



SPONSORSHIP PROSPECTUS

INVITATION TO PARTICIPATE

The Psychotherapy and Counselling Federation of Australia invites you to become a sponsor or an exhibitor at the upcoming Biennial PACFA Conference in Sydney February 2019. The Conference theme will be: **"Working with Trauma"**.

Sponsoring the Conference will give sponsors the opportunity to showcase products or services to hundreds of attendees, before, during and after the event. The conference expects to attract up to 300 delegates from the counselling and psychotherapy profession and other mental-health related fields.

There will be networking opportunities available during the conference to build the profile of your organisation. This is an excellent opportunity for sponsors to showcase their products and services, or to promote education or professional development opportunities to active and engaged practitioners in the counselling or psychotherapy workforce.

There are different sponsorship opportunities available. Each of the options are designed to give your organisation a high visibility with delegates and the wider community of counsellors and psychotherapists. Levels of sponsorship include:

- Gold Sponsorship (maximum of 2)
- Silver Sponsorship (maximum of 5)
- Bronze Sponsorship (maximum of 8)
- Individual Sponsorship Options

Early confirmation of your company/organisation as a sponsor for the conference will ensure the highest level of exposure throughout the extensive promotional campaign of the PACFA 2019 conference.

We look forward to welcoming your participation at the PACFA 2019 Conference.

Sincerely,
PACFA Conference Committee

Contact

For information or enquiries about Sponsorship, please contact the conference administrator directly conference@pacfa.org.au or phone 03 9486 3077.

ABOUT THE CONFERENCE

Dates: Pre-conference workshops: 22nd February, 2019

Conference: 23rd to 24th February, 2019

Venue: Aerial UTS Function Centre, University of Technology, NSW

Website: www.australiantherapyconferences.org.au

www.pacfa.org.au

The conference theme, "WORKING WITH TRAUMA"

Stream 1: Emerging Research and Practice

Stream 2: Perspectives from Therapists, Clients and Others

Stream 3: Working with Specific Populations

International Keynote Speaker

PACFA is pleased to announce that Miriam Taylor from the UK will be the international keynote speaker for PACFA's 2019 conference. Miriam will speak on trauma from her perspective as a Gestalt Therapist specialising in trauma.



SPONSORSHIP OPPORTUNITIES

Pre-Conference Promotion	GOLD 2 available	SILVER 5 available	BRONZE 8 available
Company logo on all marketing materials for the conference	✓		
Company logo and information on conference website	✓	✓	
Company logo on registration forms	✓	✓	
Advertisement in 2 editions of the enews	Full page colour ad	½ page colour ad	
Advertisement in PACJA	Full page colour ad	½ page colour ad	
Onsite Promotion			
Inclusion of marketing material in satchel	Unlimited	One marketing insert	One marketing insert
Company Logo on the front of the program	✓		
Black and white advertisement in program	Full Page	½ Page	¼ Page
One display table/stall	✓	✓	✓
Conference Registration			
One complimentary registration	✓	✓	✓
Discounted additional registration	25% off full registration price	15% off full registration price	5% off full registration price

GOLD SPONSORSHIP

Pre-Conference promotion

- Company logo on all conference marketing materials such as conference advertisements and the conference registration form
- Full page colour advertisement in 2 editions of the PACFA eNews distributed to over 2,500 counselling and psychotherapy professionals
- Full page colour advertisement in the next edition of PACFA's online journal, PACJA
- Company logo on the conference website, with a direct link to your website

Onsite Promotion

- Inclusion of your organisation's marketing materials in the conference satchel
- Company logo on the front of the Conference Program and inclusion of a full page black and white advertisement in the program
- One display table/stall in the display area

Conference Registration

- One complimentary conference registration
- 25% off full registration price for additional conference registrations

SILVER SPONSORSHIP

Pre-Conference promotion

- Company logo on the conference registration forms
- ½ page full colour advertisement in two editions of the PACFA eNews distributed to over 2,000 counselling and psychotherapy professionals
- ½ page advertisement in the next edition of PACFA's online journal, PACJA

Onsite Promotions

- A4 sheet insertion (one page) in the conference satchel
- Company logo and acknowledgement in the Conference Program and on the Conference website
- One display table/stall in the display area

Conference Registration

- One complimentary conference registration
- 15% off full registration price for additional conference registrations

BRONZE SPONSORSHIP

Onsite Promotions

- A4 sheet insertion (one page) in the conference satchel
- One display table/stall in the display area

Conference Registration

- One complimentary conference registration
- 5% off full registration price for additional conference registrations

INDIVIDUAL SPONSORSHIP

Advertising in the conference program

- Full page or half-page advertisements available
- The program is referred to frequently by conference delegates during the conference

Social event sponsorship

- Promote your organisation to conference delegates who participate in conference social events
- An example of a social event would be sponsoring pre-dinner drinks in the foyer

Sponsorship of a particular conference session

- Sponsor a specific conference session, for example the Consumer and Carer Forum or a

Keynote speaker

- Opportunity to highlight your organisation to conference delegates

Conference satchel inserts

- Insertion of A4 advertising flyers in the conference satchel
- Insertion of pens, badges or other promotional products in the conference satchel

TERMS AND CONDITIONS

By returning this signed Sponsorship Agreement ("Agreement"), you agree to be a non-exclusive Sponsor or Exhibitor of the PACFA Conference 2019, *Working with Trauma* to be held at Aerial UTS Function Centre, University of Technology, NSW, from 22 to 24 February 2019, on the following Terms and Conditions.

- Upon receipt of your signed Agreement, acknowledgment of receipt will be sent in writing with a Tax Invoice for the sponsorship monies payable.
- You agree to pay the PACFA Conference 2019, *Working with Trauma*, the full amount payable for the sponsorship options selected. Monies paid are non-refundable.
- Please note that your requested sponsorship option may have a limit to the number of sponsors accepted as specified in the Sponsorship Prospectus. Preference will be determined in order of receipt of the signed Agreement and payment. The Conference Administrator will notify you if we cannot provide your requested sponsorship option.
- Representatives of sponsors are permitted to attend Conference sessions or social events only where a complimentary conference registration is included as part of the sponsorship package, or where a conference registration has been purchased. Exhibitors and conference sponsors receive one complimentary conference registration. Additional personnel running display stalls must register for the Conference.
- Exhibitors are required to hold Public and Product Liability Insurance with for the duration of the exhibit. Exhibitors agree to provide a copy of their Insurance Certificate with their signed Agreement.
- The Conference Organisers may at their discretion use your logo, symbol, trade mark or registered mark in acknowledging your sponsorship in conference promotional materials where this is offered as part of your sponsorship package and no payment shall be made to you for such use. You will be responsible for forwarding your logo, symbol, trade mark or registered mark by the deadline. We request that all logos be supplied in an .eps format, high resolution 300 dpi. Should an alternative format be provided, PACFA cannot be held responsible for the quality of the logo displayed in promotional materials.
- Advertisements must be provided as PDFs, GIF or JPEG files. The Conference Administrator can design your advertisement, at no cost, provided the copy is received before the due date.
- The Conference Administrator must approve the size and content of all satchel inserts.
- Nothing contained in this Agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and PACFA and you must not in any way represent that you are a partner of PACFA.
- The details in this document are correct at the time of printing. PACFA and the Conference Organising Committee do not accept responsibility for any changes that may occur.

APPLICATION FORM

Contact Person *

Email *

Telephone *

Company *

Billing Address *

Suburb *

Postcode *

CHOOSE YOUR SPONSORSHIP PACKAGE

Sponsorship Type

GOLD	\$5,000 (incl. GST)
SILVER	\$3,000 (incl. GST)
BRONZE	\$850 (incl. GST)

Individual Sponsorship Options

Sponsor a specific conference session	\$500 (Incl. GST)
Sponsor a conference social event	\$750 (Incl. GST)
Conference Canape and Networking Event	
Conference Gala Dinner Event	
Professional Headshots Photo Booth	
Conference Door Prize	
Conference program full page b & w ad	\$350 (incl. GST)
Conference program ½ page b & w ad	\$200 (incl. GST)
Conference satchel insert (1 A4 flyer)	\$100 (incl. GST)
Conference satchel product (1 product)	\$75 (incl. GST)

Total \$ _____

Terms and Conditions

I confirm acceptance of the Conference Sponsorship Terms and Conditions.

Signature:

Date:

Please return this booking form by email: conference@pacfa.org.au. PACFA will provide an invoice with payment options.

Thank you for supporting the PACFA conference 2019: *Working with Trauma*.