

International Association for Suicide Prevention



31st World Congress

SPONSORSHIP AND EXHIBITION PROSPECTUS

Tuesday 21st – Friday 24th September 2021
Gold Coast Convention and Exhibition Centre,
Gold Coast, Australia

One suicide
every 40
seconds

For every
suicide, 25
people make
a suicide
attempt.

Contact Information:
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Invitation

On behalf of the Organising Committee, thank you for your interest in supporting the 31st International Association for Suicide Prevention World Congress.

This prospectus is designed for potential sponsors who wish to lend their support to the 31st IASP World Congress which will be held September 2021, at the Gold Coast Convention and Exhibition Centre, Gold Coast, Queensland, Australia.

We look forward to welcoming you to the Gold Coast in September 2021.



“Every day, we lose many lives to suicide, and many more are profoundly impacted by their deaths. We acknowledge all who experience the challenges of suicidal ideation, and those who have lost loved ones through suicide.”

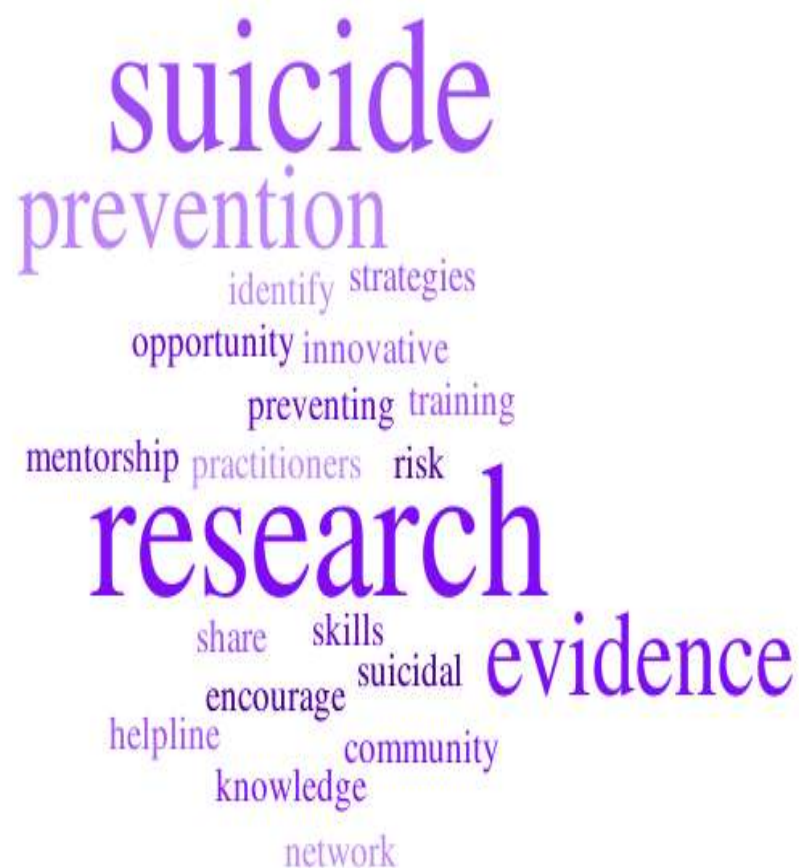
**You can
make a
difference!**

**Joining
together is
critical to
preventing
suicide.**

The International Association for Suicide Prevention (IASP) 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 77 countries.



Global facts on Suicide

- Over 800,000 people die by suicide annually
- For every 1 suicide 25 people make a suicide attempt
- Representing 1 person every 40 seconds
- Suicide is the 15th leading cause of death globally
- The global suicide rate is 11.4 per 100,000 population
- 50% of individuals in high income countries who die by suicide have major depressive disorder at their time of death
- In 25 countries (within WHO member states) suicide is currently still criminalised
- In an additional 20 countries suicide attempters may be punished with jail sentences according to Sharia Law.
- Over 70% of suicides are from low-and-middle-income countries



While this prospectus describes the sponsorship and exhibition opportunities available at the Congress, 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.

Major Sponsorship Opportunities

PLATINUM SPONSOR

AUD\$40,000 + GST



Benefits:

Registration

- Two (2) Congress registrations including sessions, morning tea, afternoon tea and lunch
- Two (2) Gala dinner tickets
- Two (2) Welcome reception tickets
- Unlimited Congress 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 (2))

High value association

- Involvement in the development of the structure and programme of the Congress (Organising Committee position for one representative)
- Nomination of one representative to the Scientific Committee
- A 5-minute address to the congress during the Opening Ceremony

Profile

- Verbal acknowledgement as a Platinum Sponsor 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 congress website
- One (1) insert in the congress bag (to be supplied by the Sponsor)
- Company logo on the congress signage (where applicable)
- Company logo in the final Programme
- Company logo on Congress announcements

GOLD SPONSOR

AUD\$30,000 + GST



Benefits:

Registration

- One (1) Congress registration including sessions, morning tea, afternoon tea and lunch
- One (1) Gala dinner ticket
- One (1) Welcome reception ticket
- Congress access at IASP member rates for ten (10) Sponsor employees/members

Exhibition Space

- One (1) display space (3m x 2.5m) in the Exhibition area (with a reduced registration fee for those manning the stand at accompanying person rate: maximum of two (2))

High value association

- A 3-minute address to the congress during the Opening Ceremony

Profile

- Verbal acknowledgement as a Gold Sponsor 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 congress website
- One (1) insert in the congress bag (to be supplied by the Sponsor)
- Company logo on the congress signage (where applicable)
- Company logo in the final Programme
- Company logo on congress announcements

SILVER SPONSOR

AUD\$20,000 + GST



Benefits:

Registration

- One (1) Congress registration including sessions, morning tea, afternoon tea and lunch
- One (1) Gala dinner ticket
- One (1) Welcome reception ticket
- Congress access at IASP member rates for three (3) Sponsor employees/members

Exhibition Space

- One (1) display space (3m x 2.5m) in the Exhibition area (with a reduced registration fee for those manning the stand at accompanying person rate: maximum of two (2))

High value association

- A 3-minute address to the congress during the Opening Ceremony

Profile

- Verbal acknowledgement as a Silver Sponsor 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 congress website
- One (1) insert in the congress bag (to be supplied by the Sponsor)
- Company logo on the congress signage (where applicable)
- Company logo in the final Programme
- Company logo on congress announcements

Additional Sponsorship Opportunities

CONGRESS DINNER SPONSOR (2 Opportunities)

AUD\$25,000 +GST

Benefits:

Registration

- Two (2) Congress registrations including sessions, morning tea, afternoon tea and lunch
- Two (2) Gala dinner tickets

Profile

- Verbal acknowledgement at the Opening Ceremony
- Opportunity to have roll up banners displayed during the dinner
- Display of company logo and company website link on the congress website
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

COFFEE STATION AND REUSABLE CUP SPONSOR (1 Opportunity)

AUD\$20,000 +GST

Benefits:

Registration

- One (1) Congress registration which includes attendance at sessions, morning tea, afternoon tea, lunch
- One (1) Welcome reception ticket

Profile

- Company logo displayed at Coffee station
- Display of company logo and company website link on the congress website
- Acknowledgement at the Opening ceremony
- Company logo on reusable cups
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

As we are presenting an Eco-friendly congress, delegates will be strongly encouraged to use their reusable these reusable cups for all of their congress refreshments.

WELCOME RECEPTION SPONSOR (1 Opportunity)

AUD\$15,000 +GST

Benefits:

Registration

- Two (2) Congress delegate registrations including sessions, morning tea, afternoon tea, lunch
- Two (2) Welcome reception tickets

Profile

- Verbal acknowledgement at the Opening Ceremony
- Opportunity to have roll-up banners displayed during the Welcome reception
- Display of company logo and company website link on the congress website
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

WEBCASTING SPONSOR (1 Opportunity)

AUD\$12,000 + GST

Benefits:

Registration

- One (1) Congress registration including sessions, morning tea, afternoon tea and lunch
- One (1) Gala dinner ticket
- One (1) Welcome reception ticket

Profile

- Logo and profile on the webcast for 12 minutes
- Verbal acknowledgement at the Opening Ceremony
- Display of company logo and company website link on the congress website
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

No longer available due
to Hybrid nature of
Congress

CONGRESS APP SPONSOR (Up to 2 Opportunities)

AUD\$12,000 +GST

Benefits:

Registration

- One (1) Congress registration which includes attendance at sessions, morning tea, afternoon tea, lunch
- One (1) Welcome reception ticket

Profile

- Display of company logo and company website link on the congress website
- Acknowledgement at the Opening ceremony
- Company logo displayed in Congress App
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

As there will be little or no printed elements to the Conference, this highly sought after sponsorship opportunity may be shared by up to 2 sponsors at \$6,000 plus GST each or exclusively at \$12,000 plus GST.

NETWORKING RECEPTION SPONSOR (1 Opportunity)

AUD\$10,000 + GST

Benefits:

Registration

- One (1) Congress registration including sessions, morning tea, afternoon tea, lunch
- One (1) Welcome reception ticket
- Two (2) Networking reception tickets
-

Profile

- Verbal acknowledgement at the Opening Ceremony
- Opportunity to have roll-up banners displayed during the Network reception
- Display of company logo and company website link on the congress website
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

INDIGENOUS BURSARY SPONSOR

AUD\$10,000 +GST

Assisting up to 10 young Indigenous persons working or studying in the field of suicide prevention to attend the World Congress

Sponsor benefits include:

- Insert in Delegate Bag*
- Display of Company logo and company website link on congress website
- Logo on Sponsored Delegates Name Badge
- Logo on Sponsor Board

Each sponsored delegate will receive:

- One (1) Congress registration including Gala dinner & Welcome reception
- One (1) Networking event ticket

EARLY CAREER BURSARY SPONSOR

AUD\$10,000 + GST

Assisting up to 10 Early Career persons working in the field of suicide prevention to attend the World Congress

Sponsor benefits include:

- Insert in Delegate Bag*
- Logo and link on congress website
- Logo on Sponsored Early Career Delegates Name Badge
- Logo on Sponsor Board

Each sponsored delegate will receive:

- One (1) Congress registration including Gala dinner & Welcome reception
- One (1) Networking event ticket

POSTER AWARD SPONSOR

AUD\$8,000 +GST

Sponsor benefits include:

- One (1) Congress registration including Welcome reception
- Acknowledgement at Opening Ceremony
- Insert in Delegate Bag*
- Invitation to present the Poster Awards
- Display of company logo and company website link on the congress website
- Company logo in Programme
- Company logo on Sponsor Board

Sponsored Poster Winner Benefits include:

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

DELEGATE BAG SPONSOR (1 Opportunity)

AUD\$8000 + GST

Benefits:

Registration

- One (1) Congress registration including sessions, morning tea, afternoon tea and lunch
- One (1) Welcome reception ticket

Profile

- Display of company logo and company website link on the congress website
- Acknowledgement at the Opening Ceremony
- Company logo in the final Programme
- Two (2) inserts in the congress bag (to be supplied by the Sponsor)
- Company logo on delegate bag

NAME BADGE SPONSOR (1 Opportunity)

AUD\$8000 +GST

Benefits:

Registration

- One (1) Congress registration which includes attendance at sessions, morning tea, afternoon tea, lunch
- One (1) Welcome reception ticket

Profile

- Display of company logo and company website link on the congress website
- Acknowledgement at the Opening ceremony
- Company logo on Name Badge
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

KEYNOTE ADDRESS (1 Opportunity)

AUD\$8,000 +GST

Benefits:

Registration

- One (1) Congress registration which includes attendance at sessions, morning tea, afternoon tea, lunch
- One (1) Gala dinner ticket and One (1) Welcome reception ticket

Profile

- Display of company logo and company website link on the congress website
- Acknowledgement at the Keynote Address
- Company logo in the final Programme

PRE-CONGRESS WORKSHOP SPONSOR

AUD\$7,000 +GST

Benefits:

Registration

- One (1) Workshop registration
- One (1) Gala dinner and One (1) Welcome reception ticket

Profile

- Display of company logo and company website link on the congress website
- Acknowledgment at the Workshop Opening
- Company logo in the final Programme
- Company banner displayed at Workshop
- One (1) insert in the congress bag (to be supplied by the Sponsor)

BURSARY SPONSORSHIP

AUD\$5,000 +GST

Assisting 1 delegate from a Lower or Middle Income Country (LAMIC) to attend the World Congress

Sponsor benefits include:

- One (1) insert in the congress bag (to be supplied by the Sponsor)
- Display of company logo and company website link on congress website
- Company logo in Programme
- Company logo on bursary recipients name badge
- Company logo on Sponsor board

Bursary recipients' benefits include:

- One (1) Congress registration including Gala dinner, Welcome reception & Networking event
- Return airfare
- Accommodation for Five (5) nights
- Daily allowance for Five (5) days

STUDENT REGISTRATION BURSARY SPONSOR

AUD\$5,000 +GST

Assisting up to 5 Students to attend the World Congress

Sponsor benefits include:

- Insert in Delegate Bag*
- Display of company logo and company website link on congress website
- Company logo on sponsored students name badge
- Company logo on Sponsor board

Each sponsored student will receive:

- One (1) Congress Registration including Gala dinner, Welcome reception & Networking event
- Up to \$500AUD towards travel and/or accommodation expenses

CHARGING STATION SPONSOR

AUD\$4,000 +GST

Benefits:

Registration

- One (1) Congress registration which includes attendance at sessions, morning tea, afternoon tea, lunch

Profile

- Banner to be supplied by the sponsor with size and location to be determined by the Congress Secretariat
- Display of company logo and company website link on the congress website
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

EXHIBITOR (up to 10 opportunities)

AUD\$4,000 + GST

Benefits:

Registration

- One (1) Congress registration including sessions, morning tea, afternoon tea and lunch

Exhibition Space

- One (1) display space (3m x 2.5m) in the Exhibition area

Profile

- Display of company logo and company website link on the congress website
- Company logo in the final Programme
- One (1) insert in the congress bag (to be supplied by the Sponsor)

SESSION SPONSOR*

AUD\$3,000 + GST

Benefits:

Registration

- One (1) Congress registration including sessions, morning tea, afternoon tea and lunch
- One (1) Welcome reception ticket

Profile

- Display of company logo during sponsored session
- Display of company logo and company website link on the congress website
- Company logo in the final Programme

*The sponsored session is at the discretion of the Congress Secretariat

Delegate Bag Inserts

AUD\$1,500 +GST

In the interests of presenting an Eco-friendly Congress 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**

***Insert fee is included within item sponsorship.**

Don't miss your opportunity to be involved in this exciting event

Sponsorship Opportunities

Please refer to specific packages for full details.

Packages and Benefits	Price \$AUD Excluding GST	Congress Registration	Congress Dinner	Welcome Reception	Networking Reception	Pre-Congress Workshop	Organising Committee	Scientific Committee	Exhibition Booth	Opening Ceremony	Registration at IASP Member rates	Logo displayed on website, programme, venue	Bag Insert	Sponsor Banner	Package specific benefits
Platinum	\$40,000	2	2	2			1	1	Double	5 min. address	unlimited	✓	✓	✓	
Gold	\$30,000	1	1	1					1	3 min. address	10	✓	✓	✓	
Silver	\$20,000	1	1						1	3 min. address	3	✓	✓	✓	
Gala Dinner	\$25,000	2	2							✓		✓		✓	
Coffee Station & Reusable Cup	\$20,000	1		1						✓		✓	✓		Banner at Coffee Station & Logo on cup
Welcome Reception	\$15,000	2		2						✓		✓	✓	Welcome Reception	
Congress App	\$12,000	1		1						✓		✓	✓		Logo on App
Webcasting Sponsor	\$12,000	1	1	1						✓		✓	✓		Logo on Webcast
Networking Reception	\$10,000	1		1	2					✓		✓	✓	Networking Reception	
Indigenous Bursaries	\$10,000	10 Recipients	10 Recipients	10 Recipients	10 Recipients							✓	✓		10 Name Badges
Early Career Bursaries	\$10,000	10 Recipients	10 Recipients	10 Recipients	10 Recipients							✓	✓		10 Name Badges
Poster Awards	\$8,000	1	1	1						✓		✓	✓		Award presentation
Delegate Bag	\$8,000	1		1						✓		✓	✓		Logo on Bag
Name Badge	\$8,000	1		1						✓		✓	✓		Logo on Name Badge
Keynote Address	\$8,000	1	1	1						Keynote		✓			
Pre-Congress Workshop	\$7,000		1	1		1				Workshop		✓	✓	Pre Congress	
LAMIC Bursary	\$5,000	1 Recipient	1 Recipient	1 Recipient	1 Recipient					✓		✓	✓		1 Name Badge
Student Bursary	\$5,000	5 Recipients	5 Recipients	5 Recipients	5 Recipients					✓		✓	✓		5 Name Badges
Charging Station	\$4,000	1										✓	✓	Charging Station	
Exhibition Booth	\$4,000	1							1			✓	✓		
Session Sponsor	\$3,000	1		1										Session	
Delegate Bag Insert	\$1,500												✓		

Terms and Conditions

Booking and Payment

All prices are quoted in Australian dollars and exclude GST (Goods and Services Tax). GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 10%). If you are registered for Australian GST with the Australian Taxation Office, the GST paid may be reclaimed on your GST returns.

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 Australian dollars by credit card or bank transfer.

All payments due must be received by the Congress Organising Committee prior to the Congress. No sponsor will be allowed to set up their exhibition stand at the Congress 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 Congress 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 May 30, 2021, you are liable for 50% of the package selected; and

from June 1, 2021, you are liable for 100% of the package selected.

The Organising Committee reserves the right to cancel the Congress not later than 31 December 2020 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: The Gold Coast Convention and Exhibition Centre.

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 2021 World Congress 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 on the Gold Coast as we are and look forward to welcoming you in September 2021.

Contact:

Nihal Fernandez
Sponsorship and Exhibition Executive
on behalf of the Organising Committee

The Conference Company

Postal Address: Level 14, 5 Martin Place, Sydney NSW 2000
Email: nf@theconferencecompany.com
Telephone: 1 800 193 405

2021 International Association for Suicide Prevention World Congress, Gold Coast, Australia

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

Company Details			
Company			
Postal Address			
Telephone		Facsimile	
Mobile		Email	
Contact Person			
Sponsorship Packages			
Package (AUD\$ exclusive of GST)	✓	Package (AUD\$ exclusive of GST)	✓
Platinum Sponsor (\$40,000)		Poster Awards (\$8,000)	
Gold Sponsor (\$30,000)		Delegate Bag (\$8,000)	
Silver Sponsor (\$20,000)		Name Badge (\$8,000)	
Gala Dinner (\$25,000)		Keynote Speaker (\$6,500)	
Coffee Station & Reusable Cup (\$20,000)		Pre-Congress Workshop (\$5,000)	
Welcome Reception (\$15,000)		Bursary Package LAMIC (\$5,000)	
Congress App (\$12,000)		Student Bursaries (\$5,000)	
Webcasting Sponsor (\$12,000)		Charging Station (\$4,000)	
Networking Sponsor (\$10,000)		Exhibition Booth (\$4,000)	
Indigenous Bursaries (\$10,000)		Session Sponsor (\$3,000)	
Early Career Bursaries (\$10,000)		Delegate Bag Inserts (\$1,500)*	



International Association for Suicide Prevention

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