Be part of one of Australia’s most important events on the suicide prevention calendar

Over the past decade, the National Suicide Prevention Conference has established itself as the premier event on the suicide prevention calendar. The event presents a unique opportunity to bring the brightest minds together and latest thinking to promote excellence in suicide prevention.

The National Suicide Prevention Conference 2023 will see the return to face-to-face conferences. This follows the online Suicide Prevention Australia 2021 Symposium, held during the global pandemic. The National Suicide Prevention Conference 2023 provides a gateway to unite suicide prevention experts to showcase evidence-based solutions and robust discussion, focused on solutions for saving lives.

Suicide Prevention Australia is the peak body for suicide prevention and hosts this annual event.

Held from Monday 1 to Thursday 4 May 2023 at the National Convention Centre Canberra, the event will enable delegates to hear from keynote speakers and national leaders, participate in workshops and collaborate with peers.

The 2023 conference theme, Reconnect, Reform and Reshape, encompasses the need to reconnect to each other as a sector at such a pivotal time for suicide prevention. It also highlights the importance of evidence-based suicide prevention when developing and reshaping policy.

OBJECTIVES:
- Increase sector commitment to participate in a collaborative approach to suicide prevention
- Enhance community participation in suicide prevention activities
- Expand the translation of research in suicide prevention
- Facilitate the continuation and development of quality, evidence-based suicide-prevention initiatives

While it’s a long journey, it’s conferences like these that will help to reduce the number of lives lost to suicide. Tragically, over 3,000 people die by suicide each year. It’s important to remember that every life lost to suicide is heartbreaking. Every statistic represents a life lost and a cascade of grief amongst family, friends, schools, workplaces and community groups.

For further information about sponsorship opportunities please reach out to Sara Bartlett. sarab@suicidepreventionaust.org
About Suicide Prevention Australia

OUR AMBITION

Suicide Prevention Australia is the national peak body for the suicide prevention sector. We exist to provide a clear, collective voice for suicide prevention, so that together we can save lives. We believe that through collaboration and shared purpose, we can work towards our ambition of a world without suicide.

MEMBERS ARE CENTRAL TO EVERYTHING WE DO

We’re a member-based organisation that’s guided by people with lived experience of suicide. We count among our members the largest and many of the smallest organisations working in suicide prevention, practitioners, researchers and community leaders.

What delegates have said about the previous National Conference/Symposium

"A thoroughly information-rich conference – all brilliant."

"Information excellent, fellowship brilliant, catering exceptional."

"Well done – a massive organisational effort – Thank you!" Delegate from New Zealand

"Outstanding way to complete best conference in a very long time."

Delegate from Queensland

"It was a great conference and worked better than other fully online events I have attended. The audience seemed very engaged. Well done." Mental Health First Aid

"Really well done for an inaugural ‘on-line’ event on such a large scale."

StandBy Support After Suicide
Extensive brand opportunities

Partner with us and boost your brand exposure

600+ delegates registered for 2021

650+ delegates registered for 2019

Significant audience reach

Facebook: 95k Followers
LinkedIn: 34k Followers
Twitter: 31k Followers

290+ Suicide Prevention Australia members
- Six (6) full conference registrations (includes tickets to Conference Dinner and Welcome Reception)
- VIP seating during conference and at the Conference Dinner
- One (1) exhibition booth and opportunity to request preferred location
- Five-minute speaking or video opportunity during opening session of the conference, subject to Suicide Prevention Australia approval
- Verbal acknowledgement as principal sponsor at opening and closing of conference
- An opportunity in conference registration page for attendees to join your mailing list. Suicide Prevention Australia will then provide an exported list with contact details (in accordance with privacy guidelines)
- Opportunity for a $5,000 discount on the Welcome Reception Package in conjunction with principal sponsorship
- One (1) banner (supplied by sponsor) on stage during plenary sessions and at registration desk (type and size of banner to be determined by Suicide Prevention Australia)
- Opportunity to include two (2) collateral items in delegate satchel, A4 size or smaller, subject to Suicide Prevention Australia approval
- Company logo in pre-and post-conference marketing communications as principal sponsor
- Company logo in promotional marketing collateral including program, banner (type, size to be specified by Suicide Prevention Australia) and slides (prior to plenary session) as principal sponsor
- Company logo and acknowledgement in program (printed and digital) as principal sponsor
- Company logo included in live steam of keynote presentations
- Announcement of sponsorship across Suicide Prevention Australia channels: Facebook, Twitter, LinkedIn and e-newsletter
- Acknowledgement as principal sponsor in media releases where applicable to the conference
- Three (3) dedicated social media posts by Suicide Prevention Australia
- 300-word profile, branding and hyperlink on the conference website
- 300-word profile, branding and hyperlink on the conference app
- Three (3) push notifications in conference app to direct delegates to your conference booth
- List of all registered delegates provided at conclusion of conference, subject to Privacy Act conditions.
Major Sponsor

$35,000 + GST

4 OPPORTUNITIES
(including in-kind sponsors)

PACKAGE BENEFITS

- Four (4) full conference registrations (includes tickets to Conference Dinner and Welcome Reception)
- VIP seating during conference and at the Conference Dinner
- One (1) exhibition booth (3mx2m) and a choice of available location
- One (1) banner (supplied by partner) on stage during plenary sessions (type and size of banner to be determined by Suicide Prevention Australia)
- Company logo in pre-and post-conference marketing communications as major sponsor
- Company logo in promotional marketing collateral including program, banner (type, size and location of banner to be determined by Suicide Prevention Australia) and slides (prior to plenary sessions) as major sponsor
- Opportunity to include one (1) collateral item in delegate satchel, A4 size or smaller, subject to Suicide Prevention Australia approval

- Two (2) dedicated social media posts by Suicide Prevention Australia
- Company logo on holding slide prior to plenary sessions
- Company logo and acknowledgement in program (printed and digital) as major sponsor
- 200-word profile, branding and hyperlink on the conference website
- 150-word profile, branding and hyperlink on the conference app
- Two (2) push notifications to be sent during the conference at a time mutually acceptable to both the sponsor and Organising Committee. Content to be approved by Suicide Prevention Australia
- List of all registered delegates provided to sponsor at conclusion of conference, subject to Privacy Act conditions.
Conference Dinner and LiFE Awards Sponsor

$25,000 + GST

EXCLUSIVE OPPORTUNITY

PACKAGE BENEFITS

- Exclusive sponsorship of LiFE Awards Ceremony 2023
- A five-minute speaking or video address at the Conference Dinner
- One (1) full conference registration (includes tickets to Conference Dinner, Welcome Reception)
- One (1) VIP table of guests at Conference Dinner
- Opportunity to have a gift at each table setting at sponsor’s own cost
- Company logo on dinner menu
- Company logo on Conference Dinner tickets
- Acknowledgement of LiFE Awards sponsorship with company logo displayed in the program (printed and digital)

- Two (2) banners (supplied by partner) displayed during Conference Dinner (type and size of banner to be determined by Suicide Prevention Australia)
- Two (2) dedicated social media posts across Twitter, Facebook, LinkedIn
- 100-world profile on conference website
- Company logo and 100-world profile on conference app
- Company logo on PowerPoint presentation for the LiFE Awards.
PACKAGE BENEFITS

- Two (2) full conference registrations (includes tickets to Conference Dinner and Welcome Reception)
- One (1) exhibition booth (3mx2m)
- Opportunity to include one (1) collateral item in delegate satchel, A4 size or smaller, subject to Suicide Prevention Australia approval
- Company logo in pre-and post-conference marketing communications as supporting sponsor
- Company logo in promotional marketing collateral including program (printed and digital) and banner (type, size and location of banner to be determined by Suicide Prevention Australia) and slides (prior to plenary sessions)
- One (1) dedicated social media post by Suicide Prevention Australia
- 100-word profile, branding and hyperlink on the conference website

- 100-word profile, branding and hyperlink on the conference app
- One (1) app push notification sent during the conference at a time mutually acceptable to both the sponsor and Organising Committee. Content to be approved by Suicide Prevention Australia
- Company logo and acknowledgement in program (printed and digital) as Welcome Reception sponsor
- Company logo on holding slide prior to plenary sessions
- List of all registered delegates provided to partner at conclusion of conference, subject to Privacy Act.
Welcome Reception Sponsor

$15,000 + GST

EXCLUSIVE OPPORTUNITY

PACKAGE BENEFITS

- Exclusive sponsorship of Welcome Reception
- A two-minute speaking opportunity address at Welcome Reception
- Exclusive signage throughout the networking welcome area
- Option to provide either photo booth or selfie frames with company logo (at sponsor’s own cost)
- One (1) full conference registration (includes ticket to Conference Dinner and Welcome Reception)
- Five (5) additional tickets to the Welcome Reception
- Two (2) banners (supplied by partner) displayed during the Welcome Reception (type and size of banner to be determined by Suicide Prevention Australia)
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as Welcome Reception sponsor
- Opportunity to include one (1) collateral item in delegate satchel, A4 size or smaller, subject to Suicide Prevention Australia approval.
1-4 May 2023

The National Suicide Prevention Conference 2023

Reconnect, Reform and Reshape

Keynote Speaker Sponsor

$5,000 + GST

based on number of keynotes

PACKAGE BENEFITS

- One (1) full conference registration (includes tickets to Conference Dinner and Welcome Reception)
- VIP Conference Dinner seating placement with the speaker (subject to speaker attending the dinner)
- One (1) banner (supplied by partner) on stage during the speaker’s presentation (type and size of banner to be determined by Suicide Prevention Australia)
- Verbal acknowledgement of sponsorship at keynote session and workshop
- Company logo and acknowledgement in all marketing collateral relating to keynote speaker session and workshop
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as keynote speaker sponsor
- Opportunity for partnership of pre-conference workshop if the keynote hosts a workshop.

Barista Coffee Cart Sponsor

$15,000 + GST

EXCLUSIVE OPPORTUNITY

- Option to brand the coffee cart and surrounding area (keep cups, signage, bean bags, tablecloths etc to be provided by sponsor)
- Option to provide barista apparel (apron, cap, shirt)
- One (1) exhibition booth
- Two (2) conference registrations
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as Barista Coffee Cart Sponsor.
Concurrent Stream, Symposium or Workshop Sponsor

$5,000 + GST

5 OPPORTUNITIES

PACKAGE BENEFITS

- Naming and branding rights to the nominated stream day (to be approved by Suicide Prevention Australia)
- Acknowledgement by Stream Chair prior to speaker session
- 1 banner (supplied by sponsor) on stage in primary position during stream session (type and size of banner to be determined by Conference Secretariat)
- Opportunity to include one (1) collateral item in delegate satchel, A4 size or smaller, subject to Suicide Prevention Australia approval
- 10% discount on exhibition booth
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as concurrent session sponsor.

Conference WiFi Sponsor

$5,000 + GST

EXCLUSIVE OPPORTUNITY

PACKAGE BENEFITS

- WiFi card in delegate registration packs listing WiFi access information on one side and the partner’s branding on the other
- Choice of WiFi password
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- 10% discount on exhibition booth
- Acknowledgement in program (printed and digital) as Conference WiFi Sponsor.
CONFERENCE APP SPONSOR

$5,000 + GST
EXCLUSIVE OPPORTUNITY

PACKAGE BENEFITS

- Company logo prominently featured on the conference app with brief company bio and link to company website
- Three (3) dedicated push notifications in the app
- Three (3) dedicated posts by Suicide Prevention Australia in the app
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as Conference App Sponsor.

WATER STATION SPONSOR

$5,000 + GST
EXCLUSIVE OPPORTUNITY

PACKAGE BENEFITS

- Company logo on water refill station
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as Water Station Sponsor.
Sponsorship Prospectus

SCHOLARSHIP OPPORTUNITIES

- Opportunity to introduce the workshop and speaker
- Two (2) workshop registrations
- One (1) pull up banner (supplied by sponsor) to be displayed during sponsored workshop
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as Pre-Conference Workshop Sponsor
- List of all registered workshop delegates provided to sponsor at conclusion of conference, subject to Privacy Act.

$5,000 + GST

PRE-CONFERENCE WORKSHOP SPONSORSHIP

EXCLUSIVE OPPORTUNITY

- Acknowledgement via public address before each break at the conference
- Company logo on mobile phone charging station
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as Mobile Phone Charging Station Sponsor.

$5,000 + GST

MOBILE PHONE CHARGING STATION SPONSORSHIP
Delegate Satchel Sponsor

$7,000 + GST

EXCLUSIVE OPPORTUNITY

PACKAGE BENEFITS

- Company logo on delegate satchel alongside Suicide Prevention Australia branding
- Opportunity for two (2) collateral items in delegate satchel (A4 size or smaller, to be approved by Suicide Prevention Australia)
- Acknowledgement in program (printed and digital) as Delegate Satchel Sponsor.

Lanyard Sponsor

$5,000 + GST

EXCLUSIVE OPPORTUNITY

PACKAGE BENEFITS

- Opportunity to provide branded lanyards for conference delegates
- Opportunity for one (1) collateral item in delegate satchel
- Company logo on conference website
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Acknowledgement in program (printed and digital) as Lanyard Sponsor.
Exhibition Booth Sponsor

$4,000 + GST
MULTIPLE OPPORTUNITIES

PACKAGE BENEFITS

- One (1) full conference registration
- Company logo on conference website
- Company logo on conference app
- Exhibition booths - each exhibition stand includes:
  - One (1) 3mx2m shell scheme exhibition booth
  - Two 150W spotlights
- Opportunity to have a double booth availability at an additional cost
- A full exhibition manual with exhibition details and floor plan will be sent to all exhibitors prior to the conference.

PACKAGE BENEFITS

- Exclusive sponsorship of the Poster Awards
- Organisation representative to announce the Award winners in closing plenary session of conference
- Company logo on the conference website acknowledging Poster Awards Sponsor
- Company logo and 50-word profile to be included on the sponsors’ page of the conference app
- Company logo acknowledgment while Awards are being presented
- Award winners receive $500 and a certificate (certificate includes sponsor’s branding)
- Company logo in the Poster Awards scoring portal on conference app.

Posters Awards Sponsor

$3,000 + GST
EXCLUSIVE OPPORTUNITY
Terms and Conditions

- By returning a booking form via online or printed copy confirms your acceptance of these terms and conditions.
- All bookings are subject to the Conference Organisers’ approval and we reserve the right to refuse an application.
- We (Encanta and Suicide Prevention Australia) as the Conference Organisers reserve the right to alter any aspect of the Conference program and floorplan without notice. Please refer to the Conference website for the latest information on the event.
- We will take all diligent care to fulfil the above exhibition commitments. Exhibitors are responsible for providing all their requirements (i.e. banners, promotional material and any other material) by the due dates requested by the Organisers.
- We reserve the right to introduce new packages and additional exhibition space should the opportunity arise.
- Exhibitors are required to make the necessary payments as per the payment schedule below (unless otherwise negotiated):
  - 50% due within one month of invoice date
  - Remaining 50% is due by no later than 4 November 2022
- Booking forms received after 4 November 2022 require full payment.
- Sponsors and exhibitors are responsible for the security of their own equipment and materials during the conference and in transit to the conference venue.
- Sponsors and exhibitors are responsible for ensuring any activities held at their exhibition booth promote physical distancing, in line with Government’s COVID guidelines.
- Sponsors and exhibitors are responsible for supplying hand sanitiser at their booth, for the duration of the conference.
- The exhibitor understands that all attendees must register officially and entry to the conference will not occur unless the attendee is wearing the appropriate identification. Visitor badges are provided as a gesture of goodwill and not for use by the organisation’s representatives.
- The exhibitor shall take all reasonable care when installing/dismantling their equipment and stand as not to cause damage to the venue carpet, walls, ceilings, fixtures and floors and the shell scheme booths supplied by the appointed stand contractor including panels, fascia, spotlights and furniture. The exhibitor is deemed liable for repairs if the structures are damaged.
- The Organisers reserve the right to request removal of any items that may be deemed unacceptable and impacts fellow exhibitors.
- Exhibitors must provide Public Liability insurance to a minimum of $20 million to the Conference Organisers no later than 3 months prior to the conference date and ensure cover includes the conference dates.
- All promotion must be conducted from your booth.

POSTPONEMENT AND CANCELLATION POLICY POSTPONEMENT

We (Encanta and Suicide Prevention Australia) may, in its absolute discretion, nominate to either postpone or cancel the conference by providing the sponsor/exhibitor with notice in writing. Cancellation or postponement may be necessary due to acts, events or causes beyond our reasonable control, including, but not limited to, acts of God, industrial disputes, failure in electricity supply or gas supply, war, civil strife, flood, storm, fire, accident, unavailability of raw materials or supplies, explosion, global or national health emergency (including without limitation coronavirus COVID-19), epidemic, breakdown of plant, machinery or equipment or shortages of labour, transportation, fuel, power, plant, machinery, equipment or material.

If the conference is postponed to a later date (as nominated by Suicide Prevention Australia and notified to the sponsor), the terms and conditions of this agreement will continue to apply. Any sponsorship contribution paid up to the postponement will be applied to the new conference date with any outstanding sponsorship contribution balance due thirty (30) days prior to the new conference date.

CANCELLATION POLICY

- The submission of an application by a representative from your organisation is regarded as a firm booking.
- All cancellations must be made in writing to the Organisers and notice acknowledged in writing by the Organisers.
- Any reduction exhibition allocation (once accepted by the Organisers) will be considered a cancellation and the cancellation policy will apply. Should the balance of payment be outstanding at time of cancellation, the sponsor and/or exhibitor is liable for the balance as per the cancellation policy.
- There is no opportunity to transfer your exhibition booking to another Suicide Prevention Australia event.
- If the conference is cancelled, it is Suicide Prevention Australia’s hope that the sponsor/exhibitor will continue to support the conference and have the sponsorship rolled over to the conference to be held on a date to be fixed. If the sponsor/exhibitor agrees to have the sponsorship/exhibition booth rolled over, the terms and conditions of this agreement will continue to apply and all sponsorship/exhibition contributions already paid will be applied to the next Suicide Prevention Australia conference date and any outstanding balance will be due thirty (30) days’ prior to the conference date.
- If the sponsor/exhibitor does not agree to have the sponsorship/exhibition roll over to the next Suicide Prevention Australia conference and the current Suicide Prevention Australia conference is cancelled, then the below cancellation dates will apply.

CANCELLATION DATES

- Between 22 July 2022 and 20 November 2022, 10 per cent of the Sponsorship/Exhibition Contribution will apply;
- Between 18 November 2022 and 3 March 2023, 50 per cent of the Sponsorship/Exhibition Contribution will apply; and
- After 3 March 2023, 100 per cent of the Sponsorship/Exhibition Contribution will apply.

Cancellations received prior to 22 July 2022 will receive a refund of any monies received, as per cancellation date percentage, less a $250 administration fee.
Sponsorship and Exhibition Booking Form

Please email this completed form to:

Sara Bartlett
Director, Membership and Engagement Suicide Prevention Australia

Email: events@suicidepreventionaust.org

NAME: ___________________________

POSITION: ________________________

ORGANISATION: __________________ ABN: ____________

ADDRESS: ________________________

SUBURB: ________________________ POSTCODE: ____________ STATE: ____________

TELEPHONE: ______________________ MOBILE: ____________

EMAIL: ___________________________ WEBSITE: ____________

Sponsorship Package

All costs are shown in Australian dollars and are exclusive of GST.

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Investment (+ GST)</th>
<th>Preference</th>
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<tr>
<td>Principal</td>
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<td>Major</td>
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<tr>
<td>Supporting Partner</td>
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<td>Conference Dinner &amp; LiFE Awards</td>
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<td>Poster Awards</td>
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<td>Welcome Reception</td>
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<td>Keynote Speaker</td>
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<tr>
<td>Barista Coffee Cart</td>
<td>$15,000</td>
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<th>Sponsorship Opportunity</th>
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<td>Concurrent Stream, Symposium or Workshop</td>
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<td>Conference WiFi</td>
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<td>Water Station</td>
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<td>Conference App</td>
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<td>Mobile Phone Charging Station</td>
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<td>Pre-Conference Workshop</td>
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<td>Delegate Satchel</td>
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<td>Lanyard</td>
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<tr>
<td>Exhibition Booth</td>
<td>$4,000</td>
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</table>
Payment

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

Pay by credit card

Please charge my:

☐ VISA  ☐ MASTER CARD  ☐ AMEX

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

Pay by Electronic Funds Transfer (EFT)

National Suicide Prevention Conference 2023
An invoice will be raised and sent to you from Suicide Prevention Australia
Please email remittance advice to events@suicidepreventionaust.org

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 2023 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 4 November 2022. 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 22 July 2022. Cancellations received prior to 22 July 2022 will receive a refund of any monies received, less a $250 administration fee. For cancellations between 22 July 2022 and 20 November 2023, 10 per cent of the Sponsorship/Exhibition Contribution will apply. For cancellations between 18 November 2022 and 3 March 2023, 50 per cent of the Sponsorship/Exhibition Contribution will apply. For cancellations received after 3 March 2023, 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 2023 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.
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Sara Bartlett
Director, Membership and Engagement

M: 0438 277 279
E: sarab@suicidepreventionaust.org
www.suicidepreventionaust.org

#NSPC2023