

2015 APS College of Counselling Psychologists Conference Prospectus

Exhibition, Sponsorship and Advertising Packages



The Australian Psychological Society (APS)

The APS is the leading organisation for psychologists in Australia, representing over 21,000 members. The organisation facilitates an engaged community of psychology professionals, reaching across Australia and beyond in many industry sectors, disciplines, government and throughout the wider community.



MELBOURNE | 26 FEBRUARY–1 MARCH 2015

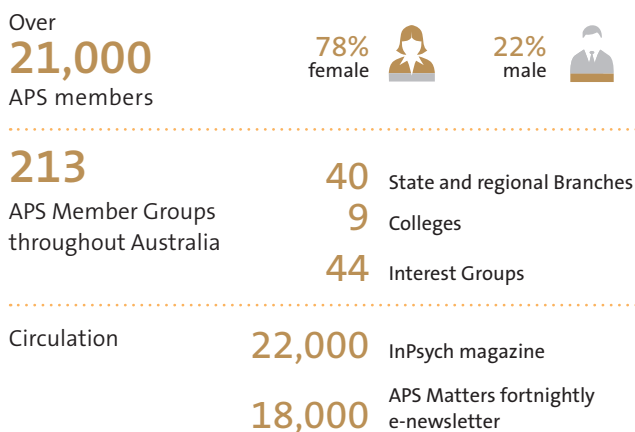
APS College of Counselling Psychologists Conference

Experts in mental health

Pullman Hotel,
Albert Park, Melbourne

groups.psychology.org.au/ccoun/2015conference

Audience profile



APS conference and event audiences

Delegates at APS conferences come from a range of backgrounds and industries:

- Government departments
- Health
- Allied health
- Legal
- Science
- Community wellbeing

Through your investment you can:

- Build face to face customer relationships
- Provide interactive demonstrations
- Network with key industry decision makers
- Conduct market research with your target audience
- Develop and build relationships with new and existing customers
- Identify new business opportunities with customers
- Increase brand awareness
- Receive wide acknowledgement of your involvement, commitment to and support of a conference
- Claim cost of sponsorship as a legitimate tax deductible expense

**Contact APS events today
to reserve your sponsorship,
exhibition or advertising package**

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Conference Managers
The Australian Psychological Society Limited

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E: conference@psychology.org.au
www.psychology.org.au

Postal Address:
PO Box 38
Flinders Lane VIC 8009

Street Address:
Level 13, 257 Collins Street
Melbourne VIC 3000

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.

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Sponsors, Exhibitors, and Advertisers		Sponsorship					Exhibitors		Advertiser only	
		Gold	Welcome Reception	Satchel Sponsor	Digital Hub	Lanyard Sponsor	Pen Sponsor	Premium space		Standard
		Exclusive major conference sponsor incl. conference dinner	Exclusive sponsorship of welcome reception	Exclusive logo placement on conference satchel	Exclusive branding of key conference hub	Exclusive logo placement on lanyards	Exclusive logo placement on pens	One only large (6x3 m) booth*	2x3 m booth	Advertise in individual APS publications, and on the conference website
<i>Price includes GST</i>		\$15,000	\$10,000	\$5,000	\$4,000	\$4,000	\$1,000	\$3,000	\$1,500	
Exhibition space	Exclusive 6 X 3m space (lighting opt.) 2 X 3m booth trestle table, 2x chairs	*	*	*	*	*	*	*	*	
Sponsor address	Opening ceremony	*								
	Closing ceremony	*								
	Conference dinner	*								
	Welcome reception		*							
Conference registrations	Complimentary	8	5	3	2	2	2	4	0	
	Discounted additional	yes	yes	yes	yes	yes	yes	yes	yes	
Conference dinner tickets	Complimentary	8	5	5	2	2	0	2	0	
	Discounted additional	yes	yes	yes	yes	yes	yes	yes	yes	
Welcome reception tickets	Complimentary	8	5	5	2	2	0	4	2	
	Discounted additional	yes	yes	yes	yes	yes	yes	yes	yes	
Acknowledgement in publications	Handbook	*	*	*	*	*	*	*	*	
	Website	*	*	*	*	*	*	*	*	
Acknowledgment during events	Welcome reception		*							
	Opening ceremony	*	*	*	*					
	Closing ceremony	*		*		*				
Company and logo listing	Handbook	*	*	*	*	*	*	*	*	
	Website	*	*	*	*	*	*	*	*	\$250
Ad in handbook	Full page	*	*							\$1,000
	Half page			*	*	*				\$750
	Quarter page						*			\$550
	1/8Th page									\$250
Promotion through InPsych magazine (3 x editions) <i>Note: This item is subject to approval of InPsych Editor</i>	Feature/insert	*								From \$7,925
Logo in print and online conference materials		*	*	*	*	*	*	*	*	
Satchel inserts		3	3	2	1	1		1		\$800

Disclaimer
Prices are correct at time of printing. The APS reserves the right to amend these prices at its sole discretion.
*subject to venue capacity and availability.