

CANADIAN PSYCHOLOGICAL  
ASSOCIATION  
SOCIÉTÉ CANADIENNE DE  
PSYCHOLOGIE

72<sup>nd</sup> Annual Convention  
72<sup>e</sup> Congrès annuel

TORONTO

JUNE 2-4 JUIN  
2011

SHERATON CENTRE TORONTO HOTEL

**Sponsorship,  
Exhibitor & Advertising  
Prospectus**

## Canadian Psychological Association 72<sup>nd</sup> Annual Convention

### Overview & Purpose

The Canadian Psychological Association (CPA) Convention brings together psychology scientists, practitioners, educators and students from all corners of Canada as well as from abroad; it is our trading center for discoveries, innovations and ideas.

### Target Audience

1,800 – 2,000 delegates are expected to attend the 2011 CPA Convention

### Delegates

2010 - Conference hosted in Manitoba	2009 - Conference hosted in Montreal
Total Attendance: 1,103	Total Attendance: 1,450
Female: 676 - Male: 427	Female: 1,031 - Male: 419
Country of Origin: Canada (93%), USA (5%), Other (2%)	Country of Origin: Canada (92%), USA (6%), Other (2%)

### Learning Objectives

CPA hosts a national convention that attracts over 1000 scientists and practitioners of psychology each year. In 2011, we have received 1700 conference submissions which will cover a variety of psychology-related topics and presentation formats to include posters, workshops, symposia, keynote lectures, and conversation sessions. CPA conventions offer three general learning opportunities for delegates. The first is a tremendous breadth of psychology research – delegates have the opportunity to learn about advances and developments in a broad array of areas such as clinical psychology, clinical neuropsychology, psychologists in education, industrial organizational psychology, counseling psychology, and criminal justice psychology to name only a few. The second is an opportunity, through meetings and presentations, to learn about developments and issues that govern the practice and science and psychology such as legislation and standards governing clinical practice and granting and funding for research. Third is an opportunity to network with colleagues from across the country and to share and exchange information on initiatives and best practices and develop practice and research collaborations.

### Sponsorship, Exhibitor & Advertising Benefits

- ✓ Position your brand as an industry leader
- ✓ Affirm your company's commitment to mental healthcare in Canada
- ✓ Receive valuable exposure throughout the convention with potential and current clients
- ✓ Relationship-building with fellow sector and industry leaders

## Sponsorship Opportunities

### Presidential Reception **\$2,000**

**Number of opportunities – One (1)**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>❖ Full page advertisement in the “At-a-glance/Program issue”</li> <li>❖ Recognition sign (10 x10) placed at entrance of room</li> <li>❖ Company logo displayed on Convention TV monitor</li> </ul> | <ul style="list-style-type: none"> <li>❖ Recognition within event listing in the “At-a-glance/Program issue”</li> <li>❖ One (1) complimentary Convention registration</li> </ul> |
|---|--|

### First Time Presenters Breakfast **\$1,000**

**Number of opportunities – One (1)**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❖ Recognition within event listing in the “At-a-glance/Program issue”</li> <li>❖ Recognition sign (8 x10) placed at entrance of room</li> </ul> | <ul style="list-style-type: none"> <li>❖ Company logo displayed on Convention TV monitor</li> </ul> |
|--|---|

### Coffee Station **\$500**

**Number of opportunities – Three (3)**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>❖ Recognition sign (8 x 8) placed at coffee station</li> </ul> | <ul style="list-style-type: none"> <li>❖ Company logo displayed on Convention TV monitor</li> </ul> |
|---|---|

### Internet Café, Wireless Internet Sponsor **\$500**

**Number of opportunities – One (1)**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❖ Recognition sign (8 x 8) placed at Internet Café station</li> </ul> | <ul style="list-style-type: none"> <li>❖ Company logo displayed on Convention TV monitor</li> </ul> |
|--|---|

## Exhibitor Packages

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### **Gold \$5,000**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❖ Booth*</li> <li>❖ Three (3) extra complimentary Exhibitor passes</li> <li>❖ Electrical outlet</li> <li>❖ Priority selection of booth location</li> <li>❖ Full page advertisement in the “At-a-glance/Program issue” **</li> </ul> | <ul style="list-style-type: none"> <li>❖ Delegate bag insert **</li> <li>❖ ¼ space advertisement in spring issue of <i>Psynopsis</i> **</li> <li>❖ Advertisement and link of your company logo on the CPA Exhibitor web page **</li> <li>❖ Advertising on USB Key distributed to all Convention Delegates **</li> </ul> |
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### **Silver \$3,000**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>❖ Booth*</li> <li>❖ Three (3) extra complimentary Exhibitor passes</li> <li>❖ Electrical outlet</li> <li>❖ ½ page advertisement in the “At-a-glance/Program issue” **</li> <li>❖ Delegate bag insert **</li> </ul> | <ul style="list-style-type: none"> <li>❖ ¼ space advertisement in spring issue of <i>Psynopsis</i> **</li> <li>❖ Advertisement and link of your company logo on the CPA Exhibitor web page **</li> <li>❖ Advertising on USB Key distributed to all Convention Delegates **</li> </ul> |
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### **Bronze \$2,000**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❖ Booth*</li> <li>❖ Company logo in CPA Convention News</li> <li>❖ ¼ space advertisement in spring issue of <i>Psynopsis</i>**</li> </ul> | <ul style="list-style-type: none"> <li>❖ Advertisement and link of your company logo on the CPA Exhibitor web page **</li> <li>❖ Advertising on USB Key distributed to all Convention Delegates **</li> </ul> |
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\***Booth** – Booth details are available in the Exhibitor Information Package

\*\***Advertisement** - Advertisement details are available on page 6

## Exhibitor Add-Ons

### Available with Exhibitor Package

Additional exhibitor passes	\$ 60.00
Double sized booth	\$ 825.00
Electrical outlet (minimum of one (1) per booth)	\$ 85.00
Open table	\$ 250.00
Delegate bag insert - Exhibitor	\$ 325.00

*\*prices listed are subject to 13% HST*

### Non-Package Items

Exhibit booth	\$1,000.00
Open table	\$ 350.00

*\*prices listed are subject to 13% HST*

## Advertising Opportunities

Delegate bag insert - Exhibitor	\$ 325.00	
Delegate bag insert – Non - Exhibitor	\$ 500.00	
½ page advertisement in the “At-a-glance/Program issue” (b/w)	\$ 500.00	
Full page advertisement in the “At-a-glance/Program issue” (b/w)	\$ 600.00	
Inside back cover advertisement in the “At-a-glance/Program issue” (b/w)	\$ 700.00	
Outside back cover advertisement in the “At-a-glance/Program issue” (colour)	\$ 800.00	SOLD
¼ page advertisement in spring issue of <i>Psynopsis</i> (b/w)	\$ 675.00	
Branding on one (1) Convention promotional item	\$2,500.00	

*\*prices listed are subject to 13% HST*

### Advertisement formatting information

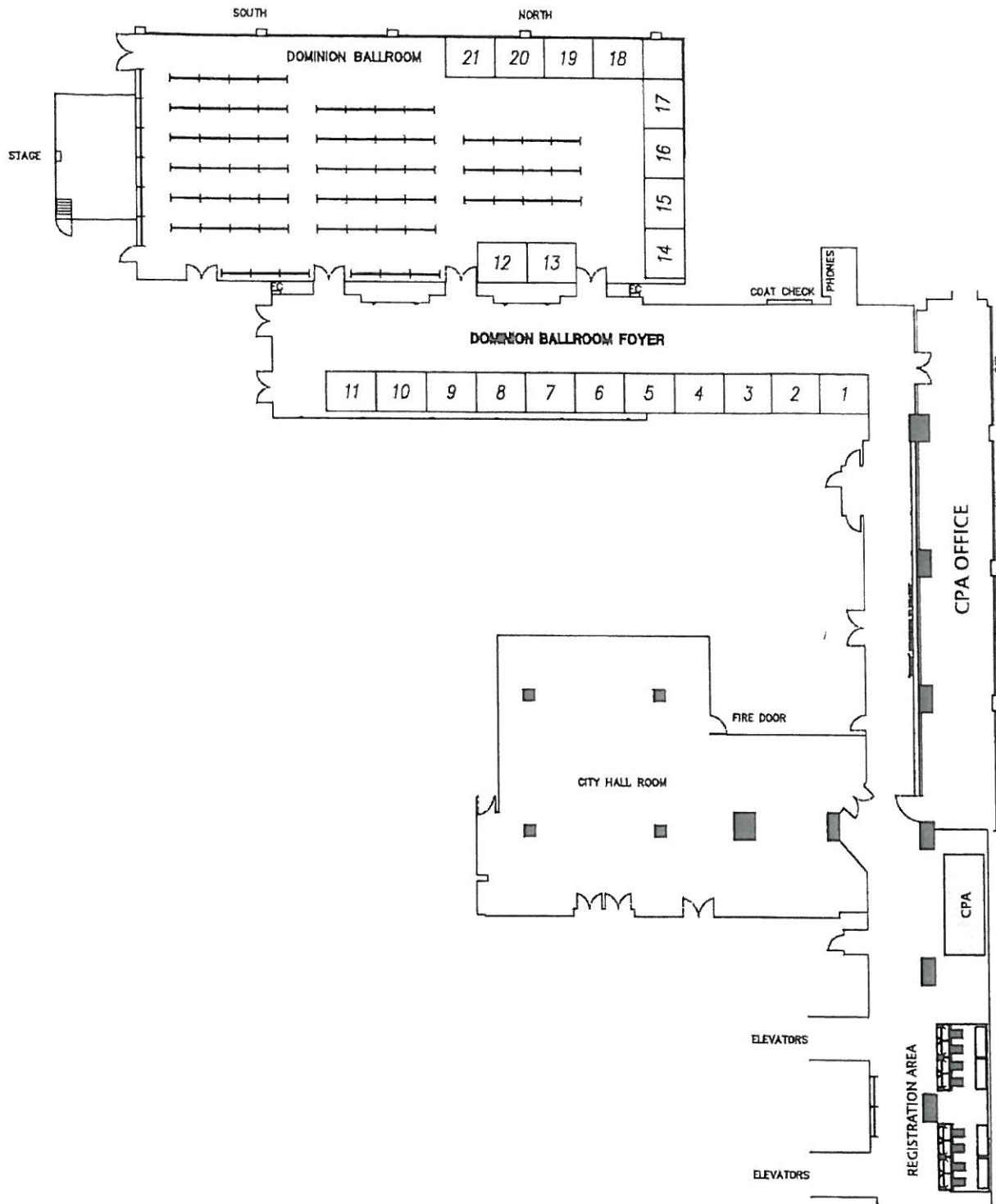
- Advertisements can be submitted in either language (English/French/Bilingual)
- Material must be submitted in **High Resolution PDF** or **JPG** format

### Dimensions

Delegate bag insert	8” x 11” (double sided)
½ page advertisement in the “At-a-glance/Program issue”	7.5” x 4.625”
Full page advertisement in the “At-a-glance/Program issue”	7.5” x 9.5”
Inside back cover advertisement in the “At-a-glance/Program issue”	7.5” x 9.5”
Outside back cover advertisement in the “At-a-glance/Program issue”	7.5” x 9.5”
¼ page advertisement in spring issue of <i>Psynopsis</i>	2.165” x 9.5”
Branding on one (1) Convention promotional item	Varies

### Closing Dates

Delegate bag insert	April 12, 2011
½ page advertisement in the “At-a-glance/Program issue”	March 1, 2011
Full page advertisement in the “At-a-glance/Program issue”	March 1, 2011
Inside back cover advertisement in the “At-a-glance/Program issue”	March 1, 2011
Outside back cover advertisement in the “At-a-glance/Program issue”	March 1, 2011
¼ page advertisement in spring issue of <i>Psynopsis</i>	TBD
Branding on one (1) Convention promotional item	Contact CPA



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# CANADIAN PSYCHOLOGICAL ASSOCIATION 2011

SHERATON CENTRE  
 2nd FLOOR  
 25 BOOTHS (10' x 8')  
 56 POSTERBOARDS (124 SURFACES)

SUBJECT TO FACILITY APPROVAL

**Western Display**

**Toronto**

Tel 905/338 1602

www.westerndisplay.ca