

# International Association for Suicide Prevention



## 31<sup>st</sup> World Congress

# SPONSORSHIP AND EXHIBITION PROSPECTUS

**Tuesday 21<sup>st</sup> – Friday 24<sup>th</sup> 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.

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# Invitation

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

This prospectus is designed for potential sponsors who wish to lend their support to the 31<sup>st</sup> 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.”

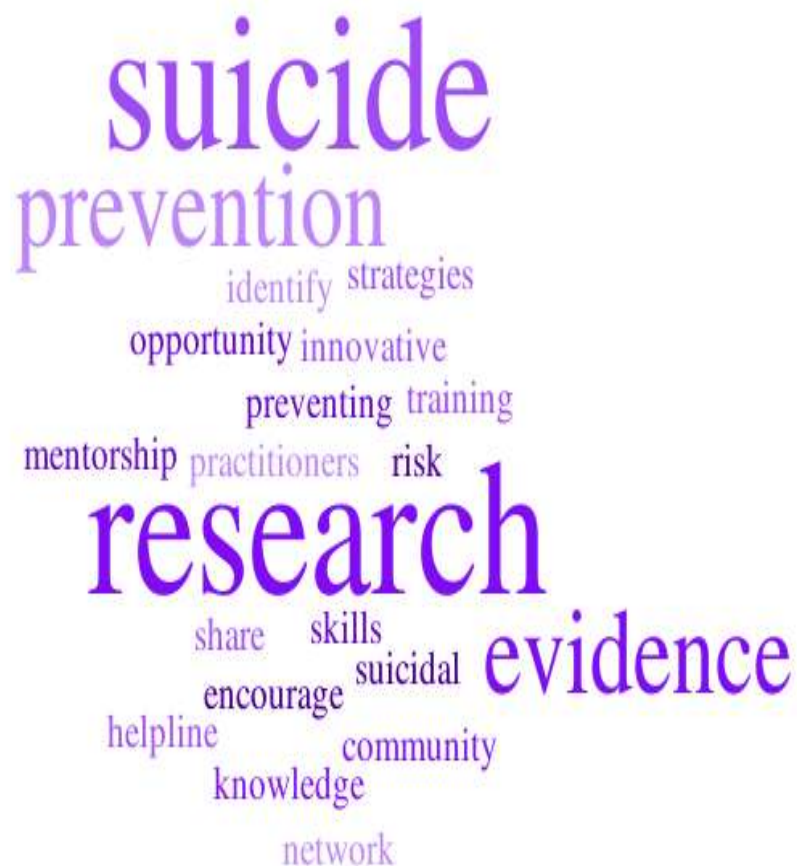
**You can  
make a  
difference!**

**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 15<sup>th</sup> 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)

**1 OPPORTUNITY REMAINING**

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 Badges
- 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)

**No longer available**

## 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)

**SOLD**

## 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						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												√		











**International Association for Suicide Prevention**

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