

An aerial photograph of the Calgary skyline, featuring several prominent skyscrapers and a river in the foreground. The image is overlaid with large, semi-transparent geometric shapes in shades of blue and purple. The text "83RD CPA ANNUAL NATIONAL CONVENTION" is printed in large, white, bold, sans-serif capital letters over the lower right portion of the image.

# 83<sup>RD</sup> CPA ANNUAL NATIONAL CONVENTION

June 17–19, 2022

**PROSPECTUS**  
Canadian Psychological Association

Photo: Brandon Farrell

Photo: Andrew Bain



**Calgary, Alberta**  
June 17th to 19th, 2022  
Hyatt Regency Calgary  
700 Centre Street South

## CONTENTS

- 3** About the CPA
- 3** Convention Details
- 4** Keynote Speakers
- 5** Why Team Up with the CPA?
- 6** CPA By The Numbers
- 8** Advertise in the Calgary Convention Handbook
- 9** Booth Packages
- 10** À la carte Sponsorable Properties
- 12** Sponsorship and Advertising Packages
- 13** Advertising in the Convention Program
- 14** Psynopsis 2022 Rate Sheet

# 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 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, over 30 Sections addressing different areas of psychology, and an active advocacy program on behalf of psychology in Canada.

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

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

# CONVENTION DETAILS

CPA Convention Staff and our Convention Committee are thrilled to be safely back in person for our 2022 Convention! After the resounding success of our 2020 and 2021 Virtual Events, we are returning to an in-person event in Calgary, Alberta.

In addition to our in-person convention, CPA 2022 will offer virtual and on-demand components so delegates from all over Canada can access the topical content that will be presented this year.

# 2021 CONVENTION OVERVIEW

**1,250**

Attendees

**458**

Poster Presentations

**110**

Snapshot Presentations

**34**

Symposia

**13**

Continuing Education Workshops

**13**

Provinces and Territories Represented

**6**

Keynote Speakers

**1**

Internship Fair



# 2022 KEYNOTE SPEAKERS

## **ADA L. SINACORE, PH.D.**

**CPA 2021–2022 President**

Fellow, Canadian Psychological Association

Graduate Program Director and Associate Professor, Counselling Psychology Program

Associate Member, Institute for Gender, Sexuality and Feminist Studies

Director, Social Justice and Diversity Research Lab

Program Director, Diploma in Human Relations, Diversity and Sexuality

McGill University

## **JOSEPHINE TAN, PH.D., C.PSYCH.**

**CPA 2021–2022 Honorary President**

Fellow, American Psychological Association

President & Area Chair (Canada), International Council of Psychologists

Academic Editor PLOS ONE

Cognitive Acquisition Lab – Centre for Biological Timing & Cognition

Department of Psychology – Lakehead University

## **JAY VAN BAVEL, PH.D.**

Associate Professor of Psychology and Neural Science and Director, Social Identity and Morality Lab, New York University

## **JENNIFER M. GÓMEZ, PH.D.**

2021–2022 CASBS Fellow, Stanford University

2022 Incoming Assistant Professor at Boston University (BU) School of Social Work, Clinical Practice Department, & faculty affiliate at BU's Center for Innovation in Social Work & Health

## **KAREN R. COHEN, PH.D., C.PSYCH.**

CEO, Canadian Psychological Association

**2022 Keynote Addresses will be presented in person for our Calgary convention, and live-streamed for registered delegates across Canada who choose to attend the convention virtually.**



Photo: Philippe Clairo

## WHY TEAM UP WITH THE CPA?

Psychologists – whether practitioner, researcher, and/or educator – and psychology students are highly trained and skilled in such areas as 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 – just to name a few.

Working with the CPA offers a unique opportunity to engage with your existing market and showcase your brand to a new target demographic.

You will:

- Foster public awareness and showcase your research and products
- Reach students, psychologists, educators and researchers all in one event
- 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

## REACH THOUSANDS OF CURRENT AND FUTURE PSYCHOLOGISTS!

With an average attendance of between 1,200 and 2,000 delegates, the CPA’s Annual National Convention brings together the nation’s best and brightest practitioners, researchers, educators and students.

As the premier psychology convention in Canada, it covers diverse, topical psychology-related workshops, symposia, keynote lectures, spoken and poster presentations.

We are excited to return to in person conventions once again in 2022, with virtual and on-demand options for those delegates who are unable to attend the convention in person.



# CPA BY THE NUMBERS

## DELEGATE AND CONVENTION DEMOGRAPHICS

### 2021 MEMBERSHIP BY CAREER STAGE



### 2021 MEMBERSHIP BY PRIMARY AREA OF STUDY OR PRACTICE

Addiction	67	Health	251
Brain & Cognitive Science	111	History/Philosophy	17
Clinical	3,194	Industrial/Organizational	233
Clinical Neuropsychology	443	International/Cross-Cultural	34
Community	51	Psychopharmacology	5
Counselling	1,099	Quantitative	26
Criminal Justice/Forensic	283	Rehabilitation Psychology	122
Developmental	185	School/Education	574
Environmental	19	Social and Personality	167
Family	46	Sports	23

### 2021 MEMBERSHIP BY PRIMARY OCCUPATION

162	Administrator
21	Advocacy
248	Consultant
414	Educator/Supervisor
274	Other (None of the above apply)
3,855	Practitioner
558	Researcher
1,419	Student

### 2021 CPA MEMBERSHIP BY CATEGORY

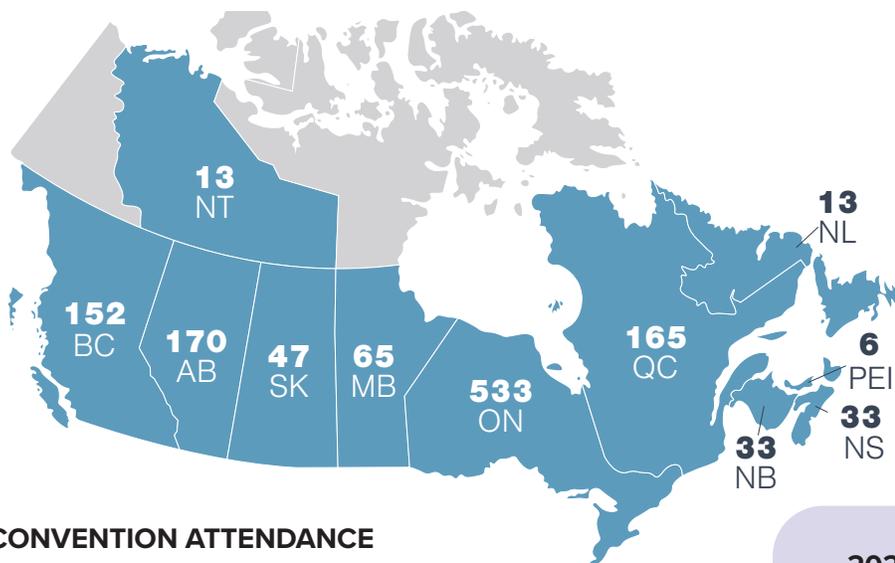
186	CPA Fellows
57	International Affiliates
433	Early Career Members
4,599	CPA Members
1,777	CPA Student Affiliate



Photo: Andrew Bain

## 2021 CPA CONVENTION DEMOGRAPHICS

### GEOGRAPHIC BREAKDOWN OF 2021 DELEGATES BY PROVINCE



# OF ATTENDEES

**1,250**



FIRST TIME ATTENDEES

**569**

### CONVENTION ATTENDANCE



### 2021 DELEGATES BY REGISTRATION TYPE

- 89** Complementary
- 242** Student Non-Affiliate
- 64** Non-Member
- 3** Section Associate
- 11** CPA Honorary Life Member/  
Fellow – Retired Member/Fellow
- 458** CPA Student Affiliate
- 383** CPA Member



# ADVERTISE IN THE CALGARY CONVENTION HANDBOOK

Created by the CPA's Convention Staff and the CPA's Section for Students in Psychology, our annual CPA Convention Handbook is provided to all our delegates as a FREE Digital Download.

This guide:

- Provides helpful tips on preparing for the Convention;
- Highlights student-specific programs, events, and resources available at the Convention;
- Offers a tool to help delegates plan their personal Convention schedule; and
- Informs delegates of local sights and attractions not to be missed during their stay in Calgary.

After two years of limited leisure travel, our delegates are looking forward to a phenomenal trip to Calgary to fuel their minds and bodies. Ensure your advertisement is right in their pocket, so you can be sure to be on their minds.

			<b>INCREASE YOUR VISIBILITY!</b>
AD TYPE	AD DIMENSIONS*	COST	Receive logo recognition as a CPA Convention Sponsor on the CPA Convention Website, the Convention Mobile App, and in the Convention Program for an additional cost.
Full Page – Back Outside Cover Colour	7.5" x 9.5"	\$950	\$1,200
Full Page	7.5" x 9.5"	\$800	\$1,050
Half Page Tall	3.5" x 9.5"	\$650	\$900
Half Page Wide	7.5" x 4.5"	\$650	\$900
Quarter Page Tall	3.5" x 4.5"	\$400	\$650
Quarter Page Wide	7.5" x 2.25"	\$400	\$650

**Available for a limited time only! Contact Kathryn at [sponsorship@cpa.ca](mailto:sponsorship@cpa.ca) by April 29th, 2022, to reserve your spot.**

*\* Advertisements must be created by sponsor and approved by the CPA*

# BOOTH PACKAGES

	EXHIBITOR PACKAGE	VIRTUAL EXHIBITOR PACKAGE	EXHIBITOR-SPONSOR PACKAGE
<b>BENEFITS</b>	<b>\$1,900</b>	<b>\$1,900</b>	<b>\$3,000</b> (available until April 29, 2022)
<b>Exhibit Booth</b> 8' x 10' Booth Space, 6' table, 2 chairs, 1 waste basket	✓		✓
<b>Virtual Exhibit Booth</b> Virtual booth with "About Us" section, links to your website/ social media, option to add a 30 second video. 4 Virtual Staff badges included.		✓	
<b>Exhibitor Staff Badges</b> Two badges per organization, which provide access only to the exhibit hall	✓		✓
<b>Logo Recognition</b> On the CPA Convention website, the virtual platform, the convention mobile app, in the convention program, and on-site at the convention.	✓	✓	✓
<b>Pre-Event Marketing</b> Logo, company name, and booth number included in pre-event email to registered delegates	✓	✓	✓
<b>Additional Exhibitor Staff Badges</b> Opportunity to purchase additional exhibitor staff badges, which allow access to the exhibitor hall, for \$50/badge	✓		✓
<b>Delegate Bag Insert</b> Option to include collateral (1 item) in the Delegate Bag	✓		✓
<b>Half Page Ad in the Convention Program</b> Valued at \$1,000			✓
<b>Half Page Ad in the Summer Issue of Psynopsis</b> Canada's Psychology Magazine. Reach of 6,990. Valued at \$825			✓
<b>Digital Wayfinding Slide</b> Add a custom slide to our digital signage reel to highlight your brand, or direct traffic to your booth!			✓
<b>Discounted Delegate Registration</b> Opportunity to purchase additional delegate registrations at the discounted rate of \$450. Max 2 per organization.			✓
<b>Delegate Registration Email List</b> Receive a contact list of delegates who opt in to share their names and email address with 3rd parties			✓



# À LA CARTE SPONSORABLE PROPERTIES

## VIRTUAL EVENT SPONSOR \*PRESENTING RIGHTS OPPORTUNITY\* – \$8,000

### QTY-1

Thanks to the success of our 2020/21 Virtual Series, the CPA will be offering a virtual option during our 2022 convention. Ensure our virtual delegates are thinking of you when you sponsor our virtual event – featuring Keynote Speakers, over 1,000 presentations, and more! Includes presenting rights for the CPA 2022 Virtual Event.

## PLENARY ROOM SPONSORSHIP – \$2,000

### QTY-1

Put your name in front of our delegates by sponsoring the main presentation space. Includes naming rights for the main plenary room during the entire CPA 2022 Convention.

## HEADSHOT BOOTH – \$6,000

### QTY-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 everyone needs a professional headshot. By offering a complimentary headshot you are providing a take-away of real value. Take advantage of this high traffic opportunity.

## DIGITAL SIGNAGE – \$2,000

### QTY-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!

## DIGITAL POSTER SPONSOR – \$2,000

### QTY-1

Stand out from the crowd and support our delegates by sponsoring the digital poster board. This sponsorship includes a poster presentation opportunity for your organization.

## CONVENTION TOTE SPONSORSHIP – \$5,000

### QTY-1

Everyone needs a bag to carry their goods and giveaways. Your company name and logo will be in the hands of all attendees when you sponsor the bags they carry throughout the convention!

## WIFI SPONSOR – \$5,000

### QTY-1

Help our delegates stay connected and productive, and ensure your brand is on everyone's mind, by sponsoring the convention Wi-Fi. Free to access for all convention attendees, 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.

## KEYNOTE SPEAKER SPONSORSHIP – \$2,000

### QTY-4

All eyes will be on you when you sponsor a LIVE keynote speaker. Your 30 second pre-recorded advertisement will be played before the keynote presentation.

## SNAPSHOT PRESENTATION SPONSORSHIP – \$2,500

### QTY-1 - SOLD

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.

## SPONSORED SESSION IN VIRTUAL EVENT

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

Sponsored sessions will be listed in the convention program and hosted online. Sessions must be pre-recorded and accompanied by an abstract.

### Spoken Individual Presentations:

- 5-minute Snapshot: \$1,000
- 12-minute Talk: \$1,500
- 25-minute Session: \$2,000

### Spoken Group Presentation

- 55-minute Panel Discussion: \$3,000
- 55-minute Symposia: \$3,000

Photo: Roth and Ramberg Photography Inc.

# SPONSORSHIP AND ADVERTISING PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
<b>BENEFITS</b>	<b>\$6,000</b>	<b>\$4,500</b>	<b>\$3,000</b>	<b>\$1,500</b>
<b>Logo Recognition</b> On the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention.	✓	✓	✓	✓
<b>Delegate Bag</b> Option to include collateral (1 item) in the Delegate Bag	✓	✓	✓	✓
<b>Advertisement in the Convention Program</b> Valued at \$1,000–\$2,200	Full Page	Half Page	Half Page	Quarter Page
<b>Dedicated Delegate E-Blast</b> Reach our delegates directly with a standalone email.	✓			
<b>Pre-Event Marketing</b> Company logo and 100-word company blurb included in pre-event newsletter to registered delegates	✓	✓		
<b>Discounted Delegate Registration</b> Opportunity to purchase additional delegate registrations at the discounted rate of \$450.	4	3	2	1
<b>Advertisement in the Summer Issue of Psynopsis</b> Canada's Psychology Magazine. Circulation: 6,900. Valued at \$425–\$1,650. Advertising deadline: July 6, 2022	Full Page	Half Page	Quarter Page	
<b>Complimentary Delegate Registration</b> Full access to the convention for one person, valued at \$950	2	1		
<b>Delegate Registration Email List</b> Receive a contact list of delegates who opt in to share their names and email address with 3rd parties	✓	✓		

## ON SITE ADD ONS

Drive traffic to your booth, or get more eyes on your ideas with these à la carte add-ons

<b>Vinyl Elevator Wraps</b> – Place custom vinyl wraps on the elevator doors opening onto the main floor of convention	<b>\$1,500</b>
<b>Vinyl Escalator Signage</b> – Place custom vinyl signage on the escalator which leads to the main floor of convention	<b>\$400</b>
<b>Digital Wayfinding Slide</b> – Add a custom slide to our digital signage reel to highlight your brand, or direct traffic to your booth!	<b>\$200</b>
<b>Digital Wayfinding Video</b> – Add a custom video (1-minute max) to our digital signage reel to highlight your brand, or direct traffic to your booth!	<b>\$350</b>

# ADVERTISING IN THE CONVENTION PROGRAM

Reach every delegate by advertising in the CPA Convention Program, which will be given to each delegate at registration. Easily the most read and referred to document at the convention, the program offers a unique opportunity to promote your product or service. This program includes a list of all speakers, meetings, special events, sponsors, and exhibitors.

**All ads are in full colour.**

PRICING	
ADVERTISEMENT SIZE	COST
Full Page (7.5" x 9.5")	<b>\$1,500</b>
1/2 Page Wide (7.5" x 4.5")	<b>\$1,000</b>
1/2 Page Tall (3.5" x 9.5")	<b>\$1,000</b>
Inside Back Cover (7.5" x 9.5")	<b>\$2,000</b>
Outside Back Cover (7.5" x 9.5")	<b>\$2,200</b>

## 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.

*Advertisements must be designed by sponsor, and approved by the CPA*

Photo: Kelly Hofer

# PSYNOOPSIS

CANADA'S PSYCHOLOGY MAGAZINE — LE MAGAZINE DES PSYCHOLOGUES DU CANADA

## 2022 ADVERTISING RATE SHEET

### PUBLICATION DETAILS

**Issued:** Quarterly

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

**Circulation:** 6,900

### ARTWORK REQUIREMENTS

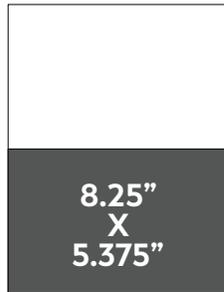
**Files:** PDF, EPS, PSD, JPEG (300 dpi)

**Bleed:** 0.25" Bleed for full and half page

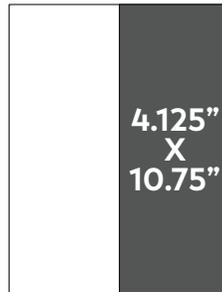
### STANDARD SIZES (width x height without bleed)



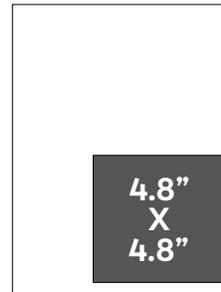
Full Page



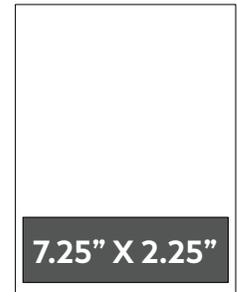
Half Page, Wide



Half Page, Tall



Quarter Page



Banner

	Standard, Single Ad	2 Insertions (10% Discount)	3 Insertions (15% Discount)	4 Insertions (20% Discount)
Outside Back Cover Full Page (full colour)	\$2,650.00	\$4,770.00	\$6,757.50	\$8,450.00
Inside Front/Back Cover Full Page (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 <sup>+</sup>	\$1,650.00	\$2,970.00	\$4,207.50	\$5,280.00
Half Page, Wide/Tall <sup>+</sup>	\$825.00	\$1,485.00	\$2,103.75	\$2,640.00
Quarter Page, Square <sup>+</sup>	\$425.00	\$765.00	\$1,083.75	\$1,360.00
Banner <sup>+</sup>	\$300.00	\$540.00	\$765.00	\$960.00

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

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



CPA  SCP

## **CPA ANNUAL NATIONAL CONVENTION**

JOIN US IN TORONTO IN 2023  
FROM JUNE 19<sup>TH</sup>–23<sup>RD</sup>

for the 84<sup>th</sup> Annual National Convention in conjunction with  
the 5<sup>th</sup> North American Correctional and Criminal Justice Psychology  
Conference (NACCJPC).

