7th WORLD CONGRESS of ASIAN PSYCHIATRY
MENTAL HEALTH CARE ACROSS ASIA: UNION IN DIVERSITY
21-24 FEBRUARY 2019 • SOFITEL SYDNEY WENTWORTH

Support and Exhibition Opportunities

www.afpa2019.com
INVITATION TO ATTEND

On behalf of The Asian Federation of Psychiatric Associations (AFPA), I invite you to attend the 7th World Congress of Asian Psychiatry.

The Congress is being held at the Sofitel Sydney Wentworth from 21 – 24 February 2019 and will bring together over 400 psychiatrists, medical doctors and other health professionals within the mental health profession. This event will explore and examine the many diverse mental health problems currently being experienced in Asia where the majority of the world’s population lives.

The 3 day program will include a diverse and inspiring array of international and national plenary speakers and provide a foundation for future collaboration and sharing of knowledge amongst the delegates. Alongside the exciting and stimulating scientific program there will be opportunity to network and collaborate with peers during social activities.

The WCAP 2019 Congress provides an important platform for meeting, discussing, collaborating and sharing thoughts in the many areas of mental health and we invite your organisation to participate as a supporter or exhibitor.

We encourage you to explore the opportunities available in this prospectus and hope to see you in Sydney for a successful Congress.

Professor Malcolm Hopwood
ABOUT THE CONGRESS

ABOUT AFPA
The Asian Federation of Psychiatric Associations (AFPA) is the federation of national psychiatric societies and associations operating on the continent of Asia. AFPA represents over 30 Members Societies which covers one third of the world’s population.

One of the important missions of AFPA is to unite psychiatrists of all Asian regions and to improve academic standard and psychiatric services in Asia.

Our goal is “Excellence in Asian Psychiatry”.

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.

The RANZCP is a Member of AFPA and has a strategic commitment to the Asia-Pacific region as outlined in their strategic plan. This was also highlighted recently in 2016 by hosting the RANZCP Annual Congress in Hong Kong.

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.
MARKETING REACH

The WCAP 2019 Congress will be marketed internationally through a variety of channels to ensure maximum exposure for your organisation. 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 with a section dedicated to supporters and exhibitors.

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

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

These opportunities provide your organisation with long and sustained international exposure to your target audience.
WHY YOU SHOULD BE INVOLVED

Become a valued Supporter or Exhibitor at the WCAP 2019 Congress and:

» Participate in AFPA’s premier psychiatry event in 2019
» Gain significant brand exposure to over 400 psychiatrists, and other doctors and mental health professionals worldwide
» Ensure your organisation stays abreast of current developments and research in the field of psychiatry and use this information to stay ahead of the market
» Increase awareness and exposure 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 international mental health initiatives and forums

CUSTOM SUPPORT PACKAGES

For customised support packages please contact the Congress Organisers, see page 19, who can assist you with your enquiry.
CONGRESS CITY AND VENUE

Situated on a breathtaking harbour, Sydney is one of the world’s most attractive and exciting cities. With its rich mix of colonial and indigenous history, multicultural cuisines and festivals, museums, exhibitions and theatres – Sydney is an experience waiting to happen.

Enjoy the mild sunny climate and miles of golden beaches. Stroll along Darling Harbour, The Rocks and Circular Quay enjoying the sights of the world famous Opera House, or why not climb the Sydney Harbour Bridge?

**Sofitel Sydney Wentworth**
61-101 Phillip Street
Sydney NSW 2000
Australia
T: +61 2 9228 9188

Amidst the vibrant bustle of the city of Sydney, Sofitel Sydney Wentworth offers a luxury escape. With outstanding meeting facilities and accommodation on offer, the heritage-listed hotel combines French elegance and traditions with sophisticated comfort, creating a world class 5-star destination.

Ideally situated in the heart of central Sydney’s business and shopping districts, this hotel is conveniently located twelve kilometres from Kingsford Smith Airport, 500 metres from the nearest ferry, train and bus stops and only minutes from famous Sydney attractions like the Opera House, Circular Quay, The Rocks and the Royal Botanic Gardens. The Sofitel Sydney Wentworth is the ideal base for the Congress and to discover some of what Sydney has to offer.
SUPPORT OPPORTUNITIES
PRINCIPAL SUPPORTER

Price $25,000

EXCLUSIVE OPPORTUNITY

As the WCAP 2019 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 2m) in a premium location within the Congress exhibition area

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
» Congress 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
PREMIUM SUPPORTER

Price $15,000

FOUR (4) OPPORTUNITIES AVAILABLE

As a WCAP 2019 Congress Premium Supporter, you will benefit from the following entitlements:

EXHIBITION
One (1) exhibition booth (3m x 2m) within the Congress exhibition area

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

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
» Congress 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

www.afpa2019.com
WELCOME RECEPTION

Price $10,000

EXCLUSIVE OPPORTUNITY

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

ENTITLEMENTS
Four additional tickets to the Welcome Reception
Opportunity to display two (2) pull up banners during the Welcome Reception (supporter to supply)

COMPANY PROMOTION
Appropriate acknowledgement during the Welcome Reception and Opening Ceremony by the Congress Convenor
Acknowledgement and logo on the following materials:
» Congress website
» Congress handbook
» Congress 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

Price $8,000

EXCLUSIVE OPPORTUNITY

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

ENTITLEMENTS
Package includes one (1) espresso bar located within the exhibition area with supply of 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 too (allowing for adequate traffic flow)

Opportunity to brand the espresso bar at supporter’s cost (design is subject to approval by the Organising Committee)

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
» Congress 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
RECHARGE STATION

Price $5,000

EXCLUSIVE OPPORTUNITY

Many delegates need to keep in touch with colleagues and work through their mobile whilst at the 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 Congress exhibition and daily catering

COMPANY PROMOTION

Exclusive recognition as the Recharge Station supporter

Company logo displayed on the customised branding of the charge bar units that will be placed in high traffic zones of the exhibition area (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
» Congress 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 Organiser will arrange set up of terminals, the cost for which is contained within the support package. The location, design and number of terminals will be at the discretion of RANZCP.
WRITING PADS AND PENS

Price $3,000 plus supply of 600 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 in the delegate satchel

Acknowledgement and logo on the following materials:
» Congress website
» Congress handbook
» Congress 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

www.afpa2019.com
SATCHEL INSERT

Price $1,500

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 Organiser for approval upon booking.

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

CUSTOM SUPPORT PACKAGES

For customised support packages please contact the Congress Organisers, see page 19, who can assist you with your enquiry.
EXHIBITION OPPORTUNITIES
Price $4,000

The exhibition for the WCAP 2019 Congress will be held on the Level 3 Foyer of the Sofitel Sydney Wentworth. 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 2m exhibition booth which includes the following:

**WALLS**
2.4m high aluminium frame with white laminated infills

**FASCIA**
All open aisle frontages will have a fascia sign consisting of one company name and stand number
Corner stands will have two fascia signs

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

**POWER**
One (1) 4 amp power point per booth

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

**COMPANY PROMOTION**
Acknowledgement and logo on the following materials:
  - Congress website
  - Congress handbook
  - Congress signage
EXHIBITION FLOOR PLAN

The WCAP 2019 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tr>
<td>Friday 22 February</td>
<td>0930 – 1700</td>
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<tr>
<td>Saturday 23 February</td>
<td>0930 – 1700</td>
</tr>
<tr>
<td>Sunday 24 February</td>
<td>0930 – 1700</td>
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</tbody>
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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 made available to exhibitors prior to the event.
POLICY AND GUIDELINES

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 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.

ENGAGEMENT WITH THE PHARMACEUTICAL INDUSTRY
Please note that RANZCP’s engagement with the pharmaceutical industry has been based on the position statement ‘RANZCP engagement with the pharmaceutical industry’. Further information on this policy can be found on the RANZCP website, www.ranzcp.org

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.

MARKETING
Organisations are not permitted to send unsolicited marketing materials to attendees of the WCAP 2019 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 Australian dollars inclusive of 10% GST. All inclusions in Congress printed materials are subject to strict production deadlines.

REGISTRATION
The WCAP 2019 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.

EXHIBITOR REGISTRATION
Two (2) complimentary exhibitor registrations are included in each exhibition package (per 3m x 2m 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 Congress functions, and are required to provide RANZCP with information regarding proposed activities.
HOW TO APPLY

ONLINE APPLICATIONS
Please visit the Congress website www.afpa2019.com and complete the online application form. All applications received will be acknowledged with a confirmation letter or otherwise a tax invoice with EFT payment details to facilitate payment for accepted applications.

CONFIRMATION OF PARTICIPATION
To confirm your support package and/or exhibition booth, 50% part payment is required upon booking or within 14 days of receipt of your tax invoice. Your booking will only be fully processed and secured upon receipt of this deposit by the Congress Organiser. The balance of payment is required within 60 days of your initial payment.

Any booking made after Thursday 21 November 2018 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. If you cancel a supporter package or exhibition booth/s, unless that particular supporter package or exhibition booth/s is resold, the Congress Organiser reserves the right to retain monies received. Any supporter package or exhibition booth/s cancelled after Thursday, 21 November 2018 will incur 100% forfeit. If the balance of payment is not received by the due date, the allocated supporter package or exhibition booth/s 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
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