

Sponsorship, Exhibition and Advertising Prospectus



APS Forensic Psychology National Conference

Thursday, 4 August – Saturday, 6 August 2011
Noosa, Queensland, Australia

Conference Theme: **Diversity and Specialism in Forensic Psychology**

The Conference will bring together prominent researchers and practitioners from Australia and overseas to explore new and challenging themes in forensic psychology

Under the auspices of:

The
**Australian
Psychological
Society Ltd**



APS College of Forensic Psychologists



Diversity and Specialism in Forensic Psychology

About the Conference

The APS Forensic Psychology National Conference will deliver an outstanding program under the banner of 'Diversity and Specialism in Forensic Psychology'. It is anticipated that 300 - 400 prominent researchers and Psychologists will be in attendance.



An outstanding group of international and Australian keynote speakers has been assembled. The program will be further enhanced by individual research presentations, symposia, professional and practice forums, posters and workshops. All will explore new and challenging themes relevant to those who teach, work, or study in the field of forensic psychology. The main themes of the Conference are diverse and cover forensic issues in a variety of fields including: multicultural assessment and treatment; terrorism; war crimes; violence; profiling; rehabilitation; policing; prisons; family law; criminal courts; psychological injury; forensic neuropsychology; victims; mental health and crime and much more.



The Conference program has been complemented by a number of social functions that will provide the opportunity to network in a very friendly and relaxed environment.

Noosa, located on the Sunshine Coast, is one of Queensland's fastest growing regions. It captures the essence of the much admired relaxed Queensland lifestyle within an environment of natural and unspoilt beauty.

This is a Conference not to be missed. We look forward to your support in Noosa in 2011.

Dr Gavan Palk
Conference Chair

www.groups.psychology.org.au/cfp/2011-conference

About the College of Forensic Psychologists

APS Forensic Psychology National Conference

The APS College of Forensic Psychologists is the professional association of Psychologists who specialise in the field of forensic psychology. The College represents and promotes forensic psychology as a discipline. There are currently over 460 members in the College, which operates at both a State and National level.

What is forensic psychology?

Forensic psychology is an area of psychology that interfaces with the legal and justice systems. It encompasses areas such as:

- Expert psychological evidence (written reports and/or oral evidence) in courts (civil, criminal, family, coroner and others) and other tribunals (e.g., compensation tribunals, guardianship boards, parole boards, administrative appeals tribunals);
- Consultation to areas of the legal and justice system (e.g., trial process and preparation, impact of court proceedings on witnesses and other participants, mediation, police investigations, crime prevention, correctional services, workplace safety, child protection, victims' needs);
- Development and delivery of research and clinical services to forensic populations (e.g., counselling children affected by divorce, treatment of substance use disorders, psychotherapy for victims of crime, assessment and treatment of offenders, parenting training).

Forensic Psychologists are scientist-practitioners and apply psychological theory and skills to the understanding and functioning of the legal and criminal justice systems. They also conduct research in relevant areas. Forensic Psychologists often work in criminal, civil and family legal contexts and provide services for litigants, perpetrators, victims, government personnel and community organisations.

Forensic psychology encompasses issues such as:

- the causes, prevention and treatment of criminal behaviour;
- the psychology of police, the courts and the correctional system;
- the contributions of psychological evidence to legal proceedings.

What your audience will look like?

Forensic Psychologists are employed in a variety of areas, including but not limited to:

- Courts and other tribunals;
- Mental health (both general services and forensic mental health services);

- Corrections (adult and juvenile, prisons and community);
- Child protection;
- Family services (e.g., family violence counselling services, parent training programs);
- Alcohol and other drug services;
- Rehabilitation services (e.g., pain clinics, head injury services);
- Police;
- Academia, research and policy organisations;
- Private practice.

The APS College of Forensic Psychologists supports Forensic Psychologists to achieve success by:

- Providing high quality and varied professional development programs for professionals at all career stages;
- Providing access to research, information and tools which build the credibility of our members;
- Providing national networking opportunities;
- Raising the profile of forensic psychology within the business and broader communities;
- Identifying critical professional issues and lobbying on behalf of members with Registration Boards, Government and the APS;
- Working with universities to strengthen the link between science and practise.

Conference Managers

The Australian Psychological Society Ltd

Postal Address:

PO Box 38, Flinders Lane, VIC 8009

Street Address:

Level 11, 257 Collins Street

MELBOURNE VIC 3000

Ph: 03 8662 3300

Fax: 03 9663 6177

Email: conference@psychology.org.au

The Australian Psychological Society

The Australian Psychological Society (APS) is the largest professional association for Psychologists in Australia, currently representing over 19,000 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, while seeking to understand important social issues facing Australian society.

Conference Venue

The Outrigger Little Hasting Street,
Noosa, QLD
Ph: 1800 671 682
Web: viridiannoosa.com.au

A professionally planned marketing strategy will ensure that the benefits of supporting the 2011 APS Forensic Psychology Conference are widely known across Australia and overseas.

This includes but is not limited to:

- Distribution of promotional materials including but not limited to Universities, Correctional Institutions, Police and International Societies;
- Direct mail campaigns;
- Website and electronic promotions;
- Editorial and display advertising in professional journals;
- Active participation and promoting at intervening regional meetings relating to the main scientific themes;
- Media releases.

The exhibition area will be open on the evening of the Welcome Function, Thursday, 4 August and also Friday 5 and Saturday 6 August 2011. The exhibition space is central to the Conference and will be used for activities including:

Welcome Reception, morning tea, lunch and afternoon tea. All exhibitors will be afforded maximum exposure to delegates through these daily breaks.

Regardless of your contribution to the meeting we can assure you of our sincere intent to make this a great meeting for the Forensic Psychology sector, as well as the delegates.

Why sponsor and exhibit?

The 2011 Forensic Psychology National Conference is an excellent opportunity for your business to showcase your products and services of interest to your target market. Our 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 between 300 – 400 industry professionals from Government, Private and the Academic sectors. Derive benefits by spending quality time with delegates away from everyday distractions;
- Increased business opportunities. Meet the key industry figures and decision makers;
- Introduce industry to future generations of opinion leaders;
- The opportunity to identify business partners and maximise networking opportunities with delegates from Australia and overseas;
- Inform delegates and potential clients about new products, latest initiatives and services. The opportunity to launch new products to an audience containing many strategic decision makers;
- The ability to position your brand before multiple key industries;
- An opportunity to gain information on the status of Forensic 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.



Sponsorship at a glance

APS Forensic Psychology National Conference

A variety of sponsorship opportunities are available, including:

- Gold
- Silver
- Bronze

- Conference Dinner
- Welcome Function
- Keynote Speakers
- Poster Gallery
- Conference Handbook
- Conference Satchel
- Name Badge
- Lanyard
- Writing Pad and/or Pen
- Lunch Break
- Morning/Afternoon Tea Breaks
- Advertising:
 - Satchel inserts
 - Conference Handbook advertising
 - Promotional merchandise



We can also tailor various options to suit your individual needs.

Important Note: Exposure in the Conference publications/printed materials is determined by confirmation of sponsorship prior to print deadlines. This stipulation relates to all of the sponsorship packages.

To maximise exposure, please confirm your participation by the earliest date possible to gain maximum benefit.

Early application is advised to ensure that your marketing goals are realised.

*Please note: All satchel inserts are subject to Conference Committee approval.



Sponsorship opportunities

APS Forensic Psychology National Conference

Gold Sponsor

(Exclusive) \$9,000

The Gold package is the highest level of sponsorship offered and is sold exclusively to one company.

The package has been designed to ensure maximum exposure throughout the Conference and includes the following entitlements:

- Acknowledgement at the opening and closing functions;
- Logo on selected Conference publicity materials and media releases;
- Four complimentary Conference registrations;
- Four complimentary tickets to the Conference Dinner (inclusive in Conference registration);
- Double trestle table at the Conference exhibition in a prime location;
- One satchel insert*;
- Full-page colour advertisement in the Conference handbook (advertisement to be supplied by sponsor);
- Acknowledgement, logo and company profile (200 words) in the Conference handbook;
- Prominent listing and logo on Conference website with a hyperlink to sponsor's homepage;
- Sponsor to have the opportunity to display their company banner in plenary room and Conference foyer (to be placed at the organiser's discretion).

Silver Sponsor

\$6,500

The Silver package has been designed to ensure maximum exposure throughout the Conference.

The Silver sponsor is granted these entitlements:

- Acknowledgement at the opening and closing functions;
- Logo on selected Conference publicity materials;
- Prominent listing and logo on Conference website with a hyperlink to sponsor's homepage;
- Two complimentary Conference registrations;
- Two complimentary tickets to the Conference Dinner (inclusive in Conference registration);
- One satchel insert*;
- Single trestle table at the Conference exhibition;
- Full-page mono advertisement in the Conference handbook (advertisement to be supplied by sponsor);
- Acknowledgement, logo and company profile (150 words) in the Conference handbook;
- Sponsor to have the opportunity to display their company banner in the exhibition area (to be placed at the organiser's discretion).

* Please note: All satchel inserts are subject to Conference Committee approval.

Sponsorship opportunities

APS Forensic Psychology National Conference

Bronze Sponsor

\$5,000

The Bronze sponsor is afforded broad exposure throughout the Conference and direct contact with delegates through the exhibition.

The Bronze sponsor is granted these entitlements:

- Acknowledgement at the opening and closing functions;
- Logo on selected Conference publicity materials;
- Prominent listing and logo on Conference website with a hyperlink to sponsor's homepage;
- One complimentary Conference registration;
- Two complimentary tickets to the Conference Dinner (one dinner ticket is inclusive in the Conference registration);
- One satchel insert*;
- Single trestle table at the Conference exhibition;
- Half-page mono advertisement in the Conference handbook (advertisement to be supplied by sponsor);
- Acknowledgement, logo and company profile (150 words) in the Conference handbook.

Conference Dinner

\$5,000

As Conference Dinner sponsor, you will receive maximum exposure during the main social event of the Conference to be held on Friday, 5 August 2011 at The Outrigger, Little Hastings Street in Noosa.

The Conference Dinner sponsor is granted these entitlements:

- Acknowledgement at the opening and closing functions and the Conference Dinner;
- Opportunity to give brief address to delegates at the dinner (maximum five minutes);
- Four complimentary tickets to the Conference Dinner (you will be invited to sit on VIP tables);
- Display of two banners (as supplied by the sponsor) at the Conference Dinner;
- Company logo on the dinner menu (along with the APS logo);
- Opportunity to leave complimentary table gift/company material on each seat and/or present prizes at the dinner (to be placed by sponsor);
- One satchel insert*;
- Half-page mono advertisement in the Conference handbook (advertisement artwork to be supplied by sponsor);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook;
- Logo on Conference website with a hyperlink to sponsor's homepage.

Note: All arrangements relating to the theme of the dinner is subject to approval by the Conference Organising Committee.

* Please note: All satchel inserts are subject to Conference Committee approval.



Sponsorship opportunities

APS Forensic Psychology National Conference

Welcome Function Sponsor (Exclusive) \$3,000

The Welcome Function will be held on Thursday, 4 August 2011 on the first evening of the Conference at the Conference venue, The Outrigger, Little Hastings Street, Noosa. The function provides the ideal opportunity to make an impact, as sponsorship will be linked to the first impression delegates have of the Conference.

Sponsorship includes:

- Acknowledgement at the opening and closing functions and the Welcome Reception;
- Brief address to delegates during sponsored function (maximum three minutes – lectern and microphone will be provided, additional audio visual is at the expense of the sponsor);
- Four complimentary tickets to the Welcome Function;
- Opportunity to display two company banners at the Welcome Function (banners to be supplied by the sponsor and placed at the organiser's discretion);
- Opportunity to have promotional material available for delegates during the function (sponsor to supply gifts, subject to Committee approval);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook;
- Logo on Conference website with a hyperlink to sponsor's homepage;
- One satchel insert*.

* Please note: All satchel inserts are subject to Conference Committee approval.

Keynote Speaker Sponsor (six opportunities*) \$3,000 per speaker

This year's Conference will feature six of the world's most respected forensic psychology speakers:

For speaker biographies please visit:

<http://www.groups.psychology.org.au/cfp/2011-conference/#Keynote>

Sponsorship includes:

- Acknowledgement at the opening and closing functions;
- Exclusive sponsorship of one keynote speaker;
- Five complimentary passes to the sponsored keynote session (these passes are strictly for the sponsored keynote speaker session, attendance at other sessions unless registered is not permitted);
- Verbal acknowledgement as the sponsor of the keynote presentation by the session chairperson;
- Company logo on the audio visual screen directly prior to and after the Keynote Speaker's session (logo to be supplied by sponsor);
- Opportunity to display banners inside and outside the room of the speaker (to be placed at the organiser's discretion);
- Opportunity to provide promotional material in the plenary room during sponsored session (subject to Committee approval);
- Complimentary Conference registration for one delegate (inclusive of Conference Dinner);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook;
- Logo on Conference website with a hyperlink to sponsor's homepage;
- One satchel insert**.

* Please note: All keynote speaker sponsorships are subject to the approval of the nominated Keynote Speaker.

** Please note: All satchel inserts are subject to Conference Committee approval.



Sponsorship opportunities

APS Forensic Psychology National Conference

Paper Poster Gallery Sponsor (Exclusive) \$2,000

The paper poster gallery will display posters highlighting the latest in research and ideas. The posters presented will change daily, ensuring a constant flow of delegates through the area during the Conference.

Sponsorship includes:

- Acknowledgement at the opening and closing functions;
- Opportunity to display two company banners in the poster gallery during poster sessions (banners to be supplied by the sponsor and placed at the organiser's discretion);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook;
- Logo on Conference website with a hyperlink to sponsor's homepage;
- One satchel insert*;
- Quarter-page mono advertisement in the Conference handbook (advertisement to be supplied by sponsor).

* Please note: All satchel inserts are subject to Conference Committee approval.

Conference Handbook Sponsor (Exclusive) \$4,000

The Conference Handbook includes all general meeting and social information, along with scientific program and presenters' abstracts. This publication is a valuable reference tool used by delegates during and after the Conference. The Conference Handbook Sponsor will receive the following entitlements:

- Acknowledgement at the opening and closing functions;
- Recognition as the Conference Handbook Sponsor (with organisation logo) printed on the front cover of the handbook and an acknowledgement in the handbook;
- Full page colour advertising space on the outside back cover of the Conference Program Handbook (artwork to be supplied by sponsor);
- Acknowledgement, logo and company profile (150 words) in the Conference handbook;
- Logo on Conference website with a hyperlink to sponsor's homepage.

Note: Conference Handbook sponsorship does not entitle the sponsor to exclusive branding or advertising rights within the Conference Handbook. Other advertisements may be included at the discretion of the Conference Organising Committee and the Australian Psychological Society.



Sponsorship opportunities

APS Forensic Psychology National Conference

Conference Satchel Sponsor (Exclusive) \$3,000

A Conference satchel is distributed to Conference delegates upon registration. Approximately 350 satchels will be produced and delegates will use them throughout the Conference to carry their notes and belongings. With your company logo clearly visible, sponsorship of the delegate's satchel offers excellent exposure during and after the Conference.

Sponsorship includes:

- Acknowledgement at the opening session and closing function;
- Company name and logo over-printed in one colour on the Conference satchel;
- Acknowledgement, logo and company profile (50 words) in the Conference handbook;
- Logo on Conference website with a hyperlink to sponsor's homepage;
- Complimentary Conference registration (including Conference dinner) for one delegate;
- Half-page mono advertisement in the Conference handbook (advertisement to be supplied by sponsor);
- One satchel insert*.

Please note that this package needs to be booked by 2 April 2011 to allow time for logo printing on the satchels.

Note: The Conference name, date and venue and APS logo will also be printed on the satchel. Satchel selection and placement of logos will be determined by and approved by the Conference Organising Committee.

* Please note: All satchel inserts are subject to Conference Committee approval.

Name Badge Sponsor (Exclusive) \$2,500

Be front and centre by becoming the exclusive sponsor of the Conference name badge. All delegates are required to wear the name badge to gain entry to all sessions and also the exhibition, which provides a unique opportunity to gain exposure during the Conference.

The Conference Name Badge Sponsor will receive the following entitlements:

- Recognition as the name badge sponsor (with organisational logo) on the sponsors' page of the Conference website, including a hyperlink to sponsor's homepage;
- Logo printed on all name badges alongside the Conference and APS name/logo;
- Acknowledgement, logo and company profile (50 words) in the Conference handbook.



Sponsorship opportunities

APS Forensic Psychology National Conference

Lanyard Sponsor (Exclusive) \$1,500

Make your mark as the exclusive Conference lanyard sponsor. Doing so will provide one of the few opportunities for exposure after the Conference.

This is an opportunity to have your company logo printed by the organisers onto lanyards, alongside the APS logo.

The Conference lanyard sponsor will receive the following entitlements:

- Logo printed on all lanyards alongside the APS logo (size and placement of your logo will be at the discretion of the Conference organising committee);
- Acknowledgement as the lanyard sponsor in the Conference handbook;
- Recognition as the lanyard sponsor (with organisational logo) on the sponsors' page of the Conference website, including a hyperlink to sponsor's homepage.

Writing Pad & Pen Sponsor (Exclusive) \$400 each sponsorship item

This is an opportunity to provide each delegate with either writing pads (eco-friendly preferred) and/or pens in the Conference satchel, providing your organisation with exposure that extends beyond the duration of the Conference.

Please note that writing pads and pens are to be supplied by the sponsor.

Sponsorship includes:

- Recognition as the writing pad or pen sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to sponsor's homepage;
- Acknowledgement as the writing pad and/or pen sponsor in the Conference handbook.



Sponsorship opportunities

APS Forensic Psychology National Conference

Lunch Breaks (Limited to one sponsor per day) \$2,750 per day

Lunch breaks will be scheduled each day of the Conference.

The lunch break provides a cost-effective way of achieving organisational recognition. Delegates gather for lunch at the central serving points, located in the exhibition area. The PA system within the exhibition area will be available to promote company information, competitions and/or products and resources.

Sponsorship includes:

- Acknowledgement at the opening and closing functions;
- Naming rights to your selected lunch break for one day of the Conference;
- Opportunity to address delegates for three minutes during the lunch break;
- Company signage within the catering area (to be provided by sponsoring organisation);
- Opportunity to provide self-branded napkins, placemats and aprons (to be provided by the sponsor);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook;
- Logo on Conference website with a hyperlink to sponsor's homepage;
- One satchel insert*.

* Please note: All satchel inserts are subject to Conference Committee approval.

Note: Branding is subject to approval by the Conference Organising Committee



Morning or Afternoon Tea Breaks (Limited to one sponsor per break) \$1,000 per break

Morning tea/coffee breaks will be scheduled each day of the Conference. These breaks are a great networking opportunity for delegates during which they can relax and enjoy refreshments. Your company will have the opportunity to secure naming rights for the morning tea or afternoon tea break during a selected day of the Conference.

Sponsorship includes:

- Naming rights to your selected morning or afternoon tea break during the Conference;
- Company signage within the catering area (to be provided by sponsoring organisation);
- Opportunity to provide self branded napkins, placemats and aprons (to be provided by the sponsor);
- Acknowledgement in the Conference handbook;
- Logo on Conference website with a hyperlink to sponsor's homepage;
- One satchel insert*.

* Please note: All satchel inserts are subject to Conference Committee approval.

Note: Branding is subject to approval by the Conference Organising Committee.

Custom sponsorships

We would be delighted to assist in the development of a tailored package for your company if none of the listed opportunities suit your promotional activities or marketing objectives.

Please contact the Sponsorship and Exhibition Administrator on (03) 8662 3300 or email conference@psychology.org.au to start the conversation.

Ready, Set... Go!

Ready to book your sponsorship package?
Go to page 19 to complete the booking form

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Exhibition packages

The exhibition will be open from 6pm Thursday, 4 August – 4pm Saturday, 6 August 2011. The location will be on the Conference level of The Outrigger on Little Hastings Street. The exhibition area will be central to Conference activities, with lunch as well as morning and afternoon tea served nearby on the same level.

There are a maximum of 10 single trestle tables available.

Price – \$990 (including GST)

The standard exhibition shell scheme package features:

- 1 dressed trestle table 1.8m long and 90cm wide
- 1 poster board measuring 2m wide x 1m high
- 1 chair

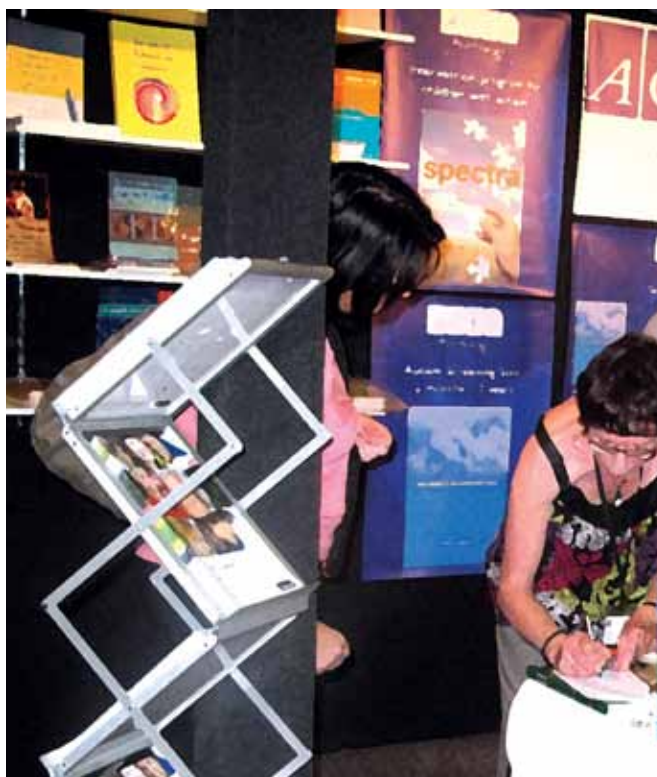
In addition to an exhibition booth, all exhibitors are entitled to:

- Company name and logo 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);
- One satchel insert (subject to Conference Committee approval);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook. Exhibitors are requested to email their listing to the Conference Managers at the same time as submitting their exhibition booking form;
- One complimentary transferable Conference registration per exhibition area for booth attendant which includes attendance at Conference sessions (not workshops), satchel, morning and afternoon tea as well as lunch, Welcome Reception, Conference Dinner and Farewell Drinks.

For additional furniture or display equipment other than what is listed enquires may be directed to:

Mr John Fallon
Perry's Exhibition Solutions
Unit 7, 34 Technology Drive
WARANA QLD 4575

Ph: (07) 5493 4949
Fax: (07) 5493 4697
Email: sales@pesonline.com.au
Website: www.pesonline.com.au



Exhibition packages

APS Forensic Psychology National Conference

Exhibition layout

The floor plan opposite shows the stands available. Please note that the exact location of the stands may vary slightly depending on the location of other essential facilities.

Exhibition hours

Official opening hours are as follows:

Thursday, 4 August 2011

4pm – 5.30pm Move In
6pm – 8pm Exhibition Open

Friday, 5 August 2011

8.30am – 5pm Exhibition Open

Saturday, 6 August 2011

8.30am – 4.00pm Exhibition Open
4.00pm – 6.00pm Move Out

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.

Forwarding exhibition and satchel material

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.

Stand 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, the name of the prize winner, a description of the prize and details on how it is to be collected, to the Registration Desk by 12noon Saturday, 6 August 2011. Announcements will be made at the Conference Organiser's discretion.

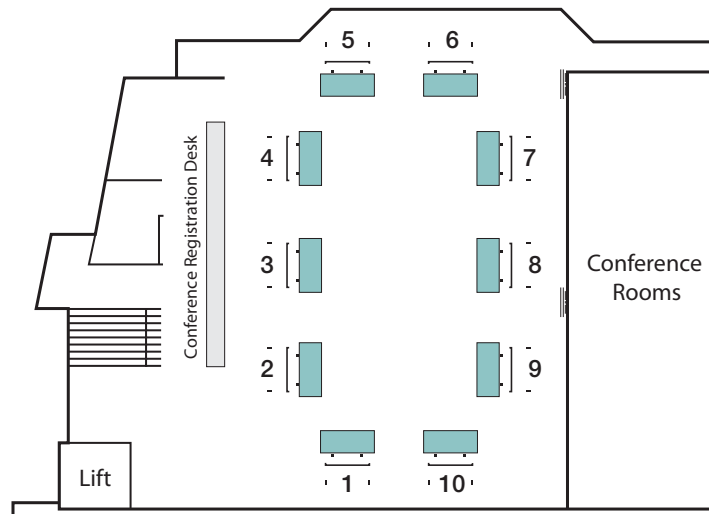
The distribution of prizes claimed post event is the responsibility of the exhibitor, not the event organiser.

Flyers and pamphlets

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

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 refers to damage or injury caused



to third parties/visitors on or in the vicinity of an exhibition stand. 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 where competitive room rates have been negotiated. Further details are available on the Forensic Conference website www.groups.psychology.org.au/cfp/2011-conference

Additional Staff Passes

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

Book your booth now – only 10 exhibition displays available

To secure a booth, please complete the booking form on page 19 and return. Please see pages 16-17 for exhibition terms and conditions. Please note: To make the most of your exhibition pack, we recommend that you book early.

All satchel inserts are subject to Conference Committee approval. A sample must be sent for approval by 2 May 2011. See page 15 for submission details.

Satchel Inserts

\$350 per insert

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 Committee before printing, please email a sample copy to conference@psychology.org.au by **Monday, 2 May 2011**.

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 the delegates' 'bible' during the Conference.

Advertisements

Mono

Size	Dimensions	Prices
Full page	210mm x 297mm, plus 3mm bleed	\$325
Half page	170mm x 120mm	\$215
Quarter page	80mm x 120mm	\$125

Colour

Size	Dimensions – width x depth	Prices
Full page inside front cover	210mm x 297mm plus 3mm bleed	\$600
Full page inside back cover	210mm x 297mm plus 3mm bleed	\$600
*Full page outside back cover	210mm x 297mm plus 3mm bleed	\$725

*subject to availability

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

Please email artwork to Sponsorship and Exhibition Administrator: conference@psychology.org.au no later than **Monday, 2 May 2011** in order to meet print and delivery deadlines.

Book your advertising now!

Advertisement space sells quickly! Please complete the booking form on page 19 and return it with your total payment.



Exhibition Terms and Conditions

APS Forensic Psychology National Conference

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 booths, 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 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 booth by the exhibition opening time, the Organiser is authorised to cause the booth 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 booth in good order and provide staff for their booth for the duration of the exhibition. Nametags 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 booth 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. Booths must not be sub-let in any manner.
11. All satchel inserts must be approved by the Organiser prior to use.

Sponsors

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

Advertisers

14. The Organiser reserves the right to reject advertising deemed not to be in keeping with its scientific and professional aims.
15. 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.
16. Advertisers are required to pay in full for advertisements by the deadline date for material; otherwise the advertisement will not appear.
17. Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.

Costs

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

Cancellations

21. The Organiser is not liable in any respect to any exhibitor, sponsor or advertiser in any respect should the Conference be cancelled, rescheduled or relocated for any reason.
22. The Organiser is not liable in any respect to any exhibitor, sponsor or advertiser in any respect should access to the exhibition space be prevented, postponed, delayed or abandoned for any reason.
23. All cancellations or withdrawals of exhibitor bookings, sponsorship or advertising must be in writing.
24. Exhibitors cancelling booth 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 booth 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 booth price will apply if the Organiser is able to re-let the booth;
 - b) a fee of 100% of the booth price will apply if the Organiser is not able to re-let the booth.
25. 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.

Exhibition Terms and Conditions

APS Forensic Psychology National Conference

26. 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.
27. 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.
28. The Organisers will take all precautions they consider necessary for the protection and security of exhibitors, sponsors and advertisers, but are not be responsible for the safety, loss or damage of any exhibit or other property of any other person under any circumstances whatsoever.
29. 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.
30. 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 Organiser in respect of any claim by the venue or any other person in respect of such damage.
31. 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.
32. 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.
33. The Organiser will not be liable for the negligence of any exhibitors, sponsors and advertisers prior, 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.
34. 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.
35. If any terms 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.
36. 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.

Storage at the event

28. The Organisers will take all precautions they consider necessary for the protection and security of exhibitors, sponsors and advertisers, but are not be responsible for the safety, loss or damage of any exhibit or other property of any other person under any circumstances whatsoever.
29. 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.
30. 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 Organiser in respect of any claim by the venue or any other person in respect of such damage.

Warranties and indemnities

31. 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.
32. 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.
33. The Organiser will not be liable for the negligence of any exhibitors, sponsors and advertisers prior, 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

34. 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.

Application for sponsorship, exhibition and advertising

Applications are taken on a first-in, the first served basis and must be made using the booking form on page 19. Please ensure your application arrives early to secure your choice of sponsorship and/or exhibition location. It should include your first, second, third and fourth stand(s) preferences.

Due to the popularity of this meeting, we anticipate the sponsorship and 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 7 days of receipt in order to secure your booking.



Bringing together prominent Australian and international researchers and practitioners to explore new and challenging themes in forensic psychology

If you are interested in any of the sponsorship, exhibition or advertising opportunities, please contact the Forensic Conference Secretariat:

Sponsorship and Exhibition Administrator

Telephone: +61 3 8662 3300

Facsimile: +61 3 9663 6177

Email: conference@psychology.org.au

Web: www.groups.psychology.org.au/cfp/2011-conference



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Sponsorship, exhibition and advertising:

Booking Form

The Australian Psychological Society Ltd ABN 23 000 543 788

APS Forensic Psychology National Conference

Organisation name (for marketing purposes) _____

Organisation name (for invoicing purposes) _____

Sponsor/Exhibitor/Advertiser: _____

Contact Name (Title, First and Surname) _____

Position _____

Postal address _____

Phone _____ Fax _____ Mobile _____

Email _____ Website _____

SPONSORSHIP TYPE

- | | | | |
|---|---------|---|------------------------------|
| <input type="checkbox"/> Gold | \$9,000 | <input type="checkbox"/> Conference Handbook | \$4,000 |
| <input type="checkbox"/> Silver | \$6,500 | <input type="checkbox"/> Conference Satchel | \$3,000 |
| <input type="checkbox"/> Bronze | \$5,000 | <input type="checkbox"/> Name Badge | \$2,500 |
| <input type="checkbox"/> Conference Dinner | \$4,000 | <input type="checkbox"/> Lanyard | \$1,500 |
| <input type="checkbox"/> Welcome Function | \$3,000 | <input type="checkbox"/> Writing Pad | \$400 |
| <input type="checkbox"/> Keynote Speaker | \$3,000 | <input type="checkbox"/> Pen | \$400 |
| <input type="checkbox"/> Speaker Name _____ | | <input type="checkbox"/> Lunch Break | \$2,750 per day Day(s) _____ |
| <input type="checkbox"/> Poster Gallery | \$3,000 | <input type="checkbox"/> Morning Tea Breaks | \$1,000 per day Day(s) _____ |
| | | <input type="checkbox"/> Afternoon Tea Breaks | \$1,000 per day Day(s) _____ |

EXHIBITION BOOTHS

One trestle table 1.8m long x 90cm wide \$990

Booth preferences: 1. _____ 2. _____ 3. _____ 4. _____

ADVERTISING

- Mono** Full page @ \$325 Half page (horizontal) @ \$215 Quarter page (vertical) @ \$125
- Colour** Full page inside front cover @ \$600 Full page inside back cover @ \$600
- *Full page outside back cover @ \$725 (*Subject to Conference Handbook sponsorship not being sold)
- Satchel inserts** \$350 (maximum of four pages) / \$75 per 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 preferred 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: _____

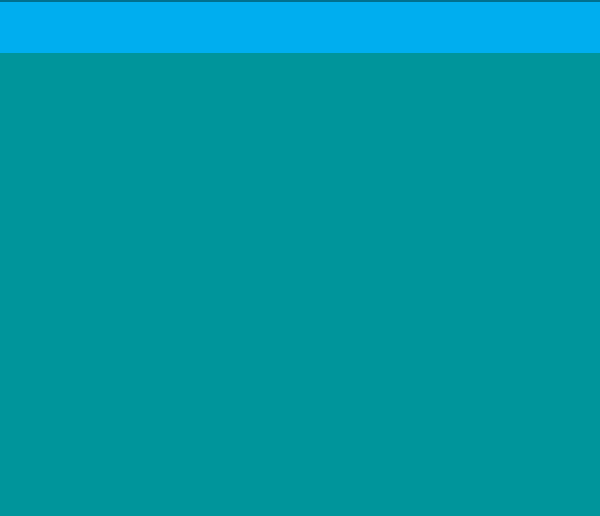
Signature: _____

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:
APS Forensic Psychology National Conference
The Australian Psychological Society Ltd
PO Box 38, Flinders Lane, MELBOURNE VIC 8009
Tel: +61 3 8662 3300 **Fax:** +61 3 9663 6177
Email: conference@psychology.org.au





Under the auspices of:



APS College of Forensic Psychologists