



PARTNER WITH US

ENVISIONING 2050

Towards a better mental health system

A SNAPSHOT OF THE CONFERENCE

**34
YEARS**

34 years of delivering the Mental Health Services Conference.



Attracts around a 1000 engaged in-person delegates from all disciplines in mental health.



A highly respected, trusted and valued conference in mental health.



The most diverse mental health conference in Australia and New Zealand, with strong lived experience participation, as well as clinicians, educators, policy makers, family/carers, and researchers.



The focus is not just on education but the wellbeing and inclusion of the delegates.



Conference location changes annually to encourage local attendance from different capital cities.



Live streaming of key sessions of the conference to ensure rural, remote and international delegates can participate.



This conference will explore how the world might evolve and what we need to do to consolidate the things we already do, and the new things we need to do to reach towards this utopian vision of an ideal mental health system.

The Mental Health Services (TheMHS) Conference is Australasia's leading and most diverse mental health conference.

TheMHS Learning Network is an international learning network for improving mental health services in Australia and New Zealand. TheMHS Learning Network is a registered charity with a volunteer Board.

TheMHS Learning Network events bring together people from across Australia and New Zealand to stimulate debates that challenge the boundaries of present knowledge and ideas about mental health care and mental health systems. Partner with Australia and New Zealand's premier mental health organisation to promote your organisation and services, effectively deliver your message, and meet new people in the mental health sector.

Partner with us and expand your presence in the sector

WHY SPONSOR AT THEMHS CONFERENCE 2025?

Trust our experience

TheMHS has over 34 years' experience hosting some of the most inclusive conferences and learning conferences in Australia and New Zealand.

Diverse audience

TheMHS Conference draws a dynamic mix of delegates from across sectors, including those from clinical disciplines, service management, government staff and representatives, research organisations and universities, policy developers, consumer and family/carer organisations.

Build connections within the local and international mental health community

Your brand and booth presence allows you to connect with delegates and speakers throughout the conference. This opportunity for building relationships not only allows you to promote your organisation but can also direct you to emerging developments and improvements in mental health services.

Develop high recognition with delegates

The exhibition layout is strategically organised to maximise delegate interaction. Additionally, the conference will actively encourage delegate conversation with exhibitors and sponsors by running a passport competition which requires delegates to visit each booth to qualify for a prize.

Network with experts

TheMHS brings together experienced mental health personnel, acclaimed speakers and researchers, academics involved in educating future and current workforces, consumers (people with lived experience), families/carers, educators, managers and policy makers responsible for mental health systems and reforms, and tertiary students in mental health fields.

Support and contribute to educational opportunities within the mental health sector

TheMHS offers bursaries to carers, consumers, First Nations people, and other key groups to attend our events. By sponsoring or exhibiting at TheMHS, you contribute to supporting these individuals and other delegates in their continual learning.

PROMOTING YOUR PARTICIPATION

Your support is publicised widely before and during TheMHS Conference 2025.

Database Emails

TheMHS has an extensive database of over 6,000 people working in the mental health sector and provides them updates regularly.

TheMHS Conference Website

The primary point of information regarding TheMHS conference. This will be updated regularly with the latest developments and includes sponsors logos.

Conference Handbook

The handbook is distributed to all delegates upon registration and is a reference point for sessions as well as an exhibition guide.

Social Media

Promotion via our various social media channels to promote interaction and discussion among attendees.

Signage

Sponsors will be featured on signage around the conference venue such as registration desk signage, program screens etc.

Conference App

Used by all delegates to complement their TheMHS conference experience.

Session Slides

Reinforcing your commitment and support to delegates during sessions.



Delegate Profile

92%

Likely to recommend TheMHS Conference

91%

Likely to attend TheMHS Conference again

19%

Service or Project
Management

19%

Service or Project
Delivery

18%

Consumer or Carer

13%

Researcher/Educator
(Academic)

12%

Clinician (NGO,
public and private)

6%

Government/Policy

13%

Other



Delegate Testimonials

"This being my first conference I was so amazed by how well it was done. I took so much away from it and loved every talk that I participated in."

- HVL from SA Health

"This was amazing, I loved every part of the conference and would like to attend again in the future."

- AWF from CAMHS

"I thoroughly enjoyed the learnings, the range of topics, networking with like-minded people."

- NS from Flourish

TheMHS Conference 2025

SPONSORSHIP & EXHIBITION PACKAGES

A diverse range of sponsorship packages have been created to harness the many opportunities TheMHS Conference offers.

Sponsorship	Level	Opportunities	Page	Price AUD (Incl. GST)
Platinum Sponsor	Platinum	1	6	\$25,200
Gold Sponsor	Gold	2	7	\$19,500
Silver Sponsor	Silver	2	7	\$14,200
Technology Sponsor	Bronze	1	8	\$11,100
Award Sponsor	Bronze	1	8	\$11,100
Standard Exhibitor	Exhibitor	10	5	\$4,400
Micro Exhibitor	Exhibitor	10	5	\$2,000
Hanging Adverts	Advertising	2	9	\$3,000
Conference Handbook Adverts	Advertising	3	9	\$500 - \$2,000
Rolling Ads on App	Advertising	2	9	\$1,500
App Push Notifications	Advertising	4	9	\$1,000
Satchel Inserts	Advertising	10	9	\$600

Exhibition Opportunities

The exhibition is a major component of TheMHS Conference 2025. The Conference program and floorplan has been designed to maximize the opportunities for delegates to visit exhibitors. All catering is strategically placed near exhibitors. The exhibition runs from 3-5 September, 2025. For more information, please contact conference@themhs.org

Level: Exhibitor

STANDARD EXHIBITOR

Cost incl. GST
\$4,400

Inclusions:

- One standard booth (3x 3 m) with the following:
 - Furniture package (1 front counter & 2 stools)
 - If you wish to hire your own furniture in lieu of the table and chairs provided, this may be done through the exhibition contractor at an additional cost
 - 1 x company signage
 - 1 x 4-amp general-purpose outlet (GPO)
- Two (02) full conference registration. Additional exhibitor's registrations are chargeable at \$1,255 per person for 3-days of TheMHS Conference
- Exhibition recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Space will be assigned in accordance with sponsorship level, after which the selection will be on a first-come-first-served basis
- EXHIBITOR CUSTOM STANDS — Contact TheMHS to confirm cost
 - We welcome organisations who would like to create a customised experience at the TheMHS Conference 2025, please contact us on conference@themhs.org

Level: Exhibitor

MICRO EXHIBITOR

Cost incl. GST
\$2,000

This package is intended solely for start-ups and small not-for-profit (NFP) organisations. TheMHS classifies organisations based on their total annual revenue, as outlined in the Australian Charities and Not-for-Profits Commission Registry.

A small NFP's annual revenue is less than \$250,000.

TheMHS is facilitating small organisations by providing a trestle table & two chairs.

Inclusions:

- 1 x trestle table (1.8mL x 750mm x 720mmH) with two chairs
- 1 x black 'custom fitted' cloth (fitted to the floor on three sides)
- 1 x 4-amp general-purpose outlet (GPO)
- One (01) full conference registration. Additional exhibitor's registrations are chargeable at \$1,255 per person for 3-days of TheMHS Conference
- Exhibition recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app



Sponsorship Opportunities

Our sponsorship opportunities are tailored to suit your organisations needs. Specific marketing opportunities such as sponsored events and content marketing are available according to your sponsorship type. We are happy to disucss how we can tailor your sponsorship to fit the needs of your organisation. Please contact conference@themhs.org

Cost incl. GST
\$25,200

PLATINUM SPONSOR (1 opportunity)

Inclusions:

- Double exhibitor booth or equivalent floor space (6m x 3m) – select your preferred location
- Four (04) exhibitor registrations with access to full conference
- Two (02) virtual registration
- Coffee cart during the arrivals, morning tea, lunch, and afternoon tea inclusive of 400 cups of coffee per day
- 1st Prize of Passport Price competition \$1,000 VISA Gift Card
- 5-minute speaking opportunity or video to be played at the Opening Plenary
- Opportunity to sponsor a Keynote or Symposium session which includes a logo on the conference program and on the session holding slides
- Opportunity to supply pull up banners to be displayed within conference venue (max 2)
- Rolling ad on TheMHS Conference app
- Full page ad in the Conference Handbook / 1 page
- Two (02) satchel inserts (as per satchel insert guidelines)
- Three (03) push notifications (one per day) on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Company logo on the virtual conference platform
- Company logo displayed on all TheMHS Conference electronic marketing
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks and 1 week prior to the TheMHS Conference
- Professional photos of the booth by designated TheMHS photographer

Please note: Platinum Sponsors can add extra branding to the coffee cart to increase their brand awareness at the conference



GOLD SPONSOR (2 opportunities)Cost incl. GST
\$19,500**Inclusions:**

- Double exhibitor booth or equivalent floor space (6m x 3m) – select your preferred location
- Four (04) exhibitor registrations with access to full conference
- One (01) virtual registration
- **Option to add either of the following options to your booth**
 - Juice bar with 300 bottles (250ml) per day *Custom branding on the cart available at extra cost
 - Ice cream / gelato cart with 300 servings per day *Custom branding at extra cost
- 2nd Prize of Passport Price competition \$500 VISA Gift Card
- Opportunity to sponsor a Keynote or Symposium session which includes a logo on the conference program and on the session holding slides
- Rolling ad on TheMHS Conference app
- Half page ad in the Conference Handbook
- One (01) satchel insert (as per satchel insert guidelines)
- Three (03) push notifications (one per day) on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Company logo on the virtual conference platform
- Company logo displayed on all TheMHS Conference electronic marketing
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks and 1 week prior to the TheMHS Conference
- Professional photos of the booth by designated TheMHS photographer

Please note: Gold Sponsors can add extra branding to the coffee or ice cream cart to increase their brand awareness at the conference

SILVER SPONSOR (2 opportunities)Cost incl. GST
\$14,200**Inclusions:**

- Single exhibitor booth or equivalent floor space (3m x 3m) – select your preferred location
- Two (02) exhibitor registrations with access to full conference
- One (01) virtual registration
- **Option to add either of the following options:**
 - Official sponsor of the speaker prep room, opportunity to place banner in the room
 - Official sponsor of the Networking/Working Hub, opportunity to place banner in the room
- Half page ad in the Conference Handbook
- One (01) satchel insert (as per satchel insert guidelines)
- One (01) push notification on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks and 1 week prior to the TheMHS Conference
- Professional photos of the booth by designated TheMHS photographer

TECHNOLOGY SPONSOR (1 opportunity)**Inclusions:**

- Single exhibitor booth or equivalent floor space (3m x 3m) – select your preferred location
- Two (02) exhibitor registrations with access to full conference
- Official sponsor of the Mobile App with branding at home screen of the app
- Company logo on the virtual conference platform and on printed program
- Rolling ad on TheMHS Conference app
- Half page ad in the Conference Handbook
- One (01) satchel insert (as per satchel insert guidelines)
- Three (03) push notifications (one per day) on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks and 1 week prior to the TheMHS Conference
- Professional photos of the booth by designated TheMHS photographer

AWARD SPONSOR (1 opportunity)**Inclusions:**

- Single exhibitor booth or equivalent floor space (3m x 3m) – select your preferred location
- Two (02) exhibitor registrations with access to full conference
- Sponsor of the Awards morning tea which includes:
 - Four tickets to attend Awards morning tea (no other sponsors to attend)
 - Opportunity to place a pull up banner at the morning tea venue
- Company logo on the program & Awards holding slides
- Opportunity to add a pull up banner on stage at TheMHS Awards ceremony
- Half page ad in the Conference Handbook
- One (01) satchel insert (as per satchel insert guidelines)
- One (01) push notification on TheMHS Conference app at the day/time of your choice
- Sponsorship recognition, company logo, 50-word company profile and link to company website on TheMHS Conference website and app
- Company logo displayed on TheMHS Conference printed program
- Electronic delegate listing (privacy excluded), provided 4 weeks and 1 week prior to the TheMHS Conference
- Professional photos of the booth by designated TheMHS photographer



Advertising Opportunities

These opportunities are only available for sponsors and exhibitors. These cannot be booked standalone.

HANGING ADVERTS

\$3,000 incl. GST | 2 OPPORTUNITIES

3m x 2m Banner Hanging from the ceiling of the Exhibition Hall

SATCHEL INSERTS

\$600 incl. GST | 10 OPPORTUNITIES

Each delegate will receive a satchel containing TheMHS Conference material. Inclusion of company flyer (maximum A4 page), or promotional item in satchels will ensure direct access to all delegates.

Only 10 satchel inserts available.

CONFERENCE PUSH NOTIFICATION

\$1,000 incl. GST | 4 OPPORTUNITIES

Phones are an integral part of our lives, TheMHS Conference app allows delegates to have all TheMHS Conference information at their fingertips. This is an opportunity to get a message from your organisation to all delegates via a push notification that will send a direct message to all attendees.

HANDBOOK ADVERTS

\$500 - \$2,000 incl. GST | 3 OPPORTUNITIES

Each delegate will receive a Conference Handbook. This is an ideal opportunity to showcase your brand in front of all delegates, by ensuring your organisations advert in the TheMHS Conference Handbook.

Adverts can be a full A4 page at \$2,000, half page at \$1,000, or quarter page at \$500.

CONFERENCE APP ROLLING ADS

\$1,500 incl. GST | 2 OPPORTUNITIES

Phones are an integral part of our lives, TheMHS Conference app allows delegates to have all TheMHS Conference information at their fingertips. This is an opportunity to get a message from your organisation to all delegates via rolling ad on the app home page.



WHAT'S NEXT?

SECURE YOUR SPOT NOW

If you have any questions or to complete the booking, please contact TheMHS team at conference@themhs.org. Please note full terms and conditions can be found on TheMHS conference website.

PAYMENT OPTIONS

Once we have confirmed your sponsorship, TheMHS Learning Network will issue an invoice for the full amount. Payment is available via Direct Deposit or by credit card. Full payment is required within 30 days of invoice date or prior to the conference (whichever date comes first). If you have any questions, please don't hesitate to contact us on conference@themhs.org.