Becoming well together.

PARTNERSHIPS IN MENTAL HEALTH
Ngā hononga ō te hauora hinengaro

SUPPORT AND EXHIBITION PROSPECTUS

The Royal Australian & New Zealand College of Psychiatrists

RANZCP 2018 Congress
SKYCITY Auckland Convention Centre
13-17 May 2018
ranzcp2018.com
Invitation to attend.

It is my great pleasure to invite you to attend the RANZCP 2018 Congress, Becoming well together: Partnerships in mental health, Ngā hononga ō te hauora hinengaro.

The Congress is being held at SKYCITY Auckland Convention Centre, Auckland from the 13-17 May and will bring together psychiatrists, medical doctors and other health professionals within the mental health arena to explore and examine the many interconnecting partnerships essential to the practice of modern psychiatry.

The five day program, including a diverse and inspiring array of international and national plenary speakers, will provide a foundation for delegates to collaborate and share knowledge, from cutting edge benchside science to expert knowledge developed from experience. Alongside this exciting and stimulating program, various social functions will be held in the evenings creating additional networking opportunities.

The RANZCP Congress is the premier educational event for psychiatrists and other mental health professionals in the Australasian region. We plan to build on previous years’ attendance numbers, with expectations of attracting over 1,000 delegates in 2018 and invite your organisation to participate as a supporter or exhibitor.

We encourage you to consider the opportunities available in this prospectus and we hope to see you in New Zealand for a successful Congress.

Dr Kym Jenkins
President
About the RANZCP.

The Royal Australian and New Zealand College of Psychiatrists (RANZCP) is responsible for training, educating and representing psychiatrists in Australia and New Zealand.

The RANZCP has more than 6,000 members, including more than 4,000 fully qualified psychiatrists (Fellows of the RANZCP) and around 1,500 members who are training to qualify as psychiatrists.

Our vision is to enhance the mental health of our nations through leadership in high-quality psychiatric care.

The RANZCP’s Continuing Professional Development program ensures a high standard of professional practice in psychiatry is maintained and participation in the annual Congress, as our flagship annual event, is a key contributor to members’ ongoing education.

Delegate profile

Delegates attending the Congress are representative of the wider RANZCP membership and the many sub-specialty areas within psychiatry, as well as those working within the mental health arena.
Marketing reach.

The RANZCP 2018 Congress will be marketed through a variety of different channels to ensure maximum exposure for your organisation throughout Australia and New Zealand. Avenues for marketing include:

Online and social media
A website devoted to the Congress is now live and will be updated continuously in the lead up to the event, providing the most up-to-date information on the program, speakers, social activities and a section dedicated to supporters and exhibitors.

Regular electronic marketing and updates about Congress are being distributed to over 7,000 potential delegates, with additional reach provided through the RANZCP’s extensive international partners, contacts and via social media.

Advertising
In addition to the Congress website, a number of advertisements about Congress will appear in national and international industry publications, websites and at related events.

These opportunities provide your organisation with long and sustained exposure to your target audience throughout Australia and New Zealand.
Why you should be involved.

Become a valued Supporter or Exhibitor at the RANZCP 2018 Congress and:

- Participate in Australia and New Zealand’s premier psychiatry event in 2018
- Gain significant brand exposure to over 1,000 psychiatrists, and other doctors and mental health professionals, from Australia and New Zealand
- Ensure your organisation stays informed about current developments and research in the field of psychiatry and use this information to stay ahead of the market
- Increase awareness of your organisation via a variety of marketing mediums
- Develop business connections and strengthen relationships through face-to-face engagement
- Exhibit and generate new leads, develop your brand or launch a new product through the exhibition
- Maximise your time and resources by showcasing your organisation to a relevant and influential audience in an environment away from the competition of everyday distractions
- Utilise this multi-level platform to demonstrate new equipment, promote new products or techniques and generate new business
- Support mental health initiatives and forums within Australia and New Zealand
New Zealand, truly is one of the most picturesque and photogenic places on earth. A small island nation of just over 4.5 million people, New Zealand is made up of two major land masses (North Island and South Island).

The Congress will be held at the SKYCITY Auckland Convention Centre, situated in the heart of the Auckland CBD and only a 35 minute transfer from Auckland airport. The Congress exhibition will be held in the Auckland Rooms, Level 4, with daily delegate catering served in this area for the duration of the Congress.

Auckland is a city unlike any other, with incredible natural wonders on the doorstep of a world class city. SKYCITY is a destination in its own right with over 20 bars and restaurants, the vibrant Federal Street dining precinct, SKYCITY Theatre with award winning shows and SKYTOWER (328 metres tall – the tallest in the Southern Hemisphere).

Only a short 3 hour flight from Australia’s eastern coast, Auckland allows you to hike through a rainforest in the day, and discover the best of vibrant nightlife that night. Only here can you wander through grape-vines and a colourful shopping precinct in the same afternoon. Only in Auckland can you kayak to a volcano in the morning, and enjoy world class cuisine and five star accommodation that night.

SKYCITY Auckland Convention Centre

88 Federal Street, Auckland
North Island, New Zealand
T +64 9 363 6070
www.skycityauckland.co.nz
As the RANZCP 2018 Congress Principal Supporter, you will benefit from the highest level of exposure and representation with the following entitlements:

**Exhibition.**
Two (2) exhibition booths (each 3m x 3m) in a premium location within the Congress exhibition

**Registration.**
Two (2) complimentary full Congress registrations providing access to the scientific sessions, attendance at inclusive social functions, Congress satchel and access to the Congress exhibition and daily catering
Four (4) exhibitor only registrations providing access to the Congress exhibition and daily catering (excludes social functions, Congress satchel and access to the scientific sessions)

**Company promotion.**
Appropriate acknowledgement during the Opening Ceremony by the Congress Convenor, and prior to Congress plenary sessions
Acknowledgement and logo on the following materials:
• Congress website
• Congress handbook and pocket program
• Congress app
• Venue signage
Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions

NZD$40,000
As a RANZCP 2018 Congress Premium Supporter, you will benefit from the following entitlements:

**Exhibition.**
One (1) exhibition booth (3m x 3m) within the Congress exhibition

**Registration.**
Two (2) complimentary full Congress registrations providing access to the scientific sessions, attendance at inclusive social functions, Congress satchel and access to the exhibition and daily catering
Two (2) exhibitor only registrations providing access to the Congress exhibition and daily catering (excludes social functions, Congress satchel and access to the scientific sessions)

**Company promotion.**
Appropriate acknowledgement during the Opening Ceremony by the Congress Convenor
Acknowledgement and logo on the following materials:
- Congress website
- Congress handbook and pocket program
- Congress app
- Venue signage
Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions
Community supporter.

NZD$10,000

UNLIMITED OPPORTUNITIES AVAILABLE

The RANZCP 2018 Congress encourages support from a wide range of organisations to reflect the broader community involvement and linkages with mental health and psychiatry. As a Community Supporter, you will have the opportunity as a non-pharmaceutical organisation or government department to be involved in this event and represent your commitment to the mental health sector.

Exhibition.

One (1) exhibition booth (3m x 3m) within the Congress exhibition

Registration.

Two (2) complimentary full Congress registrations providing access to the scientific sessions, attendance at inclusive social functions, Congress satchel and access to the exhibition and daily catering

Two (2) exhibitor only registrations providing access to the Congress exhibition and daily catering (excludes social functions, Congress satchel and access to the scientific sessions)

Company promotion.

Appropriate acknowledgement during the Opening Ceremony by the Congress Convenor

Acknowledgement and logo on the following materials:

- Congress website
- Congress handbook and pocket program
- Congress app
- Venue signage

Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions
Industry sessions.

Breakfast NZD$11,500
Lunch NZD$17,000

FOUR (4) OPPORTUNITIES AVAILABLE

**Breakfast sessions.**

NZD$11,500 per session

Two (2) opportunities available

One (1) breakfast session per day is available as follows:
- Tuesday 15 May 2018
- Wednesday 16 May 2018

**Lunch sessions.**

NZD$17,000 per session

Two (2) opportunities available

One (1) lunch session per day is available as follows:
- Tuesday 15 May 2018
- Wednesday 16 May 2018

Industry sessions provide you with the opportunity to independently host a breakfast or lunch session for participating delegates. Information regarding the Industry sessions will be made available on the Congress website and delegates will have the opportunity to pre-book via the main registration process with any remaining available seats to be filled onsite.

All industry sessions will be held at breakfast time and during lunch breaks so that they do not conflict with Congress sessions or other functions.

There are a limited number of opportunities and priority will be given to confirmed Principal and Premium Supporters until Friday 27 October 2017. Following this time, any available sessions will be open to organisations who are confirmed exhibitors.

The Organising Committee reserves the right to limit the number of industry sessions conducted by each Supporter.

Industry sessions will be held in meeting room spaces within the Crowne Plaza Auckland, located directly opposite the main Congress venue, and a standard audio visual package will be provided which includes a laptop, microphone, lectern, screen and data projector. All additional Audio Visual equipment, speaker costs and catering for the session will be at the supporter’s cost.

Meeting rooms will be set to a maximum capacity of 80 participants each in a cabaret style, round tables of ten (10), with a small head table at the front of the room.

**Entitlements.**

- Session synopsis of 250 words on Congress website (subject to Committee approval)
- Online booking facility as part of the Congress registration process
- Opportunity to create your own session with targeted messaging to attending delegates
- Opportunity to brand the session room (subject to Committee approval)
- Opportunities for networking, database collection, distribution of company literature, targeted messaging to delegates attending your session, incentive program roll out and engagement
- One (1) Congress day registration for your nominated speaker (includes access to the day’s scientific sessions, excludes social functions and Congress satchel)
- One (1) email reminder distributed to Industry session attendees the day prior

**Company promotion.**

Acknowledgement and logo on the following materials:
- Congress website
- Congress handbook and pocket program
- Congress app
- Venue signage

Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions.
Espresso bar.

NZD$17,000

THREE (3) OPPORTUNITIES AVAILABLE

Registration.
One (1) complimentary full Congress registration providing access to the scientific sessions, attendance at inclusive social functions, Congress satchel and access to the exhibition and daily catering.

Entitlements.
Package includes one (1) espresso bar located within the exhibition with supply of a barista and all consumables to be operational during catering breaks only.

The espresso bar can be located on the supporter’s exhibition stand or within close proximity if exhibiting (allowing for adequate traffic flow).

Opportunity to brand the espresso bar at supporter’s cost (design is subject to committee approval).

Opportunity to provide branded coffee cups, napkins, t-shirts and caps for the barista to wear onsite for the duration of Congress (at supporter’s cost).

Company promotion.

Acknowledgement and logo on the following materials:
- Congress website
- Congress handbook and pocket program
- Congress app
- Venue signage

Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions.
Networking lounge.

Providing comfortable lounge seating, the Networking Lounge will be a gathering place for delegates. Arrange to meet a client or colleague here at this hub or simply take the opportunity to relax in the lounge area.

**Registration.**

One (1) complimentary full Congress registration providing access to the scientific sessions, attendance at inclusive social functions, Congress satchel and access to the exhibition and daily catering.

**Company promotion.**

Exclusive recognition as the Networking Lounge supporter

Acknowledgement and logo on the following materials:

- Congress website
- Congress handbook and pocket program
- Congress app
- Venue signage

Opportunity to provide one (1) pull up banner to be displayed within the Networking Lounge

Opportunity to provide promotional flyers within the Networking Lounge

Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions.

NZD$10,000

EXCLUSIVE OPPORTUNITY
The Congress app will be the most up-to-date place for delegates to check all related Congress information. The app is downloadable on Android and Apple devices. The app will showcase speakers, program information, supporters and exhibitors and social program details. The app will also provide a platform for delegates, supporters and exhibitors to interact with each other before, during and after the Congress via the activity feed and direct messaging.

The app will be released in March 2018 making all speaker, program, supporter and exhibitor information available to delegates ahead of time.

In 2017, the app was downloaded over 1,000 times and was utilised heavily throughout the Congress.

## Registration.

One (1) complimentary full Congress registration providing access to the scientific sessions, attendance at inclusive social functions, Congress satchel and access to the exhibition and daily catering.

### Company promotion.

- Exclusive recognition as the app supporter
- Company logo displayed on each page of the app
- Acknowledgement and logo on the following materials:
  - Congress website
  - Congress handbook and pocket program
  - Congress app
  - Venue signage
- Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions
- Company logo included on app advertisement aimed to encourage delegates to download and utilise the app. The advertisement is to be included in the handbook, all session rooms and individual free standing sign.

### Upgrade opportunity.

An opportunity to provide wireless internet access to delegates, providing your company with prominent online branding. If you are interested, feel free to talk to us further about this exclusive opportunity.
Many delegates need to keep in touch with colleagues and work through their mobile whilst at Congress. As the Recharge Station supporter your brand will be prominently placed on the battery charge bar, making it clearly visible to all delegates accessing this service.

**Registration.**
One (1) complimentary full Congress registration providing access to the scientific sessions, attendance at inclusive social functions, Congress satchel and access to the exhibition and daily catering

**Company promotion.**
Exclusive recognition as the Recharge Station supporter
Company logo displayed on the customised branding of the recharge station which will be placed within high traffic zones of the exhibition (subject to production deadlines)
Opportunity to place company literature (e.g. flyers, brochures; note pads and pens excluded) at the recharge stations
Acknowledgement and logo on the following materials:
- Congress website
- Congress handbook and pocket program
- Congress app
- Venue signage

Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions

**Note:** The Congress Managers will arrange set up of recharge stations, the cost for which is contained within the support package. The location, design and number of terminals will be at the discretion of RANZCP 2018.

**NZD$8,000**
Writing pads and pens.
NZD$5,500 plus supply of 1,500 units of stock

EXCLUSIVE OPPORTUNITY

Company promotion.

Exclusive recognition as the Writing Pads and Pens supporter

Company branded writing pads and pens will be available on a table within the exhibition area and be available for use at the registration desk

Acknowledgement and logo on the following materials:
- Congress website
- Congress handbook and pocket program
- Congress app
- Venue signage

Company logo and appropriate acknowledgement on PowerPoint reel featured in the plenary room and all session rooms, to be shown before and after sessions

Satchel inserts.
NZD$2,500

All delegates will receive a satchel upon registration at the Congress. Please note that all product inserts must be approved by the Organising Committee and a single sample of the insert must be sent to the Congress Managers for approval upon booking.

One (1) x up to 4 page, A4 size, promotional brochure or item by the advised deadline.

Advertising opportunities are available within the online Book of Abstracts for RANZCP 2018 Congress. Please contact the Congress office for further information on the advertising opportunities available.
Exhibition opportunities.
Exhibition.

NZD$6,700 per booth

The Exhibition for the RANZCP 2018 Congress will be held in the Auckland Rooms, Level 4, of the SKYCITY Auckland Convention Centre. Delegate lunches, morning and afternoon teas will be served in the exhibition area, providing exhibitors with the maximum opportunity to showcase their products and services whilst interacting with delegates.

**Exhibition booth.**

One (1) 3m x 3m exhibition booth which includes the following:

- **Walls**
  2.5m high aluminium frame with white laminated infills

- **Fascia**
  One (1) company name sign allocated per stand (custom fascias are also available at an additional cost)

- **Lighting**
  Two (2) 150 watt spotlights per booth mounted on light track inside fascia

- **Power**
  One (1) 4 amp power point per booth

**Exhibition space.**

**Space ONLY for custom builds**

3m x 3m space only provided whereby the custom build contractor is responsible for provision and installation of all walling, flooring, signage, lighting and power at the designated time

**Registration.**

Two (2) complimentary exhibitor registrations per booth (excludes social functions, Congress satchel and access to scientific program sessions)

**Company promotion.**

Company logo acknowledgement on the following materials:

- Congress website
- Congress handbook and pocket program
- Congress app

Company name on Exhibition directory board located at the entrance of the exhibition.
Exhibition.

The RANZCP 2018 Congress exhibition floor plan is provided to assist with selecting your preferred site. The floor plan is subject to change and will be updated as required.

**Exhibition hours.**

- **Monday 14 May 2018** 08:30 – 17:00
- **Tuesday 15 May 2018** 08:30 – 17:00
- **Wednesday 16 May 2018** 08:30 – 15:30

Please note exhibition hours indicated above are indicative only and will be confirmed when the program has been finalised.

Exhibitor briefing notes, including the final floor plan and details regarding move-in and move-out arrangements, will be available on the Congress website in October 2017. The web link and password will be provided in due course.
**Code of Conduct**

**Medicines Australia**

Pharmaceutical companies must adhere to the current Medicines Australia Code of Conduct in relation to display and promotion of company or product names. All promotional design and print items will require approval by the Congress Organising Committee before the package is confirmed. The Royal Australian and New Zealand College of Psychiatrists reserves the right to approve all branding provided by supporters and exhibitors.

**Exhibitor protocol**

Each exhibitor must keep their display within the dimensions of their exhibition booth at all times during the Congress and refrain from amplified announcements or music from the exhibition display. All delegate interactions must be kept within the proximity of your booth and delegates are not to be approached outside of these perimeters.

**Custom built stand design approval**

All custom built exhibition booth design plans must be pre-approved by the Congress Organising Committee and the venue. Exhibitors with custom built booths are required to submit a comprehensive design plan to the Congress Office no later than Friday 9 March 2018 indicating the dimensions and features of the proposed booth for the Congress Organising Committee’s consideration and approval.

**Marketing**

Organisations are not permitted to send unsolicited marketing materials to attendees of the RANZCP 2018 Congress before, during or post Congress. All organisations should familiarise themselves with the Australian Privacy Act. Failure to comply may impact on your participation at this and/or future Congresses.

**Pricing**

All pricing listed is quoted in New Zealand dollars inclusive of 15% GST. All inclusions in Congress printed materials are subject to strict production deadlines.

**Privacy**

Please note all supporter and exhibitor contact details will be provided to SAGE Publications to discuss advertising opportunities within the Congress ‘Book of Abstracts’ publication. If you do not wish your details to be included in this correspondence, please email ranzcp@wsm.com.au
**Registration**

The RANZCP 2018 Congress is an integrated event and all staff in attendance at your booth must be registered for the Congress.

**Supporter registration**

Where a complimentary full registration is included in the supporter package, you will be required to complete a registration form with the details of the attending delegate. The complimentary full registration includes full access to all scientific sessions, Congress satchel, daily catering, and tickets to the inclusive social functions. Additional full registrations or additional social event tickets can be purchased. Please visit the Congress website for further information.

**Exhibitor registration**

Two (2) complimentary exhibitor registrations are included in each exhibition package (per 3m x 3m booth), similarly you will be required to complete an online registration form with the details of the attending exhibitor. If extra exhibitor booth personnel are required, you will be able to purchase additional registrations. The exhibitor registration includes daily catering, but does not include access to the scientific sessions, Congress satchel or social functions.

**Print and design materials**

All packages inclusive of print and design materials must be received by the deadlines provided by the Congress Organiser. If files are not received by the respective date, your company details may not be included in the print and design materials.

**Related events**

Supporters and exhibitors should not arrange competing events against any of the RANZCP or Congress functions including pre and post Congress events, and are required to provide the RANZCP with information regarding proposed activities.
How to apply.

Online applications
Please visit the Congress website www.ranzcp2018.com and complete the online application form. All applications received will be acknowledged with a confirmation letter or otherwise a NZD tax invoice with EFT payment details to facilitate payment for accepted applications.

Confirmation of participation
To confirm your support package and/or exhibition space, 50% part payment is required upon booking or within 14 days of receipt of your NZD tax invoice. Your booking will only be fully processed and secured upon receipt of this deposit at the Congress Organiser’s Office. The balance of payment is required by Friday 15 December 2017. Any booking made after Friday 15 December 2017 will require full payment upon booking or within 14 days of receipt of your tax invoice.

Cancellation policy
All cancellations must be received in writing to the Congress Organiser’s Office. If you cancel a support or exhibition booth/s, unless that particular area of support or exhibition space is resold, the Congress Organiser reserves the right to retain monies received. Any booth or support package cancelled after Wednesday 17 January 2018 will incur 100% forfeit. If the balance of payment is not received by the due date, the allocated support or exhibition booth space will be cancelled.

Terms and conditions
Full terms and conditions of support and exhibition are detailed on the application form. At the time of applying, potential supporters and exhibitors will be required to indicate their agreement to the terms and conditions.

Further information
RANZCP 2018 Congress Office
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