

21-24 FEBRUARY 2013

## APS Counselling Psychology Conference

The Sebel, Albert Park, Melbourne

*Evidence-based Approaches to Practice*



Exhibition and  
Advertising Prospectus 2013



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# Welcome

This Conference offers Keynote presentations, Symposia, Individual Research Papers, How-to-Sessions, Mini Workshops, Professional or Practice Fora and Research Posters. The inaugural APS Counselling Psychology Conference will be innovative in its format and content and will provide the opportunity for delegates to obtain CPD hours for the three day Conference. We are fortunate to have a variety of highly experienced and well respected presenters as well as distinguished keynote speakers.

Hopefully the observations and ideas that are exchanged at this Conference will assist delegates to develop knowledge and skills to better meet the challenges ahead. And we know there are challenges ahead for the profession of Psychology.

**Michael Di Mattia**  
Conference Chair

## What will your audience look like?

Psychologists represent a very well educated, progressive market that delivers and influences health care delivery, research and higher education. Industry, government and the private sector increasingly seek their expertise on a wide range of issues. The APS Counselling Psychology Conference will bring together approximately 200-300 delegates from a broad range of Counselling Psychology including researchers, practitioners and students.

## Why Sponsor and Exhibit?

This Conference is an excellent opportunity for your business to showcase products and services of interest to your target market. This Conference is your chance to meet face-to-face with the people who buy, develop and recommend the products and services you deliver. What it will provide your business is:

- An enhanced company profile;
- Increased customer contact. Direct access to up to approximately 200-300 industry professionals from Government, Corporate, Private Practice and Academic sectors. Derive benefits by spending quality time with delegates away from everyday distractions;
- Increased business opportunities. Meet the key figures and decision makers from within the sector;
- Introduce industry to future generations of opinion leaders;
- The opportunity to identify business partners and maximise networking opportunities with delegates from across Australia;
- Inform delegates and potential clients about new products, latest initiatives and services. The opportunity to launch new products to an audience incorporating many decision makers;
- The ability to position your brand before multiple key industries;
- An opportunity to gain information on the status of psychology and training in Australia;
- Wide acknowledgement of your involvement, with commitment to and support of the Conference.
- The cost of sponsorship is a legitimate tax deductible expense.

### **Please note: Sponsorship opportunities are available only upon request**

We would be delighted to assist in the development of a tailored package for your company to suit your promotional activities or marketing objectives.

Please contact the APS Events Team on (03) 8662 3300 or email [conference@psychology.org.au](mailto:conference@psychology.org.au) to start the conversation.



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## About the APS

The Australian Psychological Society (APS) is the largest professional association for psychologists in Australia, currently representing over 20,000 members. The APS is committed to advancing psychology as a discipline and profession. It spreads the message that Psychologists make a difference to peoples' lives, through improving scientific knowledge and community wellbeing. APS members form a dynamic group that advocate for Psychologists at all levels of government. They are constantly promoting the contributions psychology makes to people's health and wellbeing, and to understanding important social issues facing Australian society.

## Conference Managers

### **The Australian Psychological Society Limited**

Postal Address:

PO Box 38

Flinders Lane VIC 8009

Street Address:

Level 11

257 Collins Street

Melbourne VIC 3000

Telephone: +61 3 8662 3300

Fax: +61 3 9663 6177

Email: [conference@psychology.org.au](mailto:conference@psychology.org.au)

Website: [www.psychology.org.au](http://www.psychology.org.au)

## Conference Venue

The exhibition location will be The Sebel Ballroom Foyer outside the main plenary room.

**The Sebel, Albert Park**

Address: 65 Queens Road, Melbourne, VIC, 3004

Telephone: +61 3 9529 4300

Website: [www.mirvachotels.com/sebel-albert-park-melbourne](http://www.mirvachotels.com/sebel-albert-park-melbourne)



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## Conference Organising Committee

Michael Di Mattia (Chair)  
Dr. Janette Simmonds  
Dr. Geoffrey Glassock  
Elaine Hosie  
Lyndon Medina  
Melissa Harte

## Scientific Program Committee

Dr. Janette Simmonds (Chair)  
Michael Di Mattia  
Dr. Adam Becker  
Liza Ng  
Tristan Snell



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## Exhibition Packages

The exhibition will be open from 6pm Thursday, 21 February 2013 through to 4.30pm Saturday 23 February 2013.

The exhibition area will be central to Conference activities, with lunch as well as morning, afternoon tea and Welcome Reception served nearby on the same level.

There are a maximum of 10 trestle tables available.  
Price \$1,000.00 (including GST)

The standard exhibition package features:

- 1 dressed trestle table (6 foot trestle table - 180cm L x 75cm W x 70cm H);
- 1 poster board
- 2 chairs per trestle table

In addition to an exhibition trestle table, all exhibitors are entitled to:

- Company name listed on the exhibition page of the Conference website (unless otherwise stated by the Exhibitor, the name submitted on the original booking form is the organisation name given for marketing purposes that will be listed on the website);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook. Exhibitors are requested to email their listing and logo (jpg format) to the Conference Managers at the same time as submitting their exhibition booking form;
- Catering during Conference for one booth attendee;
- Catering during the Welcome Reception for one booth attendee.

**The Conference Managers will allocate trestle tables on a first-come, first-served basis.**

## Exhibition Move In/Move Out

Move In: Thursday, 21 February 2012: 3pm – 5pm

Move Out: Saturday, 23 February 2012: 4.30pm – 6pm

### Exhibition Hours

Official opening hours are as follows:

Thursday, 21 February 2013 6pm – 8pm

Friday, 22 February 2013 9am – 5pm

Saturday, 23 February 2013 9am – 4.30pm

**Note:** Dates and times printed above should be considered as a guide only. Exact Move In and Move Out times for exhibitors will be confirmed closer to the event.

### Exhibitor Set-Up Arrangement

All exhibitors will be forwarded details regarding delivery of their goods to the Conference venue after their booking and payment has been received and confirmed.

### Display Prizes

Please ensure you have complied with any legal requirements. Raffle results and prize distribution are the responsibilities of each exhibitor. If you would like the results of your raffle announced during the Conference, please provide in writing:

- Your company name
- Name of the prize winner
- Description of the prize
- Details on how it is to be collected, to the Conference Registration Desk by (2pm Saturday, 23 February 2013). Announcements will be made at the Conference Manager's discretion.

The distribution of prizes claimed post event is the responsibility of the exhibitor, not the event organiser.

### Flyers and Pamphlets

Flyers and pamphlets are only to be handed out from allocated displays. Marketing materials are NOT to be placed/distributed in foyers or other areas throughout the venue and will be removed.

### Public and Product Liability Insurance

It is a requirement of the Conference Managers that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This relates to damage or injury caused to third parties/visitors on or in the vicinity of the exhibition area. Exhibitors are required to submit their Public Liability Insurance certificate along with their booking form.

### Accommodation

Exhibitors are able to book accommodation at the Conference venue directly at the best rate available on the day, subject to availability.

### Additional Staff Passes

Additional exhibition staff wishing to attend the Conference sessions must register as Conference delegates.

### Book your space now - only \$1,000 (10 exhibition displays available)

To secure a display space, please complete the booking form on page 14 and return. Please see pages 10 for exhibition Terms and Conditions. Please note that to make the most of your exhibition package, we recommend that you book early.

All satchel inserts are subject to Conference Committee approval. A sample must be sent for approval by 1 October 2012. See page seven for submission details.



## Satchel Inserts

### **\$660 per insert (inc. GST)**

Every delegate who attends the Conference receives a Conference satchel containing the Conference handbook and inserts providing information on products and services. By purchasing an insert you can directly reach a targeted audience of potential clients.

Satchel inserts must be no larger than A4 size and a maximum of four double-sided A4 pages.

To ensure that your satchel insert is approved by the Conference Managers before printing, please email a sample copy to [conference@psychology.org.au](mailto:conference@psychology.org.au) by 1 October 2012.

Inserts larger than four double-sided A4 pages will incur a charge of \$75 for each additional double-sided A4 page. You will be advised of a delivery date and address and the exact number of inserts required closer to the event.





## Conference Handbook Advertisements

The Conference handbook will contain the extended Conference program, keynote biographies, presenter abstracts and venue information. Inserted into every satchel, the handbook is invaluable to delegates during the Conference.

### Advertisements

#### Mono

Size	Dimensions width x depth	Prices
Full page	210mm x 297mm, plus 3mm bleed	\$650
Half page	170mm x 120mm	\$425
Quarter page	80mm x 120mm	\$250

#### Colour

Size	Dimensions width x depth	Prices
Full page inside front cover	210mm x 297mm, plus 3mm bleed	\$1200
Full page inside back cover	210mm x 297mm plus 3mm bleed	\$1200
Full page outside back cover	210mm x 297mm plus 3mm bleed	\$1450

The preferred format for advertising artwork is print quality Adobe Acrobat PDF.

Please email artwork to the APS Events Team: [conference@psychology.org.au](mailto:conference@psychology.org.au) no later than 1 October 2012 in order to meet print and delivery deadlines.

### Book your advertising now!

Advertising space sells quickly! Please complete the booking form on page 14 and return it with your full payment.



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## Exhibition Terms and Conditions

### Terms and Conditions for Conference Exhibitors, Sponsors and Advertisers

The Australian Psychological Society Limited is organiser of this event (the **Organiser**).

### Application for and allocation of exhibition space and sponsorship

1. Persons applying to exhibit at, sponsor or advertise at this Conference must complete the application form in full and submit the form to the Organiser. Applications made in any other form will not be accepted.
2. Submission of the application form to the Organiser evidences the applicant's agreement to be bound by these terms and conditions.
3. All exhibition, sponsorship and advertising opportunities, including exhibition space, in respect of this Conference will be allocated at the absolute discretion of the Organiser. The Organiser retains the right to reject any application, without provision of reasons.
4. Allocations of exhibition trestle tables, sponsorship and advertising are not final until the applicant has made payment in full and the allocation has been confirmed in writing by the Organiser.
5. The Organiser reserves the right to re-plan or add to the exhibition space and amend the Conference program at its discretion.

### Exhibitors

6. Exhibitors are responsible for the prompt delivery, set-up, and removal of all exhibit materials. If an exhibitor fails to occupy their trestle table by the exhibition opening time, the Organiser is authorised to cause the trestle table to be occupied in the manner it deems appropriate for the interests of the exhibition and without releasing the exhibitor from any liability whatsoever.
7. Exhibitors must keep and maintain their display in good order and provide staff for their trestle table for the duration of the exhibition. Name tags by company name will be issued to all exhibitors; these are transferable and must be worn at all times during the Conference.
8. Exhibitors must not damage any walls, partitions, floors or ceiling of the venue or the exhibition area in which the exhibitor's display is located in any way.



9. Exhibitors must not erect any sign, stand, wall or obstruction which, in the opinion of the Organiser, interferes with an adjoining exhibitor.
10. Trestle tables must not be sub-let in any manner.
11. All satchel inserts must be approved by the Organiser prior to use.
12. All electrical equipment being brought into the Conference venue must be tested and tagged in advance by qualified personnel (at the Exhibitors expense).

### **Sponsors (sponsorship available upon request)**

13. All banners, signage, gifts, satchel inserts and promotional material must be approved by the Organiser prior to use.
14. Sponsors are responsible for delivery, set-up, and removal of all sponsorship materials unless otherwise notified by the Organiser.

### **Advertisers**

15. The Organiser reserves the right to reject advertising deemed not to be in keeping with its scientific and professional aims.
16. Inserts must be approved in writing by the Organiser. Advertisers are advised not to print their inserts until they receive confirmation that the insert has been approved by the Organiser.
17. Advertisers are required to pay in full for advertisements by the deadline date for material; otherwise the advertisement will not appear.
18. Where an advertisement is not published, through no fault of the advertiser, the advertising fee that has been paid will be refunded.

### **Costs**

19. All costs for standard exhibition trestle table, identified sponsorship opportunities and advertising will be stated in this document and are inclusive of GST.
20. Any exhibition trestle table requirement other than the standard package may incur additional costs.
21. This application form is a tax invoice upon payment. Please indicate on your application if you prefer a separate tax invoice.



## Cancellations

22. The Organiser is not liable in any respect to any exhibitor, sponsor or advertiser should the Conference be cancelled, rescheduled or relocated for any reason.
23. The Organiser is not liable in any respect to any exhibitor, sponsor or advertiser should access to the exhibition space be prevented, postponed, delayed or abandoned for any reason.
24. All cancellations or withdrawals of exhibitor bookings, sponsorship or advertising must be given in writing.
25. Exhibitors cancelling display bookings will incur the following cancellation fees:
  - i) For cancellations at least two months prior to the opening of the Conference, a fee of 10% of the price will apply.
  - ii) For cancellations less than two months prior to the opening of the Conference:
    - a) a fee equivalent to 30% of the price will apply if the Organiser is able to re-let the trestle table;
    - b) a fee of 100% of the trestle display price will apply if the Organiser is not able to re-let the area.
26. Any sponsorship withdrawn more than three months prior to the first date of the Conference will attract a cancellation fee of 50% of the sponsored amount and the sponsor's name, mark and details will be removed from all advertising of the Conference occurring after the date of withdrawal.
27. Any sponsorship withdrawn less than three months prior to the event will attract a cancellation fee of 100% of the sponsored amount and the sponsor's name, mark and details will be removed from all advertising of the Conference occurring after the date of withdrawal.
28. Any advertising cancelled prior to the closing date for materials will not attract a fee. All advertising cancelled after the date of closure for materials will attract a cancellation fee of 100% of the cost of the advertising booked.

## Storage at the event

29. The Organisers will take all precautions they consider necessary for the protection and security of the exhibitors, sponsors and advertisers, but are not responsible for the safety, loss or damage of any exhibit or other property of any other person under any circumstances whatsoever.
30. Storage of any products or materials (including packaging) is the responsibility of the exhibitor or sponsor. The Organiser is not responsible for providing storage space at the venue.
31. Any exhibitor or sponsor or their representative, employee or contractor causing damage to the venue will be liable to pay the costs of making good such damage and must indemnify the Conference Managers in respect of any claim by the venue or any other person in respect of such damage.

## Warranties and indemnities

32. All exhibitors, sponsors and advertisers will comply with all applicable laws governing the use of patent, copyright, or trade secret materials and agree to indemnify and hold blameless the Organiser in respect of any claim for any loss or damage of any kind arising from breach of such laws during, or in conjunction with the Conference.
33. To the fullest extent permitted by law, the Organiser's liability for breach of any implied warranty or condition in relation to services supplied or offered by the Organiser which cannot be excluded is restricted, at the Organiser's option, to supply of the services again, or the payment of the cost of supplying the services again.
34. The Organiser will not be liable for the negligence of any exhibitors, sponsors and advertisers prior to, during or following the Conference, and each exhibitor, sponsor and advertiser agrees to indemnify and hold blameless the Organiser in respect of any claim for loss or damage of any kind arising out of or in conjunction with the Conference.

## General

35. All exhibitors, sponsors and advertisers or their representative, employee or contractor attending the Conference will comply with these terms and conditions, the rules and regulations stipulated by the Organiser and or the venue, and all applicable laws. The Organiser reserves the right to prohibit or reject any exhibitor, sponsor, advertiser or their representative, employee or contractor in the case of failure to comply with this provision.
36. If any term or condition is determined to be illegal, invalid or otherwise unenforceable, it will be severed from these terms and conditions and the remaining terms and conditions will survive and remain in full force and effect.
37. These terms and conditions are governed by and construed in accordance with the laws of Victoria and the exhibitors, sponsors and advertisers irrevocably and unconditionally submit to the non-exclusive jurisdiction of the courts of Victoria.

### Application for sponsorship, exhibition and advertising

Applications are taken on a first-in, first-served basis and must be made using the booking form on page 14. Exhibitor trestle table allocation will be at the Conference Managers discretion.

**Due to the popularity of this Conference, we anticipate the exhibition to sell out quickly.**

Upon receipt of your booking form and payment you will receive written confirmation and a receipt.

Alternatively, should your organisation require a separate tax invoice, this will be issued after receipt of the booking form.

Full payment is required within seven days of receipt in order to secure your

# Exhibition and Advertising: Booking Form

## 2013 Counselling Psychology Conference

The Australian Psychological Society Limited. ABN 23 000 543 788



Organisation name (for marketing purposes): \_\_\_\_\_

Organisation name (for invoicing purposes): \_\_\_\_\_

Sponsor/Exhibitor/Advertiser (please circle): \_\_\_\_\_

Contact Name (Title, First and Surname): \_\_\_\_\_

Position: \_\_\_\_\_

Postal address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Exhibition Displays

- 1 dressed trestle table (6 foot trestle table - 180cm L x 75cm W x 70cm H)
- 2 chairs
- 1 poster board
- Cost \$1000 (including GST)

Number of trestle table displays required: \_\_\_\_\_

### Advertising

- Mono**  Full page \$650  Half page (horizontal) \$425  Quarter page (vertical) \$250
- Colour**  Full page inside front cover \$1200  Full page inside back cover \$1200  Full page outside back cover \$1450

**Satchel inserts**  \$660 per insert (maximum of four pages)/\$75 for each additional page  
 Total number of extra pages \_\_\_\_\_

I have read and agree to the Terms and Conditions outlined in this prospectus:

Authorised by: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment (Full payment is due with application).** Note: All prices are quoted in Australian Dollars and include 10% GST.

**Total Amount Owning: \$** \_\_\_\_\_

Please find enclosed a cheque for the amount of \$ \_\_\_\_\_ (made payable to the Australian Psychological Society Ltd)  
or credit card (tick one):  Visa  MasterCard  American Express Total Amount \$ \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date \_\_\_\_\_

or  **Direct deposit**  
**(Organisations outside of Australia only)**

Please email:  
conference@psychology.org.au  
for direct deposit details.

**Please return this form to:** ABN 23 000 543 788  
APS Events Team  
The Australian Psychological Society Limited  
PO Box 38, Flinders Lane, Melbourne VIC 8009  
Telephone: +61 3 8662 3300 Fax: +61 3 9663 6177  
Email: conference@psychology.org.au  
Web: www.groups.psychology.org.au/ccoun/