

IMPROVING THE LIVES OF AUSTRALIANS THROUGH PSYCHOLOGY

Sponsorship and Exhibition Opportunities
2024

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ABOUT THE APS



The Australian Psychological Society (APS) is the peak body for Psychologists in Australia and represents over 27,000 members. We advocate for the profession of psychology, promote community wellbeing, support high standards, and provide benefits to support our members. The APS has nearly 200 active Member Groups, 42 APS Branches, APS Colleges representing the nine areas of practice endorsement, and 47 Interest Groups in a wide range of special areas.

Education and training



Financial sustainability



Social purpose and advocacy



Access and inclusions



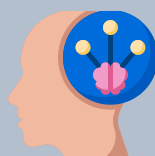
Stakeholder relationships



Ethical and environmental sustainability



Community awareness and education



Psychological science

MISSION

The APS works to improve the lives of Australians through psychology. We are committed to helping all Australians to understand the value of psychology to their communities, and enable all communities to access services more easily.

Meet the team



PAULA ROWNTREE

*HEAD OF EXTERNAL
ENGAGEMENT*



JAMIE BLIGH

*NATIONAL
CONFERENCE AND
EVENTS MANAGER*



**CHRISTIE-ANN
WILLIAMS**

EVENT EXECUTIVE



**CLAIRE AMOR-
HAYNES**

EVENT EXECUTIVE

WORKING TOGETHER TO CREATE IMPACTFUL CHANGE

THE ADVANTAGES OF PARTNERING WITH THE APS ARE:

- Raise awareness of your brand, products and services to more than 27,000 psychologists across Australia.
- Align your brand with Australia's peak body for psychology.
- Demonstrate your support for the role psychology and psychologists play in supporting our communities to have positive mental health.
- Connect with key decision-makers and Psychologists at all stages of their career journey.



2024 EVENT CALENDAR

OVERVIEW



APS CLINICAL COLLEGE OF
PSYCHOLOGISTS CONFERENCE

SOLD OUT



**BUSINESS OF PSYCHOLOGY | AN APS
MEMBERS' SYMPOSIUM**



**APS COLLEGE OF
COUNSELLING PSYCHOLOGISTS
CONFERENCE**



**APS 15TH INDUSTRIAL & ORGANISATIONAL
PSYCHOLOGY CONFERENCE**

2024 EVENT CALENDAR


THE DETAILS

APS COLLEGE CONFERENCES

22 - 24 MARCH

**APS Clinical College of
Psychologist Conference**

 Adelaide | South Australia


 600+ attendees

SOLD OUT

26 - 27 JULY

**APS College of Counselling
Psychologist Conference**


 Gold Coast | Queensland

 200+ attendees

24 - 26 OCTOBER

**APS 15th Industrial and
Organisational Psychology
Conference**

 Perth | Western Australia

 400+ attendees

The APS supports its colleges, and special interest member groups through individual focused conferences. These conferences are open to all areas of psychology with a focus on their particular area of psychological endorsement.

2024 APS BUSINESS OF PSYCHOLOGY | AN APS MEMBERS' SYMPOSIUM


APS NATIONAL EVENT


The APS has more than 6,500 members who identify as private practitioners. The Business of Psychology Symposium aims to empower psychologists working in private practice by providing them with the necessary knowledge, skills, and support to excel in their careers. By addressing their unique needs and challenges, the conference enhances their ability to deliver effective and ethical psychological services, grow their practices, and contribute to the advancement of the profession.

The APS supports our division of general psychologist through an array of APS head office events which include symposiums, workshops and conferences.

10 - 11 MAY 2024

**Business of Psychology | an
APS Members' Symposium**

 Melbourne | Victoria

 300+ attendees

KEY OPPORTUNITIES

+all prices are excluding Australian GST of 10%

Sponsorship	Amount (\$)
Enhanced Learnings I Present to the right audience as part of the conference program	\$10,000+
Catch the Early Risers I Engage with the right audience over breakfast	\$12,500+
Knowledge Hub I An inviting space for listening to research and innovation presentations	\$7,500+
Coffee Carts I Help attendees get focused and ready for the day!	\$7,500+
The Pantry I An all day snack station is a great way for attendees to stay fueled throughout the day	\$7,500+
Legacy I Solar Buddy Activation	\$5,000+
Small Exhibition Booth	\$3,000+
Exhibition Trade Table* <i>*Applicable to Counselling conference only</i>	\$1,650+

Additional Opportunities

Experiential and/or immersive activations

For full details, please visit the APS sponsorship website

apsevents.eventsair.com/sponsorship-exhibition

APS MEMBERS' ADVANTAGE PROGRAM

SOMETHING ELSE TO CONSIDER BROADER BRANDING OPPORTUNITIES

The APS Member Advantage Program provides exclusive offers and discounts to more than 27,000 APS members. We will work with you on quarterly offers that will be advertised to APS members. For example:

Inclusions:

- Dedicated partnership page and brand placement on APS member advantages program site. Partnership page content to be co-designed with you and available for one year.
- Offer to be created by you and advertised via your partnership page for our APS members.
- Your logo on APS partner banner on APS website that links directly through to the your partnership page.
- EDM (Electronic Direct Mail) | Two dedicated Members Advantages EDM sent a year to support your listing to our members.
- Pricing available upon application and suitability.



HOW TO CONTACT US

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BOOKINGS VIA [WWW. APSEVENTS.EVENTSAIR.COM/SPONSORSHIP-EXHIBITION/SPONEXHIB-BOOK/SITE/REGISTER](http://WWW.APSEVENTS.EVENTSAIR.COM/SPONSORSHIP-EXHIBITION/SPONEXHIB-BOOK/SITE/REGISTER)