



AACBT

AUSTRALIAN ASSOCIATION
FOR COGNITIVE AND
BEHAVIOUR THERAPY

2021 AACBT National Conference

28-29 October 2021 – virtual only scientific program

30 October 2021 – virtual & physical workshops

The Esplanade Hotel, Fremantle, Western Australia

The Australian Association for Cognitive and Behaviour Therapy (AACBT) is a not-for-profit multidisciplinary association for health professionals with an interest in research and the application of established and emerging evidence-based Cognitive and Behaviour Therapies (CBT). The broad mission of the AACBT is to help professionals reduce the burden associated with mental illness.

There are several opportunities for promoting your company whilst contributing to the overall success of our National Conference and the mission of the AACBT.

Your support of the AACBT National Conference will provide access to promote your company to 9,000+ subscribers of the AACBT newsletter list nationwide, and approximately 150 allied health and medical delegates during the event, plus exposure via our social media channels. We anticipate that your involvement with this important event will provide substantial networking opportunities.

This year, our conference will be held online, via a platform known as gather.town. It is a fun and interactive environment that limits online fatigue. An example of the conference venue can be viewed here: <https://www.youtube.com/watch?v=f0NioP1EJmc>.

What you can expect from this online venue:

- An online conference space that mimics an in-person venue
- The option of exhibitor's tables and booths that will enable real time interactions with delegates (e.g., similar to being on a zoom call or via text chats)
- Advertise your organisation through the ability to share your screen with delegates that you are interacting with
- The ability to display banners throughout the online venue
- Advertisements in our electronic conference abstract book
- The ability to network and set up meetings with delegates in public or private meeting spaces
- The ability to address all guests if required, through a podium feature

Our conference delegates are from all over Australia, and they range from early career to experienced researchers and clinicians.



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AACBT National Conference Committee Members

- Dr Janice Wong – Convenor 2021 (WA)
- Professor Peter McEvoy – Scientific Convenor 2021 (WA)
- Professor Louise Sharpe – National Conference Coordinator (Chair)
- Associate Professor Melissa Norberg – National President
- Ms Natasha Dean – National Tour Coordinator
- Dr Rebecca Anderson – Director (Memberships)
- Associate Professor Kristin Gainey – Early Career Research Co-Chair
- Dr David Preece – Early Career Research Co-Chair
- Professor Peter J Norton – Convenor 2022 (Vic)
- Dr Brett Deacon – Scientific Convenor 2022 (Vic)



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Benefits of Support

Your support of the AACBT National Conference will provide you an opportunity to:

Gain access to, and engage with attendees from different allied health and medical specialties both virtually “face-to-face” (video chats) and via newsletters & social media through to the conference

Create awareness and understanding for your brand and organisation with an opportunity to showcase your latest product developments and services that differentiate you from your competitors

Build and improve relationships with current and potential clients and continue to build your reputation as a leader in your field or community

Enhance your credibility and corporate social responsibility by contributing directly to the scientific education of mental health professionals

This prospectus will introduce you to the opportunities for how to bring your organisation to the top of the mind with Australasian mental healthcare professionals.

We strongly encourage you to secure your participation early to gain long-term exposure. This can be done by submitting the form on the last page of this package.

Please note that the AACBT Board reserves the right to make final decisions regarding the national conference.

You are invited to exhibit at the conference, to have the opportunity to network and showcase your products/services to your target audience.

Virtual venue – Thursday 28 October 2021 Friday 29 October 2021	gather.town (online)
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All Partners – Exhibitor Booth

Inclusions:

- One complimentary scientific program registration
- Your company logo included in the electronic conference abstract book, website
- One tabletop display which includes:
 - An online booth

To confirm your support, please complete the application form. Space allocation will occur in early October.

Payment must be received to confirm your space allocation.



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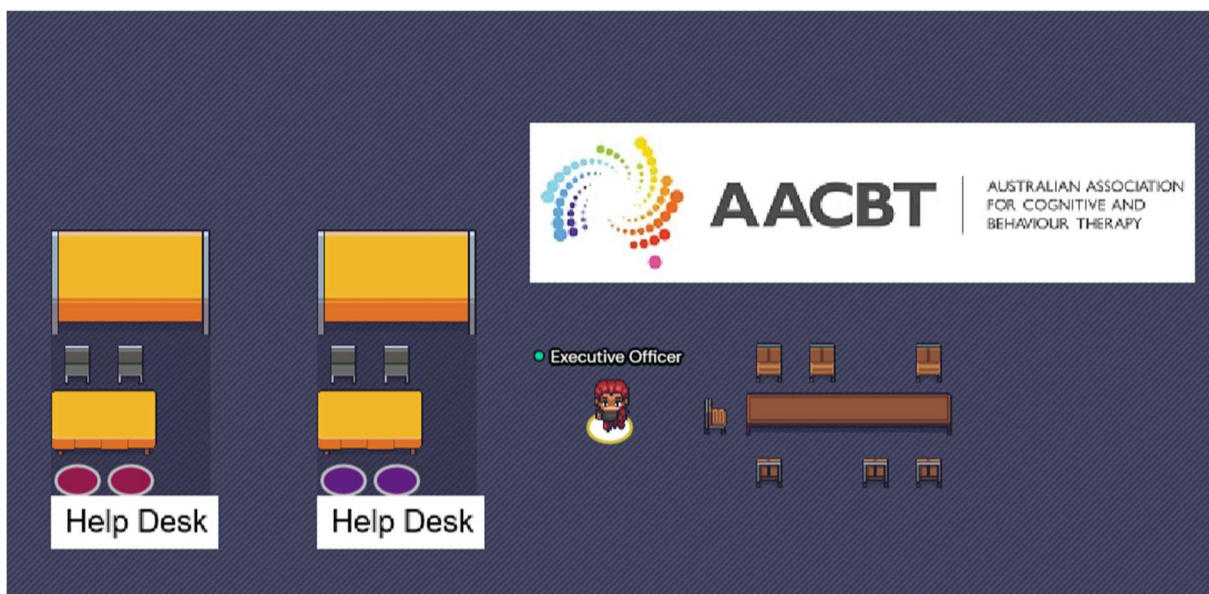
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Supporter Packages & Inclusions

Premium Partner – A\$5,000 incl. GST

Benefits

- Prominent logo placement on venue floor throughout the event (as shown in the image below)



- The ability to display your company's banner* at your exhibition table
- Your company's banner* to be displayed at the Virtual Welcome Reception
- Invitation to the Virtual Welcome Reception
- A short company profile in addition to your company's logo on the AACBT conference website, including web links as requested
- Your company's logo and AACBT's logo to be displayed on conference related emails, describing your organisation as a Premium Partner
- Your organisation will be thanked and acknowledged via AACBT's social media platforms in the lead up to, and during the conference via the publication of your social media links and handles
- An additional delegate ticket to the scientific program
- Early access to tickets for the prestigious AACBT networking dinner**

* *Company banner will take the form of your logo; a high-resolution image to be provided by your organisation*

** *Only for WA based representatives due to border restrictions*



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Major Partner – A\$2,500 incl. GST

Benefits

- Prominent logo placement on venue floor throughout the event
- The ability to display your company's banner* at your exhibition table
- Invitation to the Virtual Welcome Reception
- A short company profile in addition to your company's logo on the AACBT conference website, including web links as requested
- Your company's logo and AACBT's logo to be displayed on conference related emails, describing your organisation as a Major Partner Your company will be thanked and acknowledged via AACBT's social media platforms in the lead up to, and during the conference via the publication of your social media links and handles

** Company banner to be provided by your organisation will take the form of your logo; a high-resolution image to be provided by your organisation*

Key Event Partner – A\$1,750 incl. GST

Eg keynote speaker or invited speaker presentation slots, master clinician session, workshops

Benefits

- Prominent logo placement on opening slide on venue floor prior to the key event, and following the key event
- Opportunity to introduce speaker for key event (via pre-recording)
- 1 page advertisement in electronic conference abstract book
- Your company's name will be stated in program next to name of key event

Workshop Partner - \$800 incl. GST

Benefits

- Your company's name included as a sub-title of the workshop in electronic conference abstract book, and all advertising materials associated with the workshop
- Prominent logo placement on slides prior to workshop and during breaks
- 1 page advertisement in electronic conference abstract book

Networking Partner - \$500 incl. GST

Eg Online Welcome Reception, ECR Networking Event

Benefits

- Your company logo displayed on venue floor of the specific networking event space
- Your organisation's name included on conference advertising material relating to the sponsored event (with hyperlink to your website)



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- Your company logo and short company profile printed in the electronic conference abstract book (150 words)

Conference Partner – A\$300 incl. GST

Benefits

- Your company logo (with hyperlink to your company website) included on the conference website
- Your company logo and short company profile printed in the electronic conference abstract book (150 words)

Special Opportunities

These individual opportunities are also available

- Display of your organisation's banner on venue floor for one day of the conference
- 1 page advertisement in electronic conference abstract book
- AACBT virtual behind-the-scenes hub (text and video advertisements that will include your company's logo; circulated via email, displayed on online platform, and via social media)

Package options can be quoted upon your specific request.



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Booking Form – 2021 AACBT National Conference

Deadline: 8 October 2021

Email to: info@aacbt.org.au

Business or Company Name:	
Contact Name:	
Position held:	
Email:	
Contact phone:	

Please tick each option below, all prices are in AUD\$ and inclusive of GST.

Package Option	Investment (incl. GST)	Selection
Premium Partner	\$5,000	
Major Partner	\$2,500	
Key Event Partner	\$1,750	
Workshop	\$800	
Networking	\$500	
Conference Partner	\$300	
Special opportunities:		
Display banner on venue floor	\$1,000	
Advertisement in abstract book	\$200	
AACBT Virtual Hub	\$550	
Other (insert here):		
Investment total	\$	

I _____ (name & signature) agree to the terms and condition stated below.

Date _____

Terms and Conditions

The support is offered as unconditional – IE the supporter has no control over content, tone or emphasis of the meeting or publications.

There will be no opportunity for the company to control the curriculum of educational initiatives of this meeting.

There is no inference that the meeting endorses the company's products as a result of the provision of support.

Cancellation Policy

Cancellation notices received in writing prior to Thursday 21 October 2021 will be entitled to a refund of 50% of the total amount.

Cancellation notices received in writing after Friday 22 October 2021 will not be entitled to a refund.