



VIRTUAL VIRTUEL 2020

PROSPECTUS

Exhibitor | Sponsor | Advertiser

**CANADIAN
PSYCHOLOGICAL
ASSOCIATION'S
2020 VIRTUAL SERIES**

JULY 6 TO
AUGUST 28,
2020

CPA  SCP

ABOUT THE CPA

The Canadian Psychological Association (CPA) is the national association for the science, practice and education of psychology in Canada. With almost 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 AND MISSION

Vision

A society where understanding of diverse human needs, behaviours and aspirations drive legislation, policies and programs for individuals, organizations and communities.

Mission

To advance research, knowledge and the application of psychology in the service of society through advocacy, support and collaboration.

ABOUT THE VIRTUAL CONVENTION

The CPA's Annual National Convention is the one place each year where 1,600 – 1,800 scientists, practitioners, educators, and students of psychology come together each year to learn about advances, developments and issues that govern practice, science and education in psychology.

While COVID-19 will prevent us from gathering together in person, this year the CPA is transitioning its annual convention to a **two-month virtual series** that is sure to bring more

people together than ever!

Take advantage of the low entry barrier for our 2020 virtual series! With free registration for CPA Members, Affiliates, and Student Affiliates, and two months of new and ongoing content, we are anticipating a broad audience to attend, including multiple people within the same organization. The two-month duration will promote rich engagement and give you ample opportunity to engage with delegates.

WHY PARTICIPATE IN THE CPA'S VIRTUAL SERIES?

Psychologists – whether practitioner, scientist, and/or educator – and psychology students 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.

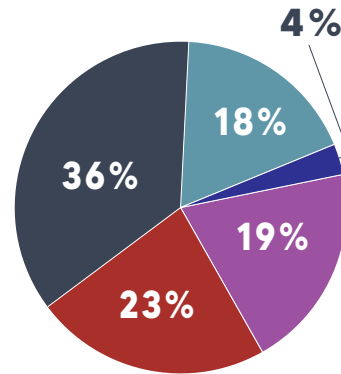
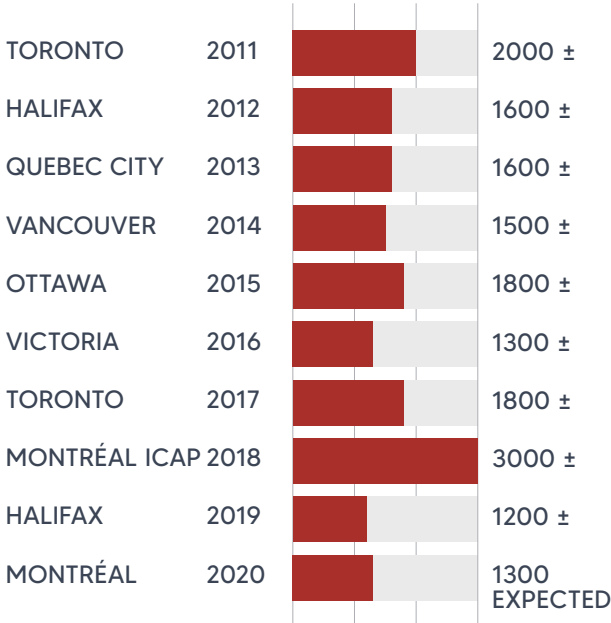
Join us in our virtual series and connect with current and future psychologists and psychology graduates who can and will use the types of products and services that you offer.

- Foster public awareness and showcase your research and products
- Reach students, psychologists, educators and researchers over a two-month period at a time that works for you and for them
- Offer your brand extended and enhanced visibility over the course of two-months
- 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 offering

2019 CONVENTION BY THE NUMBERS

CPA 2019 MEMBERSHIP DEMOGRAPHICS

Convention Attendees



CAREER STAGE

- Early Career (2-10 years after obtaining your highest degree)
- Mid to Late Career (10-29 Years)
- Late to Semi-Retired (30-40+ Years)
- Retired
- Student



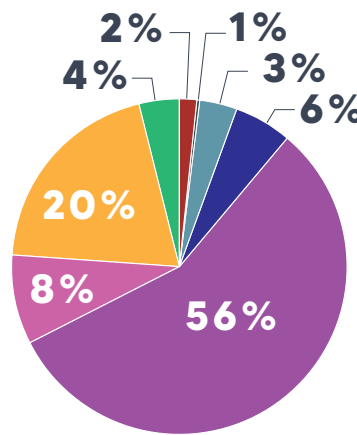
OF ATTENDEES

1219



% OF FIRST TIME AT T ENDE EES

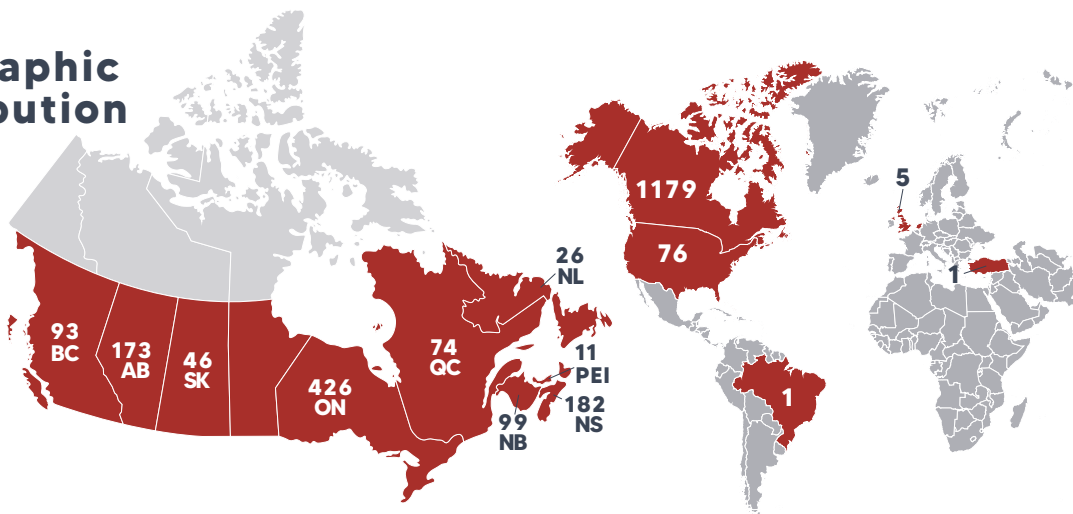
35.4%



PRIMARY OCCUPATION

- Administrator
- Advocacy
- Consultant
- Educator/Supervisor
- Practitioner
- Researcher
- Student
- Other (None of the above apply)

Geographic Distribution



EXHIBITOR BOOTH

VIRTUAL BOOTH

\$1,900.00

Your virtual booth includes all of the benefits included in the silver tier, as well as:

- Virtual Booth
 - About Us section
 - Logo and links to your website and/or social media
 - Post-show analytic report*
- One 30-second to 1-minute video **
 - Sponsors can choose to advertise within one or more of the CPA Thematic Areas
- Two Sponsor Banner Ads on the Virtual Platform
- Ability to add sponsor representatives to your virtual booth so that attendees can reach out to book appointments and you may message attendees within the virtual platform.

On the virtual platform site, sponsors can include logos, links to their website and social media channels, links to videos, and a description.

** Analytic reports do not provide any personal information from our attendees.*

*** Content created by sponsor and approved by the CPA*

FROM OUR MEMBERS...

“ I just want to thank you all for this wonderful gesture...

Having access online to these presentations and other collegial information sharing, will be a boost to our professional development this year. It benefits those in the profession with disabilities, who may never be able to attend, to access the Conference perhaps for the first time.

My congratulations to those who made this happen!

”

THEMATIC AREAS AND SCHEDULE

Understanding and improving the workplace: July 6 – August 28

Improving psychological research: July 6 – August 28

Improving and promoting health: July 6 – August 28

Creating a healthy(ier) planet: July 6 – August 28

Examining what, where, when, why and how we learn and perform: July 13 – August 28

Professional and training issues: July 13 – August 28

Serving communities: July 13 – August 28

Understanding society and the world around us: July 20 – August 28

Understanding the mind and the brain: July 20 – August 28

Human rights and social justice: July 20 – August 28

Exploring life stages: July 27 – August 28

Informing public policy: July 27 – August 28

Exploring intellectual roots: July 27 – August 28

COVID-19 and pandemics: August 4 – 7

À LA CARTE SPONSORSHIP OPPORTUNITIES

MAIN EVENT SPONSOR (ONE AVAILABLE)

\$15,000.00

- Recognized as the title sponsor for the CPA's Virtual Series in all conference materials. This sponsorship includes all of the benefits included in the gold tier, as well as:
 - One Sponsor Video Ad on the Virtual Platform
 - Two Sponsor Banner Ads on the Virtual Platform

SPONSOR BANNER AD

\$600.00

Capture delegate attention with banner advertisements that float through the speaker, attendees, schedule, and sponsor section of the virtual platform. Sponsors can choose to advertise within one or more of the CPA Thematic Areas.

SPONSOR VIDEO AD

\$800.00

Video advertisements that will be shown before or after sessions. Sponsors can choose to advertise within one or more of the CPA Thematic Areas.

**content created by sponsor*

ADVERTISING SPECS

**Minimum sizes for
each advertisement
type:**

Logo:
100 x 100 px

Banner Ad:
600 x 100 px

SPONSORSHIP TIERS

Based on Total Spend

GOLD

\$2500+

BENEFITS:

6 Social Media mentions on CPA Twitter and/or Facebook throughout the duration of the Virtual Series

Opportunity to include a 150 word media piece in the CPA Virtual Series Newsletter to delegates*
**Content prepared by sponsor, and approved by the CPA*

Logo in CPA Virtual Series Newsletter to delegates

Opportunity to participate in the weekly (lead generating) Sponsor Raffle*
**Prizes provided by sponsor*

Sponsor Logo on the Virtual Platform

Sponsor Logo on the CPA Convention Website

SILVER

\$1400+

BENEFITS:

3 Social Media mentions on CPA Twitter and/or Facebook throughout the duration of the Virtual Series

Opportunity to include a 50 word media piece in the CPA Virtual Series Newsletter to delegates*
**Content prepared by sponsor, and approved by the CPA*

Logo in CPA Virtual Series Newsletter to delegates

Opportunity to participate in the weekly (lead generating) Sponsor Raffle*
**Prizes provided by sponsor*

Sponsor Logo on the Virtual Platform

Sponsor Logo on the CPA Convention Website

BRONZE

\$600+

BENEFITS:

1 Social Media mention on CPA Twitter and/or Facebook within the duration of the Virtual Series

Logo in CPA Virtual Series Newsletter to delegates

Opportunity to participate in the weekly (lead generating) Sponsor Raffle*
**Prizes provided by sponsor*

Sponsor Logo on the Virtual Platform

Sponsor Logo on the CPA Convention Website

To discuss opportunities associated with the CPA's 2020 Virtual Series, please contact Kathryn McLaren at sponsorship@cpa.ca



VIRTUAL
VIRTUEL 2020

CANADIAN
PSYCHOLOGICAL
ASSOCIATION



SOCIÉTÉ
CANADIENNE
DE PSYCHOLOGIE