

CPA  SCP

**2021**

**VIRTUAL | VIRTUEL**

CANADIAN  
PSYCHOLOGICAL  
ASSOCIATION'S  ANNUAL  
NATIONAL  
CONVENTION  
JUNE 7<sup>TH</sup> – 25<sup>TH</sup>

PRE-CONVENTION PROFESSIONAL  
DEVELOPMENT WORKSHOPS

MAY 31<sup>ST</sup> –  
JUNE 5<sup>TH</sup>

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# ABOUT THE CPA

The Canadian Psychological Association (CPA) is the national association for the science, practice and education of psychology in Canada. With close to 7,000 members and 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

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

## CPA'S MISSION

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

# VIRTUAL CONVENTION DETAILS

The CPA's 2021 Annual National Convention is going virtual! After the resounding success that was our 2020 Virtual Series, and the continued challenges presented by the pandemic, we are returning to the web to embrace the many benefits of a virtual convention:

- **Safety** - With COVID-19 still affecting Canada and the world over, a virtual convention is the safest option (plus, who doesn't love the idea of a convention in comfy clothes!)
- **Inclusive** - Virtual conventions have a lower cost of entry, as we have removed the need for travel and accommodation expenses, and time away from family. This means more members can participate at a higher level. Increased attendance = more business for you!
- **Cost Savings** - As a sponsoring or exhibiting organization, you save on staff travel and accommodations too!
- **Easy Networking** - Our convention will use live text, audio, and video chat so attendees can engage with you, our industry specialists, to create connections.
- **Sustainability** - In today's world it is important to reflect on our environment. A virtual convention means eco-friendly virtual delegate bags, brochures, agendas and so much more!

## DID YOU KNOW

The CPA team will be releasing brand new content throughout the convention - but the content AND your advertising will be available ON DEMAND through the end of 2021. Talk about a lasting impact!

# 2020 VIRTUAL SERIES OVERVIEW

# CONFIRMED 2021 KEYNOTE SPEAKERS

- 1,832** Attendees
- 13** Provinces and Territories Represented
- 3** Section Featured Speakers
- 8** Continuing Professional Development Workshops
- 281** Poster Presentations
- 73** Gimme 5s
- 88** Spoken Presentations
- 40** Group Discussions/Symposia

## Dr. Suzanne Stewart, Ph.D., C.Psych.

Member of the Yellowknife Dene First Nation; mother of four children; psychologist and Associate Professor of Indigenous healing in Counselling Psychology at OISE/University of Toronto, where she is also Special Advisor to the Dean on Aboriginal Education and the Chair of the Indigenous Education Network.

Ontario Institute for Studies in Education, University of Toronto

## Dr. Marylène Gagné, Ph.D.

Professor, Future of Work Institute, Faculty of Business and Law

Curtin University, Australia

## Dr. Steven Pinker, Ph.D.

Johnstone Family Professor, Department of Psychology

Harvard University

Experimental psychologist who conducts research in visual cognition, psycholinguistics, and social relations.

# REACH THOUSANDS OF CURRENT AND FUTURE PSYCHOLOGISTS!

The CPA hosts a national convention that averages between 1,200 – 2,000 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 Exhibit Hall.

In 2020 we hosted our first ever Virtual Series. This virtual event was a resounding success with 1,800+ delegates signing in from across Canada.

## FROM OUR MEMBERS:

Hi,

I just wanted to thank you all for this wonderful gesture.... Having access online to these presentations and other collegial information share, will be a boost to our professional development this year. It benefits those in the profession this 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!

**MB**

Psychologists – whether practitioner, scientist and/or educator or student – are highly trained and skilled in areas of mental health care services and interventions, program evaluation, research, higher education,

statistical analyses, research 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 for you 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.

This year it will be easier than ever to reach current and future psychologists who will make use of the types of products and services that you offer. From the comfort of your own home or office, you will be able to:

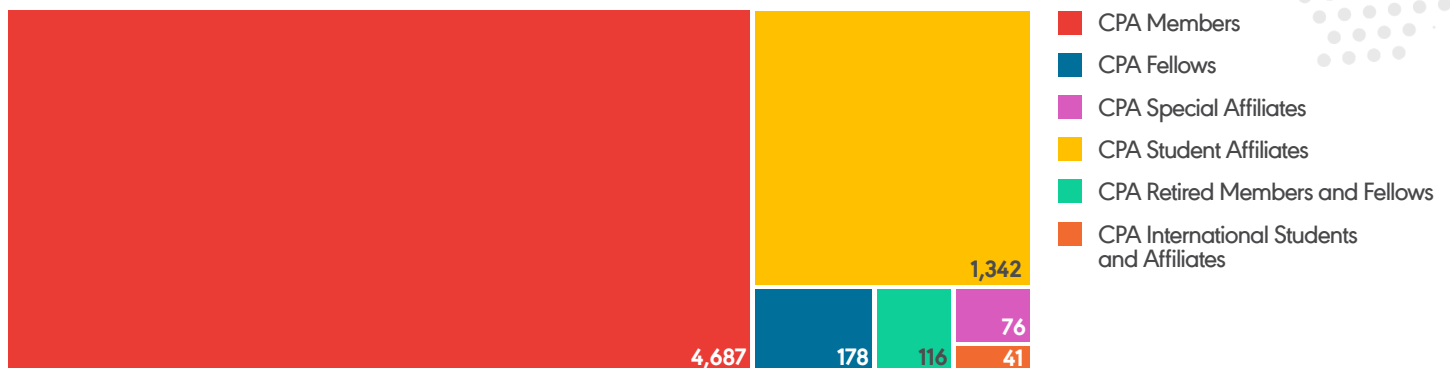
- Foster public awareness and showcase your research and products
- Reach students, psychology practitioners, educators, and researchers through one platform
- Offer your brand extended and enhanced visibility at the convention
- Build and improve relationships with customers and business partners
- 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

# CPA BY THE NUMBERS

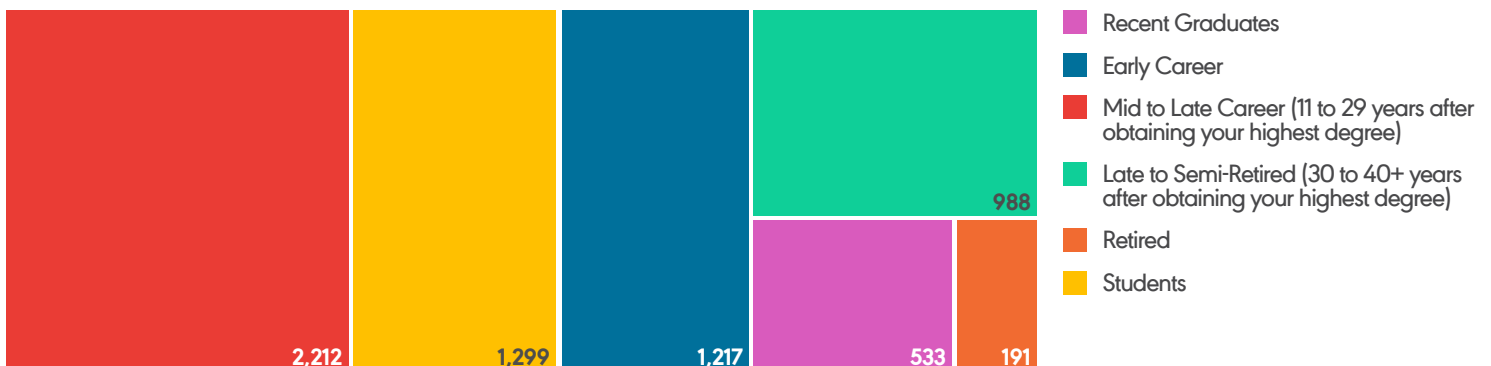
## Delegate and Convention Demographics



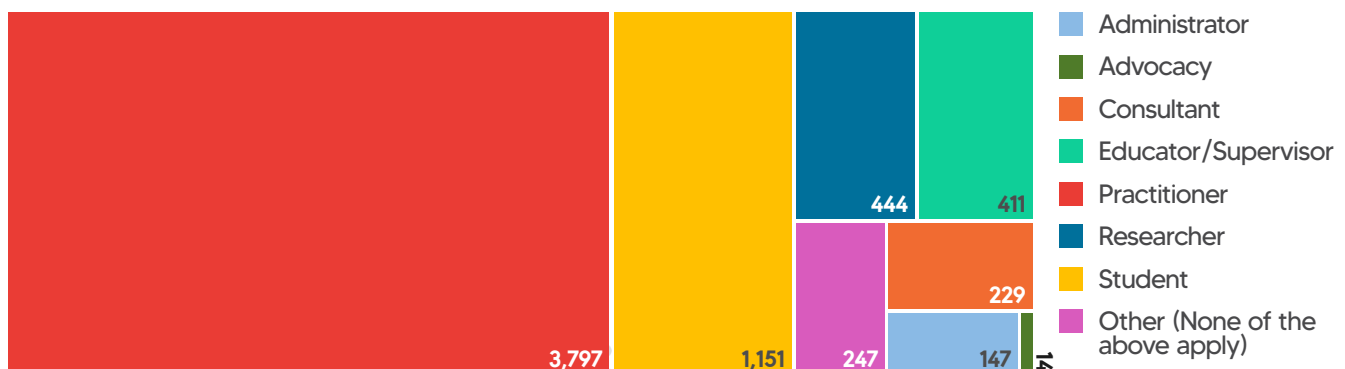
### 2020 MEMBERSHIP BY TYPE



### 2020 MEMBERSHIP BY CAREER STAGE



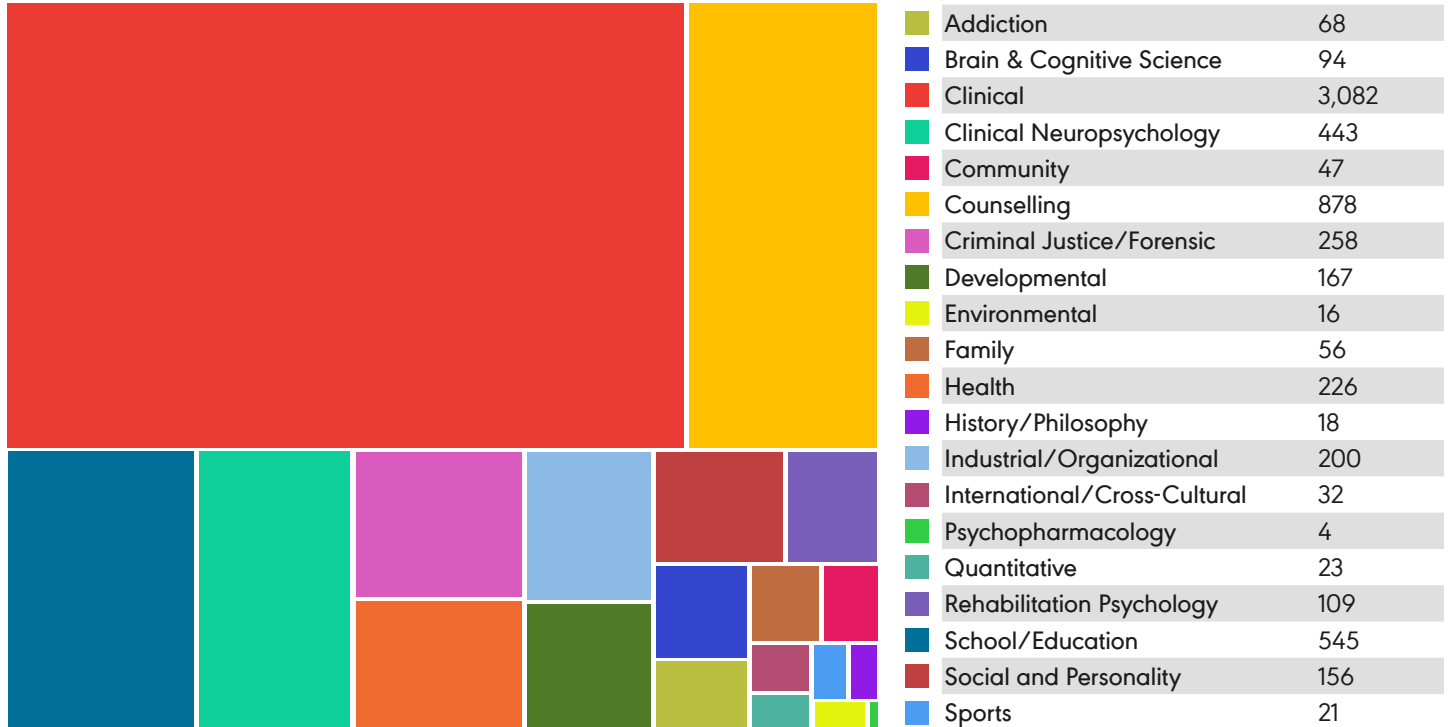
### 2020 MEMBERSHIP BY PRIMARY OCCUPATION





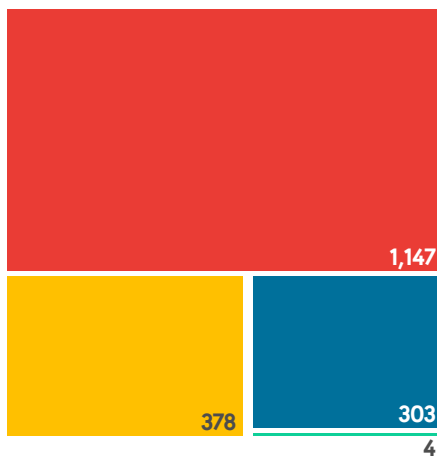
# CPA BY THE NUMBERS

## 2020 MEMBERSHIP BY PRIMARY AREA OF STUDY OR PRACTICE



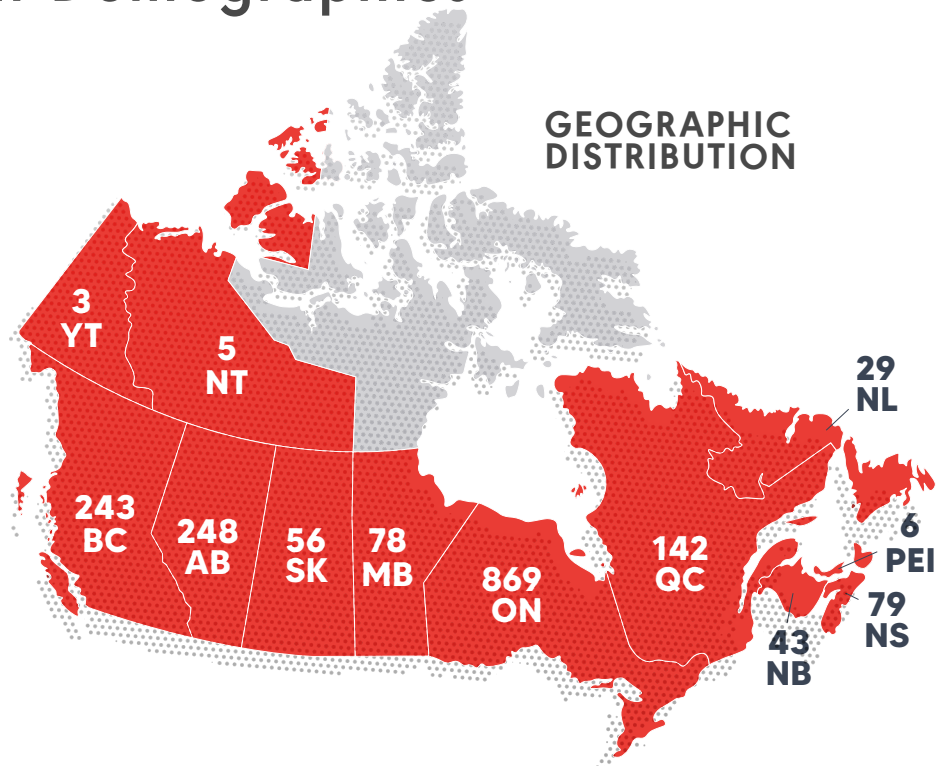
## 2020 Convention Demographics

### 2020 DELEGATES BY TYPE



- Speakers
- CPA Members and Fellows
- CPA Student Affiliates
- Non-Members

### GEOGRAPHIC DISTRIBUTION



# VIRTUAL BOOTH PACKAGE

## \$1,900.00

### YOUR PACKAGE WILL INCLUDE:

- Virtual Booth
- About Us section
- Logo and links to your website and/or social media
- One 30-second to 1-minute video featured on your booth page\*
- Post-show analytic report\*\*
- One Banner Ad on the Virtual Platform
- Logo recognition on the Virtual Platform
- Logo recognition on the CPA Convention Website
- Opportunity to include collateral in Digital Delegate Bag
- 1 Social Media shout-out on CPA's Twitter, Instagram, or Facebook
- One 50-word feature in a weekly CPA Convention Newsletter, sent to all registered delegates, CPA Members and Affiliates.

Your virtual booth will have the ability to add sponsor representatives so that attendees can reach out to schedule appointments.

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

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

### DID YOU KNOW?

Exhibitors will have the opportunity to set up a 4-question quiz at their virtual booth. Delegates who finish the quiz will be entered into our GRAND PRIZE Raffle!

These lead generating quizzes are a win-win for you and the delegates!



# À LA CARTE SPONSORABLE PROPERTIES

## ZOOM BACKGROUND

(available for a limited time)

**\$500.00**

Create a customized zoom background, which will be available to all presenters in advance of their sessions. Presenters can choose to use YOUR background as a professional option when recording their presentations. Fun, fancy, or funky – the design is up to you!

## PRE-CONVENTION PROFESSIONAL DEVELOPMENT WORKSHOP (6 available)

**\$5,000.00/DAY**

Support the ongoing learning of Canadian psychologists by sponsoring a full day of pre-convention workshops. Each workshop will offer Continuing Professional Development credits, essential for success.

## KEYNOTE SPEAKER SPONSORSHIP

**\$4,000.00**

All eyes will be on you when you sponsor a Keynote Speaker. Your 30-second to 1-minute long advertisement will be played before and after the Keynote presentation.

*A keynote speaker sponsorship will include the benefits of a Gold tiered sponsorship.*

## SNAPSHOT PRESENTATION SPONSORSHIP

**\$2,500.00**

Sponsor one of our newest presentation styles! A valuable networking tool, the SNAPSHOT format is a spoken presentation lasting exactly 5-minutes that uses a maximum of 3 PPT slides... no exceeding, no exceptions! Presenters highlight the key points of their research, a great jumping off point for deeper conversations. Sponsorship of the SNAPSHOT sessions will include a custom launch slide before each session.

*A Snapshot Presentation sponsorship will include the benefits of a Silver tiered sponsorship.*

# À LA CARTE SPONSORABLE PROPERTIES

## SPONSORED SESSION

Get your face, and your findings, in front of our delegates with a sponsored session. Choose your presentation type and address delegates **LIVE**.

### Spoken Individual Presentations:

5-minute Snapshot: **\$1,000.00**

12-minute Talk: **\$1,500.00**

25-minute Session: **\$2,000.00**

*An Individual Sponsored Session sponsorship will include the benefits of a Bronze tiered sponsorship.*

### Spoken Group Presentation

55-minute Panel Discussion: **\$3,000.00**

55-minute Symposia: **\$3,000.00**

*A Spoken Group Presentation sponsorship will include the benefits of a Bronze tiered sponsorship.*

A scheduled Zoom meeting will follow your presentation so you can interact with delegates immediately. Sponsored sessions include the added benefit of a 50-word blurb (prepared by sponsor) in one weekly CPA Convention newsletter to highlight your session.

## SNACK BREAK

### Custom Pricing

Sponsor a special snack or meal break for our delegates. Make the digital feel tangible by providing treats to enjoy during a presentation of your choice! Fight Zoom fatigue with snacks & sips.

## VIRTUAL HAPPY HOUR

### Custom Pricing

Looking to chat with the delegates directly? Host a Virtual Happy Hour! Invite a select number of delegates to spend some time with you (virtually of course) and send them snacks or treats to sweeten the experience. A great opportunity for you to get some face time in with the people who matter to you and your brand.

**CUSTOM SPONSOR  
ACTIVATIONS AVAILABLE**

EMAIL KATHRYN AT  
[SPONSORSHIP@CPA.CA](mailto:SPONSORSHIP@CPA.CA)

# SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
Sponsor Price (CAD)	\$5,000.00	\$3,000.00	\$1,500.00	\$800.00
<b>Logo Recognition</b>	Y	Y	Y	Y
Logo recognition on the Virtual Platform and the CPA Convention Website.				
<b>Digital Delegate Bag</b>	Y	Y	Y	Y
Generate some real excitement by including collateral in our Digital Delegate Bag. Take this opportunity to share an interesting update on your brand or drive traffic to your website by including a coupon or promotional code!				
<b>Advertisement in the E-Abstract Book</b>	Full Page	Half Page	Half Page	Quarter Page
Available to all delegates as a PDF, the abstract book will be referred to by presenters and delegates for years to come.				
<b>Banner Advertisement</b>	Y	Y	Y	
Capture delegate attention with hyperlinked banner advertisements that float through the speaker, attendees, schedule, and sponsor section of the virtual platform.				
<b>Video Advertisement</b>	Y	Y		
Is your elevator pitch ready? Get ready to show the world in a 30-second to 1-minute video advertisement. Video advertisements will be shown before or after on-demand sessions. <i>*content created by sponsors</i>				
<b>Custom Slide Show Slide</b>	Y	Y		
Live recognition! Opportunity to include one PowerPoint slide (no animation) in rotating slides that will play in advance of all LIVE sessions, during breaks and at the closing of live sessions.				
<b>Dedicated E-Blast to all Delegates</b>	1			
Reach our delegates directly with a standalone email. <i>*content created by sponsor and sent by the CPA</i>				
<b>Social Media Mentions</b>	4	3	2	
Let us shine a light on your social media by showcasing you on the CPA's Twitter, Instagram, or Facebook feeds.				
<b>Delegate Raffle and Scavenger Hunt</b>	Y	Y	Y	Y
Bump up the fun! Submit questions for our daily quiz and provide a prize for our raffle!				
<b>Complimentary Delegate Registrations</b>	2	2	1	1
Participate fully in convention with a complimentary registration. Makes a great gift for a team member or client!				

# TWEETS



**Louise Castillo** @LouiseCastillo · Jul 17

Our recorded **#CPA2020** symposium about closing the gap between science & practice using KT will be available starting Monday, July 20th at 9 am EST! @URHealthPsychLab @MicheGagnon View it here: [eventmobi.com/cpa2020/agenda...](http://eventmobi.com/cpa2020/agenda...) @CPA\_SCP #seepainmoreclearly

## Closing the gap between science and practice: Using social media for effective knowledge mobilization

Thomas Hadjistavropoulos, Ph.D., University of Regina (Moderator)  
Michelle M. Gagnon, Ph.D., University of Saskatchewan  
Louise I. R. Castillo, B.Sc. (Hons.), University of Regina



University of Regina



UNIVERSITY OF SASKATCHEWAN



**Joanna Collaton** @JoannaCollaton · Jul 20

I've added this to my calendar!

Pretty impressed by the functionality of the **#VirtualCPA** convention this year which is free to "attend" for student members - lots of exciting research to check out at your own pace



**CPA\_SCP** @CPA\_SCP · Jul 20

Dr. Josephine Tan of Lakehead University recorded this presentation on 'Psychology and Human Rights' for a #ReviewSession at #VirtualCPA.

[Show this thread](#)

CPA\_SCP Retweeted



**Tasmia H** @TasmiaHai · Jul 20

Presenting at virtual conferences has been a novel and interesting experience. My presentation on Glutamatergic Dysfunction in Pediatric ADHD population went live today courtesy of the **@CPA\_SCP** virtual convention series [eventmobi.com/cpa2020/agenda...](http://eventmobi.com/cpa2020/agenda...)



**Lynne Robinson** @DrLynneR · Jul 30

Attending **@CPA\_SCP** virtual workshop "Indigenous People's Psychology: Walking the Prevention Pathway: Promoting Healing through Indigenous Community Mobilization" today with Shelley Cardinal & Debra Pepler. Great learning!



**Sara Pishdadian** @sarapishdadian · Jul 7

Enjoying Virtual CPA so far! Best virtual platform for conferences I've seen and great variety of talks! **#psychology** **@CPA\_SCP** **#CPA2020**



**Brad A. MacNeil, PhD, R. Psych.** liked a Tweet you were mentioned in

Enjoying "attending" **@CPA\_SCP** each night this week - especially enjoyed this talk on how to increase student learning :) [eventmobi.com/cpa2020/agenda...](http://eventmobi.com/cpa2020/agenda...)



**Alexandra B. Tighe** @TigheAlexandra · Jul 30

Grateful to be a learner today at **@CPA\_SCP**'s virtual workshop on Promoting Healing Through Indigenous Community Mobilization led by Debra Pepler and Shelley Cardinal. A key takeaway was that pathways to healing must involve community-defined wellness and include culture.



**Karen Tang** @KarenTang\_ · 1h

Great, FREE workshop! Signing up is super easy! Also on a very important topic that should be taught in more psychology programs.

**@CPA\_SCP** **#PhDChat** **#AcademicTwitter** **#indigenoupspsychology**



**CPA\_SCP** @CPA\_SCP · 3h

FREE Virtual Workshop - Indigenous People's Psychology: Walking the Prevention Pathway: Promoting Healing through Indigenous Community Mobilization

1.5 CE Credits

July 30 1:00 ET

Presented by Debra Pepler & Shelley Cardinal

[cpa.lts-online.net/home/](http://cpa.lts-online.net/home/)

CPA\_SCP Retweeted



**Sophie Fobert** @FobertSophie · Jul 20

Grateful that **@CPA\_SCP** still held their conference online **#VirtualCPA**. Check out our findings on developmental differences in children's selective social learning!



**CPA\_SCP** @CPA\_SCP · Jul 20

"Seventy-six 3 to 8-year-olds viewed videos of informants labeling familiar objects."

- Rose Varin & Sophie F Fobert, @uOttawa

'Developmental differences in preschoolers' reliance on credibility cues: Accuracy versus confidence'  
**#VirtualCPA** **#PrintedPoster**  
[eventmobi.com/cpa2020/agenda...](http://eventmobi.com/cpa2020/agenda...)



## 2021 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)

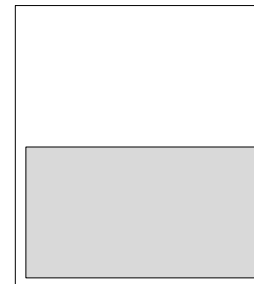
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**Half Page, Wide:** 7.5" x 4.5"

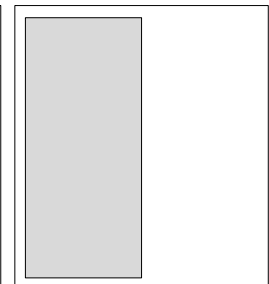
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**Quarter Page, Wide:** 7.5" x 2.25"

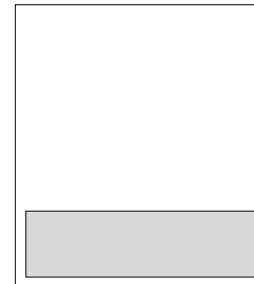
**Quarter Page, Tall:** 3.5" x 4.5"



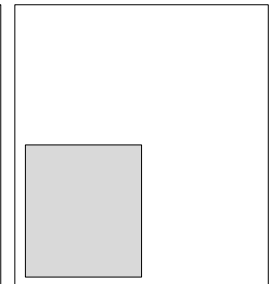
Half Page, Wide



Half Page, Tall



Quarter Page, Wide



Quarter Page, Tall

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

\*Rates effective January 1, 2021 and are listed before taxes. For more, email [psynopsis@cpa.ca](mailto:psynopsis@cpa.ca). Ads

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



# 2020 SPONSORS



Canadian Centre  
on **Substance Use**  
and **Addiction**

Evidence. Engagement. Impact.

Centre canadien sur  
les **dépendances** et  
l'**usage de substances**

Données. Engagement. Résultats.



**CRHSP**  
Canadian Register of  
Health Service  
Psychologists

**RCPOSS**  
Répertoire canadien des  
psychologues offrant  
des services de santé



Mental Health  
Commission  
of Canada

Commission de  
la santé mentale  
du Canada



**AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION**

Connected North





**CPA**  **SCP**

**2021**

**VIRTUAL | VIRTUEL**

CANADIAN  
PSYCHOLOGICAL  
ASSOCIATION



SOCIÉTÉ  
CANADIENNE  
DE PSYCHOLOGIE