

**73<sup>rd</sup> Annual Convention**  
**73<sup>e</sup> Congrès annuel**

CANADIAN  
PSYCHOLOGICAL  
ASSOCIATION



SOCIÉTÉ  
CANADIENNE  
DE PSYCHOLOGIE

**June 14-16 juin**  
**2012**

**HALIFAX**

WORLD TRADE AND CONVENTION CENTRE, HALIFAX, NOVA-SCOTIA

**Canadian Psychological Association**  
**73rd Annual Convention**

# **Sponsorship, Exhibitor & Advertising Prospectus**

**APPLICATION FORM**

**Deadline: March 1<sup>st</sup>, 2012**

## **Sponsorship Options**

<b>Presidential Reception</b>	<b>\$2,500</b>	\$
Number of opportunities – One (1)		

Package Includes:

Full page advertisement in the “At-a-glance/Program issue”  
 Recognition sign (10 x10) placed at entrance of room  
 Company logo displayed on Convention TV monitor  
 Recognition within event listing in the “At-a-glance/Program issue”  
 One (1) complimentary Convention registration

<b>First Time Presenters Breakfast</b>	<b>\$1,500</b>	\$
Number of opportunities – One (1)		

Package Includes:

Recognition within event listing in the “At-a-glance/Program issue”  
 Recognition sign (8 x10) placed at entrance of room  
 Company logo displayed on Convention TV monitor

<b>Coffee Station</b>	<b>\$500</b>	\$
Number of opportunities – Three (3)		

Package Includes:

Recognition sign (8 x 8) placed at coffee station  
 Company logo displayed on Convention TV monitor

<b>Internet Café, Wireless Internet Sponsor</b>	<b>\$750</b>	\$
Number of opportunities – Four (4)		

Package Includes:

Recognition sign (8 x 8) placed at coffee station  
 Two recognition signs (8x8) placed throughout convention to promote wireless connection to delegates.  
 Company logo displayed on Convention TV monitor

<b>Sponsorship Opportunities Total</b>	\$
(enter this amount on summary page)	

## Exhibitor Packages

<b>Gold</b>	<b>\$5,000</b>	\$
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Package Includes:

- Booth\*
- Four (4) complimentary Exhibitor passes
- Electrical outlet
- Priority selection of booth location
- Full page advertisement in the “At-a-glance/Program issue” \*\*
- Delegate bag insert \*\*
- ¼ space advertisement in summer issue of *Psynopsis* \*\* (Colour)
- Advertisement and link of your company logo on the CPA Exhibitor web page \*\*
- Advertising on USB Key distributed to all Convention Delegates \*\*

Please provide  
your top 2  
choices for exhibit  
space

Option 1 \_\_\_\_\_

Option 2 \_\_\_\_\_

(see floor plan)

<b>Silver</b>	<b>\$3,000</b>	\$
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Package Includes:

- Booth\*
- Three (3) complimentary Exhibitor passes
- Electrical outlet
- ½ page advertisement in the “At-a-glance/Program issue” \*\*
- Delegate bag insert \*\*
- ¼ space advertisement in summer issue of *Psynopsis* \*\* (black/white)
- Advertisement and link of your company logo on the CPA Exhibitor web page \*\*
- Advertising on USB Key distributed to all Convention Delegates \*\*

<b>Bronze</b>	<b>\$2,000</b>	\$
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Package Includes:

- Booth\*
- Company logo in CPA Convention News
- ¼ space advertisement in summer issue of *Psynopsis*\*\* (black/white)
- Advertisement and link of your company logo on the CPA Exhibitor web page \*\*
- Advertising on USB Key distributed to all Convention Delegates \*\*

\***Booth** – Booth details are available in the Exhibitor Information Package

\*\***Advertisement** - Details are available in the “Sponsorship, Exhibitor, Advertising Prospectus “

<b>Exhibitor Packages Total</b> (enter this amount on summary page)	\$
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## Additional Items

### Exhibitor Add-On's

(available with exhibitor package)

Additional exhibitor passes	\$ 60.00	x ___	\$
Double sized booth	\$ 900.00		\$
Delegate bag insert - Exhibitor	\$ 400.00		\$

*\*prices listed are subject to 15% HST*

### Non Package Items

Exhibit booth	\$ 1,100.00		\$
Additional exhibitor passes	\$ 80.00	x ___	\$

*\*prices listed are subject to 15% HST*

**Additional Options Total** \$  
(enter this amount on summary page)

## Advertising Options

Delegate bag insert - Exhibitor	\$ 400.00	\$
Delegate bag insert – Non - Exhibitor	\$ 550.00	\$
½ page advertisement in the “At-a-glance/Program issue”(black/white)	\$ 550.00	\$
Full page advertisement in the “At-a-glance/Program issue” (black/white)	\$ 675.00	\$
Inside back cover advertisement in the “At-a-glance/Program issue” (black/white)	\$ 775.00	\$
Outside back cover advertisement in the “At-a-glance/Program issue” (black/white)	\$ 900.00	<b>SOLD</b>
¼ page advertisement in summer issue of <i>Psynopsis</i> (colour)	\$ 900.00	\$
¼ page advertisement in summer issue of <i>Psynopsis</i> (black/white)	\$ 600.00	
Branding on one (1) Convention promotional item	Contact CPA	\$

*\*prices listed are subject to 15% HST*

**Advertising Options Total**  \$  
 (enter this amount on summary page)

**Summary Page**

<b>Sponsorship Opportunities Total</b>		\$
<b>Exhibitor Options Total</b>		\$
<b>Additional Options Total</b>		\$
<b>Advertising Options Total</b>		\$
	<b>TOTAL</b>	\$
	<b>PLUS HST(15%)</b>	\$
(Suppliers of taxable goods/services in Nova Scotia are required to charge, HST)		
	<b>GRAND TOTAL</b>	\$

**Method of Payment**

Your exhibitor's registration is not confirmed until payment is received by CPA.

**By Personal Cheque:** \_\_\_\_\_

Send cheque (along with completed application form) made payable to Canadian Psychological Association.  
 Send it to: 141 Laurier Avenue West Suite 702 Ottawa Ontario K1P 5J3.

**By Credit Card:** Visa:\_\_\_\_ MasterCard:\_\_\_\_

Name on Card: \_\_\_\_\_

Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_

Signature: \_\_\_\_\_

**Name and Contact Information**

Please record the name and contact information for the person completing the application.

**Name:** \_\_\_\_\_  
(First name)
(Last name)

**Organization:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Province/State:** \_\_\_\_\_

**Postal /Zip Code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Terms of agreement**

exhibitors agree that neither the Canadian Psychological Association (CPA), any of its officers, staff members, nor the owners, employees or representatives of the Delta Halifax and/or Delta Barrington Hotel, World Trade and Convention Center, Global Convention Services Ltd., will be responsible for any injury, loss or damage that may occur to the exhibitor, or to the exhibitor's employees or property, prior, during or subsequent to the CPA Convention, provided said injury, loss or damage is not caused by negligence or willful act of one or more of the aforementioned parties. CPA, Delta Halifax and/or Delta Barrington Hotel, World Trade and Convention Center, and Global Convention Services will exercise reasonable care for the protection of the exhibitor's materials and displays; however, the exhibitor, on accepting the terms of agreement, expressly releases the foregoing named association, individuals, board and firms from, and agrees to indemnify same against any and all claims for such loss, damage or injury.  **(I agree)**

**On-Site Representatives**

Please provide the names of the representatives who will be in Halifax to staff your booth. You may change these names at a later date.

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**Send completed form by fax to: 613-237-1674 or via email to [kblack@cpa.ca](mailto:kblack@cpa.ca)**