

CANADIAN
PSYCHOLOGICAL
ASSOCIATION



SOCIÉTÉ
CANADIENNE
DE PSYCHOLOGIE

80TH CPA NATIONAL CONVENTION

IN CONJUNCTION WITH THE 4TH NORTH AMERICAN CORRECTIONAL AND
CRIMINAL JUSTICE PSYCHOLOGY CONFERENCE (N4)

EXHIBITOR • SPONSOR • ADVERTISER

PROSPECTUS



MAY 31
TO
JUNE 2
Halifax, Nova Scotia



Canadian Psychological Association - 80th Annual CPA National Convention
in conjunction with the Fourth North American Correctional and
Criminal Justice Psychology Conference (N4)



CONVENTION DATES: May 31 to June 2, 2019

EXHIBITION DATES: May 31 to June 1, 2019

CPA National Convention Venue:

Halifax Marriott Harbourfront Hotel
1919 Upper Water St,
Halifax, NS B3J 3J5

N4 Venue:

Delta Hotels Halifax
1990 Barrington Street, Scotia Square
Halifax, NS B3J 1P2

Contact: sponsorship@cpa.ca

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ABOUT CPA

The Canadian Psychological Association (CPA) is the national association for the science, practice and education of psychology in Canada. With over 7,000 members and student affiliates, the CPA is Canada's largest association for psychology. Founded in 1939, the CPA has a wide field of activity which includes the publication of three peer-reviewed journals, accreditation of doctoral training in professional psychology, an annual convention, 32 Sections addressing different areas of psychology, and an active advocacy program on behalf of the science, practice and education of psychology in Canada.

CPA'S VISION:

1. Improve the health and welfare of all Canadians;
2. Promote excellence and innovation in psychological research, education, and practice;
3. Promote the advancement, development, dissemination, and application of psychological knowledge; and
4. Provide high-quality services to members.

CPA CONVENTIONS OFFER THREE GENERAL LEARNING OPPORTUNITIES FOR DELEGATES:

1

The first is a tremendous breadth of psychology research – delegates have the opportunity, through numerous sessions in different presentation formats, to learn about advances and developments in many 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.

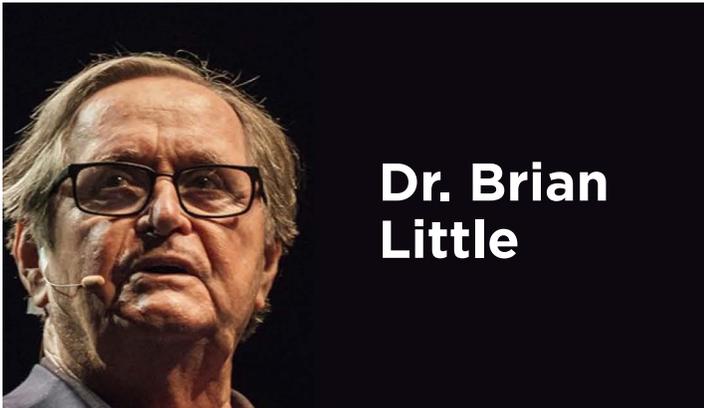
2

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, internships and academic programs, and availability of funding for research.

3

The third is an opportunity to meet and network with colleagues from across the country, exchange information on initiatives and best practices, and develop practice, research and mentoring collaborations.

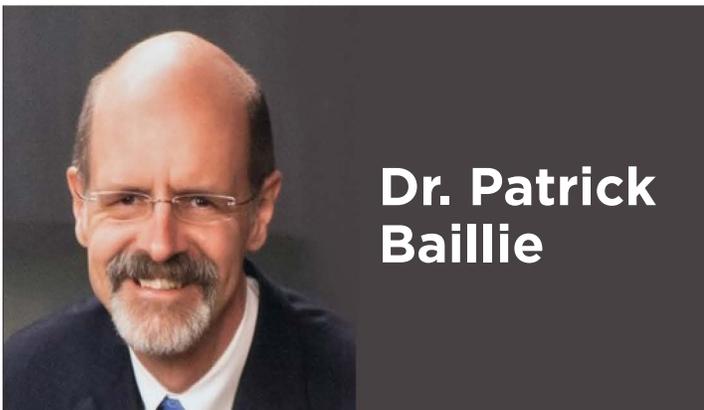
KEYNOTES SPEAKERS



Dr. Brian Little



Dr. Gregory Walton



Dr. Patrick Baillie



Dr. Donna J. Markham

- CPA's Honorary President

PRESIDENTIAL SYMPOSIUM ON CHRONIC TRAUMATIC ENCEPHALOPATHY (CTE)

— FEATURING —

Dr. Sam Mikail



Dr. William Barr



Dr. Angela Colantonio



Sponsored by the CPA's Clinical Neuropsychology Section

REACH THOUSANDS OF CURRENT AND FUTURE PSYCHOLOGISTS!

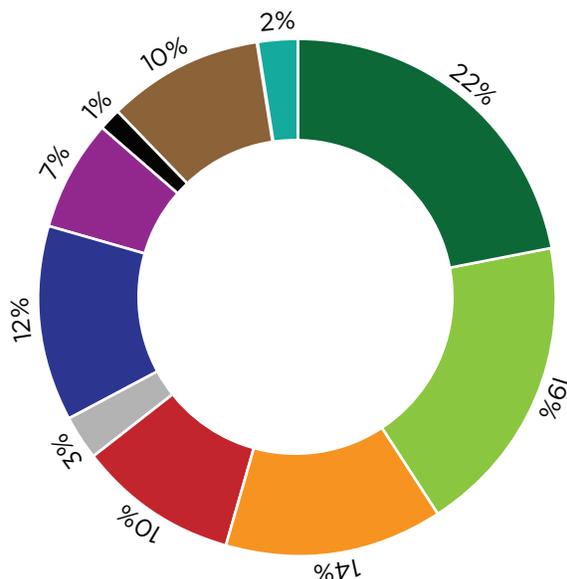
The CPA hosts a national convention that averages between 1,600 - 1,900 delegates each year and covers a variety of psychology-related topics and presentation formats such as posters, spoken presentations, workshops, symposia, keynote lectures, and the CPA Marketplace Trade Show.

DELEGATE DEMOGRAPHICS

CONVENTION ATTENDANCE

TORONTO 2011	2000 ±
HALIFAX 2012	1600 ±
QUEBEC CITY 2013	1600 ±
VANCOUVER 2014	1500 ±
OTTAWA 2015	1800 ±
VICTORIA 2016	1300 ±
TORONTO 2017	1800 ±
MONTREAL ICAP 2018	3000 ±
HALIFAX 2019	1400 ± (Expected)

EMPLOYMENT IN EACH SECTOR



Work Setting	Count
Academia	4060
Private Practice - Solo	3430
Private Practice - Group	2495
Hospital Health Care	1836
Government	523
Private Sector	2225
Research	1273
Corrections	248
School	1788
Not-for-Profit / NGO	431

WHY PARTNER WITH THE CPA?

Psychologists –whether practitioner, scientist, educator or student – are highly trained and skilled in areas of mental health care services and interventions, program evaluation, research, higher education, statistical analyses, methodology, and numerous issues affecting society, the workplace, and peoples’ well-being. They hold positions of high influence in government, health care, academia, not-for-profit organizations, and private industry.

Partnering with the CPA offers a unique opportunity to engage with your target market, play a part in the advances of the field of psychology and learn about the various ways in which psychology contributes to society.

Join us in Halifax and you can meet face-to-face with current and future psychologists who use of the types of products and services that you offer.

- Foster public awareness and showcase your research and products
- Reach students, psychologists, educators and researchers all under one roof
- Offer your brand extended and enhanced visibility at the convention
- Build and improve relationships with customers and business partners
- Learn about the latest development and research in the industry
- Assert your corporate credibility while being recognized as a valued supporter of a well-established national convention

Organizations can create their own partnership packages by choosing from the list of sponsorable properties. The total value of options chosen will then be used as a basis for the organization’s recognition level. Each category has a specific set of “Entitlements and Benefits” to provide your organization with a higher profile at the convention. It will increase your organization’s exposure to delegates and heighten your profile in being a valued partner in the psychology arena. We have endeavoured to provide a wide variety of sponsorship opportunities for you to choose from. We are certainly not limited to those listed below; if you do not see what you’re looking for, or if you have seen something new that you’ve been anxious to try, we would be pleased to work with you to create a customized package that aligns with your budget and brand.

To speak to a member of our team, please contact:

Kathryn McLaren

Membership & Association Development Lead

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

sponsorship@cpa.ca

EXHIBITOR INFORMATION

The 80th Annual CPA National Convention will be held in Halifax, Nova Scotia, May 31 to June 2, at the Halifax Marriott Harbourfront Hotel; it will be held in conjunction with the fourth North American Correctional and Criminal Justice Psychology Conference at the Delta Halifax.

The CPA's National Convention is one of the premier psychology conferences in Canada, serving as a forum in which practitioners, scientists, science-practitioners, educators, 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.

Exhibitor Package

\$1900

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

Exhibitor-Sponsor Package

\$3000

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 Convention website

**Complimentary "Exhibitor-Delegate"
Registration (full access to attend convention)**

**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)**

ATTENTION EXHIBITORS... we've bundled a comprehensive package for your convenience. It's called the "Exhibitor-Sponsor" package, and it includes everything listed here for only \$3,000. This special offer is only available if you book by March 29, 2019!

ADDITIONAL EXHIBITOR RELATED ITEMS

Additional Exhibitor Staff badges (2 incl. with each 8x10 booth): **add \$50/person/day**

Additional booth space (for an 8' x 20' booth): **add \$1100 (total: \$3000)**

Additional booth spaces (for a 20' x 20' quad booth): **add \$3500 (total: \$5400)**

Exhibitor-Delegate registration fee (full access): **\$200 (max. 2 per 8x10 booth)**

CPA MARKETPLACE TRADESHOW HOURS

Set-up: Thursday, May 30th 4:00 PM – 6:00 PM

Friday May 31, 2019 8:00 AM - 4:00 PM

Saturday June 1, 2019 9:00 AM - 4:00 PM

Tear Down: Saturday, June 1st 4:00 PM – 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.

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 2019 CPA National Convention.

Location of Exhibits

The CPA Marketplace trade show, CPA poster sessions, Gimme 5s, 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

Thursday May 30, 2019 4:00 PM - 6:00 PM

CC Visual Communications is the official Show Services Supplier for the 2019 CPA Marketplace trade show in Halifax, NS.

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

Saturday June 1, 4:00 PM - 7:00 PM

Exhibitors (or their agents) are NOT permitted to disturb, dismantle, or remove their exhibit before 4:00 PM on Saturday June 1st. 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 9:00 PM on Saturday June 1, and from the Halifax Marriott Harbourfront Hotel by 12:00 noon on Sunday June 2.

Hotel Accommodations

The CPA has secured a room block with the Halifax Marriott Harbourfront Hotel, and with the Delta Halifax.

Please make your reservation directly with the hotel of your choice by visiting the following link: www.cpa.ca/convention/accommodations. Please ensure that you indicate you are attending the "CPA Convention".

SPONSORSHIP OPPORTUNITIES AND BENEFITS

Lanyard Sponsor

Show your support in a highly visible way by sponsoring the official Convention Lanyard! Each attendee will receive this item during registration and will wear it throughout the duration of the event.

QTY-1 \$5,000

Convention Tote Sponsorship

Everyone needs a bag to carry their literature and giveaways. Your company name and logo will be in the hands of all attendees by sponsoring the bags they carry throughout the convention!

QTY-1 \$5,000

Custom Key Cards

Reach our delegates from check in to check out with custom key cards. Your logo will be seen by every delegate first thing in the morning, last thing at night and every other time they enter their hotel room.

Hotel Key Card sponsor has their logo branded and web address, alongside the event and the hotel ensuring repeat brand awareness. Be unforgettable!

QTY-1 \$7,000

Digital Signage Sponsor

Maximize your brand visibility by supporting digital wayfinding throughout the convention. Make your mark with a rotating sponsor banner and your logo. Are you exhibiting? We can include a slide to direct delegates to your exhibit booth!

QTY-1 \$2,000

Conference Notepads and Pens

Conference notepads and pens will be branded with your logo and website, and used by our delegates throughout the convention. An essential item for our delegates, they will be given to every delegate at the time of registration.

QTY-1 \$2,000

Gimme 5s

Sponsor one of our most popular presentation styles! An instant cure for “death by a 1,000 PowerPoints”, the GIMME-5 format is a spoken presentation exactly 5 minutes long that uses a maximum of 3 PPT slides... no exceeding, no exceptions! Sponsorship of daily GIMME-5 sessions will include logo recognition on banners surrounding the GIMME-5 Stages, as well as on the PPT slides in between each presentation.

QTY-4 \$2,500/day

Poster Presentation Area

Stand out as the exclusive sponsor of the poster presentation area. An opportunity for you to be identified as a “thought leader” of the convention, you will receive key branding in a high traffic area of the convention. Includes opportunity to place roll up banners in poster area *to be provided by sponsor

QTY-1 \$5,000

Keynote Speaker Sponsor

Each year, the CPA features world-renowned keynote speakers and panelists on the main plenary stage. Get instant exposure to our delegates by sponsoring a keynote speaker, as there is no competing programming scheduled during keynote addresses. This sponsorship includes verbal recognition from the stage!

QTY-5 \$1,500/speaker

Lunchtime Plenary Sessions

Take advantage of having all our delegates in one place by sponsoring a lunchtime Plenary Session. Your sponsorship provides a healthy and filling lunch to our delegates while they enjoy a keynote address. You will receive verbal recognition from the stage, as well as the opportunity to place your signage* at the doors of the plenary room.

*signage to be provided by sponsor

QTY-1 \$3,000/session

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 to attend the CPA National Convention to present, learn and network with other delegates. Approximately 600-900 students will attend the convention.

\$500/student

Mobile Device Charging Stations

Get remarkable onsite visibility by sponsoring the mobile device charging stations. Located in high traffic areas, these stations provide a great area of extended brand coverage while delegates charge their mobile devices so they can stay connected.

QTY-1 \$5,000

Volunteer Apparel Sponsor

Your logo will be printed on all volunteer t-shirts. Approximately 35 - 50 volunteers will be circulating throughout the CPA National Convention.

QTY-1 \$1,250

N4 Gimme 5s AND Poster Presentation Area

Sponsor two of the most popular presentation styles at N4. You will make a guaranteed impact by ensuring your brand is recognized in one of the most high-traffic areas of convention.

QTY-4 \$2,500

Refreshment Breaks Sponsor

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. Sponsorship includes signage in break area for duration of sponsored refreshment break. Increase brand awareness by providing logo'd cups, plates and napkins*!

*at additional cost to sponsor

QTY-4 \$1,500/each

OR

all four (4) for \$4,000

Mobile App Sponsor

Put your company's brand and message right in delegate's hands with a Mobile App Sponsorship! Delegates will have the ability to access a schedule of events, exhibitor listings, and all general event information using their mobile devices. Mobile app sponsorship packages include branding opportunities for your company on all pages within the app, providing you guaranteed impressions from all delegates using the mobile app! The App will be available on iOS and Android.

QTY-1 \$4,000

Wi-Fi Sponsor

Help our delegates stay connected and productive, and ensure your brand is on everyone's mind, by sponsoring the Wi-Fi at convention. Wi-Fi will be free to access for all Convention attendees. This sponsorship includes a unique branding opportunity - a Custom Wi-Fi network name and password! Branding our Wi-Fi network will create awareness and actively engage our delegates with your brand.

QTY-1 \$5,000

N4 Reception and Awards Gala

Showcase your brand at this exclusive cocktail reception and gala to celebrate awardees, speakers, and a successful convention.

SOLD

Contact sponsorship@cpa.ca to customize any of the above sponsorship opportunities for N4!

SPONSORSHIP BENEFITS

	BRONZE	SILVER	GOLD
	\$1900 - 2500	\$2500 - \$4000	\$4000 +
Logo and link on the CPA National Convention website	○	○	○
Sponsor logo onsite recognition	○	○	○
Half-page advertisement in all three (3) "At-a-Glance" daily pocket programs		○	○
Logo on CPA National Convention Mobile App		○	○
Delegate bag insert		○	○
2019 Convention Website Banner Ads			○
Full page advertisement in all three (3) "At-a-Glance" daily pocket programs			○
Complimentary half page ad in Psynopsis Magazine			○

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:

Kathryn McLaren
Membership & Association Development Lead
 613-237-2144 x 325 or 1-888-472-0657 x 325
sponsorship@cpa.ca

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

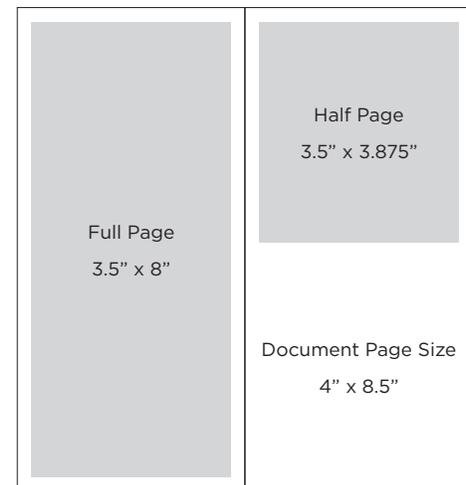
Advertising Rates

Full Page (3.5” x 8”)	\$1,500	for 3 days
1/2 Page (3.5” x 3.875”)	\$1,000	for 3 days
Inside Front Cover (4” x 8.5” + bleed)	\$2,000	for 3 days
Inside Back Cover (4” x 8.5” + bleed)	\$2,000	for 3 days
Outside Back Cover (4” x 8.5” + bleed)	\$2,200	for 3 days

Artwork Requirements

- Accepted File Formats: High-res PDF, EPS, High-res JPG
- Images/files must be 300 ppi to ensure quality reproduction
- All fonts must be embedded or converted to outlines
- Any transparency must be flattened
- CMYK only colour - do not include spot/special colours or RGB

Artwork submission deadline: April 15, 2019





2019 ADVERTISING RATE SHEET

Publication Details

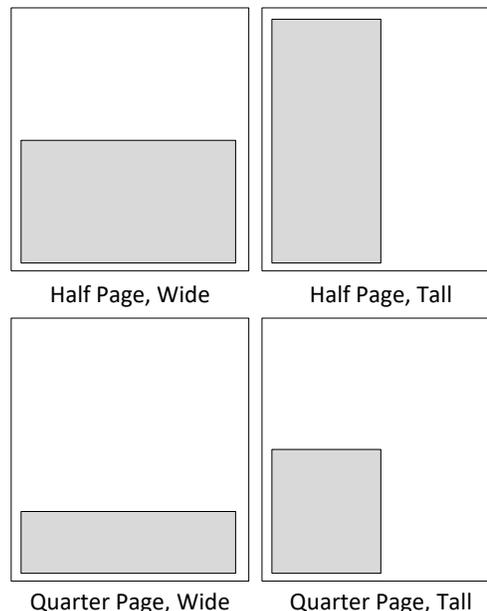
Issued: Quarterly
Copy Deadlines: Jan. 18, Mar. 22, Jun. 14, Sept. 13
Circulation: 6,900

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"



	Standard, Single Ad	2 Insertions (10% Discount)	3 Insertions (15% Discount)	4 Insertions (20% Discount)
Outside Back Cover (full colour)	\$2,650.00	\$4,770.00	\$6,757.50	\$8,450.00
Inside Front/Back Cover (full colour)	\$2,450.00	\$4,410.00	\$6,247.50	\$7,840.00
Inside Front/Back Cover, Half Page (full colour)	\$1,650.00	\$2,970.00	\$4,207.50	\$5,280.00
Full Page⁺	\$1,650.00	\$2,970.00	\$4,207.50	\$5,280.00
Half Page, Wide/Tall⁺	\$825.00	\$1,485.00	\$2,103.75	\$2,640.00
Quarter Page, Wide/Tall⁺	\$675.00	\$1,205.00	\$1,721.25	\$2,160.00

*Rates effective December 1, 2017 and are listed before taxes. For more, email psynopsis@cpa.ca.

⁺Ads in print copies will appear in black and white (unless specified), but digit copies will be in colour.

FUTURE CPA NATIONAL CONVENTIONS

2020



Montreal

81ST CPA NATIONAL CONVENTION

2021



Ottawa

82ND CPA NATIONAL CONVENTION

2022



Calgary

83RD CPA NATIONAL CONVENTION

PAST SPONSORS



Proud Member  UHN



Mercedes-Benz