

46 APS ANNUAL CONFERENCE CANBERRA

4 – 8 October 2011 National Convention Centre



Sponsorship, Exhibition & Advertising

PROSPECTUS 2011



APS ANNUAL CONFERENCE CANBERRA

Welcome

The Australian Psychological Society (APS) invites your organisation to take up one of the many exhibition, sponsorship and advertising opportunities associated with our 46th APS Annual Conference.

An inspiring group of keynote speakers have been assembled. Individual research presentations, symposia, forums, how to sessions, posters and workshops will explore the theme From Theory, Through Evidence, to Practice relevant to those who teach, work, or study in the field of psychology. An outstanding program will be delivered at the National Convention Centre in Canberra, Australia's capital city. For further information about the Conference please visit www.apsconference.com.au

As part of the Conference, a four day exhibition will be held. If your organisation supplies goods and services to psychologists, or deals with the profession of psychology, the APS encourages you to take up this major opportunity to showcase your products and services to an anticipated audience of between 600 – 800 delegates. You may also wish to make an impact on delegates by taking up one or more of the sponsorship and advertising opportunities available.

This prospectus details the different exhibition, sponsorship and advertising opportunities available. The sponsorships outlined offer something for every budget and the flexibility to choose a package that meets your marketing objectives. Packages can also be tailored to suit your specific marketing needs.

If you have any queries with regards to exhibiting or sponsoring at the Conference, please contact the APS Conferences and Events Support Officer on 03 8662 3300 or conference@psychology.org.au

This is a Conference not to be missed. We look forward to hearing from you and seeing you in Canberra.

Yours sincerely

Professor Don Byrne FAPS
Conference Chair





About the Conference

Conference Dates:

Tuesday 4 – Friday 7 October 2011

Conference Venue:

National Convention Centre
31 Constitution Avenue
Canberra ACT 2601
T: +61 2 6276 5200
F: +61 2 6276 5276
W: www.nccc.com.au

The 46th APS Annual Conference will be held at the National Convention Centre in Canberra from 4 - 7 October, 2011. The Conference program will feature four days of individual papers, symposia, how-to sessions, posters, keynote presentations and workshops. Post Conference workshops will be held on Saturday 8 October 2011.

The Conference will bring together prominent psychologists, practitioners and researchers with the theme From Theory, Through Evidence, to Practice.

The APS has considered the environment when printing this document.

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Prospectus 2011



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 people's 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 Ltd

Postal Address: PO Box 38
Flinders Lane, VIC 8009

Street Address: Level 11
257 Collins Street
Melbourne VIC 3000

Phone: 03 8662 3300
Fax: 03 9663 6177
Email: conference@psychology.org.au
Website: www.psychology.org.au

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 2011 APS Annual Conference will bring together 600 – 800 delegates from a broad range of psychology fields including researchers, practitioners and students. To give you an idea of the professionals you will be marketing to, here is a snapshot from our 2009 APS Conference held in Darwin where over 700 delegates attended.

Top 10 countries of attendance in 2009

- Australia
- Germany
- Iran
- Japan
- New Zealand
- Singapore
- South Korea
- Turkey
- United Kingdom
- USA

Top 10 job titles of Conference attendees in 2009

- Associate Professor
- Clinical Psychologist
- Director
- Lecturer
- PhD Candidate
- Principal
- Private Practitioner
- Professor
- Psychologist
- Senior Lecturer

Organisations represented at the 2009 APS Conference

Representatives from a diverse range of organisations attended, including:

AON Risk Services Australia Limited
Australian Defence Force Academy
Australian Federal Police
Cancer Council Victoria
Centre for Brain and Mental Health Research
Centrelink
Childrens Hospital at Westmead
Corporate Behavioural Services
Deakin University
Department of Defence
Department of Education
Department of Justice
Headspace
Korea University
La Trobe University
Macquarie University
National Heart Foundation
Northern Territory Correctional Services
NSW Department of Education and Training
Prince of Wales Hospital
Queensland Health
Royal Children's Hospital
The University of Melbourne
WorkSafe Victoria
Wiley-Blackwell

Meeting Promotion



Why sponsor and exhibit?

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

- An enhanced company profile;
- Increased customer contact. Direct access to up to 800 industry professionals from Government, Corporate 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 and overseas;
- 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.

The exhibition area will be open from Tuesday 4 October – Friday 7 October 2011. It 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;
- Internet Café. One of the most popular areas amongst delegates, the Internet Café allows them to stay in touch with work and home;
- Scientific poster displays will also be held in the exhibition area drawing an increased number of people to the area.

Sponsorship at a glance

A variety of sponsorship and advertising opportunities are available, including:

- Platinum
- Gold
- Silver
- Bronze (Conference Dinner)
- Welcome Reception
- Networking Dinner
- Farewell Drinks
- Keynote Speakers
- Symposium
- Conference Connectivity Provider
- Poster Gallery
- Conference Handbook
- Conference Satchel
- Name Badge
- Lanyard
- Note Pad and/or Pen
- Lunch Break
- Morning/Afternoon Tea Breaks

Direct 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

Platinum Sponsor (Exclusive)

\$18,000

The Platinum 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:

- Double (6m x 3m) booth at the Conference exhibition in a prime location (at the Organisers discretion);
- Four complimentary Conference registrations;
- Four complimentary tickets to the Conference Dinner;
- 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;
- Sponsor to have the opportunity to display their company banner in plenary room and Conference foyer (to be placed at the Organiser's discretion);
- Prominent listing and logo on APS 2011 Conference website with a hyperlink to sponsor website;
- One satchel insert*;
- Acknowledgement at the opening and closing functions;
- Logo on APS Conference publicity materials, media releases and website.

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

Gold Sponsor

\$15,000

The Gold package has been designed to ensure excellent exposure throughout the Conference.

The Gold Sponsor is entitled to these benefits:

- Large single (3m x 3m) booth at the Conference exhibition;
- Two complimentary Conference registrations;
- Two complimentary tickets to the Conference Dinner;
- Full-page mono advertisement in the Conference handbook (advertisement to be supplied by sponsor);
- One satchel insert*;
- Acknowledgement at the opening and closing functions;
- Logo on APS Conference publicity materials such as brochures, media releases, website and advertisements;
- 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.



Silver Sponsor

\$10,000

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

The Silver Sponsor is entitled to these benefits:

- Small single (3m x 2m) booth at the Conference exhibition;
- One complimentary Conference registration;
- Two complimentary tickets to the Conference Dinner;
- Half-page mono advertisement in the Conference handbook (advertisement to be supplied by sponsor);
- One satchel insert*;
- Acknowledgement, logo and company profile (150 words) in the Conference handbook;
- Logo on APS Conference publicity materials such as brochures and website;
- Acknowledgement at the opening and closing functions.

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

Bronze Sponsor (Exclusive)

Conference Dinner \$8,000

As Conference Dinner Sponsor, the Bronze Sponsor receives maximum exposure during the main social event of the Conference. The dinner is to be held on Wednesday, 5 October 2011 at Old Parliament House, Canberra.

The Bronze Sponsor is entitled to these benefits:

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

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

Sponsorship Opportunities

Welcome Reception Sponsor (Exclusive)

\$5,500

The Welcome Reception will be held on Monday 3, October 2011 on the evening before the official Conference Opening at the National Convention Centre in the exhibition area.

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:

- 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);
- Five complimentary tickets to the Welcome Reception;
- Opportunity to display two company banners at the Welcome Reception (banners to be supplied by the sponsor and placed at the Organiser's discretion);
- Quarter page mono advertisement in the Conference handbook (advertisement artwork to be supplied by sponsor);
- Opportunity to have promotional material available for delegates during the function (sponsor to supply material, subject to Committee approval);
- Acknowledgement at the opening and closing functions and the Welcome Reception;
- Recognition as a sponsor on the Conference website and in the Conference handbook;
- One satchel insert*.

Note: The exhibition will be open for the duration of the Welcome Reception on the Monday evening.

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

Networking Dinner Sponsor (Exclusive)

\$5,000

As the exclusive Networking Dinner Sponsor, you will receive maximum exposure during a vital social event of the Conference to be held on Tuesday, 4 October 2011.

The Networking Dinner Sponsor is entitled to these benefits:

- Four complimentary tickets to the Networking Dinner;
- Opportunity to give brief address to delegates at the dinner (maximum three minutes), microphone provided;
- Opportunity to leave complimentary table gift/company material on each seat and/or present prizes at the dinner (to be placed by sponsor);
- Display of one banner (as supplied by the sponsor) at the Networking Dinner (subject to venue approval);
- Company logo on the dinner menu (along with the APS logo);
- Quarter page mono advertisement in the Conference handbook (advertisement artwork to be supplied by sponsor);
- One satchel insert*;
- Acknowledgement at the opening and closing functions and the Networking Dinner;
- Acknowledgement, logo and company profile (50 words) in the Conference handbook.

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

Farewell Drinks Sponsor

\$4,000

The Farewell Drinks will be held on Friday, 7 October 2011 during the afternoon that the Conference concludes at the National Convention Centre. The function provides the ideal opportunity to make an impact, as sponsorship will be linked to the final impression delegates have of the Conference.

Sponsorship includes:

- 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);
- Three complimentary tickets to the Farewell Drinks Function;
- Opportunity to display one company banner at the Farewell Drinks Function (banner 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 at the opening and closing functions and the Farewell Drinks;
- Recognition as a sponsor on the Conference website and in the Conference handbook;
- One satchel insert*.

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

Keynote Speaker Sponsor (Two Opportunities Only)

\$5,000

1. Kelly Brownell 2. Kris Kaniasty

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

For speaker biographies please visit:
www.apsconference.com.au/keynotes

Sponsorship includes:

- Exclusive sponsorship of one keynote speaker (subject to keynote speaker consent);
- Ten complimentary passes to the sponsored keynote session (these passes are strictly for the sponsored keynote speaker session, attendance at other sessions is not permitted unless registered for the conference);
- Complimentary Conference registration for two delegates;
- Verbal acknowledgement as the sponsor of the keynote presentation by the session Chair;
- Opportunity to display banners inside and outside the room of the speaker (to be placed at the Organiser's discretion);
- 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 provide promotional material in the plenary room (subject to Committee approval);
- Acknowledgement at the opening and closing functions;
- Acknowledgement, logo and company profile (50 words) in the Conference handbook and on the Conference website;
- One satchel insert*.

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

Sponsorship Opportunities

Symposium Sponsor

\$2,500

Symposium sponsorship will bring together a group of people who present papers on a similar theme.

Sponsorship includes:

- Exclusive sponsorship of a symposium;
- Ten complimentary passes to the symposium session (these passes are strictly for the sponsored Symposium session, attendance at other sessions is not permitted unless registered for the conference);
- Verbal acknowledgement as the sponsor of the symposium presentation by the session Chair;
- Acknowledgement at the opening and closing functions;
- Company logo on the audio visual screen directly prior to and after the symposium session (logo to be supplied by sponsor);
- Opportunity to display two banners inside and outside the room of the Symposium (to be placed at the Organiser's discretion);
- Opportunity to provide promotional material in the Symposium session room (subject to Committee approval);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook and on the Conference website;
- One satchel insert*.

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

Conference Connectivity Provider (Exclusive)

Price Upon Application

The Internet Café has become one of the most popular Conference areas, with delegates welcoming the opportunity to check their emails and use the internet. Due to the high demand for the computers, delegates may have to wait for access.

This provides a great opportunity to display a banner and have promotional information available in the Internet Café area. This package also includes the opportunity to be the exclusive Wi-Fi provider for delegates at the conference venue.

Sponsorship includes:

- Company name featured in Wi-Fi logon name;
- Computer desktop image featuring your company logo on all computers;
- Screen saver of your company logo on five Internet Café computers with a direct link to your website;
- The sponsor may provide one free standing banner (to be placed at the Organiser's discretion) which will be positioned in a prominent location at the Internet Café (maximum size 2m high x 1m wide);
- Opportunity to distribute company information in the Internet Café area (sponsor to supply);
- Acknowledgement at the opening and closing functions;

- Acknowledgement, logo and company profile (50 words) in the Conference handbook and on the Conference website;
- Two tickets to the Welcome Reception;
- One satchel insert.

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

Poster Gallery Sponsor (Exclusive)

\$4,000

The Paper Poster Gallery located in the exhibition area will display posters highlighting the latest in research and ideas. The posters presented will change daily, ensuring a constant flow of delegate traffic through the area during the Conference.

Sponsorship includes:

- Opportunity to display one company banner in the Poster Gallery area (banner to be supplied by the sponsor and placed at the Organiser's discretion);
- Quarter-page mono advertisement in the Conference handbook (advertisement to be supplied by sponsor);
- Acknowledgement at the opening and closing functions;
- Acknowledgement, logo and company profile (50 words) in the Conference handbook and on the Conference website;
- One satchel insert.

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

Conference Handbook Sponsor (Exclusive)

\$8,000

The Conference handbook includes all general meeting and social information, along with the scientific program. This publication is a valuable reference tool used by delegates during and after the Conference.

The Conference Handbook Sponsor will receive the following entitlements:

- 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 Handbook (artwork to be supplied by sponsor);
- Acknowledgement at the opening and closing functions
- Recognition as the Conference Handbook Sponsor (with organisation logo) on the sponsor's page of the Conference website, including a hyperlink to your organisation's home page.

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 Managers.

Conference Satchel Sponsor (Exclusive)

\$6,000

A Conference satchel is distributed to Conference delegates onsite upon registration. Approximately 600-800 satchels will be produced and delegates will use the satchels 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:

- Company name and logo over-printed in one colour on the Conference satchel;
- Complimentary Conference registration for two delegates;
- Half-page mono advertisement in the Conference handbook (advertisement to be supplied by sponsor);
- One satchel insert*;
- Acknowledgement at the opening session and closing function;
- Recognition on the Conference website;
- Acknowledgement in the Conference handbook.

Please note that this package needs to be booked by Monday, 22 August 2011 to allow time for logo printing on the satchels.

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

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

Sponsorship Opportunities

Name Badge Sponsor (Sold)

\$3,000

Be front and centre by becoming the exclusive sponsor of the Conference name badge. All delegates are required to wear their name badge to gain entry into all sessions and the exhibition, providing you with an opportunity to gain exposure during the Conference.

The Conference Name Badge Sponsor will receive the following entitlements:

- Logo printed on all name badges alongside the APS logo;
- Acknowledgement as the name badge sponsor in the Conference handbook;
- Recognition as the name badge sponsor (with organisational logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.

Lanyard Sponsor (Sold)

\$3,000

Make your mark as the exclusive Conference lanyard sponsor representing one of the few opportunities to use after the Conference.

This is an opportunity to have your company logo printed onto lanyards by the Organisers, alongside the APS logo to gain great exposure.

The Conference Lanyard Sponsor will receive the following entitlements:

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

Note Pad & Pen Sponsor (Exclusive)

\$750 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:

- Note Pads or Pens, provided by the Sponsor, will be included in all delegates' satchels;
- Logo and company profile (50 words) as the Note Pad or Pen Sponsor in the Conference Handbook;
- Recognition as the Note Pad or Pen Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.

Lunch Breaks (Limit of one Sponsor per day)

\$5,500

Lunch breaks will be scheduled each day of the Conference. The lunch break is a great way of achieving organisational recognition. Delegates gather for lunch at the central serving points, located in the exhibition area.

Sponsorship includes:

- Naming rights to your selected lunch for one day of the Conference;
- Opportunity to address delegates for three minutes during the lunch break (lectern and microphone provided);
- Company signage within the catering area – to be provided by sponsoring organisation and placed at the Organisers discretion;
- Opportunity to provide self branded napkins, placemats and aprons (to be provided by the sponsor) and subject to venue approval;
- Acknowledgement at the opening and closing functions;
- Acknowledgement, logo and company profile (50 words) in the Conference handbook and on the Conference website;
- 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 (Limit of one Sponsor per break)

\$2,000 per break

Morning/Afternoon tea 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 and placed at the Organisers discretion.
- Opportunity to provide self branded napkins, placemats and aprons (to be provided by the sponsor and subject to venue approval);
- Acknowledgement, logo and company profile (50 words) in the Conference handbook and on the Conference website;
- 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 Conferences and Events Support Officer on (03) 8662 3300 or email conference@psychology.org.au to start the conversation.

Exhibition Packages

The exhibition will run for four days from Tuesday, 4 October – Friday, 7 October 2011 at the National Convention Centre Canberra. The exhibition will also be open for the duration of the Welcome Reception on Monday, 3 October 2011. The exhibition area will be central to Conference activities, with lunch, morning and afternoon tea served, and the Internet Café and scientific poster displays located within.

The exhibition will operate during the following times:

Monday, 3 October 2011	6pm – 8pm
Tuesday, 4 October 2011	9am – 5pm
Wednesday, 5 October 2011	9am – 5pm
Thursday, 6 October 2011	9am – 5pm
Friday, 7 October 2011	9am – 3pm

Constructed booths will be available in three sizes: small single (3m x 2m), large single (3m x 3m), and large double (6m x 3m).

The standard exhibition shell scheme package features:

- 3m x 2m, 3m x 3m or 6m x 3m space;
- White melamine infill panels with polished aluminium frame;
- The Octanorm stand system offers a unique clean white laminate and polished aluminium appearance (please note not Velcro compatible); walls are 2.44m high;
- Fascia – Polished aluminium fascia, 30cm deep;
- Signage – One company sign per stand, including stand number (maximum 30 letters);
- Lighting – 2 x 120 watt lights per stand up to 9m². Lights are mounted on the inside of the front fascia;
- Power – 1 x 4 amp power outlet per 9m².

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

- One complimentary transferable Conference registration per booth allowing access to Conference sessions;
- One exhibitor registration per day allowing access to the exhibition area and including satchel, morning tea, lunch and afternoon tea;
- Attendance at the Welcome Function for two booth attendants;
- Attendance at Farewell drinks for exhibitors;
- Opportunity to invite Clients to visit their booth (date and time to be confirmed by the Organiser);
- 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 profile to the Conference Managers at the same time as submitting their exhibition booking form in order to maximise exposure;
- 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);
- Access to the Internet Café.
- Access to scientific poster displays.

Exhibition Booths

Booth	Dimensions	Prices
Small Single	3m x 2m	\$1,500
Large Single	3m x 3m	\$2,000
Double	6m x 3m	\$3,250

Furniture is not included in the shell scheme package.

Contact details for Exhibit Systems are as seen below. Furniture hire is available through this supplier.

Exhibition/Build contact details:

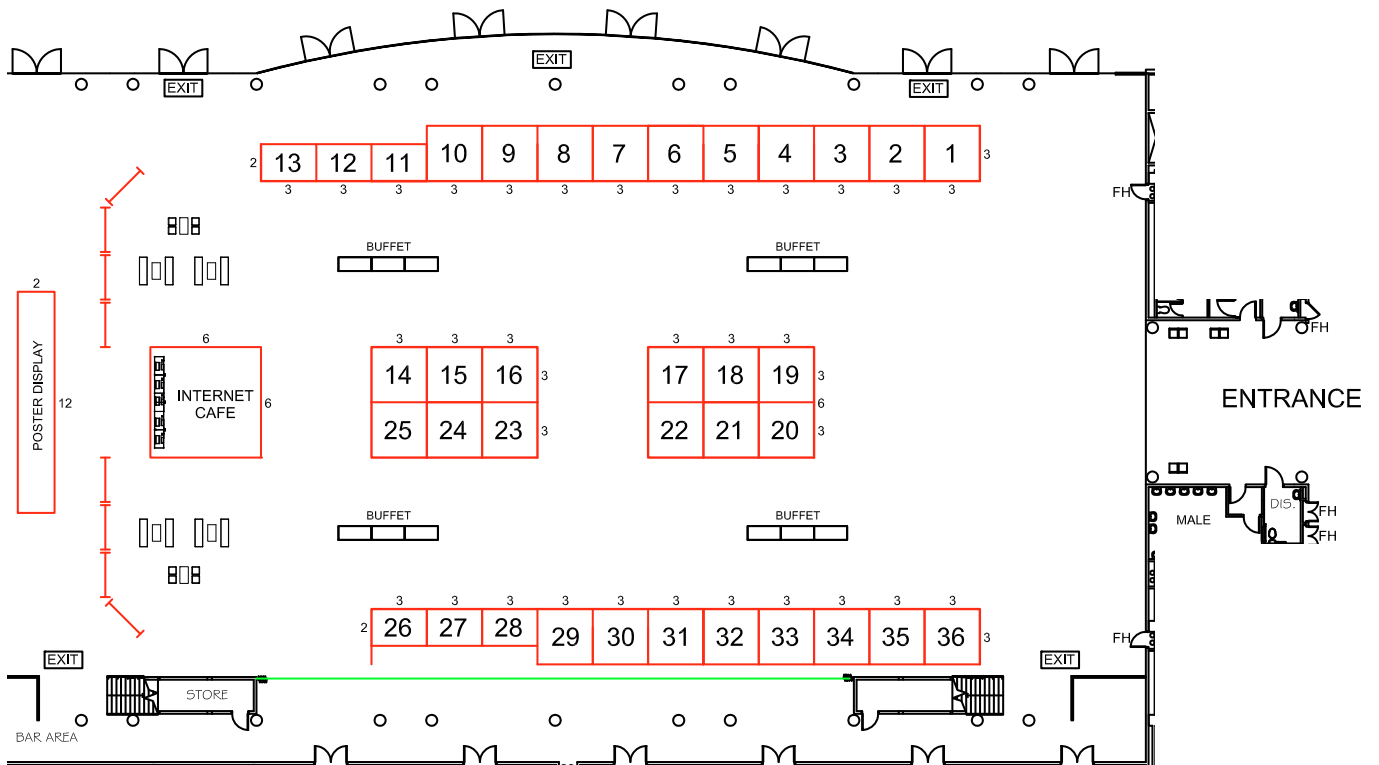
Exhibit Systems will construct the exhibition.

Infrastructure and furniture related enquires may be directed to:

Maya Ryan
 Exhibit Systems
 Sales and Marketing Co-ordinator
 +612 9982 5511
 0402 575 644
 mayar@exhibitsystems.com.au
 PO Box 709
 Brookvale NSW 2100
 Australia
 www.exhibitsystems.com.au

Exhibit Systems will contact all exhibitors in the lead-up to the Conference to confirm any additional booth requirements, including furniture hire required by exhibitors at the Conference.

Exhibition layout



The floor plan is displayed showing available stands for your reference. Exact location of the stands may vary slightly depending on the location of other essential facilities and overall booth bookings.

Exhibition Layout

Exhibitor Move In/Move Out Schedule

Monday 3 October 2011	3pm – 5pm
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Friday, 7 October 2011	3pm – 6pm
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Note: Dates and times printed in this prospectus are to be used as a guide only. Exact move in and move out times for exhibitors will be confirmed only if the above times alter.

Forwarding exhibition and satchel material

All exhibitors will be forwarded details regarding delivery of their goods to the National Convention Centre, Canberra after their booking and payment has been received and confirmed.

Exhibition Manual

An Exhibition Manual will be distributed to all Exhibitors approximately four to six weeks prior to the Exhibition. The manual will contain order forms required for your exhibition, and furniture requirements.

Tailor-made Custom Design and Accessory Hire

The company contracted to install the exhibiton (Exhibit Systems) is also available to assist with stand design and has a wide range of accessories for hire. Please contact Exhibit Systems (see page 16 for contact details) for further information.

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, prize winner, prize and how it is to be collected, to the Registration Desk by 12 noon Friday, 7 October 2011. Announcements will be made at the Conference Organisers 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 and will be removed by the Organisers.

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 is required. 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 with their booking form.

Accommodation

Exhibitors are able to book accommodation at the APS Conference hotels where competitive room rates have been negotiated. Further details are provided on the APS Conference website www.apsconference.com.au

Additional Staff Passes

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

Book your booth now

To secure a booth, please complete the booking form on page 23 and return it with your total payment. Please see page 20 for exhibition terms and conditions.

Please note: To make the most of your exhibition entitlements, we recommend that you book early.

All satchel inserts are subject to Conference Committee approval. A sample must be sent for approval by Monday, 22 August 2011. See page 19 for submission details.

Satchel Inserts

\$660

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 Organisers before printing, please email a sample copy to conference@psychology.org.au by Monday, 22 August 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 be inserted into all delegates satchels and will contain the extended Conference program, keynote biographies and venue information and is a valuable reference tool for delegates.

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

Please email artwork to APS Conferences and Events Support Officer conference@psychology.org.au no later than Monday, 22 August 2011 in order to meet print and delivery deadlines.

Book your advertising now!

Advertisement space sells quickly! Please complete the booking form on page 23 and return it with your total payment.

Mono Advertisements		
Size	Dimensions	Prices
Full Page	210 x 297 + 3mm	\$650
Half page	170mm x 120mm	\$425
Quarter page	80mm x 120mm	\$250

Colour Advertisements		
Size	Dimensions	Prices
Full Page Inside front cover	210 x 297 + 3mm	\$1200
Half page inside back cover	210 x 297 + 3mm	\$1200
Full page outside back cover	210 x 297 + 3mm	\$1450

*subject to availability

Terms & Conditions

Terms and Conditions

Terms and Conditions for Conference Exhibitors, Sponsors and Advertisers.

The Australian Psychological Society Limited is Organiser/ Conference Manager 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. 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 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, promotional material and branding 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 in writing.
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;
 - iii) a fee equivalent to 30% of the booth price will apply if the Organiser is able to re-let the booth;
 - iv) 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.
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.

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 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 & 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.
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.

It is strongly recommended that at the time you book your exhibition and/or sponsorship package and/or register and book your travel to attend the Conference that you take out an insurance policy of your choice. The policy should include loss of fees/deposit through cancellation of your participation at the Conference, or through cancellation of the Conference, loss of international/domestic air fares through cancellation for any reason, loss of tour monies through cancellation for any reason including airline or related services strikes within Australia, failure to utilise tours or pre booked arrangements due to airline delay, Force Majeure or any other reason, medical expenses (including sickness and accident cover), loss or damage to personal property, additional expenses and repatriation should travel arrangements have to be altered. The Conference Managers cannot take any responsibility for any participant failing to arrange their own insurance. This insurance is to be purchased in your country of origin.

Application for sponsorship, exhibition and advertising

Applications are strictly taken on a first-in, first served basis and must be made using the booking form on page 23.

Please ensure your application arrives early to secure your choice of sponsorship and/or exhibition location. Your booking should include your first, second, third and fourth stand(s) preferences.

Due to the popularity of this Conference, we anticipate the sponsorship and exhibition will sell out quickly. Upon receipt of your booking form, you will receive written confirmation and a tax invoice. Note that full payment is required in seven days in order to secure your booking.

If you are interested in any of the sponsorship, exhibition or advertising opportunities, please contact the APS Conferences and Events Support Officer:

Telephone: +61 3 8662 3300
Facsimile: +61 3 9663 6177
Email: conference@psychology.org.au
Web: www.apsconference.com.au

Private Functions

It is requested that you advise the Conference Managers of any private/corporate functions in advance that might be planned outside of the official program.

Sponsorship, exhibition and advertising:

Booking Form

46th APS Annual Conference

The Australian Psychological Society Ltd. ABN 23 000 543 788

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: (please tick)

- | | | | | | |
|--------------------------|----------------------------------|----------|--------------------------|----------------------|-------------------------------|
| <input type="checkbox"/> | Platinum | \$18,000 | <input type="checkbox"/> | Poster Gallery | \$4,000 |
| <input type="checkbox"/> | Gold | \$15,000 | <input type="checkbox"/> | Conference Handbook | \$8,000 |
| <input type="checkbox"/> | Silver | \$10,000 | <input type="checkbox"/> | Conference Satchel | \$6,000 |
| <input type="checkbox"/> | Bronze (Conference dinner) | \$8,000 | <input type="checkbox"/> | Name Badge | \$3,000 (Sold) |
| <input type="checkbox"/> | Welcome Reception | \$5,500 | <input type="checkbox"/> | Lanyard | \$3,000 (Sold) |
| <input type="checkbox"/> | Networking Dinner | \$5,000 | <input type="checkbox"/> | Note Pad | \$750 |
| <input type="checkbox"/> | Farewell Drinks | \$4,000 | <input type="checkbox"/> | Pen | \$750 |
| <input type="checkbox"/> | Keynote Speaker | \$5,000 | <input type="checkbox"/> | Lunch Break | \$5,500 per day Day(s): _____ |
| <input type="checkbox"/> | Speaker Name _____ | | <input type="checkbox"/> | Morning Tea Breaks | \$2,000 per day Day(s): _____ |
| <input type="checkbox"/> | Symposium | \$2,500 | <input type="checkbox"/> | Afternoon Tea Breaks | \$2,000 per day Day(s): _____ |
| <input type="checkbox"/> | Date _____ Time _____ | | | | |
| <input type="checkbox"/> | Conference Connectivity Provider | POA | | | |

Exhibition Booths

- Small Single (3m x 2m) \$1,500 Large Single (3m x 3m) \$ 2,000 Double (6mx3m) \$3,250

Booth Preferences 1. _____ 2. _____ 3. _____ 4. _____

Advertising

Mono

- Full page @ \$650 Half page (horizontal) @ \$425 Quarter page (vertical) @ \$250

Colour

- Full page inside front cover @ \$1,200, Full page inside back cover @ \$1,200
 *Full page outside back cover @ \$1,450 (*Subject to Conference Handbook sponsorship not being sold)

Satchel inserts

- \$660 (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 Owing: \$ _____

- 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:
 Conferences and Events Support Officer
 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



46 APS ANNUAL CONFERENCE CANBERRA

4 – 8 October 2011 National Convention Centre

The
Australian
Psychological
Society Ltd

