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METAMORPHOSIS: 

SPONSORSHIP & EXHIBITION OPPORTUNITIES

**The Inaugural
Asia-Pacific Conference on
Women's Mental Health**

The Langham Hotel, Melbourne
11-13 Oct 2023

11 - 13 OCT 2023, The Langham Hotel

The Inaugural Asia-Pacific Conference on Women's Mental Health

Hosted by HER Centre Australia

The theme of the inaugural conference is *Metamorphosis: Women's Mental Health Through the Lifespan.*

We are at the forefront of a transformation in women's mental health. This conference will shine a spotlight on the cutting-edge data, groundbreaking research, and revolutionary treatments that are paving the way for a brighter and more equitable future.

With a combined research and clinical focus, we are proud to assemble an impressive lineup of distinguished mental health experts and trailblazers.

We are pleased to invite both local and international companies and organisations to participate in the inaugural Asia-Pacific Conference on Women's Mental Health, hosted by HER Centre Australia in Melbourne.

This mixed-format event will attract 250 psychiatrists, psychologists, mental health workers, carers, consumers, researchers, policy makers and bureaucrats from across the globe.

The 2-day program will focus on the biological, psychological and social impacts on women's mental health across female life transitions; from youth and adolescence through to menopause and later life.

Through a series of expert keynote lectures, diverse workshops and poster

sessions, specific illnesses such as PMS, PMDD, post traumatic stress disorder, postpartum illness, eating disorders, issues relating to menopause, ageing and sociological issues such as domestic violence, will be explored.

The conference program will be further enhanced with social events allowing valuable networking opportunities and an insight into Melbourne at its finest.

Held at the prestigious Langham Hotel in Melbourne, the program will be complemented by a trade exhibition featuring the latest developments and Innovations in the field.

Opportunities for you to be involved as a sponsor or exhibitor are detailed on the following pages. Our conference organisers are happy to discuss details and provide more info.

The conference aims to broaden our views, bring together new, diverse knowledge, and motivate delegates to explore potential collaboration projects at a local, national and international level.

We are bridging the gap between clinical and research by joining professionals and consumers together to discover advancements in science and treatment approaches, and providing new challenges for clinicians, researchers and policy makers.

We look forward to seeing you there.



Revolutionising Women's Mental Health



Why Sponsor The Women's Mental Health Conference?

Our partnerships are built on shared values and a common purpose; towards a healthier, more equitable future for all.

Our partners benefit from exposure to a captive, diverse audience of change-makers and alignment with an organisation that fosters innovation, diversity, and inclusivity.

Sponsorship of the women's mental health conference provides an excellent opportunity to promote your name, support your brand(s) and maintain a high profile among researchers and clinicians before, during and after the event. Your organisation will be widely and purposefully acknowledged as outlined in this proposal.

Conference participants are keen to improve their scientific knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level.

Sponsorship provides you with an opportunity to consolidate corporate relationships and expose your staff to their key markets.

Your representatives can mix informally with professionals from Australia, New Zealand and Asia as well as others from around the world.

Your company will benefit significantly from exposure to a keenly interested, relevant and, above all, influential audience in an educational environment away from the competition of everyday distractions.

Sponsorship contributes to the promotion, planning and operation of the conference, enabling a higher level of participation by delegates and greater brand association.

The Asia-Pacific Conference on Women's Mental Health sponsorship and exhibition team will be delighted to meet with you to discuss these opportunities or any other ideas you might have for promoting your products or services.

info@apwmhconference.org.au



Sponsorship Packages

Platinum Sponsorship (one available)

\$50,000

Two exhibition stands: 2m x 2m = total 8sqm in a prime location within the trade expo and poster display area

Full page advertisement to appear inside Conference Program Book (subject to time of confirmation)

Company logo and 300 word company synopsis to be included in the sponsorship section of the conference website with hyperlink to your company website

Acknowledgment through logo predominantly displayed in Conference Registration Brochure (subject to time of confirmation)

Acknowledgment through logo predominantly displayed in Conference Abstract Book (subject to time of confirmation)

Acknowledgment through logo predominantly displayed on conference projector screens during the conference

One company provided banner located near the registration desk

Company logo printed on the conference delegate satchels – a high exposure item with a life-span beyond the conference period

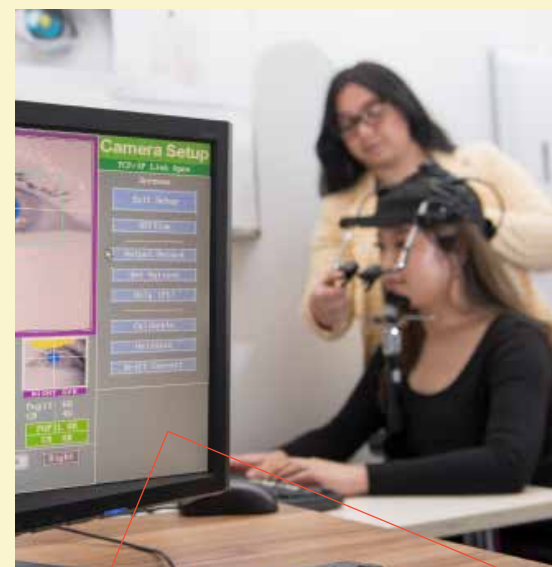
Opportunity to insert three promotional items / material into the conference delegate satchels

A delegate list pre and post Conference

Four complementary Exhibitor Registrations to attend the trade exhibition, including morning and afternoon tea, lunches and delegate satchel

Four complementary full Conference Registrations

Four complementary invitations to the Conference Dinner



Sponsorship Packages

Gold Sponsorship

(two available)

\$35,000

One exhibition stand: 2m x 2m = 4sqm within the trade expo and poster display area

Half page advertisement to appear inside Conference Program Book (subject to time of confirmation)

Company logo and 150 word company synopsis included in the sponsorship section of the conference website with hyperlink to your company website

Acknowledgment through logo displayed in Conference Registration Brochure (subject to time of confirmation)

Acknowledgment through logo displayed in Conference Abstract Book (subject to time of confirmation)

Acknowledgment through logo displayed on conference projector screens at limited times during the conference

Opportunity to insert two promotional items / material into

the Conference Delegate Satchels
A delegate list pre and post Conference

Two complimentary Exhibitor Registrations to attend the trade exhibition, including morning and afternoon teas, lunches, and delegate satchel.

Two complementary full Conference Registrations

Two complimentary invitations to the Conference Dinner

Silver Sponsorship

(three available)

\$25,000

One exhibition stand: 2m x 2m = 4sqm within the trade expo and poster display area

Quarter page advertisement to appear inside Conference Program Book (subject to time of confirmation)

Company logo and 100 word company synopsis included in the sponsorship section of the conference website with hyperlink to your company website

Acknowledgment through logo displayed in Conference Registration Brochure (subject to time of confirmation)

Acknowledgment through logo displayed in Conference Abstract Book (subject to time of confirmation)

Acknowledgment through logo displayed on conference projector screens at limited times during the conference

Opportunity to insert one promotional item / material

into the Conference Delegate Satchels

A delegate list pre and post Conference

One complimentary exhibitor registration to attend the trade exhibition, including morning and afternoon tea, lunches and delegate satchel













One complimentary full Conference Registration

One complimentary invitation to the Conference Dinner



Sponsorship Packages

Sponsorship Summary

	Platinum \$50,000	Gold \$35,000	Silver \$25,000
Exhibition stand: 6m x 2m = 12sqm within the trade expo and poster display area	Two	One	One
Advertisement to appear inside Conference Program Book (subject to time of confirmation)	Full Page	Half Page	Qtr Page
Company logo and company synopsis included in the sponsorship section of the conference website with hyperlink to your company website	300 word bio	150 word bio	100 word bio
Acknowledgment through logo displayed in Conference Registration Brochure (subject to time of confirmation)			
Acknowledgment through logo displayed in Conference Abstract Book (subject to time of confirmation)			
Acknowledgment through logo displayed on conference projector screens at limited times during the conference			
Opportunity to insert promotional items / material into the Conference Delegate Satchels	300 word bio	300 word bio	300 word bio
A delegate list pre and post Conference			
Complimentary Exhibitor Registrations to attend the trade exhibition, including morning and afternoon teas, lunches, and delegate satchel.	Four	Two	One
Complementary full Conference Registrations	Four	Two	One
Complementary invitations to the Conference Dinner	Four	Two	One



Sponsorship Opportunities

Wellbeing Partner

from **\$20,000**

The conference wellbeing partnership offers collective wellness experiences, brand exposure and engagement opportunities throughout the conference and beyond.

Company logo and 200 word company synopsis to be included in the sponsorship section of the conference website with hyperlink to your company website

Two complementary full Conference Registrations

Two complementary invitations to the Conference Dinner

Inclusions:

Opportunity to host one wellness experience, to be held during the conference (organised and run by sponsor).

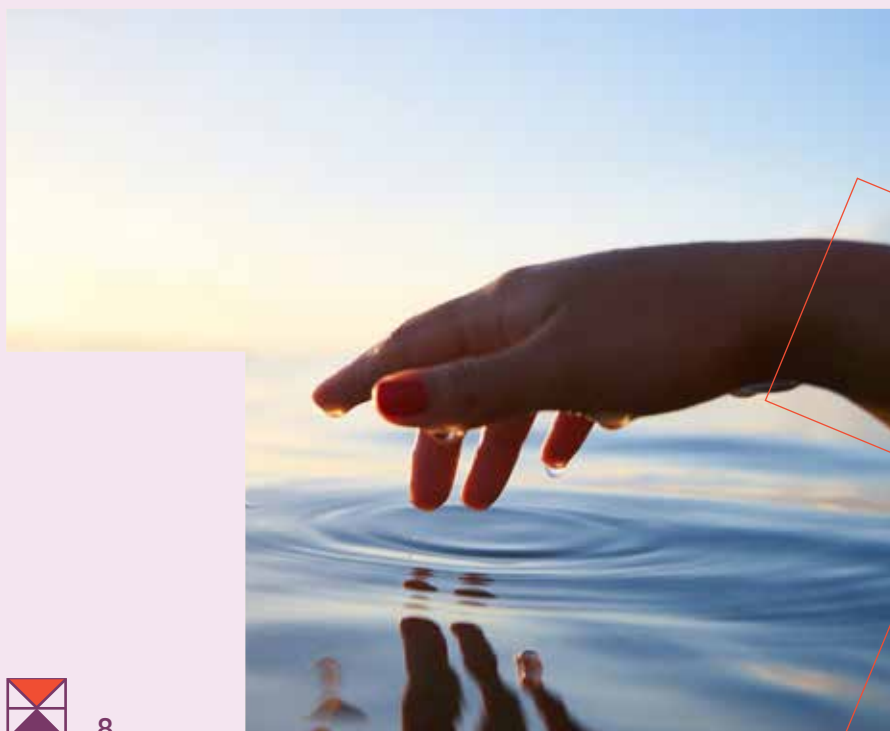
Acknowledgement through logo displayed on conference projector screens during the conference

Two exhibition stands: 2m x 2m each = total 8sqm in a prime location within the trade expo and poster display area

Opportunity to insert two promotional items / material into the conference delegate satchels
A delegate list pre and post Conference

Full page advertisement to appear inside Conference Program Book (subject to time of confirmation)

Two complementary Exhibitor Registrations to attend the trade exhibition, including morning and afternoon tea, lunches and delegate satchel



Sponsorship Opportunities

Educational/ Scientific Grant

from **\$10,000**



A unique opportunity to align your company with an important scientific or educational component of the conference.

Educational Symposium Sponsorship

A 20-40 minute symposium on a single topic which will include research, clinical and lived experience perspectives.

Grant Inclusions:

In recognition of educational grant sponsorship, the following inclusions are offered:

- One Full Conference Registration
- Inclusion of one piece of promotional material (brochure, pamphlet, or similar) in the conference gift bags distributed to all attendees.
- Recognition as a conference sponsor on the official conference website, including company logo.
- Acknowledgement as the exclusive sponsor of the educational symposium session in the Conference Program, including company logo and a brief description of Pfizer's commitment to advancing women's mental health.
- Option to add a trade-area exhibition booth at a reduced rate (additional costs apply)

Other unrestricted grants are also available



Additional Sponsorship

Conference Dinner

\$10,000

The social highlight of the conference will be an evening of spectacular entertainment, award winning cuisine and fine Australian wines. This event will be an evening of pure enjoyment as the fitting social climax of the conference.

Acknowledgments

Naming rights to the Dinner

Opportunity to have (company provided) free-standing banners to be displayed in the venue

Opportunity for company product placement (with approval from organising committee)

4 x Complimentary tickets to the Dinner

Acknowledgment on the sponsors page of the Conference Program Book

Acknowledgment on the sponsors page on the Conference website



Additional Sponsorship

Conference Program Book

\$8,500

The Inaugural Asia-Pacific Conference on Women's Mental Health Program Book will be distributed on-site to all participants and will be a regularly used reference source during and long after the event.

It will contain the final scientific program and the following related information:

- Program Schedule and overview
- Information on the Organising Committee
- Information on the Advisory Committee
- Logos and information about sponsors
- The Social Program and information on tours, onsite facilities and communication services

Acknowledgments

Logo on inside or back cover of the Conference Program Book

Acknowledgment on the sponsors page of the Conference Program Book

Acknowledgment on the sponsors page on the Conference website



Exhibition Opportunities

Exhibition Booths

(2m x 2m)

\$5,000

10 available

The exhibition for the Inaugural Conference on Women's Mental Health will take place in the main pre-function room in the Langham Hotel and will play an integral part of the Conference.

The floor plan has been designed to ensure good visibility and access to all booths, with maximum traffic flow and exposure throughout the conference.

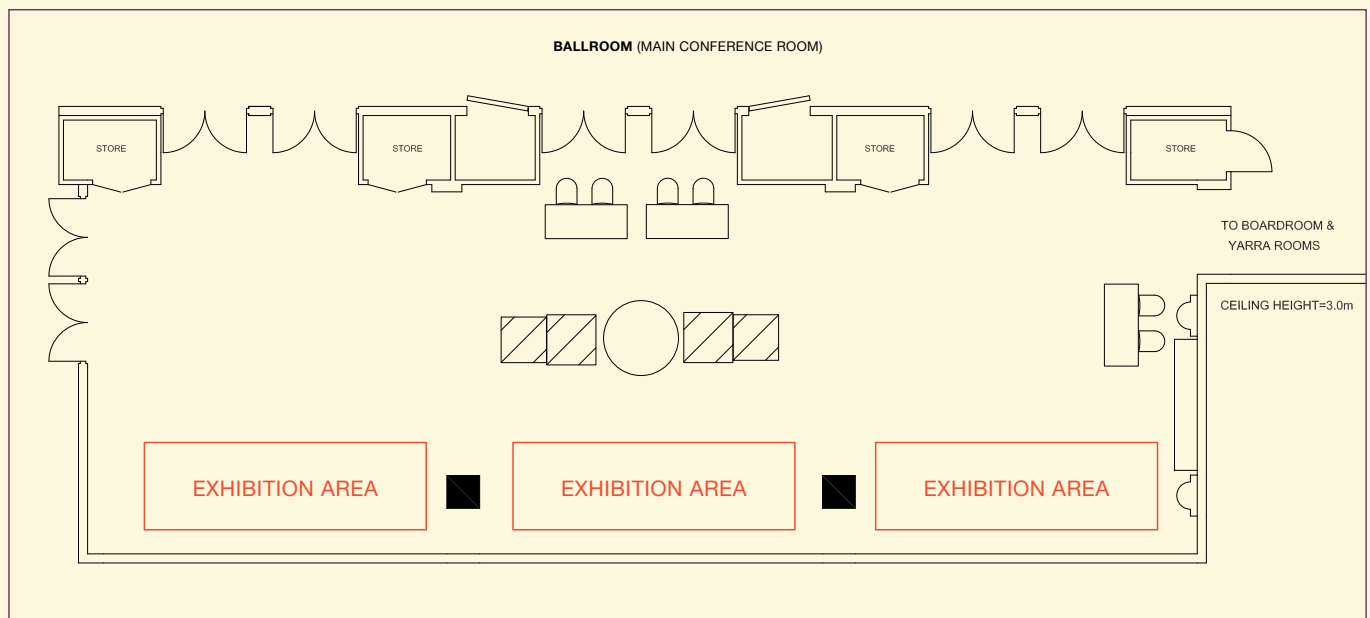
- All stands are located within the pre-function area
- All morning teas, afternoon teas, lunches and happy hours will be served in the exhibition area.
- Exhibitors will be displaying information, services and products of direct relevance to the professional interests of delegates.

Exhibition Dimensions: 2m x 2m (4 sqm)

Exhibitor Inclusions:

- One exhibition stand/booth
- One complimentary full Conference registration per booth booking including the Welcome Reception and Conference Dinner ticket
- A delegate list on the exhibition move-in day
- A fifty word company profile and logo published in the final Program
- Additional Exhibitor Registrations may be purchased at a reduced rate

Pre-function Room



Sponsorship Opportunities

Brand Opportunities



There are many ways to reach a targeted audience at the conference via brand placements and product demos. We encourage creative ideas beyond the opportunities listed below:

Gift Bag Sponsor

The conference gift bag is the highly-anticipated memento of the event. One side of the bag will include the conference logo/name, the other side is available for your branding. (If your company produces bags, these can also be provided)

\$2,400 + printing costs

Advertising in the Conference Program

A pocket program is the delegates' conference bible, containing the two day timetable, key event and speaker details. Limited ads will be included on relevant services, products or experiences in women's health.

Half page:	\$900
Full page:	\$1,600

Pens & Pads

Pads and pens bearing the company logo will be located on all conference tables.

\$1,800 + production costs

Additional Opportunities

Donations

For NFP businesses and companies that want to explore in-kind sponsorship, the conference organising team is happy to discuss individual goals, products and services.

Available opportunities, include (but are not limited to):

Gift Bag Contents

Each of our 250+ guests will be provided with a coveted conference gift bag. Donations of in-kind contributions of female-friendly items ensure these gift bags have a lasting impact, long after the conference ends.

Prizes

Higher-value, unique products and experiences are raffled at the end of the conference to help elevate the experience and provide brand exposure to our donors.



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Hosted by HER Centre Australia

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