

SMHR 2017 Sponsorship Prospectus

We are delighted to invite your sponsorship and support for the Society for Mental Health Research (SMHR) Conference 2017. The SMHR 2017 Conference will be held from 6-8 December 2017 at the Hyatt Hotel, Canberra, Australia.

This year's Conference theme is **'From Discovery to Translation'**, which encapsulates the breadth of mental health and psychiatry research, from the sub-cellular to translation and implementation science, across the spectrum of mental disorders.

The Conference is an unrivalled platform for mental health researchers and clinicians to engage in lively clinical and scientific exchanges. This is supported by a comprehensive Conference program that includes international and national keynote and plenary speakers in addition to being a meeting and showplace for tomorrow's mental health leaders. The Conference provides a range of informative sessions and pre-Conference workshops, to attract an audience from across Australia and the region. As a sponsor and/or exhibitor you will have the opportunity to engage in face to face marketing with SMHR delegates over the duration of the meeting and substantial branding is offered into this niche market to all companies or institutions who support this meeting.

This document details a range of opportunities for your consideration. We are happy to discuss these options to ensure your engagement is mutually beneficial.

Thank you for your consideration and we look forward to welcoming you to the Society for Mental Health (SMHR) Conference 2017.

Dr Alison Calear

Co-Convenor, SMHR 2017

Associate Professor Philip Batterham

Co-Convenor, SMHR 2017

Professor Patrick McGorry AO

SMHR President

ABOUT THE CONFERENCE

The Society for Mental Health Research (SMHR) 2017 Annual Conference is the principal research meeting for psychiatric and mental health research in Australia and New Zealand, attracting researchers and a wide range of clinicians including psychiatrists, psychologists, and public health professionals. The areas of research cover basic neurosciences, pharmaceutical and psychosocial clinical interventions, consumer research, translation into policy and practice, as well as health services and public health research. The Conference is concerned with the full range of mental disorders across the lifespan.

HOST ORGANISATION – SMHR (www.smhr.org.au)

The Society for Mental Health Research (SMHR) is the national peak body for psychiatric and mental health research in Australia and New Zealand. The society has over 300 researchers as professional members. This includes researchers from the whole range of disciplines involved in mental health research - psychiatrists, psychologists and allied health disciplines, statisticians, epidemiologists, neuroscientists, geneticists, social scientists, mental health nurses and health economists - and provides them with an opportunity to come together to report on their most recent work, to stay abreast of developments in their own and related fields, to strengthen existing collaborations and to develop new ones.

In 2014-2015, SMHR has been the sole partner with the ABC for the National Mental As... campaign, raising close to \$2 million for mental health research. This partnership has substantially raised the profile of SMHR.

MEDICINES AUSTRALIA CODE OF CONDUCT

All sponsorship packages have been designed to comply with the Medicines Australia Code of Conduct. Sponsorship funds are allocated to Conference costs, e.g., speakers, program, equipment and audiovisual. The delegate registration fee covers education, entertainment and social functions.



CONFERENCE VENUE



Hyatt Hotel Canberra

120 Commonwealth Avenue
Canberra, Australian Capital Territory, 2600

The Hyatt Hotel is located in the heart of Canberra. Located on Commonwealth Avenue, it is in close proximity to the picturesque Lake Burley Griffin, Parliament House, the National Library of Australia and a number of other significant public institutions in Canberra.

The Hyatt Hotel is a 5-star hotel, and is a premier venue for Conference events. It has 10 function spaces, including an elegant Art Deco Atrium, and a number of indoor and outdoor meeting spaces.

WHO WILL ATTEND?

It is expected that the SMHR 2017 Conference will attract approximately 300-350 delegates from academia and both the public and private health sectors in Australia and New Zealand including:

- Psychiatric opinion leaders
- Psychiatrists
- Psychologists
- Researchers
- Neuroscientists
- Clinical educators
- Nurses
- Students
- Policy makers
- Consumers
- Carers
- Exercise physiologists
- Dieticians
- Other professionals in the field of psychiatric research

WHY SPONSOR/EXHIBIT?

- Promote and showcase your services and products to your target market
- Direct sales and creation of sales leads
- Maintain and generate new client relationships
- Build your brand's awareness
- Face-to-face meeting opportunities with normally difficult-to-capture and market-to delegates
- Limited trade displays offering exclusivity.

PROMOTION OF THE CONFERENCE

The Conference will be advertised extensively throughout Australia and New Zealand and promotion will include:

- Direct marketing of the Conference via announcements through our profession membership mailing list
- SMHR website - providing updated information, promotion of the Conference and acknowledgement of sponsors
- Promotion through industry networks
- Promotion through our SMHR Facebook page (2,603 Likes and growing), Twitter Feed (1,616 Followers and growing), and our direct email list of previous donors to SMHR (2,600 members and growing).

Our goal is to acknowledge your support of the Conference at every possible opportunity.

CONFERENCE PROGRAM

The Conference Program will include:

- Keynote and Invited Addresses
- Symposia Sessions
- Concurrent Sessions
- Pre-Conference Workshops
- Welcome Reception
- Conference Dinner
- Trade Display
- Poster Presentations.

Tuesday 5 December	Pre-Conference Workshops (University of Canberra)
Wednesday 6 December	Day One Conference Program & Welcome Reception
Thursday 7 December	Day Two Conference Program & Conference Dinner
Friday 8 December	Day Three Conference Program & Closing Session

SPONSORSHIP OPPORTUNITIES

A range of sponsorship opportunities are detailed to enable your organisation to make a significant contribution towards the overall success of the event whilst enjoying strong branding and exposure in a focused, professional learning environment. Packages and commitment levels vary and can be tailored to suit your marketing strategies. Whatever your business, the SMHR 2017 Conference has a package that will help you meet your marketing objectives.

TRADE DISPLAY TABLE (exhibition)

An intimate exhibition will be held in conjunction with the Conference. A limited number of trade display table opportunities are available, catering for the duration of the Conference and located in the main common area to maximise exposure.

Sponsorship Package Summary

Opportunity	Cost	Page
Major Sponsor	\$12,500 inc GST	7
Keynote Session Sponsor	\$10,000 inc GST	8
Scientific Program Sponsor	\$5,500 inc GST	9
Clinical Sponsor	\$3,500 inc GST	9
Conference App Sponsor	\$5,000 inc GST	10
Name Badge & Lanyard Sponsor	\$3,000 inc GST	12
Conference Dinner Sponsor	\$12,000 inc GST	13
Welcome Reception Sponsor	\$5,000 inc GST	14
Daily Catering Sponsor	\$3,500 inc GST	15
SMHR Annual Awards to Esteemed SMHR Researchers	\$2,000 - \$5,000 inc GST	16
Travel scholarships for early career SMHR researchers	\$1,000 inc GST	17
SMHR Annual Best Presentation and Best Poster Awards to SMHR Researchers	\$500 inc GST	18
Trade Table Display	\$2,500 inc GST	19
Early Career Researcher Event Sponsor	\$1,500 inc GST	19

SPONSORSHIP PACKAGES

MAJOR SPONSOR | \$12,500 (inc GST) – limited to three opportunities

Entitlements Include:

Registration

- Two (2) full Conference registrations which includes two (2) tickets to the Welcome Reception and two (2) tickets to the Conference Dinner

Branding & Promotion

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as Major Sponsor on the Conference App Your company logo and acknowledgement as Major Sponsor on our Facebook site, Twitter feed, professional member and donor email newsletters
- Recognition as Major Sponsor on sponsor acknowledgement signage
- Sponsorship to be included on the Conference App
- Verbal acknowledgement at opening plenary and at other appropriate opportunities throughout the Conference
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to have a trade display table within the main catering/common area
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A delegate list one (1) week prior to the commencement of the Conference in PDF format*.
**delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

KEYNOTE SESSION SPONSOR | \$10,000 (inc GST) – limited opportunities

Entitlements Include:

Registration

- One (1) full Conference registration which includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner

Branding & Promotion

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as a Keynote Session Sponsor on the Conference App
- Your company logo and acknowledgement as Keynote Session Sponsor on our Facebook site, Twitter feed, professional member and donor email newsletters
- Recognition as Keynote Session Sponsor on sponsor acknowledgement signage
- Opportunity to display corporate signage (supplied by Sponsor) during the presentation
- Company logo on PowerPoint slide in nominated session
- Verbal acknowledgement in nominated session
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A delegate list one (1) week prior to the commencement of the Conference in PDF format*.
**delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

SCIENTIFIC PROGRAM SPONSOR | \$5,500 (inc GST) – *limited opportunities*

Entitlements Include:

Registration

- One (1) full Conference registration which includes one (1) ticket to the Welcome Reception and one (1) ticket to the Conference Dinner

Branding & Promotion

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as Scientific Program Sponsor on the Conference App
- Your company logo and acknowledgement as Scientific Program Sponsor on our Facebook site, Twitter feed
- Recognition as Scientific Program Sponsor on sponsor acknowledgement signage
- Verbal acknowledgement within the Conference Opening
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A delegate list one (1) week prior to the commencement of the Conference in PDF format*.
**delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

CLINICAL SPONSOR | \$3,500 (inc GST) – *limited opportunities*

This opportunity is for potential clinical Sponsors, including Non-Government Organisations, Health Departments, and other Service Provider Agencies.

Entitlements Include:

Registration

- Two (2) full Conference registrations which include two (2) tickets to the Welcome Reception

Trade Display Table:

- One (1) clothed trestle table and two chairs with a power outlet
- You are asked to provide one pull up banner to sit beside your trestle table
- Logo and acknowledgement on website with preferred URL
- Logo and acknowledgement on the Conference App
- Your company logo and acknowledgement as providing a Trade Display on our Facebook site, Twitter feed.

CONFERENCE APP SPONSOR | \$ 7,000 (inc GST) – exclusive opportunity

The Conference App will be the key information hub for the Conference and will include the program, speaker profiles, sponsor and exhibitor information and interactive delegate attendance tool.

Entitlements Include:

Registration

- One (1) full Conference registration which includes one (1) ticket to the Welcome Reception

Branding & Promotion

- Your company logo featured alongside the Conference logo throughout the Conference app
- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as Conference App Sponsor on the Conference App
- Your company logo and acknowledgement as Conference App Sponsor on our Facebook site, Twitter feed
- Recognition as Conference App Sponsor on sponsor acknowledgement signage
- One push notification per day to be sent to the delegation (limitation on characters)
- Five (5) 20 second text adverts to appear at the top of the delegate news feed per day
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- A delegate list one (1) week prior to the commencement of the Conference in PDF format*.
**delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

NAME BADGE & LANYARD SPONSOR | \$3,000 (inc GST) –exclusive opportunity

Entitlements Include:

Registration

- One (1) full Conference registration which includes one (1) ticket to the Welcome Reception

Branding & Promotion

- Your company logo printed one colour on the official Conference Lanyard and Name Badge
- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as Name Badge & Lanyard Sponsor on the Conference App
- Your company logo and acknowledgement as Name Badge and Lanyard Sponsor on our Facebook site, Twitter feed
- Recognition as Name Badge & Lanyard Sponsor on sponsor acknowledgement signage
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- A delegate list one (1) week prior to the commencement of the Conference in PDF format*.
**delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

NB: Lanyards to be provided by the sponsor. Conditions will apply (e.g., lanyard specifications [size etc] to be provided by the Conference organisers and delivery will be required 30 days prior to the Conference).

SOCIAL PROGRAM SPONSOR | \$8,000 (inc GST) – exclusive opportunity

Become the official sponsor of both the Welcome Reception and Conference Dinner

Entitlements Include:

Registration

- Two (2) full Conference registrations which includes two (2) tickets to the Welcome Reception and two (2) tickets to the Conference Dinner

Branding & Promotion

- Naming rights to the Welcome Reception and Conference Dinner
- Verbal acknowledgement at beginning of the Welcome Reception and Conference Dinner
- Opportunity to make a 3-minute address to delegates at a nominated time at the Welcome Reception
- Logo featured on the Conference Dinner Menu
- Opportunity to make a 3-minute address to delegates at the commencement of the Conference Dinner
- Opportunity to display corporate signage (supplied by sponsor) during the Welcome Reception and Conference Dinner
- Opportunity to have a trade display table within the main catering/common area
- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as the Social Program Sponsor on the Conference App
- Your company logo and acknowledgement as Social Program Sponsor on our Facebook site, Twitter feed, professional member and donor email newsletters
- Recognition as Social Program Sponsor on sponsor acknowledgement signage
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Opportunity to provide one (1) piece of promotional material on the Community table located within the main catering area
- A delegate list one (1) week prior to the commencement of the Conference in PDF format*.
**delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

DAILY CATERING SPONSOR | \$3,500 (inc GST) – three opportunities available

Your company can sponsor all catering breaks for the duration of ONE DAY the Conference.

Entitlements Include:

Registration

- One (1) full Conference registration which includes one (1) ticket to the Welcome Reception

Branding & Promotion

- Your company logo printed in full colour and placed in A4 Perspex frames visible on catering stations as the Daily Catering Sponsor on your nominated day
- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as Daily Catering Sponsor on the Conference App
- Your company logo and acknowledgement as Daily Catering Sponsor on our Facebook site, Twitter feed
- Recognition as Daily Catering Sponsor on sponsor acknowledgement signage
- Opportunity to provide three (3) pull up banners in the catering area
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- A delegate list one (1) week prior to the commencement of the Conference in PDF format*.
**delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

SMHR ANNUAL AWARDS TO ESTEEMED SMHR RESEARCHERS | \$2,000-\$5,000 (inc GST) – limited opportunities

This opportunity is to recognise outstanding members of the SMHR research community via the following honours/awards:

- **SMHR Founders Medal:** This award was named in honour of the four founders of SMHR: Professors Scott Henderson, Issy Pilowsky, Graham Burrows and Peter Beaumont. The medal is awarded to persons who, over their entire careers, have made a contribution of significance to psychiatric research. A plaque and medal is awarded to the winner, who will deliver a presentation at the 2017 Conference. **\$2,000 (inc GST)** is provided to the winner to facilitate Conference attendance
- **SMHR Oration Award:** This Oration is given at each Conference by a member of SMHR who is prominent or rising to prominence in the Australian and New Zealand psychiatric research community. The award includes a certificate, \$3,000 towards the awardees' research and all Conference expenses paid (travel, accommodation and registration) to the value of \$2,000 (**\$5,000 (inc GST) in total**). The award winner will deliver an oration at the 2017 Conference
- **SMHR Rising Star Award:** The SMHR Rising Star Award is intended for SMHR researchers whose work is beginning to make a significant impact on the national and international scene, reflecting either scientific excellence or public impact (or both) - the "rising stars" in mental health research. These researchers are at least 2 years, but no more than 7 years post-PhD confirmation. A certificate and **\$1,000 (inc GST)** is awarded to the successful applicant
- **SMHR Early Career Scholar Award:** This award is for a researcher early in their career to enable attendance at the 2017 SMHR Conference. Nominees are at an early stage of their research career and no more than 2 years post-PhD confirmation. A certificate and **\$1,000 (inc GST)** is awarded to the successful applicant.

The SMHR Executive committee will call for nominations from SMHR members for each of these awards. The Executive will assess the nominations and vote on who the recipient will be based on scientific achievements and standing in the field (relative to opportunity).

Entitlements Include:

Registration

- One (1) full Conference registration which include one (1) ticket to the Welcome Reception for sponsorships of \$2,000 and above

Entitlements Include:

- Your company logo and acknowledgement as the relevant Award Sponsor on the Conference website, SMHR website, and related Award documentation
- Naming/branding rights to the Award you sponsor
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Presentation of relevant Award to awardee at Awards session on the last day of the Conference, and, where relevant, for the presentation during the Conference associated with the award
- Option to have awardee present at your institution/organisation on their research

- Your company logo and URL hyperlinked on the official Conference website.

TRAVEL SCHOLARSHIPS FOR EARLY CAREER SMHR RESEARCHERS | \$1,000 (inc GST) each

This opportunity is to enable PhD students or early career researchers, within 5 years of PhD confirmation, to attend and present at the SMHR 2017 Conference. The selection of successful awardees will be made by the SMHR 2017 local organising committee, or if desired, the sponsor can identify a theme/category of presentation to support.

Entitlements Include:

Registration

- One (1) full Conference registrations which include one (1) ticket to the Welcome Reception for sponsorships of \$2,000 and above

Entitlements Include:

- Your company logo and acknowledgement as Travel Scholarship Sponsor on the Conference App
- Naming/branding rights to the Travel Scholarship you sponsor
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Presentation of travel scholarship award to awardee at Awards session on the last day of the Conference
- Option to have awardee present at your institution/organisation on their research
- Your company logo and URL hyperlinked on the official Conference website.

SMHR ANNUAL BEST PRESENTATION AND BEST POSTER AWARDS TO SMHR RESEARCHERS | \$500 (inc GST) – limited opportunities

These awards are made at each SMHR Conference for a variety of categories of oral and poster presentations. The following awards will be available at the 2017 SMHR Conference. If there are joint winners for one award, the amount will be split evenly between the winners:

- Best SMHR Debut presentation – certificate and **\$500 (inc GST)**
- Best SMHR Debut poster – certificate and **\$500 (inc GST)**
- Best Early Career Researcher oral presentation – certificate and **\$500 (inc GST)**
- Best Early Career Researcher poster – certificate and **\$500 (inc GST)**
- Best poster – overall – certificate and **\$500 (inc GST)**

The SMHR Local Organising Committee will call for nominations from SMHR members for each of these awards, which will be judged throughout the Conference.

Entitlements Include:

- Your company logo and acknowledgement as the relevant Award Sponsor on the Conference App, SMHR website, and related Award documentation
- Naming/branding rights to the Award you sponsor
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- Presentation of relevant Award to awardee at Awards session on the last day of the Conference, and, where relevant, for the presentation during the Conference associated with the award
- Option to have awardee present at your institution/organisation on their research
- Your company logo and URL hyperlinked on the official Conference website.

TRADE DISPLAY TABLE | \$2,500 (inc GST) – limited opportunities

Entitlements Include:

Registration

- One (1) full Conference registration which includes one (1) ticket to the Welcome Reception

Trade Display Table:

- One (1) clothed trestle table and two chairs with a power outlet
- You are asked to provide one pull up banner to sit beside your trestle table
- Logo and acknowledgement on website with preferred URL
- Logo and acknowledgement on the Conference App
- Your company logo and acknowledgement as providing a Trade Display on our Facebook site, Twitter feed.

EARLY CAREER RESEARCHER EVENT SPONSOR | \$2,000 (inc GST) – exclusive opportunity

Your company can sponsor the Early Career Researcher (ECR) event.

Entitlements Include:

Registration

- One (1) full Conference registration which includes one (1) ticket to the Welcome Reception

Branding & Promotion

- Your company logo and URL hyperlinked on the official Conference website
- Your company logo and acknowledgement as Early Career Researcher Event Sponsor on the Conference App
- Your company logo and acknowledgement as Early Career Researcher Event Sponsor on our Facebook site, Twitter feed
- Recognition as Conference Early Career Researcher Event Sponsor on sponsor acknowledgement signage
- Company logo and acknowledgement on sponsorship PowerPoint presentation shown in all session rooms throughout the duration of the Conference
- A delegate list one (1) week prior to the commencement of the Conference in PDF format*.
**delegate list to include title, first name, last name, organisation, state and country only and subject to Privacy Laws*

CONTACT DETAILS AND HOW TO BOOK:

If you are interested in any sponsorship opportunities at SMHR 2017, please contact:

Helen McGowan
Sponsorship and Exhibition Manager
Society Mental Health Research (SMHR) 2017 Conference Office:

WALDRONSMITH Management



We bring people together and your conference to life

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