



**International Association  
for Suicide Prevention**

# **PAN-AMERICAN CONFERENCE**

**Minneapolis, USA**

## **SPONSORSHIP AND EXHIBITION PROSPECTUS**

### **Contact Information**

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**19–22 November 2024**

Minneapolis, USA

# Invitation



On behalf of the President, Professor Rory O'Connor, thank you for your interest in supporting the inaugural International Association for Suicide Prevention Pan-American Conference.

This prospectus is designed for potential sponsors who wish to lend their support to the Pan-American Conference which will be held November 19-22, 2024 in Minneapolis, USA.

**We look forward to welcoming you to Minneapolis in 2024.**





## The International Association for Suicide Prevention is dedicated to:

- preventing suicidal behaviour,
- alleviating its effects, and
- providing a forum for academics, mental health professionals, crisis workers, volunteers and suicide survivors.

IASP is a Non-Governmental Organization concerned with suicide prevention. Founded by the late Professor Erwin Ringel and Dr. Norman Farberow in 1960, IASP now includes professionals and volunteers from 84 countries.

## Global Audience



23K Followers



39K Followers



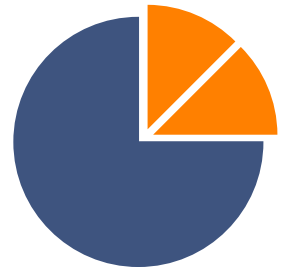
3,932 Followers



2,997 Followers



933 Followers



# Global Suicide Statistics

- An estimated **703,000 people** die by suicide worldwide each year.\*
- Over **one in every 100 deaths** (1.3%) in 2019 were the result of suicide.\*
- The global suicide rate is **over twice as high** among men than women.\*
- Over half (58%) of all deaths by suicide occur **before the age of 50 years old**.\*
- Suicide occurs across all regions in the world, however, **over three quarters** (77%) of global suicides in 2019 occurred in low and middle income countries.\*
- An individual suffering with depression is **twenty times** more likely to die by suicide than someone without the disorder.\*\*
- Suicide remains illegal **in over 20 countries**, while people who engage in suicidal behaviour may be punished in some countries that follow Sharia law, involving legal penalties that range from a small fine or short prison sentence to life imprisonment.\*\*\*

\*World Health Organisation

\*\*Ferrari AJ, et al. PLOS One. 2014 Apr 2;9(4):e91936

\*\*\*Mishara BL, Weisstub DN. International journal of law and psychiatry. 2016 Jan 1;44:54-74

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While this prospectus describes the sponsorship and exhibition opportunities available at the conference, we are very open to discussing your requirements and tailoring a package to accommodate your budget and marketing objectives. Please do contact us if you would like to explore a bespoke opportunity.

# Partnership Opportunities

Partnering the International Association for Suicide Prevention's inaugural Pan-American Conference is an empowering opportunity to contribute to suicide prevention and mental health promotion in the region. IASP Conference partnerships are collaborative relationships based on mutual objectives. We value our partners needs and aim to work together to achieve them. As a partner, you play a pivotal role in supporting the conference's organization, ensuring it becomes a platform for experts, researchers, and advocates to come together and exchange knowledge, best practices, and innovative solutions to tackle the pressing issue of suicide.



## IASP PAN-AMERICAN CONFERENCE PARTNER



**\$40,000**

Conference Partner for the inaugural IASP Pan-American Conference is a prestigious opportunity to assume a central role in promoting and shaping the trajectory of suicide prevention across the region. As a main partner, your organisation gains visibility and recognition among a diverse audience of mental health professionals, researchers, clinicians and those with lived experience.

## Partner Benefits

### Registration

- Four (4) conference registrations including sessions, morning tea, afternoon tea and lunch. Four (4) conference welcome reception tickets.
- Unlimited conference access at IASP member rates for sponsor employees/members.

### Exhibition Space

- Prime double space (6m x 2.5m) in the exhibition area (with a reduced registration fee for those manning the stand at accompanying person rate: maximum of two).

### High value association

- Nomination of one representative to the scientific committee. Nomination of one representative to the organising committee.
- A 5-minute address to the conference during the opening ceremony.
- VIP seating during the keynotes (reserved front row).
- Opportunity to take part in a short interview for promotion on social media channels and conference media webpage.

### Profile

- Verbal acknowledgement as a Pan-American Partner at the opening ceremony.
- Opportunity to place a standard roll-up banner near the registration desk.
- Display of company logo and company website link on the conference website.
- Company profile (300 words) on the conference website.
- One (1) insert in the delegate bag (to be supplied by the sponsor).
- Company logo on the conference signage (where applicable).
- Company logo in the final programme.
- Company logo on conference announcements.



Partnering as an Early Career Researcher Partner is an invaluable opportunity to shape the future of suicide prevention research and contribute to a growing body of knowledge in the field. As an Early Career Researcher Partner, you bring fresh perspectives, innovative ideas, and a passion for making a difference in the lives of those at risk. As an Early Career Researcher Partner, you gain exposure to a diverse audience of esteemed academics, practitioners, and policy influencers from the Pan American region and beyond.

## Partner Benefits

### Registration

- Two (2) conference registrations including sessions, morning tea, afternoon tea and lunch.
- Two (2) conference welcome reception tickets.
- Two (2) ECR pre-conference workshop tickets.
- Two (2) ECR networking event tickets.

### Profile

- Verbal acknowledgement at the opening ceremony.
- Opportunity to place a standard roll-up banner at the networking event.
- Opportunity to place a standard roll-up banner on side of stage during the ECR Keynote session.
- Opportunity to have roll-up banners displayed during the ECR pre-conference workshop.
- Logo displayed on all communications pertaining to the ECR pre-conference workshop.
- Opportunity for sponsor to announce and present prizes to the lightning presentation winners.
- Sponsor and acknowledgement of 8 ECR bursaries.
- Display of company logo and company website link on the conference website.
- Company profile (200 words) on the conference website.
- Two (2) inserts in the delegate bag (to be supplied by the sponsor).
- Company logo on the conference signage (where applicable).
- Company logo in the final programme.

### Each sponsored ECR delegate will receive:

- One conference registration including welcome reception and ECR networking event.

## COMMUNICATIONS PARTNER

**\$20,000 (EXCLUSIVE)**

Communications are the backbone of IASPs work both for our membership and wider audiences around the globe. Partnering as a Communications Partner offers a unique opportunity to play a pivotal role in amplifying the critical messages of suicide prevention and mental health support. By collaborating with IASP, your organization becomes an integral part of spreading the conference's key messages and initiatives to a diverse audience. Through strategic communication efforts, you'll help reach individuals, communities, and stakeholders with valuable information about suicide prevention resources, support networks, and evidence-based interventions.

### Partner Benefits

#### Registration

- Two (2) conference registration including sessions, morning tea, afternoon tea and lunch.
- Two (2) conference welcome reception tickets.
- Conference access at IASP member rates for ten (10) of your employees.

#### Profile

- Opportunity to have roll up banners displayed at the communication hub.
- Display of company logo and company website link on the conference website.
- Company profile (200 words) on the conference website.
- Acknowledgement at the opening ceremony.
- Company logo in the final programme.
- One (1) insert in the delegate bag (to be supplied by the sponsor).
- Media/Communication booth co-branded with IASP.
- Sponsor logo attached to daily blogs.
- Branding on conference communications and press releases.
- Branding on the conference media webpage.

## TECHNOLOGY PARTNER

**\$20,000 (EXCLUSIVE)**

Partnering with the International Association for Suicide Prevention's Pan-American Conference as a technology partner presents a unique opportunity to make a meaningful impact in the realm of suicide prevention and mental health support, leveraging the power of technology and innovation. As a technology partner, your organization plays a crucial role in enhancing the conference's technical aspects and ensuring a seamless digital experience for participants.

### Partner Benefits

#### Registration

- Two (2) conference registrations including registration, morning coffee, afternoon tea and lunch.
- Two (2) conference welcome reception tickets.
- Conference access and membership for two (2) individuals (1 for your company and 1 for a guest).

#### Profile

- Display of company logo and name on the back of the conference website.
- Company profile (100 words) on the conference website.
- Acknowledgement at the conference opening ceremony.
- Company logo displayed in the conference app.
- Company logo in the final programme.
- One (1) insert in the delegate bag (to be supplied by the sponsor).



## LIVED EXPERIENCE PARTNER

**\$20,000 (EXCLUSIVE)**

Partnering as a Lived Experience Partner with the International Association for Suicide Prevention's Pan-American Conference holds immense significance to bring a unique and invaluable perspective to the forefront of suicide prevention efforts. As a Lived Experience Partner, you champion personal journeys and insights that serve as a source of inspiration and hope, enriching the conference with a deep understanding of the challenges faced by individuals and communities affected by suicide. By collaborating as a Lived Experience Partner, you play a pivotal role in shaping the conference agenda, ensuring it reflects the lived experiences of those who have been touched by suicide. Your participation fosters a compassionate and supportive environment, helping to bridge gaps in understanding and reduce stigma, ultimately contributing to improved mental health outcomes.

### Partner Benefits

#### Registration

- Two (2) conference registration including welcome dinner, afternoon tea and lunch.
- Two (2) conference welcome reception.
- Two (2) pre-conference summit tickets.
- Conference access at IASPP member rates for ten (10) of your employees.

#### Profile

- Sponsor and acknowledgement of 8 lived experience bursaries.
- Opportunity to provide a welcome gift for each of the 8 bursary recipients.
- Opportunity to host a pre-conference half day summit.
- Display of company logo and company website link on the conference website.
- Company profile (200 words) on the conference website.
- Acknowledgement at the conference Opening Ceremony.
- Company logo displayed in conference app.
- Company logo in the final programme.
- One (1) insert in the delegate bag (to be supplied by the sponsor).

#### Each sponsored LE delegate will receive:

- One conference registration including welcome dinner and closing reception.

## TRAINING PARTNER

**\$20,000 (EXCLUSIVE)**

Partnering as a Training Partner with the International Association for Suicide Prevention's Pan-American Conference is an instrumental opportunity to contribute to the professional development of suicide prevention practitioners and advocates in the region. The collaboration between Training Partners and IASP represents a transformative step towards building a workforce equipped to save lives and promote mental health.

### Partner Benefits

#### Registration

- Two (2) conference registrations including sessions, morning tea, afternoon tea and lunch.
- Two (2) conference welcome reception tickets.
- Conference access at IASP member rates for ten (10) of your employees.

#### Profile

- Display of company logo and company website link on the conference website.
- Company profile (200 words) on the conference website.
- Acknowledgement at the conference opening ceremony.
- Opportunity to conduct a pre or post-conference half day training programme specific to the needs of delegates attending from lower and middle income countries (LAMIC).
- Company logo displayed in conference app.
- Company logo in the final programme.
- One (1) insert in the delegate bag (to be supplied by the sponsor).

# Sponsorship Opportunities

## NETWORKING SPONSOR

**\$15,000 (EXCLUSIVE)**

### Package Benefits

#### Registration

- One Conference registration including sessions, morning tea, afternoon tea and lunch.
- Two (2) conference welcome reception tickets.

#### Profile

- Co-host the welcome reception.
- Company banner displayed during coffee breaks.
- Company logo on the welcome reception menu.
- Display of company logo and company website link on the conference website.
- Company profile (100 words) on the conference website.
- Acknowledgement at the conference opening ceremony.
- Company logo in the final programme.

## SPANISH TRANSLATION SPONSOR

**\$6,000 (EXCLUSIVE)**

### Package Benefits

#### Registration

- One conference registration including sessions, morning tea, afternoon tea and lunch.
- One conference welcome reception ticket.

#### Profile

- Display of company logo and company website link on the conference website.
- Company profile (50 words) on the conference website.
- Acknowledgement at the conference opening ceremony and all translated sessions.
- Company logo in the final programme.
- One (1) insert in the delegate bag (to be supplied by the sponsor).

## DELEGATE BAG SPONSOR

**\$6,000 (EXCLUSIVE)**

### Package Benefits

#### Registration

- One conference registration including sessions, morning tea, afternoon tea and lunch.
- One conference welcome reception ticket.

#### Profile

- Display of company logo and company website link on the conference website.
- Company profile (50 words) on the conference website.
- Acknowledgement at the conference opening ceremony.
- Company logo in the final programme.
- Two (2) inserts in the delegate bag (to be supplied by the sponsor).
- Company logo on delegate bag — flip side conference logo branded.

## LANYARD SPONSOR

**\$4,000 (EXCLUSIVE)**

### Package Benefits

#### Registration

- One conference registration including sessions, morning tea, afternoon tea and lunch.
- One conference welcome reception ticket.

#### Profile

- Display of company logo and company website link on the conference website.
- Company profile (50 words) on the conference website.
- Acknowledgement at the conference opening ceremony.
- Company logo on the lanyard.
- Company logo in the final programme.
- One insert in the delegate bag (to be supplied by the sponsor).

## POSTER AWARD SPONSOR

**\$4,000 (EXCLUSIVE)**

### Package Benefits

#### Registration

- One conference registration including opening ceremony & welcome reception.

#### Profile

- Acknowledgement at opening ceremony.
- Insert in delegate bag\*.
- Invitation to present the poster awards.
- Display of company logo and company website link on the conference website.
- Company logo in programme.
- Company logo on sponsor board.

#### Each Poster winner will receive:

- Certificate.
- 1-year membership to IASP for first author (online access to CRISIS Journal).

## BURSARIES

(Multiple Opportunities)

**\$2,500 – \$25,000**

### Package Benefits

Multiple opportunities are available to assist delegates from lower and middle income countries (LAMIC), those with lived and living experience of suicide, First Nations Peoples, Veterans and students to attend the 2024 Pan-American Conference.

#### Sponsor benefits include:

- One insert in the delegate bag (to be supplied by the sponsor).
- Display of company logo and company website link on the conference website.
- Opportunity to host your sponsored delegate(s) for a breakfast event.
- Company logo in the programme.
- Company logo on the bursary recipients name badge.
- Company logo on the sponsor board.

#### Bursary recipients' benefits include:

- One conference registration including opening ceremony, welcome reception & networking event.
- Return airfare.
- Accommodation for five (5) nights.
- Daily allowance for five (5) nights.

## EXHIBITOR

**\$3,000**

### Package Benefits

#### Registration

- One conference registration including sessions, morning tea, afternoon tea and lunch.

#### Exhibition

- One display space (3m x 2.5) in the exhibition area.

#### Profile

- Display of company logo and company website link on the conference website.
- Company logo in the final programme.
- One insert in the delegate bag (to be supplied by the exhibitor).

## EXHIBITOR (Not for Profit, Charitable Organisations)

**\$2,000**

### Package Benefits

#### Registration

- One Conference registration including sessions, morning tea, afternoon tea and lunch.

#### Exhibition

- One display space (3m x 2.5) in the exhibition area.

#### Profile

- Display of company logo and company website link on the conference website.
- Company logo in the final programme.
- One insert in the delegate bag (to be supplied by the exhibitor).

## Package Benefits

In the interests of presenting an **eco-friendly conference** all bag inserts must be from the following list. Additional suggestions may be put to the congress secretariat.

- Reusable steel straw sets.
- Notepads sourced from recycled paper products.
- Pens/pencils.
- Reusable water bottles
- Reusable coffee cups\*.
- USB's.
- Magnets.

> *No glossy paper products*

> *No paper flyers*

> *No disposable water bottles*

## Advertising Opportunities

- Abstract Book inside front cover **\$2,500 (Exclusive)**
- Abstract Book inside back cover **\$2,000 (Exclusive)**
- Programme @ a Glance **\$2,000 (Exclusive)**

DON'T MISS YOUR OPPORTUNITY TO BE INVOLVED IN THIS EXCITING EVENT



# Terms and Conditions

## Booking and Payment

All prices are quoted in USD and exclude Taxes. Tax is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier.

Sponsorship packages and exhibition space will be allocated only on receipt of a signed booking form (i.e. a first come, first served basis.)

Confirmation will be sent together with a tax invoice for the full amount which is payable within 20 days of date of tax invoice.

All payments should be made in Euros by credit card or bank transfer.

All payments due must be received by the Congress Organising Committee prior to the Conference. No sponsor will be allowed to set up their exhibition stand at the Conference until full payment has been received.

Sponsors may not assign or sublet any part of their exhibition space.

The Organising Committee may need to make changes to the floor plan; however, changes will not be undertaken without prior discussion with the companies affected.

Sponsors consent to their contact details being shared with Conference suppliers and contractors. Timely supply of company logos for display is the responsibility of the sponsor.

## Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

Prior to **August 30th**, you are liable for 50% of the package selected; and from **September 1st**, you are liable for 100% of the package selected.

The Organising Committee reserves the right to cancel the conference no later than **August 1st** in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.

## Exhibitors

Exhibitors are subject to the terms and conditions as set out by the venue:

**Hyatt Regency, Minneapolis, USA.**

Any/all additional expenses incurred by the Exhibitor e.g. Cleaning, electricity, labour, banner rigging, plumbing costs will be on-charged and payable by the Exhibitor within 7 days.



## We invite your support

Thank you for taking the time to consider the possibilities that the International Association for Suicide Prevention inaugural Pan-American Conference has to offer.

If you have made your choices, please complete and return to us the Application for Sponsorship form. If we can assist with further information, or discussing other opportunities, please contact the congress managers.

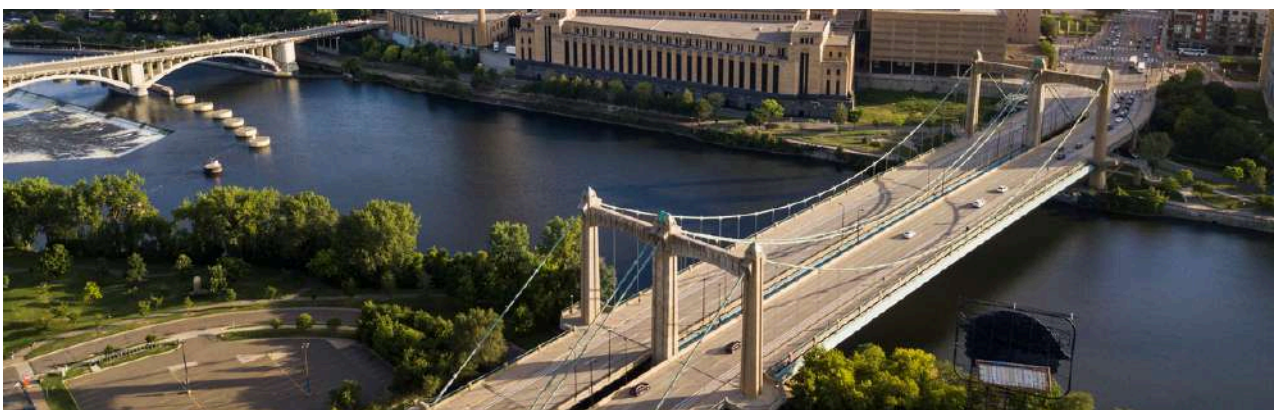
We hope that you are as enthusiastic about the opportunities that are available in Minneapolis as we are and look forward to welcoming you in November 2024.

**Contact:**

**Wendy Cliff**, IASP Head of Membership & Events

On behalf of the Organising Committee

Email: [wendycliff@iasp.info](mailto:wendycliff@iasp.info)



# 2024 International Association for Suicide Prevention inaugural Pan-American Conference, Minneapolis, USA.

## Application for Sponsorship

Please complete the form below.

We apply for sponsorship in accordance with the terms and conditions set out in the prospectus.

Signed	Date
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Please forward this form:

By email: [wendycliff@iasp.info](mailto:wendycliff@iasp.info)

Company Details			
Company			
Postal Address			
Telephone		Facsimile	
Mobile		Email	
Contact Person			

Sponsorship Packages		All costs are in US dollars and are exclusive of tax.	
Partnership Opportunity		Sponsorship Opportunity	
APAC Partner (\$40,000)		Networking Sponsor (\$15,000)	
ECR Partner (\$20,000)		Spanish Translation Sponsor (\$6,000)	
Communications Partner (\$20,000)		Delegate Bag (\$6,000)	
Lived Experience Partner (\$20,000)		Lanyard (\$4,000)	
Technology Partner (\$20,000)		Poster Awards (\$4,000)	
Training Partner (\$20,000)		Bursaries (\$2,500 - \$25,000)	
		Exhibitor (\$3,000)	
		Exhibitor (Not For Profit Organisation) (\$2,000)	
		Delegate Bag Insert (\$300)	
		Advertising Opportunity	
		Inside front cover Abstract Book (\$2,500)	
		Inside back cover Abstract Book (\$2,000)	
		Programme @ a glance (\$2,000)	

## PAYMENT

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

**Pay by credit card:**

Visa Mastercard.

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

**Pay by Bank Transfer**

An invoice will be raised and sent to you from IASP.

# What delegates had to say about the most recent IASP Conference:



"Thank you for a **most influential and informative** conference."

"I appreciate all the hard work of IASP in creating and facilitating the event. As one of the in-person attendees, **it felt like a huge success.**"

"Thank you to all the team for such a wonderful conference, all the work you put in just **makes it so easy for people like myself to be there.**"

"Please convey my thanks to the organisation for giving me the opportunity to attend this conference. As a LE person focused on reducing suicidality in my community it was refreshing and extremely empowering to be with people that not only understood but also were focusing on research and initiatives to affect change in community thinking and in suicide occurrence. **It is good to know I am not alone.**"

**"I just want to say that this has been an incredible conference! I can't say that enough.** I am so grateful to be able to be here. Thank you for all your work!"

"I want to thank the senior researchers, CEO's and organisers for always acknowledging us and offering a smile, a warm welcome and friendly face for each event. **It really made me feel safe and valued.**"

**"It was such a vibrant conference full of life, respect, joy and honesty.** I met so many wonderful people who were fearlessly committed to research, social justice and of course reducing the numbers and impacts of suicide. I left feeling not only inspired but refuelled to continue in my career. I am so excited to know the many different career paths and avenues I can explore since going to this conference. So, thank you to all who made it happen."



**International Association for Suicide Prevention**

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