

# IMPROVING THE LIVES OF AUSTRALIANS THROUGH PSYCHOLOGY

Sponsorship and Exhibition Opportunities

2023 - 2024

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# ABOUT THE APS



The Australian Psychological Society (APS) is the peak body for psychologists in Australia and represents over 27,000 members. We advocate for the profession of psychology, promote community wellbeing, support high standards, and provide benefits to support our members. The APS has nearly 200 active Member Groups, 42 APS Branches, nine APS Colleges representing specialty areas in psychology, and 47 Interest Groups in a wide range of special areas.

Education and training



Financial sustainability



Social purpose and advocacy



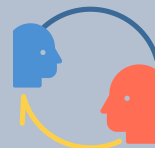
Access and inclusions



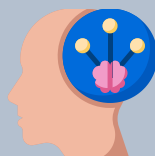
Stakeholder relationships



Ethical and environmental sustainability



Community awareness and education



Psychological science

# MISSION

The APS works to improve the lives of Australians through psychology. We are committed to helping all Australians to understand the value of psychology to their communities, and enable all communities to access services more easily.

## Meet the team



**PAULA ROWNTREE**

*HEAD OF EXTERNAL  
ENGAGEMENT*



**JAMIE BLIGH**

*NATIONAL  
CONFERENCE AND  
EVENTS MANAGER*



**CHRISTIE-ANN  
WILLIAMS**

*EVENT EXECUTIVE*



**CLAIRE AMOR-  
HAYNES**

*EVENT EXECUTIVE*

# WORKING TOGETHER TO CREATE IMPACTFUL CHANGE

## THE ADVANTAGES OF PARTNERING WITH APS ARE:

- Raise awareness of your brand, products and services to more than 27,000 psychologists across Australia.
- Align your brand with Australia's peak body for psychology.
- Demonstrate your support for the role psychology and psychologists play in supporting our communities to have positive mental health.
- Connect with key decision-makers and psychologists at all stages of their career journey.



# 2024 EVENT CALENDER

## OVERVIEW



**APS CLINICAL COLLEGE OF  
PSYCHOLOGIST CONFERENCE**



**PRIVATE PRACTICE CONFERENCE**



**APS COUNSELLING  
COLLEGE OF PSYCHOLOGIST CONFERENCE**



**APS 15TH INDUSTRIAL & ORGANISATIONAL  
PSYCHOLOGIST CONFERENCECONFERENCE**

# 2024 EVENT CALENDER


## THE DETAILS

### ASP COLLEGE CONFERENCES

**22 - 24 MARCH**

**APS Clinical College of  
Psychologist Conference**


 Adelaide | South Australia

 600+ attendees

**26 - 27 JULY**

**APS College of Counselling  
Psychologist Conference**


 Gold Coast | Queensland

 200+ attendees

**24 - 26 OCTOBER**

**APS 15th Industrial and  
Organisational Psychology  
Conference**

 Perth | Western Australia

 400+ attendees

The APS supports it's colleges, and special interest member groups through individual focused conferences.

These conferences are open to all areas of psychology with a focus on their particular area of psychological endorsement.

# 2024 APS PRIVATE PRACTICE CONFERENCE


## APS NATIONAL EVENT


The APS has more than 6,500 members who identify as private practitioners. The APS conference for private practitioners aims to empower psychologists working in private practice by providing them with the necessary knowledge, skills, and support to excel in their careers. By addressing their unique needs and challenges, the conference enhances their ability to deliver effective and ethical psychological services, grow their practices, and contribute to the advancement of the profession.

The APS supports our division of general psychologist through an array of APS head office events which include symposiums, workshops and conferences.

**MAY 2024**

**APS Private Practice Conference**

 Location to be announced

 300+ attendees



# KEYS OPPORTUNITIES

*+all prices are excluding Australian GST of 10%*

Sponsorship	Amount (\$)
<b>Enhanced Learnings I</b> Present to the right audience as part of the conference program	\$12,500+
<b>Catch the Early Risers I</b> Engage with the right audience over breakfast	\$12,500+
<b>Knowledge Hub I</b> An inviting space for listening to research and innovation presentations	\$7,500+
<b>Coffee Carts I</b> Help attendees get focused and ready for the day!	\$10,000+
<b>The Pantry I</b> An all day snack station is a great way for attendees to stay fueled throughout the day	\$7,500+
<b>Legacy I</b> Solar Buddy Activation	\$5,000+
<b>Small Exhibition Booth</b>	\$3,000+

## Additional Opportunities

Experiential and/or immersive activations

For full details, please visit the APS sponsorship website

[www.apsevents.eventsair.com/sponex](http://www.apsevents.eventsair.com/sponex)

# APS MEMBERS' ADVANTAGE PROGRAM

## **SOMETHING ELSE TO CONSIDER BROADER BRANDING OPPORTUNITIES**

The APS Member Advantage Program provides exclusive offers and discounts to more than 28,000 APS members. We will work with you on quarterly offers that will be advertised to APS members. For example:

### **Inclusions:**

- Dedicated partnership page and brand placement on APS member advantages program site. Partnership page content to be co-designed with you and available for one year.
- Offer to be created by you and advertised via your partnership page for our APS members.
- Your logo on APS partner banner on APS website that links directly through to the your partnership page.
- EDM (Electronic Direct Mail) | Two dedicated Members Advantages EDM sent a year to support your listing to our members.
- Pricing available upon application and suitability.



# HOW TO CONTACT US

## ***The Australian Psychological Society (APS)***

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**BOOKINGS VIA [WWW.APSEVENTS.EVENTSAIR.COM/SPONEX](http://WWW.APSEVENTS.EVENTSAIR.COM/SPONEX)**