

TheMHS Conference 2024

# PARTNER WITH US

## FINDING COMMON GROUND

Celebrating difference and  
looking beyond to find  
common ground



27 - 30 August

National Convention Centre Canberra (NCCC)

# A Snapshot of the Conference

34  
YEARS

34 years of delivering the Mental Health Services Conference.



Attracts around a 1000 engaged in-person delegates from all disciplines in mental health.



A highly respected, trusted and valued conference in mental health.



The most diverse mental health conference in Australia and New Zealand, with strong lived experience participation, as well as clinicians, educators, policy makers, family/carers, and researchers.



Attracts over 200 virtual delegates from across Australia, New Zealand and internationally.



Conferences held in every capital city in Australia and New Zealand.



Live streaming of key sessions of the conference to ensure rural, remote and international delegates can participate.



Finding the Common Ground, TheMHS Conference 2024 – Canberra will look beyond the mental health system to learn how differing views can be brought together for wider impact.

**The Mental Health Services (TheMHS) Conference is Australasia's leading and most diverse mental health conference.**

TheMHS Learning Network is an international learning network for improving mental health services in Australia and New Zealand. TheMHS Learning Network is a registered charity run by a volunteer Board.

TheMHS Learning Network events bring together people from across Australia and New Zealand to stimulate debates that challenge the boundaries of present knowledge and ideas about mental health care and mental health systems. Partner with Australia and New Zealand's premier mental health organisation to promote your organisation and services, effectively deliver your message, and meet new people in the mental health sector.

# PARTNER WITH US AND EXPAND YOUR PRESENCE IN THE SECTOR

## WHY SPONSOR AT THEMHS CONFERENCE 2024?

### Trust our experience

TheMHS has over 34 years' experience hosting some of the most inclusive conferences and learning conferences in Australia and New Zealand.

### Diverse audience

TheMHS Conference draws a dynamic mix of delegates from across sectors, including those from clinical disciplines, service management, government staff and representatives, research organisations and universities, policy developers, consumer and family/carer organisations.

### Build connections within the local and international mental health community

Your brand and booth presence allows you to connect with delegates and speakers throughout the conference. This opportunity for building relationships not only allows you to promote your organisation but can also direct you to emerging developments and improvement in mental health services.

### Develop high recognition with delegates

The exhibition layout is strategically organised to maximise delegate interaction. Additionally, the conference will actively encourage delegate conversation with exhibitors and sponsors by running a passport competition which requires delegates to visit each booth to qualify for a prize.

### Network with experts

TheMHS brings together experienced mental health personnel, acclaimed speakers and researchers, academics involved in educating future and current workforces, consumers (people with lived experience), families/carers, educators, managers and policy makers responsible for mental health systems and reforms, and tertiary students in mental health fields.

### Support and contribute to educational opportunities within the mental health sector

TheMHS offers bursaries to carers, consumers, First Nations people, and other key groups to attend our events. By sponsoring or exhibiting at TheMHS, you contribute to supporting these individuals and other delegates in their continual learning.

## PROMOTING YOUR PARTICIPATION

Your support is publicised widely before and during TheMHS Conference 2024.

### Database Emails

TheMHS has an extensive database of people working in the mental health sector and provides them updates regularly.

### TheMHS Conference Website

The primary point of information regarding TheMHS conference. This will be updated regularly with the latest developments and includes sponsors logos and information.

### Conference Handbook

The handbook is distributed to all delegates upon registration and is a reference point for session attendance as well as an exhibition guide.

### Social Media

Promotion via our various social media channels to promote interaction and discussion among attendees.

### Signage

Sponsors will be featured on signage around the conference venue such as registration desk signage, program screens etc.

### Conference App

Used by all delegates to compliment their TheMHS conference experience.

### Session Slides

Reinforcing your commitment and support to delegates during sessions.



# DELEGATE PROFILE

92%

Likely to recommend TheMHS Conference

91%

Likely to attend TheMHS Conference again

19%

Service or Project Management

19%

Service or Project Delivery

18%

Consumer or Carer

13%

Researcher/Educator (Academic)

12%

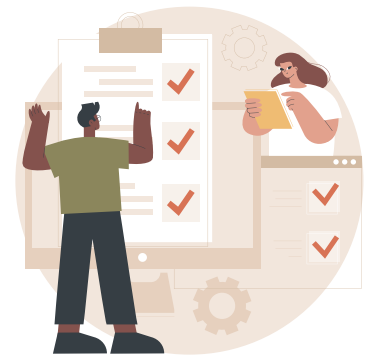
Clinician (NGO, public and private)

6%

Government/Policy

13%

Other



## DELEGATE TESTIMONIALS FROM 2023

"This being my first conference I was so amazed by how well it was done. I took so much away from it and loved every talk that I participated in."

- HVL from SA Health

"This was amazing, I loved every part of the conference and would like to attend again in the future."

- AWF from CAMHS

"I thoroughly enjoyed the learnings, the range of topics, networking with like-minded people."

- NS from Flourish

# THEMHS CONFERENCE 2024

## SPONSORSHIP & EXHIBITION PACKAGES

A diverse range of sponsorship packages have been created to harness the many opportunities TheMHS Conference offers.

Sponsorship	Level	Opportunities	Page	Price AUD (Incl. GST)
Platinum Sponsor	Platinum	1	6	\$24,000
Gold Sponsor	Gold	2	6	\$18,500
Silver Sponsor	Silver	2	7	\$13,500
Technology Sponsor	Bronze	1	7	\$10,500
Award Sponsor	Bronze	1	7	\$10,500
Exhibitor (Business for Profit)	Exhibitor	10	5	\$4,200
Exhibitor (Not for Profit)	Exhibitor	10	5	\$3,400
Conference Handbook Adverts	Advertising	3	8	\$500 - \$2,000
Rolling Ads on App	Advertising	2	8	\$1,500
App Push Notifications	Advertising	2	8	\$1,000
Satchel Inserts	Advertising	10	8	\$1,000

# EXHIBITION OPPORTUNITIES

The exhibition is a major component of TheMHS Conference 2024. The Conference program and floorplan has been designed to maximize the opportunities for delegates to visit exhibitors. All catering is strategically placed near exhibitors. The exhibition runs from 28 - 30 August. For more information, please contact [conference@themhs.org](mailto:conference@themhs.org)

## Inclusions:

- **One Standard Booth at 9sqm (3x3m) with the following:**
  - 1x company signage
  - 1 table and 2 chairs
  - 1x 4-amp general-purpose outlet (GPO)
  - 1 x arm light
  - If you wish to hire your own furniture in lieu of the table and chairs provided, this may be done through the exhibition contractor at an additional cost.
  - Two (02) 3-day conference registration with access to all sessions
    - Additional 3-day registration can be purchased for an additional \$1,255.
- **Exhibition recognition, company logo, 50-word company profile, and link to company website on TheMHS Conference website and app.**
- **Space selection**
  - Space will be assigned in accordance with sponsorship level, after which the selection will be on a first-come-first-served basis.
- **Exhibition custom stands - Contact TheMHS.**
  - We welcome organisations who would like to create a customised experience at TheMHS Conference 2024, please contact us at [conference@themhs.org](mailto:conference@themhs.org)

Organisation Type	Price (incl. GST)
Exhibitor (Business for Profit)	\$4,200
Exhibitor (Non for Profit)	\$3,400



# SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities are tailored to suit your organisations needs. Specific marketing opportunities such as sponsored events and content marketing are available according to your sponsorship type. We are happy to discuss how we can tailor your sponsorship to fit the needs of your organisation. Please contact [conference@themhs.org](mailto:conference@themhs.org)

Level: Platinum

## PLATINUM SPONSOR (1 opportunity)

Premier positioning of your organisation across TheMHS Conference channels.

Cost incl. GST  
**\$24,000**

### Inclusions:

- Two (02) standard exhibitor booth or equivalent floor space (6m x 3m) – select your preferred location
- Four (04) Exhibitor registrations with access to full conference
- Coffee cart with a barista for 8 hours per day
- 5-minute speaking opportunity or video to be played at the Opening Plenary
- Sponsorship of 1st Prize of Exhibition Passport competition (\$1000 VISA Gift Card)
- Opportunity to sponsor a Keynote or Symposium session, includes logo on program and session holding slides
- Opportunity to supply pull up banners to be displayed in conference venue (max 2)
- One (01) rolling ad on TheMHS Conference app
- One (01) full page ad in the Conference Handbook
- One (01) satchel insert (as per satchel insert guidelines)
- Three (03) push notifications (max one per day) on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Logo on the virtual conference platform
- Company logo displayed on all TheMHS Conference electronic marketing
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks prior to the TheMHS Conference

Please note: Platinum Sponsors can add extra branding to the coffee cart and cups to increase their brand awareness at the conference.

Level: Gold

## GOLD SPONSOR (2 opportunities)

Sponsoring both days of the conference

Cost incl. GST  
**\$18,500**

### Inclusions:

- Two (02) Standard exhibitor booth or equivalent floor space (6m x 3m) – select your preferred location
- Four (04) Exhibitor registrations with access to full conference
- Make your exhibition stand more alluring for delegates with the opportunity to include either:
  - A juice bar with 300 bottles (250ml) per day
  - An Ice-cream Freezer including 300 assorted ice creams per day.
- Sponsorship of the 2nd Prize of Exhibition Passport competition \$500 VISA Gift Card
- Opportunity to sponsor a Keynote or Symposium session, includes logo on program and session holding slides
- One (01) rolling ad on TheMHS Conference app
- One (01) half page ad in the Conference Handbook
- One (01) satchel insert (as per satchel insert guidelines)
- Two (02) push notifications (max one per day) on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Logo on the virtual conference platform
- Company logo displayed on all TheMHS Conference electronic marketing
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks prior to the TheMHS Conference

Please note: Gold Sponsors can add extra branding to juice bottles or ice-cream fridge to increase their brand awareness at the conference.

**SILVER SPONSOR (2 opportunities)**

Sponsoring one day of the conference

Cost incl. GST  
**\$13,500****Inclusions:**

- One (01) standard exhibitor booth or equivalent floor space (3m x 3m) – select your preferred location
- Two (02) standard exhibitor registrations with access to full conference
- Option to include one of the following options:
  - Official sponsor of the quiet room, opportunity to place banner and fidgets in the room
  - Official sponsor of the sensory room, opportunity to place banner and fidgets in the room
  - Official sponsor of the speakers prep room, opportunity to place banner in the room
- One (01) half page ad in the Conference Handbook
- One (01) push notifications on TheMHS Conference app at the day/time of your choice
- One (01) satchel insert (as per satchel insert guidelines)
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks prior to the TheMHS Conference

**TECHNOLOGY SPONSOR (1 opportunity)**Cost incl. GST  
**\$10,500****Inclusions:**

- One (01) standard exhibitor booth or equivalent floor space (3m x 3m) – select your preferred location
- Two (02) standard exhibitor registrations with access to full conference
- Official sponsor of the Mobile App with branding at home screen of the app
- Company logo on the virtual conference platform
- One (01) rolling ad on TheMHS Conference app
- One (01) half page ad in the Conference Handbook
- One (01) satchel insert (as per satchel insert guidelines)
- Three (03) x push notifications (max one per day) on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks prior to the TheMHS Conference

**AWARD SPONSOR (1 opportunity)**

Sponsoring one day of the conference

Cost incl. GST  
**\$10,500****Inclusions:**

- One (01) standard exhibitor booth or equivalent floor space (3m x 3m) – select your preferred location
- Two (02) standard exhibitor registrations with access to full conference
- Sponsor of the VIP drinks for the Award winners & VIPs
- Four (04) invites to the VIP drinks
- Sponsor of Award Ceremony which includes logo on the conference program and on the session holding slides
- One (01) half page ad in the Conference Handbook
- One (01) satchel insert (as per satchel insert guidelines)
- One (01) x push notification on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks prior to the TheMHS Conference



# ADVERTISING OPPORTUNITIES

These opportunities are only available for sponsors and exhibitors.

## HANDBOOK ADVERTS

\$500 - \$2,000 incl. GST | 3 OPPORTUNITIES

Each delegate will receive a Conference Handbook. This is an ideal opportunity to showcase your brand in front of all delegates, by ensuring your organisations advert in the TheMHS Conference Handbook.

Adverts can be a full A4 page at \$2,000, half page at \$1,000, or quarter page at \$500.

## SATCHEL INSERTS

\$1,000 incl. GST | 10 OPPORTUNITIES

Each delegate will receive a satchel containing TheMHS Conference material. Inclusion of company flyer (maximum A4 page), or promotional item in satchels will ensure direct access to all delegates.

Only 10 satchel inserts available.

## CONFERENCE PUSH NOTIFICATION

\$1,000 incl. GST | 2 OPPORTUNITIES

Phones are an integral part of our lives, TheMHS Conference app allows delegates to have all TheMHS Conference information at their fingertips. This is an opportunity to get a message from your organisation to all delegates via a push notification that will send a direct message to all attendees.

## CONFERENCE APP ROLLING ADS

\$1,500 incl. GST | 2 OPPORTUNITIES

Phones are an integral part of our lives, TheMHS Conference app allows delegates to have all TheMHS Conference information at their fingertips. This is an opportunity to get a message from your organisation to all delegates via rolling ad that will be on App home page.

## WHAT'S NEXT?

### SECURE YOUR SPOT NOW

If you have any questions or to complete the booking, please contact TheMHS team at [conference@themhs.org](mailto:conference@themhs.org). Please note full terms and conditions can be found on TheMHS conference website.

### PAYMENT OPTIONS

Once we have confirmed your sponsorship, TheMHS Learning Network will issue an invoice for the full amount. Payment is available via Direct Deposit or by credit card. Full payment is required within 30 days of invoice date or prior to the conference (whichever date comes first). If you have any questions, please don't hesitate to contact us on [conference@themhs.org](mailto:conference@themhs.org).