



**CANADIAN PSYCHOLOGICAL ASSOCIATION
78TH ANNUAL CPA NATIONAL CONVENTION
JUNE 8 – 10, 2017 • TORONTO, ONTARIO**

EXHIBITOR

SPONSOR

ADVERTISER

PROSPECTUS

convention@cpa.ca



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78TH ANNUAL CPA NATIONAL CONVENTION

June 8-10, 2017

Fairmont Royal York Hotel, Toronto, Ontario

The Canadian Psychological Association (CPA) is the national association for the science, practice and education of psychology in Canada. Over 7,000 members and affiliates makes the CPA Canada's largest association for psychology.

Reach Thousands of Current and Future Psychologists!

The CPA hosts a national convention that averages between 1,600 – 1,900 scientists and practitioners of psychology each year and covers a variety of psychology-related topics and presentation formats such as posters, workshops, symposia, keynote lectures, and the CPA Marketplace Trade Show.

CPA conventions offer three general learning opportunities for delegates:

1

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.

2

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.

3

The 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.



Why be an Exhibitor or Sponsor?

Psychologists – practitioners and scientists alike – are highly trained and skilled in areas of mental health care services and interventions, program evaluation, research, and higher education. They hold positions of high influence in government, health care, academia, not-for-profit organizations, and private industry. Join us in Toronto and you can meet face-to-face with current and future psychologists who use of the types of products and services that you offer.

BENEFITS OF PARTICIPATING AS AN EXHIBITOR AND/OR SPONSOR AT THE CPA CONVENTION, YOU CAN

- Build awareness and position your brand as an industry leader
- Demonstrate your organization's commitment to applied and experimental psychology in Canada
- Receive valuable exposure to potential (and current) clients throughout the CPA Convention
- Network and build relationships with fellow sector and industry leaders

2017 Keynote Speakers



CPA PRESIDENT

Dr. David Dozois is a Professor in the Department of Psychology at the University of Western Ontario. He received his Ph.D. in Clinical Psychology from the University of Calgary (1999). His predoctoral internship training was completed at the Queen Elizabeth II Health Sciences Centre in Halifax, Nova Scotia. He is a former Beck Scholar and he had the opportunity to participate in a one-year training program at the Beck Institute for Cognitive Therapy and Research (2003-2004). He is a Fellow of the Academy of Cognitive Therapy and a certified cognitive therapist.



CPA HONORARY PRESIDENT

Dr. Pim Cuijpers is professor of Clinical Psychology at the Vrije Universiteit Amsterdam and head of the Department of Clinical Psychology. He is also vice-director of the EMGO Institute of Health and Care Research of the VU University and the VU University Medical Center. Pim Cuijpers has published about 350 peer reviewed papers, chapters, reports and professional publications on the epidemiology, etiology, prevention and (early) treatment of depression, and on guided self-help for depression.



**REALITYTV MEETS
PSYCHOLOGY:
BIG BROTHER CANADA,
ENTERTAINMENT AND
BEYOND**

The influence of reality TV has become more and more prominent over the past 10 years around the world. Big Brother, one of the earliest and more popular reality shows is now produced in over 40 countries. Big Brother Canada gets over one million Canadian viewers a week glued to their screens. What is it that attracts so many people to these shows? Some of these shows bear a small resemblance to psychology experiments of the 1960's and 1970's, such as the famous Zimbardo prison experiment.

TBD

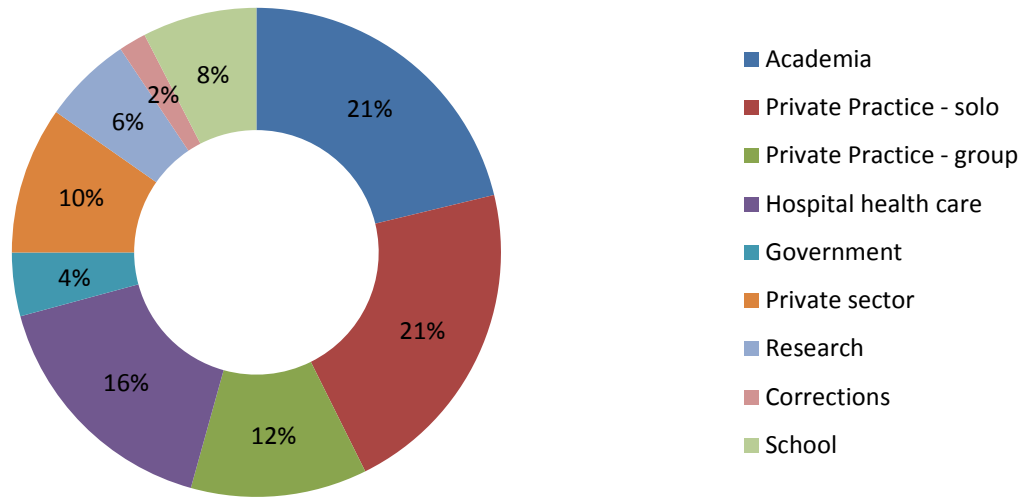
STAY TUNED

CPA Membership, Convention and Web Statistics

CONVENTION ATTENDANCE

TORONTO	2011	2000 ±	
HALIFAX	2012	1600 ±	
QUEBEC CITY	2013	1600 ±	
VANCOUVER	2014	1500 ±	
OTTAWA	2015	1800 ±	
VICTORIA	2016	1300 ±	
TORONTO	2017	2000 ±	EXPECTED

EMPLOYMENT IN EACH SECTOR



SOCIAL MEDIA AND WEBSITE STATISTICS

TYPE	REACH/DISTRIBUTION
Member Emails	7,000 members
CPA News Emails	6,000 members opt-in
Facebook	6,000 followers
Twitter	3,300 followers
LinkedIn Company Page	3,600 followers
CPA Website Audience Highlights	
AVERAGE PER MONTH	
Sessions	45,500
Users	36,100
Pageviews	94,000
Unique Pageviews	78,000
Average time on page	1m 40s

Exhibitor Information

The 78th Annual CPA National Convention will be held in Toronto, Ontario, June 8-10, at the Fairmont Royal York Hotel. Our CPA Marketplace tradeshow hours are designed to maximize your organization's participation and interaction with convention delegates.

CPA MARKETPLACE TRADESHOW HOURS

THURSDAY JUNE 8, 2017	8:00 AM - 6:00 PM
FRIDAY JUNE 9, 2017	9:00 AM - 6:00 PM

Please note that Exhibits in the CPA Marketplace trade show must be staffed at all times during the above noted exhibiting times.

CPA Marketplace Trade Show Exhibitor Packages

The CPA's National Convention is one of the premier psychology conferences in Canada, serving as a forum in which practitioners, scientists, science-practitioners, and students come together for three days each year to share and learn about new developments impacting psychological practice, science, and education. Take advantage of this convergence to not only showcase your products and services in the industry, but to also demonstrate your support for the psychology field and those who work in it.

NOTE:

The CPA reserves the right to accept or decline any requests to participate in the annual CPA National Convention, as an exhibitor, sponsor, speaker or delegate, at its sole discretion. All prices contained in this prospectus exclude any applicable taxes.

WHAT YOU GET WITH YOUR BOOTH SPACE RENTAL

The CPA provides a comprehensive exhibit package for \$1,900 that includes the following:

- 8' x 10' Booth Space, 6' table, 2 chairs, 1 waste basket
- Exhibitor Staff badges (2 per 8' x 10' booth space rented)
- Company name and contact info listed on the CPA Marketplace trade show web page

OR

SAVE \$500 if you book by April 30, 2017. Get the same package for **ONLY \$1400!**

ATTENTION EXHIBITORS... we've bundled a comprehensive package for your convenience. It's called the "Exhibitor-Sponsor" package, and it includes everything listed below for only \$3,000. This special offer is only available if you book by April 30, 2017:

- 8' x 10' Booth Space, 6' table, 2 chairs, 1 waste basket
- Exhibitor Staff badges (2 per 8' x 10' Booth Space)
- Company name and contact info listed on the CPA Marketplace web page
- Complimentary "Exhibitor-Delegate" Registration (Full access to attend convention)
- Participation in the \$100 Amazon gift card prize draw (the \$100 Amazon gift cards are supplied by the CPA)
- Inclusion in a banner ad on CPA Convention website (for 30 days)
- ½ page ad in the daily 'At-a-Glance' pocket program for the convention (B&W)
- ½ page ad in summer issue of the CPA's national magazine, *Psynopsis* (B&W)
- Logo appears in the CPA convention mobile app (available to all Delegates)

ADDITIONAL EXHIBITOR RELATED ITEMS

Additional Exhibitor Staff badges (2 incl. with ea. 8x10 booth):	add \$50/person/day
Additional booth space (for an 8' x 20' booth):	add \$1100 (total: \$2500)
Additional booth spaces (for a 20' x 20' quad booth):	add \$3500 (total: \$5000)
Exhibitor-Delegate registration fee (full access):	\$200 (max. 2 per 8x10 booth)

CPA MARKETPLACE PRIZE PROGRAM

A. CPA NATIONAL CONVENTION SCAVANGER HUNT

(prizes are awarded by random draw from among all correctly completed ballots)

1. \$500 Gift Card
2. \$350 Credit (get up to \$300 credit off delegate registration fee for ICAP 2018, Montreal, Que)
3. \$250 Refund (get a refund of your 2017 CPA Convention registration fee, up to \$250)

B. EXHIBITOR-SPONSOR PRIZE DRAW

(prizes are awarded by random draw from among all correctly completed ballots)

1. \$100 Amazon gift cards
 - i. Each Exhibitor Sponsor will have a \$100 Amazon.ca gift card drawn in their name.
 - ii. The \$100 Amazon gift card is supplied by the CPA

C. EXHIBITOR'S OWN PRIZES (open to all exhibitors – contact convention@cpa.ca to participate)

(prizes are awarded by random draw from among all correctly completed ballots)

1. Minimum \$250 MSRP
 - i. To be included in the CPA Marketplace Prize Draw Program, the prize being given away by Exhibitor must have a minimum MSRP of \$250 (prize provided by Exhibitor)
 - ii. The MSRP is not necessarily what the exhibitor may have actually paid
 - iii. Prizes in this category will be drawn in ascending order of their MSRP value

GENERAL CONDITIONS

It is understood that the following points will be accepted as part of the formal contract between the Canadian Psychological Association and those who purchase exhibit space in the CPA Marketplace trade show, at the 2017 CPA National Convention.

Location of Exhibits

The CPA Marketplace trade show, CPA poster sessions and the refreshment stations will all be located directly adjacent to the main plenary room to encourage high delegate traffic each day of the trade show.

Installation of Exhibits

Wednesday, June 7, 2017 12:00pm - 18:00pm

Cc Visual Communications is the official Show Services Supplier for the 2017 CPA Marketplace trade show in Toronto, ON. Each booth space is 8'd x 10'w and includes an 8' high back drape, 3' high side drapes, one (1) 6' skirted table and two (2) chairs. If you would like to order a booth, signage, additional furniture, carpet, cleaning, electrical or accessories, please refer to the exhibitor manual.

Exhibitors may handle their own hand-carried materials, or they may arrange for this to be done by Cc Visual Communications (or their agent). Please refer to the exhibitor manual for complete shipping/receiving details.

Dismantling of Exhibits

Friday, June 9, 2017 18:00 - 21:00

Exhibitors (or their agents) are **NOT** permitted to disturb, dismantle, or remove their exhibit before 18:00 on Friday June 9th. Violations of this regulation may result in a fine and the offending exhibitor not being welcome to participate at future CPA National Conventions.

Cc Visual Communications (or their agent) will begin returning empty containers as soon as the show is closed. Only then may exhibitors begin dismantling their exhibits. All exhibitor materials must be removed from the trade show floor by 21:00 on Friday June 9, and from the Fairmont Royal York Hotel by 12:00 noon on Saturday June 10.

Hotel Accommodations

The CPA has secured a room block with the Fairmont Royal York, which they will hold for reservations by CPA National Convention Delegates and exhibitors who book before May 5, 2017. Please make your reservation directly with the Fairmont Empress Hotel by visiting the following link:
www.cpa.ca/convention/accommodations
or by calling 1-416-368-2511 OR 1-888-495-2126. If reserving by phone, please ensure that you indicate you are attending the "CPA Convention". There are currently plenty rooms available, however bookings will be taken on a 1st come 1st serve basis.

MARKETPLACE FLOOR PLAN

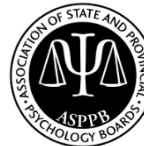


78th CPA National Convention (& CPA Marketplace Trade Show) - June 8 - 10, 2017

RECENT EXHIBITORS AT THE CPA NATIONAL CONVENTION



Mental Health Commission of Canada
Commission de la santé mentale du Canada



¹ The Public Service Commission of Canada
Department of National Defense – Directorate of Mental Health
Correctional Services Canada – Mental Health Branch

CPA National Convention Sponsorship Opportunities

Friendly Reminder that ALL prices exclude any applicable taxes.

The CPA National Convention is the premier general psychology conference in Canada, serving as a forum in which experts from over 30 subject areas converge, to share their knowledge about new developments impacting psychological practice, science, and education in Canada and around the world. Take advantage of this event to showcase your place in the industry, and to demonstrate your support for the psychology field. Optimize your experience with the various à la carte sponsorship opportunities listed below, or give us the chance to create a customized sponsorship package just for you! Each Tier gets different benefits. See next page for details.

PROPERTY	QTY	TIER 1 Benefits	TIER 2 Benefits	TIER 3 Benefits
Exclusive Naming Rights of an Event, Session or Room	Limited	\$5,000	--	--
CPA President's Welcome Reception	1	\$5,000	\$3,000	Co-Sponsor: \$1,500 each
First-Time Attendees' Welcome Breakfast	1	\$5,000	\$3,000	Co-Sponsor: \$1,500 each
Plenary Speaker Sponsor	4	\$5,000	\$3,000	Co-Sponsor: \$1,500 each
Refreshment Breaks Sponsor		\$4,000 (all 4)	\$2,500 (for 2)	\$1500 each
"Healthy Choices" (Health Activities)	3	\$4,000	\$2,500	\$1,000
Student Travel Sponsor		--	--	\$500 per student supported
Wi-Fi Internet Service		\$5,000	\$3,000	--
CPA Awards Sponsor	10	\$5,000 (all 10)	\$3,000 (for 5)	\$1,000 each
Online Registration & Mobile App Sponsor	1	--	\$3,500	--
Volunteer Apparel Sponsor	1	--	\$2,500	\$1,000
First Impression Floor Advert Decals	Set of 3	--	\$3,000 / set	--
Directional Floor Decals		--	\$3,000	Co-Sponsor: \$1,500 each
Mobile Device Charging Stations	4	--	\$3,000 (all 4)	\$1,000 each
Official Conference Pads & Pens		--	\$3,000	Co-Sponsor: \$1,500 each

SPONSOR BENEFITS

TIER 1 (\$4,000 + Sponsorship):

- ✓ Two minute speaking opportunity (may be a video presentation)
- ✓ Opportunity to introduce the speaker/event/activity
- ✓ Full page advertisement in all three (3) “At-a-Glance” daily pocket programs
- ✓ One delegate bag insert (ie: flyer, post card, data sheet, pen, promo item, etc...)
- ✓ Company logo displayed on CPA National Convention website with a link to the sponsor’s website
- ✓ Inclusion in pre-event tweets and posts promoting the event using the convention hashtag
 - Executed by both the CPA and the Sponsor’s social media persons
- ✓ Recognition in pre-convention communications
- ✓ Sponsor Recognition Sign placed at the entrance of the event/activity
- ✓ Company logo displayed on all main sponsor recognition signs throughout the convention
- ✓ Recognition within the event listing in the “At-a-Glance” daily pocket programs (where applicable)
- ✓ Opportunity to place as many as three (3) pop-up / banner-stand style displays (supplied by sponsor) at the convention for one day (day of the speaker/event/activity if applicable)
- ✓ Verbal acknowledgement of sponsorship/support during the event

TIER 2 (\$2,000 - \$3,999 Sponsorship):

- ✓ Opportunity to introduce the speaker/event/activity
- ✓ Half-page advertisement in all three (3) “At-a-Glance” daily pocket programs
- ✓ Company logo displayed on CPA National Convention website
- ✓ Sponsor Recognition Sign placed at the entrance of the event/activity
- ✓ Company logo displayed on all main sponsor recognition signs throughout the convention
- ✓ Recognition within the event listing in the “At-a-Glance” daily pocket programs (where applicable)
- ✓ Opportunity to place one (1) pop-up / banner-stand style displays (supplied) at the convention
- ✓ Verbal acknowledgement of contribution during the event

TIER 3 (1,000 – 1,999 Sponsorship):

- ✓ Half-page advertisement in the “At-a-Glance” daily pocket program for one day (on the day of the speaker/event/activity, if applicable)
- ✓ Company logo displayed on CPA National Convention website
- ✓ Sponsor Recognition Sign placed at the entrance of the event/activity (if applicable)
- ✓ Company logo displayed on all main sponsor recognition signs throughout the convention
- ✓ Recognition within the event listing in the “At-a-Glance” daily pocket programs (where applicable)

À-LA-CARTE SPONSORSHIP PROPERTIES

CPA President's Welcome Reception

The CPA President will host an evening reception on Wednesday June 7th to welcome all convention delegates. This event includes some food, drinks and an informal setting to break the ice and help people reconnect. The average number of delegates that attend is 400 - 500.

First-Time Attendees' Orientation Breakfast

Representatives of the CPA's Board of Directors and the CPA Student Section Executive will be on-hand to welcome first-time attendees of the CPA National Convention. Those who attend can also expect to learn about some valuable tips & tricks, and a few not-to-be-missed events.

Plenary Keynotes (4)

Each year, the CPA features world-renowned keynote speakers and panelists on the main plenary stage. The CPA Annual Convention attracts between 1,600 - 1,900 delegates, and since we do not schedule any competing programming during our plenary time slots, a large number of those delegates attend each of the plenary sessions.

Refreshment Stations (3)

Over the three days of the CPA National Convention, delegates have access to refreshment stations located in the CPA Marketplace area. A variety of refreshments are provided such as coffee, tea, and water.

"Healthy Choices" Daily Health & Wellness Activities

Sponsors of these activities will enjoy a "healthy" connection to our convention delegates. "Healthy Choices" activities take place before the start of each of the three days of the conference (June 8-10). Delegates have the opportunity to participate in a 2.5 or 5 K Morning Run, Yoga or Meditation sessions, and a the small registration fee that is collected from participants is donated to a local charity on behalf of the CPA Convention Delegates.

Student Travel Sponsor

The CPA is proud to be the convention of choice for Canada's young and emerging psychologists. Your organization can provide one or more travel subsidies to students from across Canada attend the CPA National Convention to present, learn and network with other delegates. Approximately 600 students attend the convention each year.

Wi-Fi Internet Service

Delegates will be provided with complementary Wi-Fi Internet access throughout the convention.

CPA Awards

Demonstrate your support by helping to recognize the incredible contributions of CPA members who are engaged in various areas of research and applied psychology by sponsoring one or more of the 2017 CPA Awards. The CPA Awards will be given out during a dedicated ceremony just prior to the CPA's Annual General Meeting on Friday June 9, 2017.

CPA Awards cont...

Complete descriptions of the CPA Awards can be found at www.cpa.ca/aboutcpa/cpaawards

- CPA Gold Medal Award For Distinguished Lifetime Contributions to Canadian Psychology
- CPA John C. Service Member the Year Award
- CPA Donald O. Hebb Award for Distinguished Contributions to Psychology as a Science
- CPA Award for Distinguished Contributions to Education and Training in Psychology
- CPA Award for Distinguished Contributions to Psychology as a Profession
- CPA Award for Distinguished Contributions to the International Advancement of Psychology
- CPA Award for Distinguished Contributions to Public or Community Service
- CPA Distinguished Practitioner Award
- CPA Award for Distinguished Lifetime Service to the Canadian Psychological Association
- CPA Humanitarian Award

Online Registration & Mobile App

Industry leading EventMobi has been chosen as the CPA Convention mobile app! EventMobi is specifically designed to enhance the attendee experience and maximize their engagement at conferences & tradeshows. The App will be available on iOS and Android.

Convention Volunteer Apparel

The Sponsor's logo will be printed on all volunteer t-shirts. Approximately 35 – 50 volunteers will be circulating throughout the CPA National Convention.

First Impression Floor Decals - Our delegates will walk all over you!

Seize the opportunity to display custom floor advertising that is strategically placed in high traffic areas of the convention. There are a limited number of sets (3 decals per set) available. The sponsor will be billed the production costs (approx. \$350) of the decals (from digital art supplied). The CPA will produce the decals and reserves the right of final approval of artwork.

Directional Floor Decals - Let your brand help lead the way!

We will include your company logo on directional floor decal strips that will show delegates the way to and from the main areas of the convention. The sponsor will be billed the production costs (approx. \$750) of the decals. The CPA will produce the decals and reserves the right of final approval of artwork.

Mobile Device Charging Stations

Sponsor the charging stations for delegate's mobile devices. Conveniently located in key areas of the convention.

Convention Pads & Pens

The sponsor's logo will be included on all the note pads and pens that will be provided to delegates (free of charge) for use in all the sessions at the convention. The sponsor will be billed the production costs (approx. \$750) of the pads and pens. The CPA will produce the pads & pens and reserves the right of final approval of artwork.

All sponsorship opportunities include recognition as a CPA Convention Sponsor on the CPA's Convention website, on-site sponsor recognition signage at the convention, and in the CPA's Convention Program.

HOW TO SUPPORT THE CPA AND BECOME A SPONSOR

To take advantage of any of the sponsorship opportunities listed above, or to have a custom sponsorship package created, specifically designed to help you meet your goals and objectives, please contact:

Agnieszka Arkuszewski

Associate, Membership, Events & Association Development

T | 613-237-2144 x 325 or 1-888-472-0657 x 325

F | 613-237-1674

E | aarkuszewski@cpa.ca

OR

Seán K. Kelly

Director, Membership, Events & Association Development

T | 613-237-2144 x 335 or 1-888-472-0657 x 335

F | 613-237-1674

E | skelly@cpa.ca

Advertising Opportunities

Further optimize your exhibitor and/or sponsor experience with one of our unique and effective advertising opportunities:

ADVERTISE IN THE DAILY “AT-A-GLANCE” POCKET PROGRAMS

(1 produced for each day)

Reach all the delegates (approximately 1,800- 2,000) who attend the CPA’s annual convention. A separate “At-a-Glance” Pocket Program for each day of the convention is included in every delegate’s registration package. Easily the most read and referred to document at the convention, the “At-a-Glance” Pocket Program is a unique opportunity to promote your product/service. This program includes a list of all programming (speakers, meetings, receptions), events and exhibitors/sponsors at the convention.

All ads are full colour	Per Daily Program	All 3 Daily Programs
• ½ page advertisement (7.5” x 4.625”) in the pocket program	\$650	\$1,400
• Full page advertisement (7.5” x 9.5”) in the pocket program	\$850	\$1,800
• Inside front cover advertisement (7.5” x 9.5”) in the pocket program	\$1,000	\$2,200
• Inside back cover advertisement (7.5” x 9.5”) in the pocket program	\$1,000	\$2,200
• Outside back cover advertisement (7.5” x 9.5”) in the pocket program	\$1,150	\$2,500

Artwork submission deadline: April 1, 2017



Advertise in the *Psynopsis* Magazine



2015/2016 ADVERTISING RATE SHEET*

Publication Details

Issued: Quarterly – Winter, Spring, Summer, Fall
Deadline: December 1, March 1, June 1, September 1
Circulation: 6,900 paid subscriptions
ISSN #: 1187 -1180

Artwork Requirements

Acrobat PDF Files
 Adobe Illustrator (EPS)
 Adobe Photoshop (300 dpi)

Standard Sizes (width x height)

Full Page: 7.5" x 9.5"
Half Page, Wide: 7.5" x 4.5"
Half Page, Tall: 3.5" x 9.5"
Quarter Page, Wide: 7.5" x 2.25"
Quarter Page, Tall: 3.5" x 4.5"

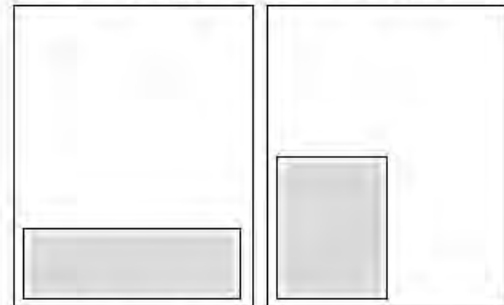
Premium Positions

Inside Cover, Front: Standard Ad + \$650/insertion
Inside Cover, Back: Standard Ad + \$400/insertion
Outside Cover, Back: Standard Ad + \$500/insertion



Half Page, Wide

Half Page, Tall



Quarter Page, Wide

Quarter Page, Tall

	Standard ^o , Single Ad	2 Insertions ^{+o} (10% Discount)	3 Insertions ^{+o} (15% Discount)	4 Insertions ^{+o} (20% Discount)
Full Page	\$1,650.00 B&W \$2,150.00 Colour	\$2,970.00 B&W \$3,870.00 Colour	\$4,207.50 B&W \$5,482.50 Colour	\$5,280.00 B&W \$6,880.00 Colour
Half Page, Wide & Tall	\$825.00 B&W \$1,325.00 Colour	\$1,485.00 B&W \$2,385.00 Colour	\$2,103.75 B&W \$3,378.75 Colour	\$2,640.00 B&W \$4,240.00 Colour
Quarter Page, Wide & Tall	\$675.00 B&W \$1,175.00 Colour	\$1,205.00 B&W \$2,115.00 Colour	\$1,721.25 B&W \$2,996.25 Colour	\$2,160.00 B&W \$3,760.00 Colour

^o Sponsors & Exhibitors at the CPA Annual Convention are entitled to a 25% discount for the Summer issue

* Rates effective August 1st, 2015 and are listed before taxes.

+ Multiple insertion rates only apply when the same ad is repeated. Discount included in listed price.

2017 CPA Annual Convention

June 8-10 | Ontario, ON

Fairmont Royal York Hotel Conference Centre

CANADIAN
PSYCHOLOGICAL
ASSOCIATION



SOCIÉTÉ
CANADIENNE
DE PSYCHOLOGIE

Application & Contract for Exhibit Space

Company Name _____

(Please list name as it should appear on printed materials. Do not use all capital letters unless your official name is all caps.)

Name of Exhibitor Contact _____ Title _____

Mailing Address _____

City _____ Province/State _____ Postal/Zip Code _____

Telephone _____ Ext. _____ E-mail _____

Type of products/services to be displayed and/or sold: _____

CPA Marketplace Trade Show	PRE-REGISTRATION (Deadline: April 30, 2017)	REGULAR REGISTRATION (effective May 1, 2017)	AMOUNT (\$)
8' x 10' Exhibit Space (includes 2 exhibitor staff badges)	\$ 1,400	\$ 1,900	\$
Additional Exhibitor Staff Badges (max. 2 additional per 8x10 booth space)	\$50 (each)	\$50 (each)	\$
Exhibitor-Delegate Registration Fee (max. 2 per 8x10 booth space)	\$200 (each)	\$ 300 (each)	\$
8' x 10' Exhibitor-Sponsor Package	\$ 3,000	N/A	\$
13% HST (106865736RT):			\$
TOTAL:			\$
<i>Some conditions apply. See CPA Marketplace Trade Show Information for more details. This application will not be processed unless accompanied by payment in full.</i>			

Preferred booth location: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Exhibit space is assigned by the CPA on the basis of the date the application and payment are received, and accepted. The CPA reserves the right to determine the final allocation of booth space.

Authorization

I am the authorized representative of the above-named organization with the full power and authority to sign and deliver this application. The company agrees to comply with all of the policies contained in the Exhibitor Manual and the Terms of Agreement – CPA Trade Show Rules and Regulations, furnished together with this application form (form must also be signed).

Name of Authorized Officer

Title

Signature of Authorized Officer

Date

Please return this application form with your payment to:

Canadian Psychological Association (CPA)
c/o CPA Marketplace Trade Show
141 Laurier Ave. W, Suite 702, Ottawa ON K1P 5J3
E-mail: convention@cpa.ca

PLEASE RETAIN A COPY OF THIS FORM FOR YOUR RECORDS

FORM OF PAYMENT (PLEASE CIRCLE)

Master Card Visa Cheque Enclosed

Card #: _____

Expiry Date: ____ / ____

Card Holder Name: _____

Signature: _____

TERMS OF AGREEMENT — CPA TRADESHOW RULES & REGULATIONS

1. All electrical wiring and outlets shall be at the Exhibitor's expense. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent provincial power authority.

2. Space contracted by the Exhibitor may not be sublet without the prior written permission of the CPA.

3. The Exhibitor agrees to abide by all rules and regulations adopted by the CPA in the best interests of the exhibition, and agrees that the CPA shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the exhibition.

4. The Exhibitor will be liable for and will indemnify and hold harmless the CPA from any loss or damages whatsoever suffered by the CPA as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, or other Exhibitors, the CPA, the owner of the building and their respective agents, servants and employees and members of the public attending the exhibition, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.

5. This contract may be canceled by either party, provided written notice is received by the other at least four (4) months prior to the first day of the exhibition, in which case all monies paid by the Exhibitor will be refunded. If the Exhibitor cancels after this date, but prior to 60 days before the exhibition, then it shall forfeit two thirds of the total contracted space costs. If the Exhibitor cancels within 60 days prior to the exhibition, it shall be liable for 100% of the total contracted space costs. By canceling this contract, the Exhibitor forfeits all rights or claims to the allocated space and the CPA is free to rent it to others and collect the cancellation charge as liquidation damages.

6. The CPA reserves the right to alter or change the space assigned to the Exhibitor.

7. The CPA reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product signs, lights or sound, and to expel an Exhibitor or its personnel if, in the CPA's opinion, their conduct or presentation is objectionable to other exhibition participants.

8. The Exhibitor agrees to confine its presentation within the contracted exhibit space only and to distribute only printed material or promotional items that relate directly to the product or service of the contracted Exhibitor. Any presentation is to be within the maximum height set by exhibition rules and regulations, and the exhibit space must be staffed during exhibition hours.

9. All goods shipped to the exhibition must be clearly marked with the name of the Exhibitor and the number of its space. Goods must not be shipped to the exhibition for shipping charges to be paid on arrival, as these will not be accepted by the CPA. The CPA assumes no responsibility for loss or damages to goods before, during the period of the exhibition, nor after its closing.

10. Each Exhibitor has the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, products, equipment or decoration and inability to meet its obligations outlined in this Application & Contract for Exhibit Space, Terms of Agreement — Rules and Regulations. The following insurance coverage will be mandatory:

i) Comprehensive General Liability insurance with a minimum limit of \$2,000,000 CDN.

ii) The Policy shall include the CPA, and The Victoria Conference Centre as additional insured and shall contain a cross-liability clause.

11. Exhibitors who desire insurance on their exhibit and staff must place the same at their own expense. The CPA shall not be liable for any loss or damage to the property of the Exhibitor or their employees due to fire, robbery, accidents or any cause whatsoever that may arise for use and occupancy of the leased space of the Victoria Conference Centre. The Exhibitor agrees to indemnify and hold harmless the CPA, the Victoria Conference Centre and their employees against any and all claims of any person whomsoever, arising out of acts of omission of Exhibitors or their employees (Exhibitors shall furnish their own public liability insurance). The CPA assumes no liability for damages or losses resulting from, or related to, the failure of the Exhibitor to comply with the provisions of this Agreement. If, due to unforeseen circumstances beyond the control of the CPA, the Exhibitor's materials do not arrive in time for display during the entire period of the exhibition, or any portion thereof, the CPA assumes no liability for damages or losses to the Exhibitor and is under no obligation to refund the Exhibitor's fees.

12. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the exhibition but must remain intact until the closing hour of the last day of the exhibition. The Exhibitor also agrees to remove its exhibit equipment and appurtenances from the Victoria Conference Centre & by the final move-out time limit or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

13. The CPA reserves the right at its sole discretion to change the date or dates upon which the exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, the CPA shall not be liable in damages or otherwise for storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of the CPA, whether similar to or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of the CPA. A refund of all monies paid by the Exhibitor to the CPA will be made by the CPA in the event that the exhibition is not held as proposed by the CPA.

14. The CPA reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the exhibition rules and regulations, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments by them and any further occupancy of such space.

15. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between the CPA, official contractor serving companies and the building in which the exhibition will take place and act according to the labour laws of the jurisdiction in which the building is located and observe the provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

INITIALS: _____

On-Site Representatives (Exhibit Staff)

Please provide the names of the representatives who you anticipate will be staffing your booth. You may change these names at a later date. **Please Note:** Exhibitor Staff badges are non-transferrable, nor can they be shared.

1		Staff badge incl.
2		Staff badge incl.
1		\$50/pers/day
2		\$50/pers/day

Submit Your Completed Application Form via:

- **Option 1:** SUBMIT YOUR APPLICATION ONLINE AT <http://www.cpa.ca/convention>
- **Option 2:** SCAN & EMAIL: convention@cpa.ca
- **Option 3:** FAX: 613-237-1674

PAYMENT BY CHEQUE

Exhibitor registrations are not confirmed until payment is received and/or processed by the CPA. Please send a cheque (payable to: Canadian Psychological Association) along with your completed application form to:

Canadian Psychological Association
141 Laurier Avenue West, Suite 702
Ottawa, ON K1P 5J3

I understand that this is only an application and that it does not guarantee exhibit space until an official confirmation is issued. Once my reservation is approved, my space will be non-refundable.

Billing Information (if different from address on application)

Organization Name			
Mailing Address			
City		Province/State	
Postal/Zip Code		Country	

Additional Notes / Comments

Future CPA National Conventions

2018

The **2018 CPA Annual Convention** is pleased to be hosting the 29th International Congress of Applied Psychology (ICAP) from **June 26-30, 2018 in Montreal, QC**. Don't miss this unique opportunity to join over **4,500 Psychologists from around the world** as they look at psychology from an international perspective!

