

CPA  SCP



MONTREAL

2020



PROSPECTUS

Exhibitor | Sponsor | Advertiser



81st CPA National Convention

MAY 28TH TO MAY 30TH, 2020

TRADESHOW: MAY 28TH & 29TH, 2020





Contents

3	About the CPA
4	Keynote Speakers
5	Why Partner with the CPA?
6	2019 Convention by the Numbers
8	CPA 2019 Membership Demographics
10	Exhibitor Packages
11	Exhibitor Benefits
12	Sponsorship Opportunities
13	Platinum Level Sponsorship Opportunities
14	Gold Level Sponsorship Opportunities
15	Silver Level Sponsorship Opportunities
15	Bronze Level Sponsorship Opportunities
16	Sponsorship Benefits
17	Advertise in the Convention Program
18	Thank You to our 2019 Sponsors
19	Psynopsis 2019 Rate Sheet

CPA  SCP



MONTREAL
2020

Montréal, QC

May 28th to May 30th, 2020

Le Westin Hotel, downtown Montréal

CPA Tradeshow: May 28 & 29, 2020



About the 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:

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

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.



Keynote Speakers

Dr. Ian Nicholson

President Address

Landon Health Sciences Centre

Landon, ON

Dr. Suzanne Stewart

Honorary President Address

University of Toronto – Ontario Institute
for Studies in Education

Toronto, ON

Dr. Steven Pinker

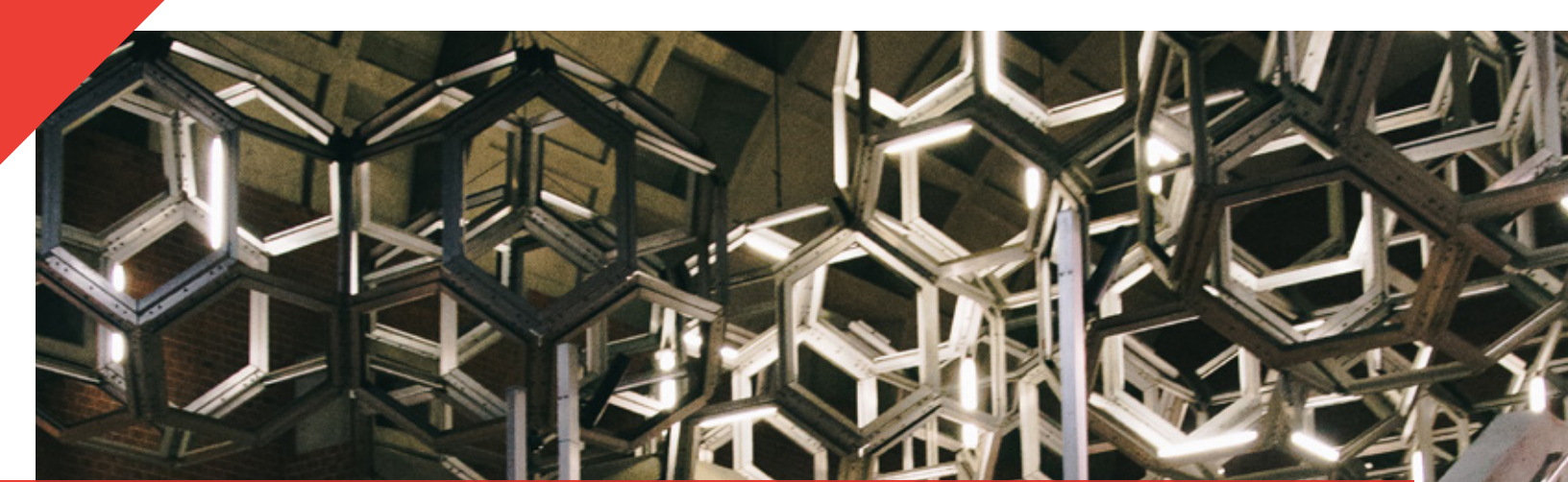
Harvard University

Cambridge, Mass.

Dr. Marylène Gagné

Curtin University

Perth, Western Australia



Reach Thousands of Current and Future Psychologists and Psychology Graduates

The CPA hosts a national convention that averages between 1,200 – 2,000 delegates each year; covers a variety of psychology-related topics and presentation formats such as posters, spoken presentations, workshops, symposia, keynote lectures; and includes the CPA Trade Show.

Why Partner with the CPA?

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 Montréal and you can meet face-to-face 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 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



2019 Convention by the Numbers



3 # OF DAYS



70 # OF GIMME 5s

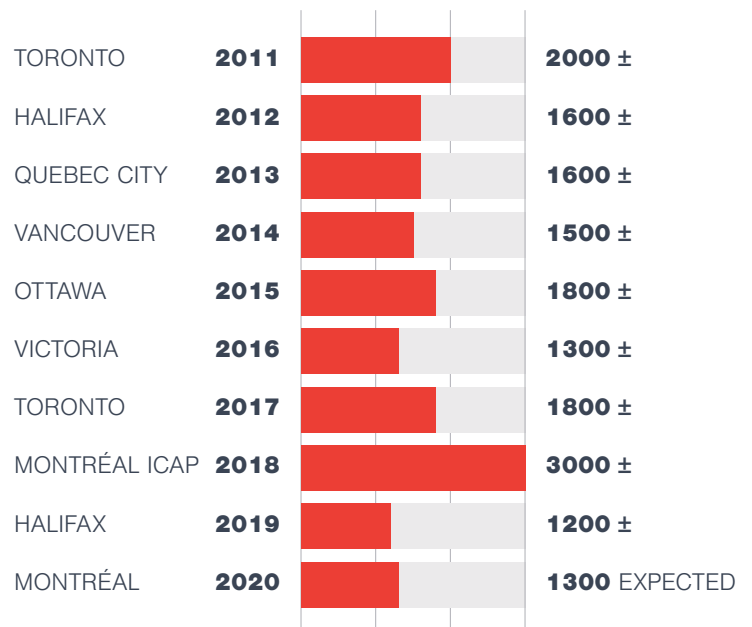


37 # OF CPD WORKSHOPS



440 # OF POSTERS

Convention Attendees





2019 Convention Demographics



OF ATTENDEES

1219



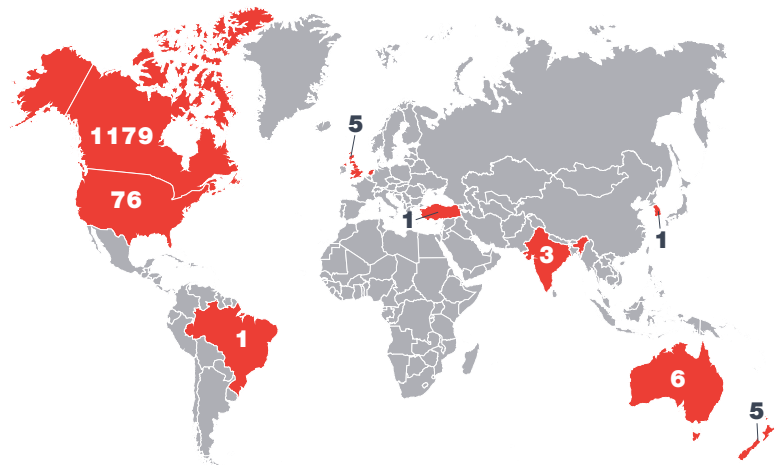
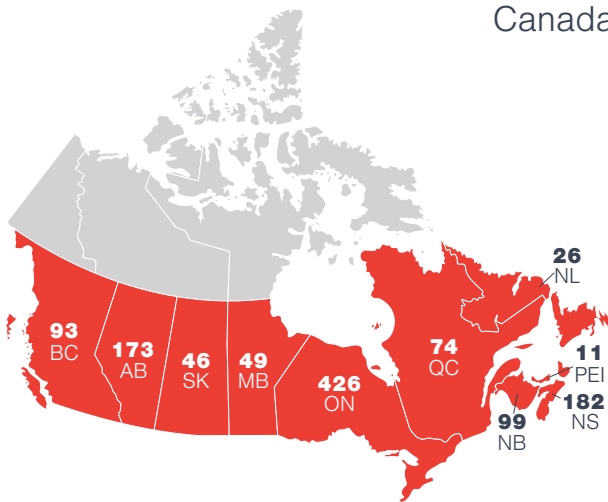
% OF FIRST TIME ATTENDEES

35.4%

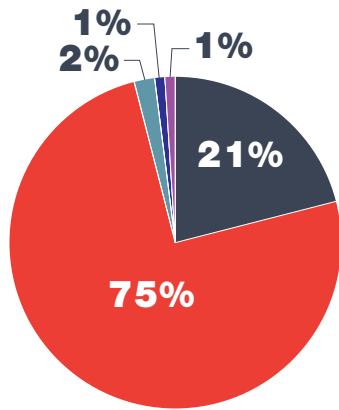
Geographic Distribution

Canada

International

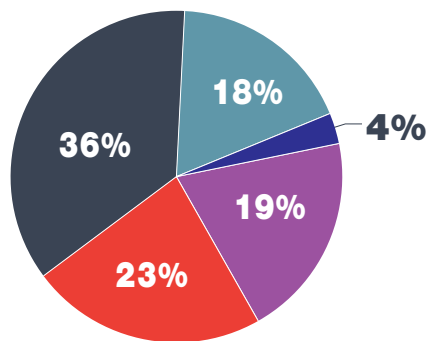


CPA 2019 Membership Demographics



Membership Makeup

- Members
- Students
- Retired Members
- CPA Special Affiliates
- International Members



Career Stage

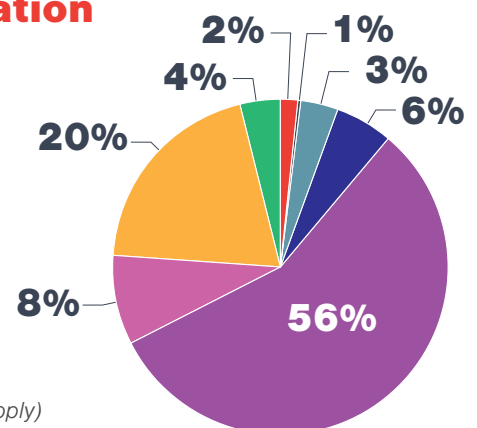
- Early Career (2-10 years after obtaining your highest degree)
- Mid to Late Career (10-29 Years)
- Late to Semi-Retired (30-40+ Years)
- Retired
- Student

CPA Sections

- Addiction Psychology
- Adult Development and Aging
- Brain and Cognitive Sciences
- Clinical Psychology
- Clinical Neuropsychology
- Community Psychology
- Counselling Psychology
- Criminal Justice Psychology
- Developmental Psychology
- Educational and School Psychology
- Environmental Psychology
- Extremism and Terrorism
- Family Psychology
- Health Psychology and Behavioural Medicine
- History and Philosophy Section
- Indigenous Peoples' Psychology
- Industrial/Organizational Psychology
- International and Cross-Cultural Psychology
- Psychologists in Hospitals and Health Centres
- Psychology in the Military
- Psychologists and Retirement
- Psychopharmacology
- Quantitative Methods
- Quantitative Electrophysiology
- Rural and Northern Psychology
- Sexual Orientation and Gender Identity
- Social and Personality Section
- Sport and Exercise Psychology
- Students
- Teaching of Psychology
- Traumatic Stress Section
- Section for Women and Psychology (SWAP)

Primary Occupation

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





Exhibitor Packages

Exhibitor Packages

Standard Package

(\$1,900)

- 8'x10' Booth space
Includes a 6' Table, 2 chairs, 1 waste basket
- 2 Exhibitor staff badges (access to tradeshow area)
- Company name and logo listed on the CPA Convention Website
- On-site logo recognition

Exhibitor-Sponsor Package (BEST VALUE)

(\$3,000)

- 8'x10' Booth space
Includes a 6' Table, 2 chairs, 1 waste basket
- 2 Exhibitor Staff Badges (access to tradeshow area)
- Company name and logo listed on the CPA Convention Website
- On-site logo recognition
- One (1) Complimentary *Exhibitor-Delegate* Badge (full access to attend convention) **great gift for clients!*
- 4"x5" ad in the convention At-A-Glance program
- 4"x5" ad in the convention Abstract Book (published online and available to all delegates)
- 1/2 page ad in *Psynopsis*, Canada's Psychology Magazine
- Logo appears in the CPA Convention Mobile App (available for free to all delegates)

Additional exhibitor related items

- **Additional Exhibitor Staff badges (2 incl. with each 8'x10' booth):** add \$50/person/day
- **Additional booth space (for an 8'x20' booth):** add \$1,100 (total: \$3,000)
- **Exhibitor-Delegate registration fee (full access):** \$200 (max. 2 per 8'x10' booth)

CPA Marketplace Tradeshow Dates

Tradeshow Hours

Thursday, May 28: 8:00 AM – 4:00 PM

Friday, May 29: 9:00 AM – 4:00 PM

Please see show services kit for set up and tear down times

Please note that Exhibits in the CPA Marketplace Tradeshow must be staffed at all times during above noted exhibiting hours

Hey early birds! 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 13, 2020!

“ CPA provides exhibitors a superb opportunity to market services directly to registered psychologists. Staff are accommodating and easy to work with. **An excellent meeting choice.**”

National Register of Health Service Psychologists

Exhibitor Benefits

	EXHIBITOR	EXHIBITOR-SPONSOR	EXHIBITOR PLUS
BENEFITS	\$1900+	\$3000+	\$5000+
Hyperlinked logo listed on the CPA Convention Website	✓	✓	✓
On-site logo recognition	✓	✓	✓
Logo recognition in delegate badges	✓	✓	✓
Logo recognition in At-A-Glance Convention Program and the CPA Convention Abstract Book	✓	✓	✓
Logo recognition in the CPA Convention Mobile App		✓	✓
Complimentary Exhibitor-Delegate Badge		✓	✓
4" x 5" Advertisement in the At-A-Glance Convention Program*		✓	
Complimentary half page advertisement in Psynopsis		✓	
Inclusion in dedicated email to delegates featuring our exhibitors and sponsors		✓	✓
Delegate Contact List		✓	✓
4" x 10" Advertisement in the At-A-Glance Convention Program*			✓
Complimentary full page advertisement in Psynopsis			✓
Custom email to delegates prior to convention to promote your sponsorship <i>(content created by sponsor, subject to approval by the CPA)</i>			✓

*See page 17 for more information about the At-a-Glance Convention Program



Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL

Headshot Booth

\$6,000/day

Quantity: 1

Sponsor one of the most popular booths at the convention and give away the coolest swag – a professional headshot. In today’s online world, most psychologists and students need a professional business headshot. By offering a complimentary headshot you are providing a take-away of real value. Take advantage of the high traffic at the headshot booth.

Gimme 5s

\$5,000

Quantity: 1

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 podiums, as well as on the PPT slides in between each presentation.



Lanyard Sponsor

\$5,000

Quantity: 1

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.

Convention Tote Sponsorship

\$5,000

Quantity: 1

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!

Poster Presentation Area

\$4,000

Quantity: 1

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*

SPONSORSHIP OPPORTUNITIES

GOLD LEVEL

First-Time Attendees Reception

\$3,000

Quantity: 1

Held on Wednesday, May 27th, the First Time Attendees reception is hosted by the CPA's Board Board of Directors to welcome first-timers, many of whom are students, and to thank them for making the CPA's convention their convention of choice to present their work.

This sponsorship includes:

- 1 minute speaking opportunity at the reception (to welcome delegates)

**speech to be approved in advance by the CPA*

President's Welcome Reception

Co-Sponsor at \$3,000

Quantity: 2

The CPA President will host an evening reception on Thursday, May 28th to welcome all convention delegates. This event includes food, drinks and an informal setting to break the ice and allow people to reconnect. The average number of delegates that attend this reception each year is 380-400.

This sponsorship includes:

- 1 minute speaking opportunity at the reception (to welcome delegates)

**speech to be approved in advance by the CPA*

Mobile App Sponsor

\$3,000

Quantity: 1

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 within the app, providing you guaranteed impressions from all delegates using the mobile app! The App will be available on iOS and Android.

Wi-Fi Sponsor

\$3,000

Quantity: 1

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 WiFi network will create awareness and actively engage our delegates with your brand.



SPONSORSHIP OPPORTUNITIES

SILVER LEVEL

Keynote Speaker Sponsor

\$2,000

Quantity: 4

Take advantage of having a large percentage of our delegates in one place by sponsoring a Keynote Speaker. 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*

Digital Signage Sponsor

\$2,000

Quantity: 1

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!

Exclusive Refreshment Break Sponsor

\$2,000 for all 3 days

Quantity: 1

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 twice per day. 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*

Conference Notepads and Pens

\$2,000

Quantity: 1

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.

BRONZE LEVEL

Student Travel Sponsor

\$500

Quantity: Unlimited

The CPA is proud to be the convention of choice for Canada's young and emerging psychologists, scientists, and educators. 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.

Delegate Bag Insert

\$500

Reach each and every CPA Convention delegate by including collateral in the delegate bags.

Maximum size: 8.5" x 11" (double sided)

Sponsorship Benefits

	BRONZE	SILVER	GOLD	PLATINUM
BENEFITS	\$500+	\$2000+	\$3000+	\$4000+
Hyperlinked logo listed on the CPA Convention Website	✓	✓	✓	✓
On-site logo recognition	✓	✓	✓	✓
Logo recognition in delegate badges		✓	✓	✓
Logo recognition in At-A-Glance Convention Program, and the CPA Convention Abstract Book		✓	✓	✓
4" x 5" Advertisement in the At-A-Glance Convention Program*		✓		
Logo recognition in the CPA Convention Mobile App		✓	✓	✓
Delegate Bag insert (<i>content created by sponsor</i>)		✓	✓	✓
4" x 10" Advertisement in At-A-Glance Convention Program*			✓	✓
Complimentary half page advertisement in Psynopsis			✓	
Delegate Contact List			✓	✓
Complimentary full page advertisement in Psynopsis				✓
Custom email to delegates prior to convention to promote your sponsorship (content created by sponsor, subject to approval by the CPA)				✓

*See page 17 for more information about the At-a-Glance Convention Program



Advertise in the Convention Program

Reach all the delegates who attend the CPA's annual national convention! An At-A-Glance program of the convention is included in every delegate's registration package. Easily the most read and referred to document at the convention, the program is a unique opportunity to promote your brand. This program includes a list of all programming (speakers, meetings, receptions), events and exhibitors/sponsors at the convention.

All ads are full colour

4"x10"	\$1,500
4"x5"	\$1,000
Inside Back Cover (4"x10")	\$2,000

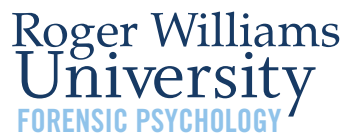


Artwork Requirements

- Accepted File Formats: High-res PDF or EPS
- 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

Deadline for content: April 10, 2020

Thank You to our 2019 Sponsors



Veterans Affairs Canada

Anciens Combattants Canada



2020 ADVERTISING RATE SHEET

Publication Details

Issued: Quarterly

Copy Deadlines: Jan 6, April 6, July 6, Oct 5

Circulation: 6,900

Artwork Requirements

Acrobat PDF Files

Adobe Illustrator (EPS)

Adobe Photoshop (300 dpi)

Standard Sizes (width x height)

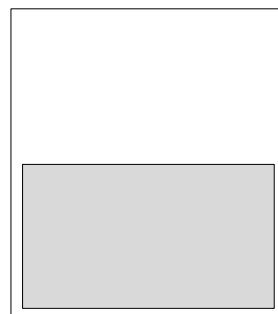
Full Page: 7.5" x 9.5"

Half Page, Wide: 7.5" x 4.5"

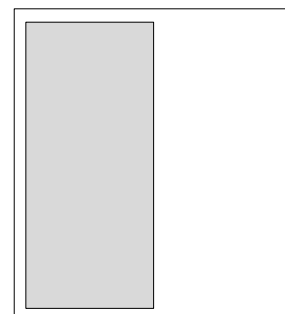
Half Page, Tall: 3.5" x 9.5"

Quarter Page, Wide: 7.5" x 2.25"

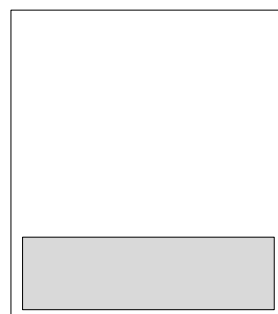
Quarter Page, Tall: 3.5" x 4.5"



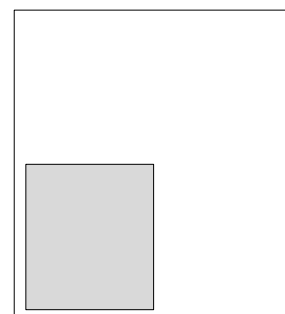
Half Page, Wide



Half Page, Tall



Quarter Page, Wide



Quarter Page, Tall

	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 January 1, 2020 and are listed before taxes. For more, email psynopsis@cpa.ca. Ads

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