

[www.apmwhconference.org.au](http://www.apmwhconference.org.au)

# SPONSORSHIP & EXHIBITION OPPORTUNITIES

## The Second Asia-Pacific Conference on Women's Mental Health

Wed 9 - Fri 11 October 2024  
Hotel Chadstone, Melbourne

BOUNDLESS

MONASH  
HER CENTRE  
AUSTRALIA

9 - 11 OCT 2024  
Hotel Chadstone, Melbourne

# The Second Asia-Pacific Conference on Women's Mental Health

Hosted by HER Centre Australia



**This year's conference theme - *Boundless: Redefining the Future of Women's Mental Health* - builds on the impact, connections and progress made at the Inaugural event.**

To help shine a spotlight on the cutting-edge research and revolutionary treatments that are paving the way for a brighter future, we are proud to assemble an impressive lineup of esteemed mental health experts and trailblazers to share the latest insights.

We are pleased to invite both local and international companies and organisations to participate in the Second 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, and policy makers from across the globe.

The 2-day program will focus on the biological, psychological and social impacts on women's mental health, through a series of expert keynote lectures, panels and workshops. Specific illnesses including ADHD and ASD, PMDD, post traumatic stress disorder (PTSD), eating disorders, and issues relating to menopause, will be explored.

Held at the stunning Hotel Chadstone in Melbourne, there are plenty of opportunities for you to be involved as a sponsor or exhibitor to showcase the latest services and innovations in the field.

Our conference organisers are happy to discuss details and provide more information.

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

We are bridging the gap between clinic, research and lived experience by joining professionals and consumers together to discover advancements in science and treatment approaches.

We look forward to seeing you there.



# Empower Minds. Change Lives.

Together, we're  
Redefining the Future of  
Women's Mental Health.



# Why Sponsor the Women's Mental Health Conference?

**HER Centre Australia invites you to join an ambitious shared mission to end women's mental illness at the Second Asia-Pacific Conference on Women's Mental Health.**

Our partners benefit from exposure to a captive, diverse audience of change-makers, away from the competition of everyday distractions, and alignment with an event that fosters the highest level of innovation, diversity, and inclusivity.

**Your sponsorship is more than an investment;** it contributes to ground-breaking research, education, and services that make a direct impact on the advancement of women's mental health.

Conference sponsorship offers a unique opportunity to elevate your brand, increase visibility and profile among esteemed researchers and clinicians, and expose your staff to their key markets from Australia, New Zealand, Asia and other parts of the world - your organisation will receive widespread and purposeful recognition far beyond the event's conclusion.

Conference participants are keen to improve their scientific knowledge and clinical practice. Aligning your company with this powerful educational experience demonstrates your commitment to facilitating personal growth and professional development.

Sponsorship contributes to the promotion, planning and operation of the conference, positioning your organisation at the forefront of support in women's mental health.

**The APWMH Conference sponsorship and exhibition team would be delighted to discuss these opportunities or any other ideas you might have for promoting your products and services.**

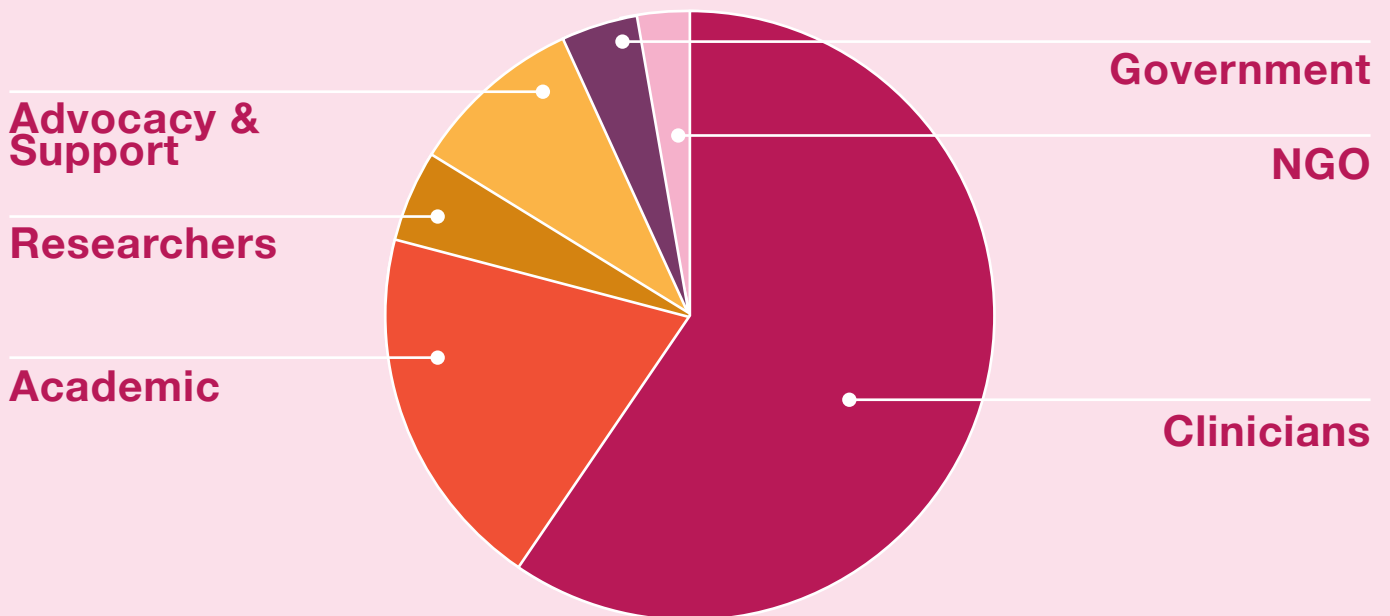
**Contact:** [info@apwmhconference.org.au](mailto:info@apwmhconference.org.au)





# 2023 Conference in Numbers

**Attendees: 258**



## Conference Hashtag

162 social media posts

## Asia-Pacific Delegates

Representation from Australia, NZ, Singapore, Malaysia, UK, USA, South Africa, and Cambodia

## Conference Content

- 67 sessions: presentations, workshops and panels
- 80 Speakers
- 14.5 hours of women’s mental health content

## eDM Marketing

Database: 1,615 engaged contacts  
Average open rate: 47.3%



## Sponsorship Packages

# Platinum Sponsorship

(one available)

# \$30,000

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 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 bags – a high exposure item with a life-span beyond the conference period

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

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

Four complementary full Conference Registrations

Four complementary invitations to the Conference Dinner

A delegate list pre and post Conference



## Sponsorship Packages

# Gold Sponsorship

(two available)

# \$20,000

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 and 50 word description in the Conference Program 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

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)

# \$12,000

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 company logo displayed in the Conference Program 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

	<b>Platinum</b> \$30,000	<b>Gold</b> \$20,000	<b>Silver</b> \$12,000
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 Program Book (subject to time of confirmation)			
Acknowledgment through logo displayed on conference projector screens during the conference		limited times	limited times
Opportunity to insert promotional items / material into the Conference Delegate Satchels	Two	One	One
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 (Thursday 10 October)	Four	Two	One





Sponsorship Opportunities

# Wellbeing Partner

from **\$8,000**

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 your 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 wine. This event will be an evening of pure enjoyment as the fitting social climax of the conference (venue TBC).

### 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 or activation (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 Second 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

## 6 available

The exhibition for the Second Conference on Women's Mental Health will take place in the main conference room at Hotel Chadstone 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.

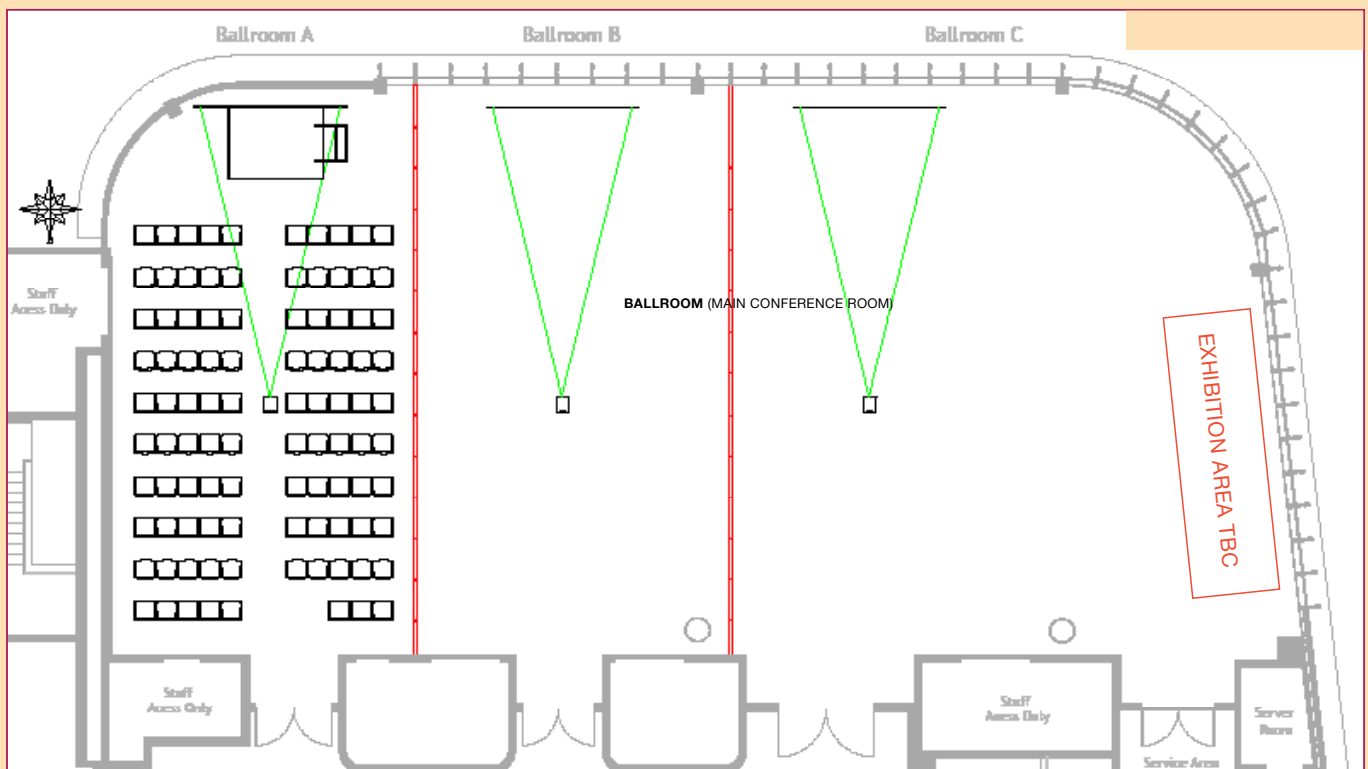
- All stands to be located within the main conference rooms (subject to change).
- Exhibitors will be displaying information, services and products of direct relevance to the professional interests of delegates.
- A separate trade-only area with restricted public viewing is available for pharmaceutical companies displaying their products.

**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

## MAIN CONFERENCE ROOMS



12

*The Second Asia-Pacific Conference on Women's Mental Health is an integrated event and all staff in attendance at your booth must be registered for the Conference. In addition to one complimentary full registration per booth booking, you will be able to purchase subsequent registrations at a special exhibitor rate. Further details will be provided upon confirmation of booth booking.*

## 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 may be awarded to speakers or raffled at the end of the conference to help elevate the experience and provide brand exposure to our donors.







# BOUNDLESS

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on Women's Mental Health**

**Hosted by HER Centre Australia**

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