AUSTRALASIAN MARCÉ SOCIETY
for Perinatal Mental Health
2019 CONFERENCE
PERTH, Western Australia
10-12 October 2019

Love & Fear
Becoming a person within a family

Partnership Prospectus
Sponsorship, advertising and exhibition opportunities

For further details visit
www.marceconference.com.au

#marce2019
Thank you for considering a partnership with us for the Australasian Marcé Society for Perinatal Mental Health Conference 2019.

What is perinatal mental health, and why is it important?

This vibrant area of the mental health field encompasses the period from thinking about having a baby, all the way through conception, pregnancy, childbirth and the early years of parenting. Starting a family involves unique challenges for would-be mothers and fathers as they pass through each transformative stage. Parents are carried forward by hope, the anticipation of loving new relationships, and the expectation of the right level of practical, emotional, and professional support. However, conception and childbearing are uncertain processes, with many risks for mother and baby.

In particular, the potential for developing a mental illness is higher for women during the perinatal period than at any other time of life, and unless properly treated, maternal perinatal mental disorders are likely to be chronic, and to have adverse effects on the mental health of all family members. For babies and young children, having a parent with a mental illness can affect physical, emotional, cognitive and social development.

Perinatal mental illness affects women from all social, cultural and economic sectors of society in Australia and New Zealand. It increases the risk of family breakdown, childhood mental illness, and the later development of serious (and intergenerational) social problems in affected children, like substance abuse, violence and suicide.

Your conference partnership will guarantee you a high level of exposure among Australasia’s health and medical research community. As well as gaining direct access to this audience, your partnership will be a meaningful opportunity to help advance clinical care, professional training and prevention and early detection of perinatal mental health problems.

Your generous support will go a long way towards helping families gain access to better mental health support and care, so they can manage and overcome perinatal mental health challenges.

I hope you will partner with us to make our 2019 conference in Perth a great success!

Sincerely,

Dr Caroline Zanetti
President, Australasian Chapter
Marcé Society for Perinatal Mental Health

About the Marcé Society

The International Marcé Society for Perinatal Mental Health was formed at an international conference in the UK in 1980, to bring together different strands of research in perinatal mental disorders. An Australasian Chapter was founded in 1995, and its members come from a wide range of professional disciplines, and work in hospitals, and in urban, rural and remote communities all over Australia and New Zealand.

Local regional members have been very active in researching the causes, treatment, and prevention of perinatal mental illness. The Society also encourages the involvement of consumer and carer (self-help) groups.
Every two years, we hold a conference to bring the latest developments in our field to our members, and to others working with young families. These conferences are engaging and popular among professionals working with women and families during the perinatal period, as they stimulate new ways of approaching these very serious and sensitive problems which are prevalent across all levels and social groups in our community.

The next Australasian Marcé Society for Perinatal Mental Health Conference will be held in Perth, Australia from 10-12 October 2019. Our theme is *Love and Fear: Becoming a Person Within a Family.*

Feelings of love, and of fear, are powerful motivators of human behaviour. Love urges us to connect with, protect, and care for one another, while Fear leads us to push away, to isolate ourselves, and to miss opportunities for growth. Issues like fear of stigma are very current in perinatal mental health.

We want to take the discussion back to basics. We know that every person within a family changes with the birth of a baby, and the direction of change can go either way—building towards or away from each person’s full potential.

**Conference sub-themes:**
- Impact of trauma
- The birth experience
- Pre-conception influences
- Families with a difference
- Early detection and treatment, prevention and community support
- Clinical interventions and their impact on the individual

**Why partner with us?**

- Your partnership will **provide critical support to the perinatal care community**, helping to advance clinical care, professional training and prevention and early detection of perinatal mental health problems.

- Your partnership will empower this important biennial conference to continue having a significant impact for families in the Australasian region and beyond. Your support will ultimately **help more families overcome and survive mental health challenges**.

- You will be aligning your organisation with an internationally **respected and established society** whose conference is well-known and attended by the perinatal mental health clinical and research community.
Conference audience

The 2019 conference is a premier event for members of the Australasian Marcé Society for Perinatal Mental Health. It is expected to attract more than 300 health professionals and academics from across Australasian region.

Your organisation will gain direct access to this perinatal community, which includes:

**Clinicians and health professionals:**
- Psychiatrists
- Psychologists
- Paediatricians
- Obstetricians
- General practitioners
- Nurses (child health, maternal health, mental health, community health nurses)
- Midwives

**Researchers:**
- Scientist – practitioners
- Clinical – practitioners
- Academics

**Allied health professionals:**
- Social Workers
- Occupational therapists
- Psychologists
- Counsellors and other therapists

**Key stakeholder representatives:**
- Government
- Policy makers
- Non-Government services
- Women’s Health Services
- Educators

**Consumer and Care Groups**
Partnership opportunities

Take a look at the partnership opportunities below or contact us about creating a tailored partnership package just for you. We recommend booking early to secure your position in our industry exhibition.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Major Sponsor</th>
<th>Soiree Sponsor (exclusive)</th>
<th>Gold Sponsor</th>
<th>Breakfast Sponsor (two opportunities)</th>
<th>Barista Booth Sponsor (exclusive)</th>
<th>Silver Sponsor</th>
<th>Exhibition (NGO)</th>
<th>Exhibition (Corporate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant brand acknowledgement on all conference collateral</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Exhibition Space 3m x 2m</td>
<td>One included</td>
<td>One included</td>
<td>One included</td>
<td>One included</td>
<td>One included in addition to coffee space</td>
<td>50% discount</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Complementary conference registration/s including ticket/s to the Soiree</td>
<td>Two</td>
<td>One + two tickets to the Soiree</td>
<td>One</td>
<td>One</td>
<td>One</td>
<td>One</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Inclusion of advertisement in the conference program</td>
<td>Full Page</td>
<td>Logo only</td>
<td>Logo only</td>
<td>Logo only</td>
<td>Logo only</td>
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<tr>
<td>Brand acknowledgement on the conference website with a link to your own website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Brand acknowledgement on conference e-communications</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Brand acknowledgement on social media platforms</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Recognition from the conference hosts during the opening sessions and at appropriate times throughout the conference</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Opportunity to display promotional material during the conference (as agreed with the organising committee)</td>
<td>Yes</td>
<td>At your sponsored function</td>
<td></td>
<td>At your sponsored session</td>
<td></td>
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<tr>
<td>Opportunity to insert promotional material into the delegate satchel</td>
<td>Two items</td>
<td>One item</td>
<td>One item</td>
<td>One item</td>
<td>One item</td>
<td>One item</td>
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<td>One item</td>
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<tr>
<td>Advertising Opportunities</td>
<td>One item placed into the delegate satchel. $300</td>
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$20,000 | $5,000 | $5,000 | $4,500 | $4,000 | $3,000 | $900 | $2,000