

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

CANADIAN  
PSYCHOLOGICAL  
ASSOCIATION



SOCIÉTÉ  
CANADIENNE  
DE PSYCHOLOGIE

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

**HALIFAX**

WORLD TRADE AND CONVENTION CENTRE, HALIFAX, NOVA-SCOTIA

# **Sponsorship, Exhibitor & Advertising Prospectus**

# Canadian Psychological Association 73rd 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

Approximately 1500 delegates are expected to attend the 2012 CPA Convention

## Delegates

2011 - Conference hosted in Toronto	2010 - Conference hosted in Manitoba
Total Attendance: 2, 060	Total Attendance: 1,103
Female: 1,127- Male: 933	Female: 676 - Male: 427
Country of Origin: Canada (92%), USA (6%), Other (2%)	Country of Origin: Canada (93%), USA (5%), Other (2%)

## Learning Objectives

CPA hosts a national convention that attracts over 1000 scientists and practitioners of psychology each year. In 2012, we have received 1200 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, cognitive science, social psychology, clinical neuropsychology, psychologists in education, industrial organizational psychology, developmental 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 practice, science and education in 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 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

<p><b>Presidential Reception</b> (Number of opportunities – One (1))</p> <p>CPA’s President is very glad to host a reception for all convention delegates. The reception, customarily held on Friday evening, is an opportunity for delegates to meet and mingle in a more informal atmosphere while sharing some food, drink and conversation. Typically, the reception is attended by 25% of convention delegates.</p> <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> <li>❖ Recognition within event listing in the “At-a-glance/Program issue”</li> <li>❖ One (1) complimentary Convention registration</li> </ul>	<b>\$2,500</b>
<p><b>First Time Presenters Breakfast</b> (Number of opportunities – One (1))</p> <p>First Time Presenters Breakfast. At this occasion, the leadership of CPA (its Board and executive officers) welcome new presenters to the CPA convention and take the opportunity for introduction and informal conversation over breakfast. It is CPA’s way of welcoming first-timers, many of whom are students, and to thank them for making CPA their convention of choice to present their work</p> <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> <li>❖ Company logo displayed on Convention TV monitor</li> </ul>	<b>\$1,500</b>
<p><b>Coffee Station</b> (Number of opportunities – Three (3))</p> <p>Your sponsorship of the Coffee Station will provide the convention delegates with some light refreshments through the entire 3 days.</p> <ul style="list-style-type: none"> <li>❖ Recognition sign (8 x 8) placed at coffee station</li> <li>❖ Company logo displayed on Convention TV monitor</li> </ul>	<b>\$500</b>
<p><b>Internet Café, Wireless Internet</b> (Number of opportunities – Four (4))</p> <p>Your sponsorship will provide the convention delegates with access to 2 (two) computers and internet access. <b>New to 2012</b> – part of your sponsorship will also provide free wireless internet to our delegates throughout the convention space.</p> <ul style="list-style-type: none"> <li>❖ Recognition sign (8 x 8) placed at Internet Café station Recognition signs (8 x 8) placed throughout convention to promote wireless connection to delegates</li> <li>❖ Company logo displayed on Convention TV monitor</li> <li>❖ Advertising on USB Key distributed to all Convention Delegates **</li> </ul>	<b>\$750</b>

## Exhibitor Packages

<p><b>Gold</b></p> <ul style="list-style-type: none"> <li>❖ Booth*</li> <li>❖ Four (4) 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> <li>❖ Delegate bag insert **</li> <li>❖ ¼ space advertisement in summer issue of <i>Psynopsis</i> ** (Colour)</li> <li>❖ Advertisement / link of your company logo on the CPA Exhibitor web page **</li> <li>❖ Advertising on USB Key distributed to all Convention Delegates **</li> </ul>	<p><b>\$5,000</b></p>
<p><b>Silver</b></p> <ul style="list-style-type: none"> <li>❖ Booth*</li> <li>❖ Three (3) 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> <li>❖ ¼ space advertisement in summer issue of <i>Psynopsis</i> ** (black/white)</li> <li>❖ Advertisement / link of your company logo on the CPA Exhibitor web page **</li> <li>❖ Advertising on USB Key distributed to all Convention Delegates **</li> </ul>	<p><b>\$3,000</b></p>
<p><b>Bronze</b></p> <ul style="list-style-type: none"> <li>❖ Booth*</li> <li>❖ ¼ space advertisement in summer issue of <i>Psynopsis</i>** (black/white)</li> <li>❖ Advertisement / link of your company logo on the CPA Exhibitor web page</li> <li>❖ Advertising on USB Key distributed to all Convention Delegates **</li> </ul>	<p><b>\$2,000</b></p>

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

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

# Exhibit Options

## Available with

## Exhibitor Package

Additional exhibitor passes	<b>\$60</b>
Double sized booth	<b>\$900</b>
Delegate bag insert - Exhibitor	<b>\$400</b>

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

## Non-Package Items

Exhibit booth	<b>\$1,100</b>
Additional exhibitor passes	<b>\$80</b>

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

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

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

# Advertising Opportunities

Delegate bag insert - Exhibitor *	<b>\$400</b>
Delegate bag insert – Non – Exhibitor *	<b>\$550</b>
Branding on one (1) Convention promotional item	<b>Contact CPA Office</b>
½ page advertisement in the “At-a-glance/Program issue” (black/white)	<b>\$550</b>
Full page advertisement in the “At-a-glance/Program issue” (black/white)	<b>\$675</b>
Inside back cover advertisement in the “At-a-glance/Program issue” (black/white)	<b>\$775</b>
Outside back cover advertisement in the “At-a-glance/Program issue” (colour) *	<b>\$900</b>
<b>Convention Special</b>	
¼ page advertisement in summer issue of <i>Psynopsis</i> (full colour)	<del><b>\$1,175</b></del> <b>\$900</b>
¼ page advertisement in summer issue of <i>Psynopsis</i> (black/white)	<del><b>\$675</b></del> <b>\$600</b>

### 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”x11”(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 summer issue of <i>Psynopsis</i>	2.165” x 9.5”
Branding on one (1) Convention promotional item	Varies

### Material Submission Deadline\*

Delegate bag insert	May 15, 2012
Any size advertisement in the “At-a-glance/Program issue”	March 1, 2012
Any advertisement in summer issue of <i>Psynopsis</i>	June 1, 2012
Branding on one (1) Convention promotional item	Contact CPA

