering you substantial branding opportunities to this niche market. Within this prospectus a range of options are offered for your consideration, designed to reach participants in the lead up, during and after the event. We are also happy to discuss alternative strategies with you to ensure your engagement is mutually beneficial and best suits your organisations needs.

Opportunities are limited and we encourage you to take action now to secure your involvement as a valued stakeholder in the Australian Psychosis Conference 2018. Thank you for your consideration and we look forward to welcoming you to Sydney.

Tony Stevenson  
Conference Co-Convenor

Anthony Harris  
Conference Co-Convenor

## ABOUT THE CONFERENCE

The Australian Psychosis Conference (APC) 2018 was previously known as the Australasian Schizophrenia Conference. APC 2018 aims to broaden the scope of professions coming together to include psychosis based, research based and holistically based clinicians, with the incorporation of consumers and carers. The areas of research cover basic science, clinical research and consumers. This will include

Neuroscience of psychosis	Clinical trials
Animal models	Cognitive behavioural therapy for psychosis
Changes in the High Risk period	ARMS stage interventions
Neuroimaging	New medication
Neuropathology	Use of long acting injectable medications
Psychophysiology	Cognitive remediation
Cellular mechanisms	Family therapy
Neuroinflammation	Group programs
Genetics	Social interventions
epidemiology	Electroconvulsive therapy and other physical treatments
Social cognition and neurocognition of psychosis	Recovery
Stress and psychosis	Complimentary treatments
Childhood trauma and psychosis	Depression or Anxiety in psychosis
New medications	Exercise
Diet – effects and interventions	Early intervention
Treatment without antipsychotics	Treatment resistance
Medical co-morbidity	Substance abuse and psychosis
Systems of care	Ethics of research
NDIS and good quality care	Consent and capacity
	Mental health law

## HOST ORGANISATION



The mission of the Psychosis Australia Trust ([www.psychosisaustralia.com.au](http://www.psychosisaustralia.com.au)) is to support organisational, investment, and policy capacity to carry out priority-driven research into schizophrenia and bi-polar disorders – with the aim of helping all those affected by these mental illnesses to live better lives now.

Established to be an umbrella organisation and knowledge bank for research and services related to psychosis in Australia, the immediate goals of PAT are to:

- Review current research programs and activities being carried out in Australia in relation to psychotic disorders, and developing an evidence-based approach to allocating priorities for further research;
- Carry out research and research-related activities in relation to psychotic disorders;
- Link the priorities of researchers with those of Australians who have the lived experience of psychosis, through our partnership with consumer and carer organisations across Australia; and
- Promote and facilitate the translation of research into practice in relation to psychotic disorders – thereby reducing the burden of disease.

## MEDICINES AUSTRALIA CODE OF CONDUCT

All sponsorship packages have been designed to comply with the Medicines Australia Code of Conduct. Sponsorship funds are allocated to Conference costs e.g. speakers, program, equipment and audio visual. The delegate registration fee covers education, entertainment and social functions.

## CONFERENCE VENUE

SMC Conference & Function Centre  
66 Goulburn Street  
Sydney NSW 2000

The Sydney Masonic Centre is regarded as one of Sydney's most architecturally significant buildings and a prime example of designer Joseland Gilling.

Located in Sydney's bustling CBD, the Centre is a short stroll to numerous hotels, parking stations and convenient public transport.



## WHO WILL ATTEND?

Previously known as the Australasian Schizophrenia Conference, the Conference has been developed over the past 13 years. APC 2018 will attract over 200 delegates from across Australia and New Zealand and include:

- Researchers
  - Basic neurosciences
  - Neuroimaging
  - Clinical trials
  - Psychological, social and pharmacological interventions
  - Recovery focused
- Clinicians
  - Psychiatrists
  - Psychologists
  - Mental health nurses
  - Occupational therapists
  - Social workers
  - Medical administrators
  - Ethicists
  - Mental health care workers
- Psychiatrists
- Neuroscience and Mental Health Students
- Postdoctoral students
- Carers
- Consumers

## WHY SPONSOR

By becoming a valued supporter of APC 2018 you will have the opportunity to:

- Promote and showcase your services and products to a targeted market
- Direct sales and create new sales leads
- Maintain and generate new client relationships
- Build your organisations and brand awareness via a variety of marketing mediums
- Support the objectives of the Psychosis Australia Trust

## WHO SHOULD SPONSOR

APC 2018 will appeal to sponsors from the following sectors:

- Government departments
- Universities and training institutes
- NDIS providers
- Organisations providing software utilised by the industry
- Organisations related to psychosis and the medical co morbidities associated with it
- Professional associations relating to research and mental health
- Resource publishers and distributors

## MARKETING

An extensive marketing campaign will be conducted for the Conference throughout Australia and New Zealand, including:

- Marketing of the Conference via announcements to past Conference databases and the Society of Mental Health Research membership, Psychosis Australian Membership database
- A dedicated APC 2018 website which will provide the latest information on keynote and plenary speakers, program, registration, accommodation, sponsors and exhibitors
- Promotion through industry networks in the lead up to the Conference
- The Conference app which will be available on both Apple and Android platforms, providing a central location for all Conference related material including speaker and program information, sponsor and exhibitor involvement and social program details. The app will also provide a platform for delegates and sponsors to interact with each other before, during and after the Conference

## PROGRAM OUTLINE

The Conference program will comprise of plenary sessions, showcasing international keynotes and national speakers, and three concurrent streams. It will cover basic science, clinical research and how the changes in our care system are affecting consumers and their carers.

Abstracts will be invited for submission via the Conference website under a number of themes.

Neuroscience of psychosis	Clinical trials
Animal models	Cognitive behavioural therapy for psychosis
Changes in the High Risk period	ARMS stage interventions
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Cellular mechanisms	Family therapy
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New medications	Exercise
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Medical co-morbidity	Substance abuse and psychosis
Systems of care	Ethics of research
NDIS and good quality care	Consent and capacity
	Mental health law

### Preliminary Program Schedule

#### Thursday 13 September

6.00pm – 8.00pm Carers and Consumers Public Forum

#### Friday 14 September

9:00am – 9:30am Welcome and Opening Session  
 9:30am – 10:30am Plenary Session  
 10:30am – 11:00am Morning Tea  
 11:00am – 12:00pm Plenary Session  
 12:00pm – 1:00pm Lunch  
 1:00pm – 2.30pm Concurrent Sessions  
 2:30pm – 3.00pm Afternoon Tea  
 3:00pm – 4:00pm Plenary Sessions  
 4:30pm – 5:30pm Concurrent Sessions  
 5.30pm – 7.30pm Welcome Reception

#### Saturday 15 September

9:00am – 10:00am Plenary Session  
 10:00am – 10:30am Morning Tea  
 10:30am – 12:30pm Plenary Sessions  
 12:30pm – 1:30pm Lunch  
 1:30pm – 3.00pm Concurrent Sessions

3:00pm – 3.30pm	Afternoon Tea
3:30pm – 4:30pm	Plenary Session
4:30pm – 5:30pm	Concurrent Sessions

**Sunday 16 September**

9:00am – 10:00am	Plenary Session
10:00am – 10:30am	Morning Tea
10:30am – 12:00pm	Concurrent Sessions
12:00pm – 1:00pm	Lunch
1:00pm – 2.00pm	Plenary Session
2:00pm – 3.00pm	Concurrent Sessions
3:00pm – 3:30pm	Closing Session

## SPONSORSHIP OPPORTUNITIES

A range of sponsorship opportunities are detailed within this document. Packages and commitment levels vary and can be tailored to suit your marketing strategies. All prices are noted in Australian Dollars and are inclusive of Goods and Services Tax (GST).

### GOLD SPONSOR I \$20,000

#### *Limited to two (2) opportunities*

##### **Registration**

- Three (3) full Conference registrations which include access to the Conference program sessions, daily catering and three tickets to the Welcome Reception Function

##### **Branding and promotion**

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as the Gold Sponsor on the Conference App
- Recognition as the Gold Sponsor on the sponsor acknowledgement signage
- Verbal acknowledgement at the opening and closing plenary, and at other appropriate opportunities throughout the Conference
- Recognition as the Scientific Session Sponsor on the sponsor acknowledgement signage
- Verbal acknowledgement at the Scientific Session presentation time
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to have a trade display table within the main catering area
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A copy of the delegate list provided one week prior to the commencement of the Conference\*  
*\*Delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

### SILVER SPONSOR I \$15,000

#### *Limited to two (2) opportunities*

##### **Registration**

- Two (2) full Conference registrations which include access to the Conference program sessions, daily catering and the two tickets to the Welcome Reception Function

##### **Branding and promotion**

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as a Silver Sponsor in the Conference App
- Recognition as a Silver Sponsor on the sponsor acknowledgement signage
- Verbal acknowledgement at the opening and closing plenary
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to have a trade display table within the main catering area
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A copy of the delegate list provided one week prior to the commencement of the Conference\*  
*\*Delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

## **BRONZE SPONSOR I \$10,000**

### *Limited to five (5) opportunities*

#### **Registration**

- One (1) full Conference registration which includes access to the Conference program sessions, daily catering and Welcome Reception Function

#### **Branding and promotion**

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as a Bronze Sponsor in the Conference App
- Recognition as a Bronze Sponsor on the sponsor acknowledgement signage
- Verbal acknowledgement at the opening and closing plenary
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A copy of the delegate list provided one week prior to the commencement of the Conference\*  
*\*Delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

## **KEYNOTE SESSION SPONSOR I \$8,000**

### *Limited to two (2) opportunities*

#### **Registration**

- One (1) full Conference registration which includes access to the Conference program sessions, daily catering and one ticket to the Welcome Reception Function

#### **Branding and promotion**

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as the Keynote Session Sponsor in the Conference App
- Recognition as the Keynote Session Sponsor on the sponsor acknowledgement signage
- Verbal acknowledgement at the Keynote Session presentation time
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A copy of the delegate list provided one week prior to the commencement of the Conference\*  
*\*Delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

## SCIENTIFIC SESSIONS I \$5,500

*Limited to four (4) opportunities*

### Branding and promotion

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as the Scientific Sessions Sponsor in the Conference App
- Recognition as the Scientific Sessions Sponsor on the sponsor acknowledgement signage
- Verbal acknowledgement during the Scientific Sessions
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A copy of the delegate list provided one week prior to the commencement of the Conference\*  
*\*Delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

## CONFERENCE APP I \$6,000

*Exclusive opportunity*

### Registration

- One (1) full Conference registration which includes access to the Conference program sessions, daily catering and one ticket to the Welcome Reception Function

### Branding and promotion

- Your company logo displayed in the banner on the app pages alongside the Conference logo
- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as the Conference App Sponsor within the Conference App
- Recognition as the Conference App Sponsor on the sponsor acknowledgement signage
- A copy of the delegate list provided one week prior to the commencement of the Conference\*  
*\*Delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

## DAILY CATERING I \$3,000 PER DAY

*Three (3) opportunities*

### Registration

- One (1) full Conference registration which includes access to the Conference program sessions, daily catering and one ticket to the Welcome Reception Function (per package)

### Branding and promotion

- Your logo displayed on the catering stations on your assigned day
- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as a Daily Catering Sponsor in the Conference App
- Recognition as a Daily Catering Sponsor on the sponsor acknowledgement signage
- Verbal acknowledgement as a Daily Catering sponsor in the sessions before the breaks on your assigned day
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference

- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A copy of the delegate list provided one week prior to the commencement of the Conference\*  
\*Delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws

## **NAME BADGES & LANYARDS | \$3,000**

### *Exclusive opportunity*

#### **Branding and promotion**

- Your logo printed one colour on the name badges
- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as the Name Badge Sponsor on the Conference App
- Recognition as the Name Badge Sponsor on the sponsor acknowledgement signage

Note: Lanyards to be provided by the sponsor. Conditions will apply. Specifications to be provided by the Conference organisers and delivery will be required 30 days prior to the Conference.

## **POSTER BOARDS | \$2,000**

### *Exclusive opportunity*

#### **Branding and promotion**

- Your logo printed one colour on the poster board signs
- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as the Poster Board Sponsor on the Conference App
- Recognition as the Poster Board Sponsor on the sponsor acknowledgement signage

## **NOTE PADS & PENS | \$1,500 + SUPPLY OF STOCK**

### *Exclusive opportunity*

#### **Branding and promotion**

- Opportunity to supply pads and/or pens to the Conference delegates with your branding
- Your company logo and URL hyperlinked on the official Conference website

Note: Pads and pens to be provided by the sponsor. Conditions will apply. Specifications to be provided by the Conference organisers and delivery will be required 30 days prior to the Conference.

## **TRADE DISPLAY TABLE | \$2,500**

### *Limited opportunities (8)*

#### **Registration**

- One (1) full Conference registration which includes access to the Conference program sessions, daily catering and one ticket to the Welcome Reception Function

#### **Branding and promotion**

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as the exhibitor on the Conference App

#### **Trade display table**

- One (1) clothed trestle table and two (2) chairs
- One (1) power point

- Please provide your own pull up banner to sit beside your table

## TO MAKE A BOOKING

If you are interested in discussing or booking a sponsorship opportunity for APC 2018, please contact:

**Helen McGowan**

Sponsorship and Exhibition Manager

**Australian Psychosis Conference 2018 Office:**

**WALDRONSMITH Management**



We bring people together and your conference to life

119 Buckhurst Street  
South Melbourne VIC 3205 Australia  
T +61 3 9645 6311  
F +61 3 9645 6322  
E [helen@wsm.com.au](mailto:helen@wsm.com.au)  
W [www.apc2018.com.au](http://www.apc2018.com.au)

## PAYMENT & DEADLINES

To secure your selection a 50% deposit payment is required 14 days from invoicing. The balance of payment is due by **2 June 2018**.

## PAYMENT METHODS

EFT – Please advise your remittance details upon payment into the following account. Please enter your organisation name as a reference for your deposit.

Bank: Commonwealth Bank  
Name: WALDRON SMITH MANAGEMENT PTY LTD - APC  
BSB: 063608  
Account: 10871894

## CANCELLATION POLICY

In the event of the cancellation of sponsorship or display, please advise the Conference Office in writing. Please note that unless the sponsorship package is fully re-sold, APC 2018 reserves the right to retain all monies received. Cancellation advice received after **2 June 2018** is deemed 100% forfeit. If the balance of payment is not received by the due date, the allocated sponsorship package/s may be cancelled and re-sold.

## TERMS & CONDITIONS

Full terms and conditions are available on the Conference website [www.apc2018.com.au](http://www.apc2018.com.au)