



AICAFMHA
5th National Conference
2004

Sponsorship Opportunities

**Sponsorship Opportunities at the
5th National AICAFMHA & 14th TheMHS Conference
Gold Coast, 2004**

AICAFMHA

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The Event

The 2004 Conference will be a landmark event in the history of Australia's and New Zealand's Mental Health Conferences. For the first time, the 5th National AICAFMHA Conference and 14th Annual TheMHS Conference will be jointly hosted by AICAFMHA and TheMHS.

HARVESTING HOPE: ACROSS THE LIFESPAN
31st August – 3rd September 2004
Gold Coast Convention Centre, Broadbeach, Queensland, Australia

AICAFMHA and TheMHS are both well established as conferences where delegates will learn about the latest developments in service delivery and research in mental health services. The theme of 'Harvesting Hope: across the lifespan', reflects key mental health messages that recovery is about developing and sustaining hope and that mental health is a central issue for all age groups.

We are excited about the opportunity to host this conference jointly with TheMHS, so that delegates will have unparalleled access to expertise and experience in infant, child, youth, adult and older persons mental health.

Along with the regular conference focus on consumer and carers experiences, indigenous issues and public mental health service initiatives, there will be special focus also on primary care, links with Asia, and issues affecting children of parents with a mental illness.

Who will attend?

The National AICAFMHA Conference has a strong record in attracting a broad range of delegates and the TheMHS Conference is the largest mental health services conference in Australia and New Zealand. The conference organisers are confident of attracting in excess of 1000 delegates to this unique event.

Delegates will include families/carers, consumers, young people with mental health issues and representatives from the following fields:

- | | | |
|-----------------------|-------------------------|--------------------------|
| ☞ Psychiatry | ☞ Mental Health Nursing | ☞ Education |
| ☞ Clinical Psychology | ☞ General Practice | ☞ Mental Health Services |
| ☞ Child Protection | ☞ Social Work | ☞ Occupational Therapy |
| ☞ Government | ☞ Research | ☞ Speech Pathology |
| ☞ Policy | ☞ Special Education | ☞ Academia |
| ☞ Paediatrics | ☞ Childcare | ☞ Youth Services |
| ☞ Medicine | ☞ Health Management | ☞ Child & Youth Health |

The Event Hosts

AICAFMHA

The Australian Infant, Child, Adolescent & Family Mental Health Association (AICAFMHA) is an incorporated not-for-profit association, which aims to actively promote the mental health and well being of infants, children, adolescents and their families and/or carers.

AICAFMHA takes a broad view of mental health; ensuring activities promoting positive mental health and prevention of mental disorders, remains a priority. The association is unique in that it brings together professionals from a wide range of disciplines and consumers and carers in the one organisation.

The objectives of AICAFMHA are:

- ◇ to represent all professions working with infants, children and adolescents and their families in the area of mental health, and all consumers and carers;
- ◇ to facilitate members and non-members sharing information and views in the area of infant, child, adolescent and family mental health;
- ◇ to formulate principles of best practice, promote research, gather data, disseminate information to agencies and professionals in contact with infants, children and adolescents and to the public, and advise government and non-government bodies, in the area of infant, child, adolescent and family mental health;
- ◇ to lobby for increased funding for practice and research in the area of infant, child, adolescent and family mental health;
- ◇ to liaise with other organisations which represent the mental health interests of infants, children and adolescents and their families, or of consumers and carers;
- ◇ to consolidate and expand association infrastructure.

TheMHS

TheMHS – the learning network for improving mental health services in Australia. TheMHS is an independent education, service development and networking organisation.

TheMHS mission is to:

1. Recognise and promote quality collaborative research, practice, policy-making and education.

2. Promote active involvement and inclusion of all mental health stakeholders.
3. Advocate and promote leadership in the mental health field.

TheMHS conferences, forums and seminars fulfill TheMHS mission by:

- ◇ Providing a forum for the presentation and exchange of ideas about the best ways of ensuring high quality mental health services for people affected by mental illness and disability.
- ◇ Promoting positive attitudes about mental health and mental illness.
- ◇ Providing a forum for professional development of people associated with mental health services, ie an opportunity to present current innovations, strategies, research, policies and future directions.
- ◇ Providing a forum for professionals, consumers, carers and managers to meet and debate mental health services.
- ◇ Stimulating debate which will challenge the boundaries of present knowledge and ideas about services for people with mental health disabilities.

Event Organisers

The 5th National AICAFMHA and 14th TheMHS Conference will be jointly organised by AICAFMHA and TheMHS with TheMHS Secretariat appointed as the PCO.

The principal conference contacts for these organisations are:

AICAFMHA
Mr Philip Robinson
Chair, AICAFMHA Board of Directors
Chief, Division of Mental Health
Women's & Children's Hospital
Adelaide, SA

TheMHS
Ms Vivienne Miller
TheMHS Conference Director
TheMHS Secretariat
Sydney, NSW

The Venue

The 5th National AICAFMHA & 14th TheMHS Conference will be located at the Gold Coast Convention Centre, currently under construction. The Gold Coast offers a range of social and entertainment opportunities which will be attractive to delegates and their families.



Benefits of Sponsorship

Becoming a sponsor of this exciting event, the joint 5th AICAFMHA and 14th TheMHS Conference on the Gold Coast, Australia, is a strategic marketing decision for your organisation.

Your organisation will:

- ◇ reach the largest forum and the widest cross-section of clinicians, decision-makers, and stakeholders in Australasian mental health services possible
- ◇ be openly and prominently demonstrating its commitment to and active support for members of the Australian community affected by mental health disorders and/or illness
- ◇ have the opportunity to develop networks and influence policy-makers in Australian mental health services
- ◇ benefit through utilising the most cost effective way to reach a targeted population of mental health stakeholders from across the nation and internationally
- ◇ be acknowledged in printed conference materials and on the conference website/s.

In addition, representatives of your organisation will have the opportunity to network and interact with the most dynamic mix of clinical disciplines, government, consumers and families in an environment open to listening and learning.

Summary

The 5th National AICAFMHA & 14th TheMHS Conference will endeavour to make your sponsorship work, prior to, during and following the event itself. We welcome your own promotional ideas and invite you to contact Ms Sue Garvin, AICAFMHA Company Secretary to discuss your participation.

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SPONSORSHIP AND EXHIBITION OPPORTUNITIES

All prices include GST

SPONSORSHIP

PRINCIPAL SPONSOR

\$22,000 and above

- your company listed as a Principal Sponsor in the Registration Brochure which is posted to a mailing list of over 6000 entries
- your company listed as Principal Sponsor in the Conference Handbook (Book of Abstracts)
- your company logo printed in the Registration Brochure
- complimentary large booth is included
- you may make announcements about prize draws or other means of drawing attention to your product or stand (with agreement from TheMHS Secretariat).

MAJOR SPONSOR

\$11,000 and above

- your company listed as a Major Sponsor in the Registration Brochure which is posted to a mailing list of over 6000 entries
- your company listed as Major Sponsor in the Conference Handbook (Book of Abstracts)
- your company logo printed in the Registration Brochure
- complementary large booth is included
- you may make announcements about prize draws or other means of drawing attention to your product or stand (with agreement from TheMHS Secretariat).

Also see "Internet Café"

KEY SPONSOR

\$5,500 and above

- your company listed as a Key Sponsor in the Registration Brochure which is posted to a mailing list of over 6000 entries
- your company logo printed in the Registration Brochure
- your company listed as Key Sponsor in the Conference Handbook (Book of Abstracts)
- complimentary small booth is included

SPONSOR

\$3,300 and above

- your company listed as a Sponsor in the Registration Brochure which is posted to a mailing list of over 6000 entries
- your company listed as Sponsor in the Conference Handbook (Book of Abstracts)
- complimentary small booth is included

WORKSHOP SPONSOR

\$4,400

(on pre-conference day)

- pharmaceutical companies may display product information in this session on a table inside/next to workshop venue
- your company listed in the Registration Brochure as the sponsor of this particular workshop
- access to top mental health professionals attending the workshop

KEYNOTE SPEAKER

\$6,600

- your company logo displayed on a slide in the plenary hall prior to the Keynote Speakers talk
- your company listed in Registration Brochure as sponsor of the particular Keynote Speaker.
- complimentary small booth is included

PADS AND PENS

\$4,400

Your company supplies pads and pens with your company logo – these are inserted into the satchels for all conference delegates. Approximately 1000-1600 satchels are packed, 3 weeks prior to the conference date. Please discuss delivery arrangements with the Conference Administration.

- Your company logo in each delegate's satchel
- complimentary small booth is included

SATCHEL INSERTS

from \$550

You supply flyer about your book, product (not pharmaceuticals) or company and these are inserted into the satchels for all conference attendees. Usually 1000-1600 satchels are packed for the conference, depending upon the anticipated numbers. Please apply on a separate application form – available from TheMHS Office. Delivery address and date will be given to you after receipt of your application form.

1 x A4 page (single or double sided)

\$550

2 x A4 pages (single or double sided)

\$825

3 x A4 pages (single or double sided)

\$1100

Other sizes of brochures or leaflet are priced individually. Please contact the Conference Director.

ARTS/ENTERTAINMENT/ PROMOTIONS PROGRAM

\$6,600

Conference Buskers at morning registration period – buskers/performers interact with the delegates as they arrive on one or two mornings at the beginning of the conference.

- your company logo displayed on a “Welcome to TheMHS Conference” sign in the registration area
- your company listed in Registration Brochure as sponsor of the morning performers
- complimentary small booth is included

Other arts promotions/performances – please talk to us about any other ideas.

CONFERENCE DINNER

\$8,800

Dinner in a local restaurant – dinner for approximately 150 people at a moderately priced restaurant

- your company co-hosts the dinner with your representative welcoming delegates

- your company listed in Registration Brochure as sponsor of the dinner
- complimentary large booth in the exhibition hall

OTHER CONFERENCE ITEMS

Each year additional sponsorship opportunities become available, eg production of a CD of the conference proceedings. Please discuss these other options with us.

EXHIBITIONS

Additional conference delegates pay approximately 75% of the advertised full registration fee (exact amount is obtainable from TheMHS Office)

BOOTHS

(exact booth sizes will vary each year according to the space available in each venue)

SMALL BOOTH

\$3,300/3 days

- 2m x 2m of space
- 1 table, 2 chairs
- power outlet
- 1 complimentary conference registration + 1 booth attendant

LARGE BOOTH

\$4,400/3 days

- 4m x 3m of space
- 1 table, 2 chairs
- power outlet
- 2 complimentary conference registrations + 1 booth attendant

UPGRADE TO LARGE BOOTH

\$1,100/3 days