SPONSORSHIP PROSPECTUS
BE **UNITED IN ACTION** WITH US TO PREVENT SUICIDE

Demonstrate your commitment to reducing Australia’s high rate of suicide by supporting people researching and working in suicide prevention, and people with lived experience, to come together for three days of knowledge sharing, networking and united action against suicide.

Suicide is a priority public health concern for all Australians. In 2017, 3,128 people died by suicide; our loved ones, colleagues and peers. Australia’s preliminary standardised suicide rate is now about two points higher than the global average, at 12.6 deaths per 100,000 people. We need national action on suicide prevention now. Will you join us?

Helping to fund the National Suicide Prevention Conference 2019 is a great way to provide practical support. You’ll be making a difference by enabling people researching suicide prevention to share their latest insights directly with people working on the frontline. Effectively translating new Australian suicide prevention research into on the ground programs and services will help save lives.

Having researchers, program and service providers, people with lived experience, policymakers and change-makers come together, provides a raft of opportunities to ‘connect the dots’ between policy, research, service delivery and experience. I can’t wait to see what new collaborations, partnerships and friendships arise as a result.

Of course none of this can happen without your support. Suicide Prevention Australia relies on organisations like yours to contribute to our shared vision of a world without suicide. By sponsoring the Conference you’ll be part of a community of Australians demonstrating their willingness to make a difference.

To find out more about the benefits of Conference sponsorship, we’ve prepared this Prospectus. We’re mindful to provide all sponsors with a demonstrable return on your investment, in order to make sponsoring the National Suicide Prevention Conference 2019 a sound business decision too.

I hope you’ll join us and be United in Action against suicide.

Best,

Nieves Murray
CEO, Suicide Prevention Australia

The National Suicide Prevention Conference (NSPC) is an annual opportunity for people researching and working in suicide prevention, and people with lived experience of suicide, to come together and unite in action to drive down Australia’s high rate of suicide.

The Conference provides a platform for people to exchange knowledge and ideas, make new connections, and align in purpose, while embracing diversity.

The theme of NSPC 2019 is **United in Action**.

The Conference Program will showcase continual, evidence-based improvement, with bold ideas and community-led innovations. Delegates will be inspired to move forward together; with confidence, hope and commitment.
WHY BECOME A SPONSOR OR EXHIBITOR?

Delegates want to meet you and learn about your services.

All 600+ delegates attend to expand their knowledge and networks. This is an invaluable opportunity to speak face to face with individuals from all across Australia who are actively engaged in suicide prevention. From diverse backgrounds, every delegate seeks to take pertinent information and knowledge from the Conference back to their local communities.

Benefits

- Ensure your organisation stands out and is recognised as an active contributor to suicide prevention in Australia
- Highlight to your customers, clients, employees and constituents your commitment to community and corporate social responsibility
- Demonstrate leadership in social impact investment
- Take advantage of key opportunities to build new – and develop existing – partnerships, relationships and customer and user bases
- Network with industry leaders, academics and Conference speakers
- Improve your brand recognition, corporate or organisational image and public perception by working closely alongside SPA and its Members
- Be included within extensive media and industry coverage of the NSPC
- Receive ongoing publicity and promotion via professional association with the NSPC

Sponsors and Exhibitors from the 2018 National Suicide Prevention Conference provided feedback that the Conference:

“...raised our profile nationally”
“...raised awareness of how our organisation can add value to other services”
“...provided an opportunity to showcase our innovative services, build connections and start conversations with other organisations and individuals wanting to get involved”
“...Increased understanding of our service”
“...created an opportunity for us to share projects & events to help start conversations with people”
“...helped increase awareness of our programs and connect us with others we can partner with”
“...helped to promote our work and provided our members with a sense of pride in what they are achieving”
SPONSORSHIP PACKAGES AND OPPORTUNITIES

The NSPC is extensively promoted throughout Australia:

- Directly to Primary Health Networks
- Through email communication of Conference announcements
- With promotion and links from other related websites and sector newsletters
- On social media channels
- On the dedicated Conference website, where sponsors are acknowledged
- At other sector-related Conferences and meetings.

Sponsorship Opportunities

This Prospectus outlines a wide range of opportunities for your organisation to be associated with the 2019 National Suicide Prevention Conference. However you choose to be involved, alignment with the NSPC offers an unparalleled opportunity to raise your organisational profile and demonstrate your support of the sector.

Sponsorship and exhibition packages will be secured by receipt of a completed booking form and 50% deposit on a ‘first-come, first-served’ basis.

**Individually tailored Packages**
To discuss individual requirements, please contact amandab@suicidepreventionaust.org

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PRINCIPAL
SOLD OUT

Benefits Include:

Six full Conference registrations, including tickets to the Networking Reception and Conference Dinner

20% discount on any additional full Conference registrations purchased

Two exhibition booths or, if preferred, tabletop displays

40% discount on purchase of additional exhibition booths and tabletop displays

Presentation in the opening session of the Conference

Organisation banner (to be supplied by sponsor) prominently displayed on the stage during the Conference (type and size of banner to be determined by Conference Secretariat)

Organisation logo on sponsor signage at the Conference venue

Organisation logo on PowerPoint holding slide on screens prior to sessions

Organisation logo on inside cover of the printable Conference program viewable and downloadable from the NSPC App, with PDF version emailed to all delegates in advance of the Conference

Organisation logo, 300-word profile and website link on NSPC website

Organisation logo and 300-word profile on NSPC App

Two collateral items included within delegate bag

List of all registered delegates provided to sponsor at conclusion of the Conference, subject to Privacy Act conditions
GOLD

$30,000 +GST

Benefits Include:

- Four full Conference registrations, including tickets to the Networking Reception and Conference Dinner
- 15% discount on any additional full Conference registrations purchased
- One exhibition booth or, if preferred, tabletop display
- 25% discount on purchase of additional exhibition booths and tabletop displays
- Acknowledgement in the opening session of the Conference
- Organisation logo (to be supplied by sponsor) prominently displayed on the stage during the Conference (type and size of banner to be determined by Conference Secretariat)
- Organisation logo on sponsor signage at the Conference venue
- Organisation logo on PowerPoint holding slide on screens prior to sessions
- Organisation logo on inside cover of the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo, 300-word profile and website link on NSPC website
- Organisation logo and 300-word profile on NSPC App
- Two collateral items included within delegate bag
- List of all registered delegates provided to sponsor at conclusion of the Conference, subject to Privacy Act conditions

“...helped attract delegates to our booth so we could discuss our programs”
**SILVER**

$20,000 + GST

**Benefits Include:**

- Two full Conference registrations, including tickets to the Networking Reception and Conference Dinner
- Two additional Conference Dinner tickets
- 10% discount on up to three additional full Conference registrations purchased
- 25% discount on purchase of an exhibition booth or tabletop display
- Organisation logo on sponsor signage at the Conference venue
- Organisation logo on PowerPoint holding slide on screens prior to sessions
- Organisation logo on inside cover of the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo, 100-word profile and website link on NSPC website
- Organisation logo and 100-word profile on NSPC App
- One collateral item included within delegate bag

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**BRONZE**

$15,000 + GST

**Benefits Include:**

- One full Conference registration, including a ticket to both the Networking Reception and Conference Dinner
- 10% discount on up to two additional full Conference registrations purchased
- Organisation logo on sponsor signage at the Conference venue
- Organisation logo on PowerPoint holding slide on screens prior to sessions
- Organisation logo on inside cover of the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo, 50-word profile and website link on NSPC website
- Organisation logo and 50-word profile on NSPC App
- One collateral item included within delegate bag

…”provided a great opportunity to share our resources and hear the stories of the valuable work others were doing”
## CONFERENCE DINNER

$15,000 + GST

**Benefits Include:**

- One full Conference registration, including tickets to the Networking Reception and Conference Dinner
- Three additional tickets to the Conference Dinner
- Organisation banner (to be supplied by sponsor) prominently displayed during the Conference Dinner (type and size of banner to be determined by the Conference Secretariat)
- Organisation logo and website link on NSPC website

| Organisation logo on NSPC App |
| Organisation logo on sponsor signage at the Conference venue |
| Organisation logo on inside cover of the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference |
| One collateral item included within delegate bag |
LiFE AWARDS SPONSORSHIP OPPORTUNITIES

Presented at the National Suicide Prevention Conference, the annual LiFE Awards recognise excellence in suicide prevention. This prestigious national event attracts nominations from all areas with an interest in suicide prevention from all over Australia, including business, industry, media, community, government, youth, research and medicine. Every year we are overwhelmed with the number of quality nominations received that showcase the exciting, innovative and diverse range of work being undertaken within the field.

Nominees typically range from mainstream programs to local ‘grassroots’ organisations and dedicated individuals. The awards celebrate the commitment and energy of the nominees and their vital contribution to the reduction of suicide within our communities.
LiFE AWARDS
SOLD OUT

Benefits Include:

Association rights for the 2019 LiFE Awards

One full Conference registration, including tickets to the Networking Reception and Conference Dinner

Three additional tickets to the Conference Dinner

Organisation banner (to be supplied by sponsor) prominently displayed during the LiFE Awards (type and size of banner to be determined by the Conference Secretariat)

Organisation logo on NSPC App

Organisation logo and website link on NSPC website

Organisation logo on sponsor signage at the Conference venue

Organisation logo on inside cover of the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference

One collateral item included within delegate bag

Speaking Opportunity

INDIVIDUAL LiFE AWARD

$2,000 + GST

Benefits Include:

Exclusive sponsorship of the nominated LiFE Award

Organisational representative to announce award winner

Organisation logo and website link on NSPC website and App

Organisation logo on PowerPoint holding slide on screen when award is being presented
BARISTA COFFEE CART

SOLD OUT

Everyone loves a real, barista-made coffee.

Set in a prominent position at the Conference venue and operational throughout morning tea and lunch breaks, the Coffee Cart is an ideal way to ensure your brand is recognised and appreciated by grateful Conference delegates.

In 2018, the Coffee Cart was the single most appreciated and commented-upon offering, with the sponsor receiving extremely positive unprompted brand recall.

Benefits Include:

- Opportunity to brand the Coffee Cart and surrounding area (e.g. cups, signs, or table cloths to be supplied by the sponsor)
- Opportunity to provide barista apparel (e.g. apron, cap or t-shirt to be supplied by the sponsor and approved by the event organisers and the venue)
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo, 50-word profile and website link on NSPC website
- Organisation logo on NSPC App
- One collateral item included within delegate bag
- List of all registered delegates provided to sponsor at conclusion of the Conference, subject to Privacy Act conditions

“…networking, exposure and promotion of service”
NETWORKING RECEPTION

$10,000 +GST

A perfect opportunity to network in a relaxed social environment, the Networking Reception opens the door for all delegates to mingle with one another, get to know others dedicated to working in the field, or become re-acquainted with colleagues met at previous Conferences.

Benefits Include:

Exclusive sponsorship of the Networking Reception
One full Conference registration, including a ticket to the Conference Dinner
Four complimentary Networking Reception tickets
Organisation logo on Networking Reception tickets
Organisation banner (to be supplied by sponsor) prominently displayed during the Networking Reception (type and size of banner to be determined by the Conference Secretariat)

Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
Organisation logo and website link on Conference website
Organisation logo on NSPC App
One collateral item included within delegate bag
CONCURRENT SESSION STREAM

$8,000 +GST

Benefits Include:

- Organisation banner displayed during sponsored session (type and size of banner to be determined by the Conference Secretariat)
- Opportunity to chair the session
- Organisation logo on PowerPoint holding slide on screen prior to sponsored session
- Organisation logo and website link on Conference website
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo and acknowledgement in printable Conference program alongside session
- Organisation logo on NSPC App
- One collateral item included within delegate bag

KEYNOTE SPEAKER

$6,500 +GST

Benefits Include:

- One full Conference registration including tickets to the Networking Reception and Conference Dinner
- Conference dinner seating placement with the sponsored keynote speaker
- Opportunity to give vote of thanks to sponsored keynote speaker
- Organisation logo and website link on NSPC website
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation banner displayed during sponsored session (type and size of banner to be determined by the Conference Secretariat)
- Organisation logo on NSPC App
- Collateral item included within delegate bag
QUIET ROOM

$7,000 + GST

Personal wellbeing is essential at any event, so we take our duty of care seriously by providing counsellors and a counselling space, as well as a “chill out” Quiet Room for people to take a break from the hustle and bustle of the Conference. Both counselling and Quiet Room spaces are well-used throughout the Conference by people needing a time out or a check in with a qualified, professional counsellor.

Benefits Include:

- Exclusive sponsorship of the Quiet Room
- Opportunity for promotional product placement within the Quiet Room (subject to committee approval)
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo and website link on NSPC website
- Organisation logo on NSPC App
- Organisation pull-up banner to be displayed in the sponsored room (banner supplied by sponsor)
- One collateral item included within delegate bag

COUNSELLOR ROOM

$5,000 + GST

Benefits Include:

- Exclusive sponsorship of the Counsellor Room
- Opportunity for promotional product placement within the Counsellor Room (subject to committee approval)
- Organisation logo on NSPC App
- One collateral item included within delegate bag
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo and website link on NSPC website
- Organisation pull-up banner to be displayed in the sponsored room (supplied by sponsor)
SOAPBOX PRESENTATIONS

$6,500 +GST

In the fine tradition of soapbox presentations and speakers’ corners around the world, selected speakers will be allocated five minutes to present in their unique style. Soapbox speeches aim to stimulate discussion.

These presentations proved hugely popular at the 2018 Conference, generating enormous talkability and receiving extremely positive feedback and high unprompted sponsor recall from delegates.

Benefits Include:

- SPA-produced teardrop banner with organisation logo displayed at soapbox, with artwork supplied by sponsor
- Organisation logo and website link on NSPC website
- Organisation logo on NSPC App
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- One collateral item included within delegate bag
CONFERENCE APP

$8,000 +GST

The National Suicide Prevention Conference features a fully integrated App for iOS (iPhone and iPad) and Android (smartphones and tablets), delivering the best possible user experience and presentation of the Conference program in an innovative and interactive manner.

Used continually throughout the Conference, the NSPC App is a fantastic opportunity to position your organisational brand in front of all delegates from day one.

Benefits Include:

- Logo prominently featured on the NSPC App
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo and website link on Conference website
- One collateral item included within delegate bag

CONFERENCE WI-FI

SOLD OUT

Delegates will be able to access free wireless internet throughout the Conference venue from Monday to Thursday inclusive.

Benefits Include:

- Card in delegate registration packs listing Wi-Fi access information on one side and the sponsor’s logo on the other
- Opportunity to choose the Wi-Fi password
- Organisation logo and website link included on NSPC website
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
**CONFERENCE BAG**

**SOLD OUT**

**Benefits Include:**

- Exclusive sponsorship of Conference bag
- Organisation logo displayed on Conference bag (artwork subject to approval)
- Organisation logo on registration material (subject to time of sponsorship booking)
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo and website link on NSPC website
- Organisation logo on NSPC App
- One collateral item included within delegate bag
- List of all registered delegates at conclusion of the Conference (subject to Privacy Act conditions)

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**CONFERENCE LANYARD**

**SOLD OUT**

Each delegate will be provided with a lanyard to hold their name badge, required to be worn throughout the Conference. Your organisation’s logo will be displayed prominently on the lanyard, ensuring high visibility for your brand.

**Benefits Include:**

- Exclusive sponsorship of Conference lanyard
- Organisation logo on the delegate lanyard alongside the NSPC and SPA logos
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo and website link on NSPC website
- Organisation logo on NSPC App
- One collateral item included within delegate bag
- List of all registered delegates at conclusion of the Conference (subject to Privacy Act conditions)
CREDIT CARD POUCH

$5,500 +GST

Delegates can turn their smartphones into a slimline wallet with this simple credit card pouch that attaches to the back of a phone or phone case, just like a sticker. Storing credit cards, debit cards, licences, travel cards, identification or cash, these pouches can be used with iPhone, Android, Windows or BlackBerry smartphones.

The branded pouches are a great way for delegates to keep their phone and important cards in one place, and for your organisational brand to be seen every time someone uses their phone.

Benefits Include:

Exclusive sponsorship of Conference credit card pouch

Organisation logo on the credit card pouch

Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference

Organisation logo on sponsor signage at the Conference venue

Organisation logo and website link on NSPC website

Organisation logo on NSPC App

Credit card pouch included within delegate bag
Pre-Conference workshops will take place on Monday 22nd July 2019. These workshops offer a unique opportunity to learn directly from international and local experts in suicide prevention, and tickets sell out fast!

**Benefits Include:**

- Organisation banner displayed during sponsored session (type and size of banner to be determined by the Conference Secretariat)
- Opportunity to introduce the workshop with a one-minute presentation at the start of the session
- Organisation logo and website link on NSPC website
- Organisation logo in the printable Conference program viewable and downloadable from the NSPC App, with a PDF version emailed to all delegates in advance of the Conference
- Organisation logo on NSPC App
- One collateral item included within delegate bag
- List of all registered delegates provided to sponsor at conclusion of the Conference (subject to Privacy Act conditions)
EXHIBITION BOOTH

$3,500 +GST

The exhibition space at the Pullman Melbourne Albert Park will deliver unparalleled exposure to and maximum interaction with delegates. Arrival tea and coffee, lunch, morning and afternoon teas will be served within the exhibition area, providing excellent networking opportunities for delegates and exhibitors alike.

Exhibition Booths - Each individual exhibition stand includes:

- One 3m by 2m shell scheme exhibition booth
- Two 150W spotlights
- One 10A single power point
- One fascia sign with organisation name
- One trestle table
- Two chairs

Exhibition Benefits:

- One full Conference registration, including catering, name badge, and a ticket to both the Networking Reception and the Conference Dinner and LiFE Awards (transferrable)
- Organisation listing on NSPC App
- One Conference bag and Conference program per booth
- Organisation logo and website link on the NSPC website

An Exhibition Manual will be sent to all exhibitors prior to the Conference. This manual will include:

- Exhibitor check list
- Bump-in times
- Bump-out times
- Delivery label and forms
- Contact details for additional equipment and booth builder
- Current floor plan.
BAG INSERTS

$1,500 +GST

One branded piece of lightweight collateral (to be provided by sponsor) will be included within the Conference bag given to all delegates. Inserts must be approved by the Conference organising committee. We will limit collateral to one of each type (e.g. only one stress ball) in order to maximise impact for your brand.

We encourage the inclusion of items that will be usable by delegates at the Conference, such as:

- Note pads
- Notebooks
- Pens
- Post-it notes
- Individually wrapped sweets and chocolates
- Highlighters
- Stress balls
- Tissues
- USBs
- Reusable water bottles
- Permanent markers
- Fridge magnets
FLOOR PLAN (indicative)
SPONSORSHIP AND EXHIBITION BOOKING FORM

Please post or email this completed form to:
Michelle Bye
Encanta Event Management
Suite 348 St Kilda Road Towers, 1 Queens Road Melbourne VIC 3004
Phone: +61 3 9863 7606 Email: michelle.bye@encanta.com.au ABN: 82 064 781 568—EECW Pty Ltd

| NAME: |
| ORGANISATION: |
| POSITION: |
| ADDRESS: | SUBURB: |
| STATE: | POSTCODE: | COUNTRY: |
| TELEPHONE: | FACSIMILE: |
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SPONSORSHIP PACKAGE
All costs are shown in Australian dollars and are exclusive of GST.

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Sponsorship/Exhibition confirmation and a tax invoice will be sent upon receipt of your booking form.

**PAYMENT** Method of payment (tick appropriate box)

☐ Pay by credit card

Please charge my: Visa ☐ MasterCard ☐ Amex ☐

Note that all credit card transactions for sponsorship and exhibition amounts will incur a fee of 3.3%

For $.......................................................... ..........................................................

Card Number: ............................................. Expiry Date: .............. CVV:........

Cardholder’s Name:.......................................................... ..........................................................

Signature:..........................................................................................................................

☐ Pay by Electronic Funds Transfer (EFT)

2019 National Suicide Prevention Conference
BSB: 016-484   Account Number: 298126617
Please email remittance advice to michelle.bye@encanta.com.au

I have read the cancellation policy below and accept all of its conditions:

Name:..........................................................................................................................

Signed:.......................................................... Date:.................................

**TERMS & CONDITIONS**

**Exhibition and Sponsor Terms and Conditions:**
All sponsors and exhibitors must agree to the following terms and conditions for sponsoring and/or exhibiting at the 2019 National Suicide Prevention Conference (NSPC). Confirmation of sponsorship or exhibition space can only be made upon receipt of a completed ‘Booking Form’ and payment of 50% deposit, the full balance of which must be received by Friday 22 March 2019. All sponsorship opportunities are allocated on a first-come, first-served basis. If you have chosen an option that is already sold out, you will be contacted to arrange an alternative option acceptable to your organisation. Cancellation of sponsorship or exhibition space must be received in writing on or before Friday 22 February 2019. Cancellations received prior to Friday 22 February 2019 will receive a refund of any monies received, less a $250 administration fee. For cancellations received after Friday 22 February 2019, Suicide Prevention Australia (SPA) reserves the right to retain all monies unless a replacement sponsor can be found. While every reasonable precaution is taken, the organisers expressly decline responsibility for any loss or damage which may befall the person or property of the exhibitor from any cause whatsoever. Exhibitors are required to take out adequate cover, especially public liability insurance. Public liability insurance is not included in the booth cost. Exhibitors are requested to provide a certificate of cover from their insurer which is in excess of $10,000,000 to the Conference Secretariat. Public liability insurance cover can be purchased at an additional cost from the Conference insurer. Please contact the Conference Secretariat if you wish to obtain cover through the Conference insurer. If SPA cannot hold the 2019 National Suicide Prevention Conference (NSPC) due to Acts of God, government or other events beyond our control, sponsors and exhibitors will receive a proportionate refund of any monies available after fixed costs have been met. SPA or the Conference Secretariat is not responsible for any further costs incurred by sponsors and exhibitors in connection with the event. The sponsor/exhibitor is responsible for providing artwork, logos and text as relevant by the due dates. SPA and the Conference Secretariat take no responsibility for publishing artwork, logos or text received after the due date or in an incorrect format. Exhibitors will receive an exhibitor manual before the Conference containing due dates, bump-in and bump out requirements and other information.
If you have any questions, or wish to discuss tailored packages, please contact:

Amanda Bagnall on 02 9262 1130
or amandab@suicidepreventionaust.org

Conference Venue:
Pullman Melbourne Albert Park, Melbourne VIC 3004