



# PROSPECTUS

June 23-25, 2023 | Tradeshow: June 23-24, 2023

84<sup>TH</sup> CPA ANNUAL NATIONAL CONVENTION

EXHIBITOR | SPONSOR | ADVERTISER

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June 23-25, 2023  
**TRADESHOW**  
June 23-24, 2023





## 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 national 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 programs in professional psychology, an annual convention, over 30 Sections addressing different areas of psychology, and an active advocacy program on behalf of the discipline and profession 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 welcome you to Toronto and the CPA's 84th Annual National Convention, this year held in conjunction with the 5th North American Correctional and Criminal Justice Psychology Conference (NACCJPC).

## 2022 CONVENTION OVERVIEW

**1,388**

Attendees

**608**

Snapshot Presentations

**479**

Poster Presentations

**54**

Symposia

**14**

Continuing Professional Development Workshops

**12**

Provinces and Territories Represented

**6**

Keynote Speakers

**1**

Internship Fair

# 2023 KEYNOTE SPEAKERS

## **Dr. Shadd Maruna**

Professor, School of Social Sciences, Education and Social Work, Queen's University Belfast (United Kingdom)

Title: 'Risk and Redemption': The Centrality of Stigma to the Psychology of Crime

## **Dr. Kerri Ritchie**

Presidential Address

Clinical, Counseling, and Health Psychologist

The Wellness Program, The Ottawa Hospital

## **Dr. James C. MacDougall**

Honorary Presidential Address

Retired Associate Professor, Department of Psychology, McGill University

## **Dr. Lisa Feldman Barrett**

Plenary Keynote Address

University Distinguished Professor of Psychology

Director, Interdisciplinary Affective Science Laboratory, Northeastern University, Boston, Mass.

# WHY TEAM UP WITH THE CPA?

Psychologists – whether practitioner, scientist 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 you 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, psychology practitioners, 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 and socially relevant topics via different types of presentations, including but not limited to keynote lectures, workshops, symposia, spoken presentations, and poster presentations.

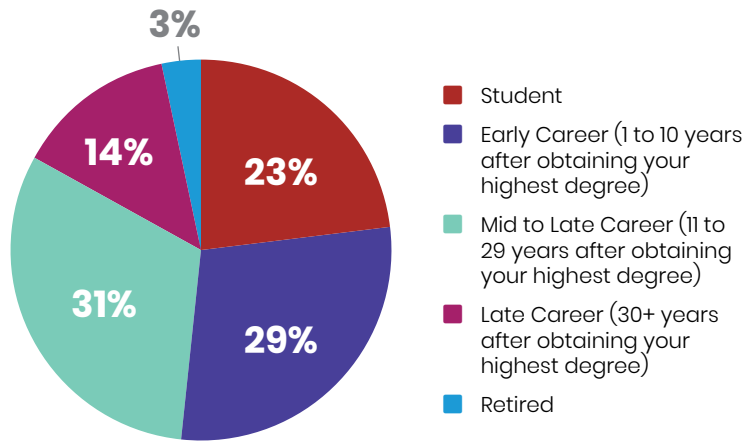
We are excited to bring our convention back to the city of Toronto, with select on-demand options for those delegates not attending the convention in person.

# ABOUT THE CPA'S MEMBERSHIP

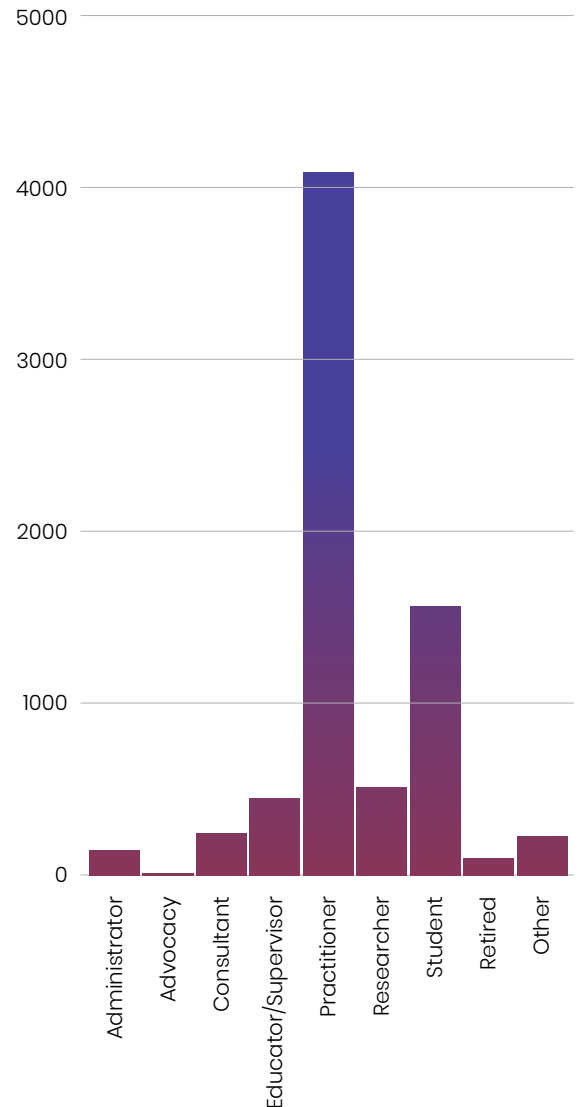
In 2022, the CPA had **7,273** Members and Affiliates



## MEMBERSHIP BY CAREER STAGE

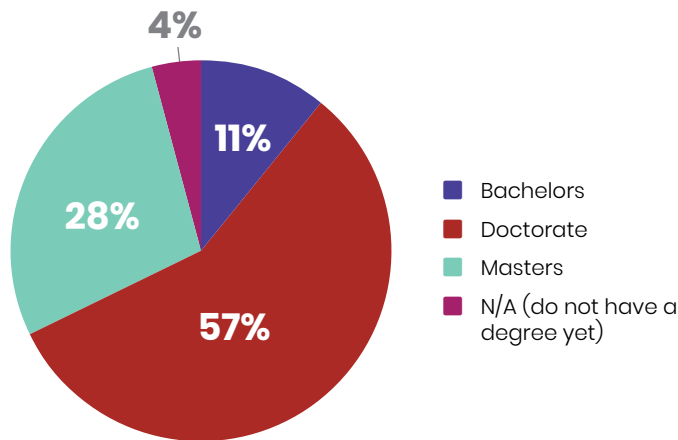


## PRIMARY OCCUPATIONS OF CPA MEMBERS



## EDUCATION LEVEL

Many CPA Members pursue education at the doctorate level



# 2022 CPA CONVENTION DEMOGRAPHICS

**1,388** delegates registered for the CPA's 83rd Annual National Convention in Calgary, Alberta. Of those, **36%** were attending a CPA Convention for the very first time.



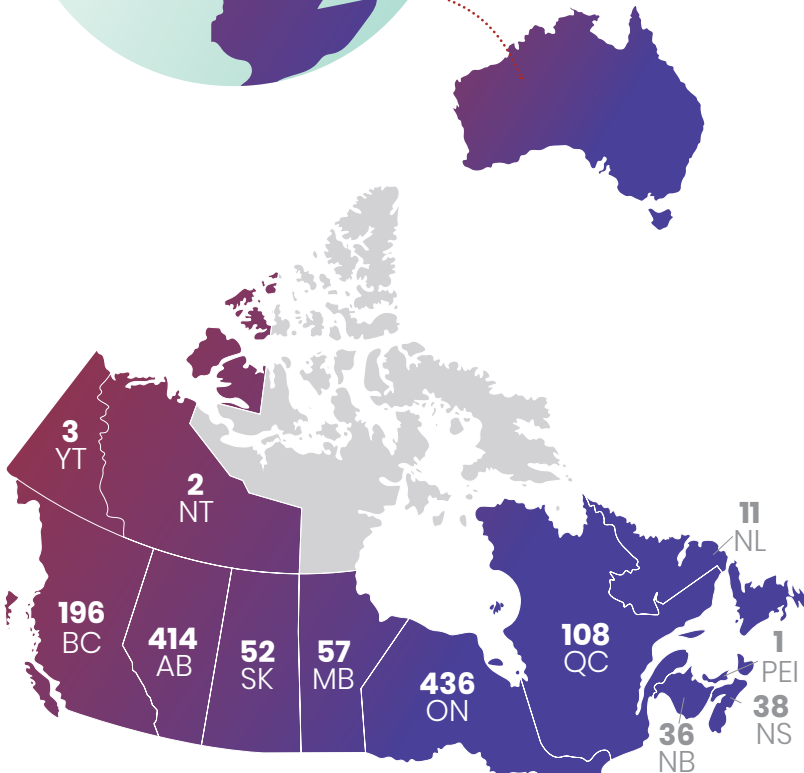
# OF ATTENDEES  
**1,388**



FIRST TIME ATTENDEES  
**36%**

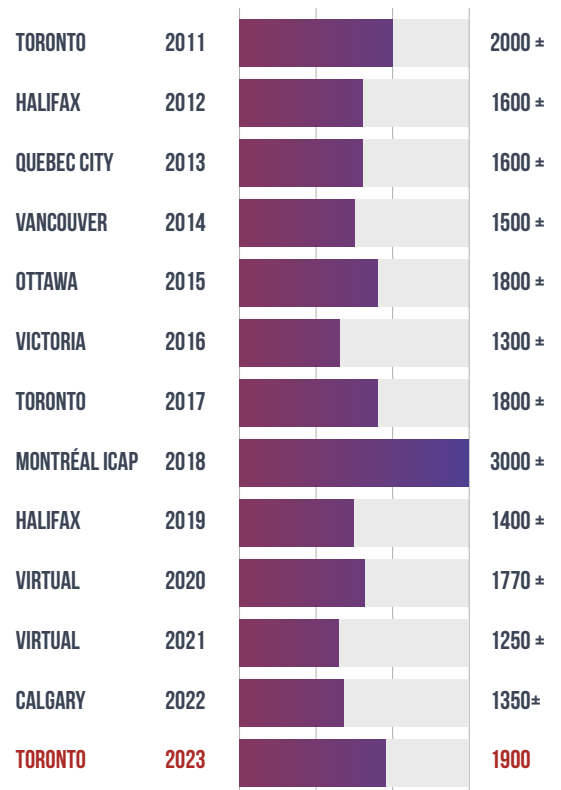


Delegates visited Canada from **8 countries** in 2022, from as far as **Australia**.



The largest group of delegates travelled from **Ontario** to attend the convention.

## CONVENTION ATTENDANCE



# 2023 EXHIBITOR BOOTH PACKAGES

BENEFITS	EXHIBITOR PACKAGE \$2,195	EXHIBITOR-EMPLOYER PACKAGE \$2,495	EXHIBITOR-SPONSOR PACKAGE \$3,295 <i>(available until April 28, 2023)</i>
<b>Exhibit Booth</b> 8 x 10' Booth Space, 6' table, 2 chairs, 1 waste basket	✓	✓	✓
<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 one lightweight (up to 4-page) brochure OR branded corporate gift in the delegate bag**	✓	✓	✓
<b>Delegate Scavenger Hunt</b> Have your booth featured in the on-site delegate scavenger hunt, and consider providing a prize for delegates!	✓	✓	✓
<b>Banner Advertisement in Convention Mobile App</b> Capture delegate attention with hyperlinked banner advertisements that float through the speaker, attendees, schedule, and sponsor section of the mobile app**		✓	✓
<b>Job Fair Table</b> One table at the Sunday Job Fair - Your chance to meet with delegates seeking employment opportunities		✓	
<b>Ad in the Convention Program</b> Size: 3.5" w X 3.5" t. Valued at \$1000**			✓
<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>Pre-Event Email Marketing</b> 100 word blurb** included in an email to all registered delegates		✓	✓
<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. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada			✓

\* Please see page 22 for deadlines

\*\*To be provided by Exhibitor



# CPA EXHIBITOR DATES AND TIMES\*

## Set-up

Thursday, June 22, 2023

## Exhibit Hours

Friday, June 23: 8:00 AM – 4:00 PM

Saturday, June 24: 8:00 AM – 4:00 PM

## Tear Down

Saturday, June 24, 2023

*\*subject to change*

*Please note that Exhibit booths must always be staffed during the above noted exhibiting hours.*

## WHY JOIN AS AN EXHIBITOR-EMPLOYER?

Is recruitment your goal? Do you want to meet top talent in the field of psychology? Participate in the CPA Convention as an Exhibitor-Employer and get guaranteed face to face time with our delegates so you can find the right fit for your organization.

Maximize your impact by participating in all 3 days of convention: 2 first days as an exhibitor and the last 1 day as an employer participant in our Job Fair.

In the morning session of the Job Fair, delegates will have an opportunity to learn about various career paths and positions for psychology graduates outside of the health services and academic settings directly from individuals in those positions and connect with the people in these positions about their experiences

During the afternoon session delegates will have the exclusive opportunity to meet employers from multiple sectors, learn about various organizations, and both hear about and apply for current and future job opportunities.



## STAY ON SITE WITH US!

The CPA has secured a room block with the Sheraton Centre Hotel in Toronto.

Please make your reservation directly with the hotel by visiting the following link: [www.cpa.ca/convention/accommodations](http://www.cpa.ca/convention/accommodations). Please ensure that you indicate you are attending the “CPA Convention”.

## DID YOU KNOW?

You can order coffee and tea to be brought to your booth each morning or afternoon of convention for \$430/20 people.

What a great way to draw delegates to you!

“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*



## À LA CARTE ADD ONS

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

### VINYL ELEVATOR WRAPS **\$3,000**

Place custom vinyl wraps on the elevator doors opening onto the main floor of convention, for 3 days

### VINYL ESCALATOR WRAPS **\$2,650** (Glass Panel)

Place custom vinyl wraps on the glass panels surrounding the escalator, for 3 days

### LOBBY PILLARS **\$1,900**

Place custom vinyl wraps on the escalator which leads to the main floor of convention

### REVOLVING DOORS **\$7,250** (Up to 3)

Place custom vinyl stickers on the revolving doors leading to the hotel lobby

### WATERFALL GARDEN WINDOW PANE **\$4,850** (Up to 17)

Make a big visual impact by placing your custom ad on the windows looking into the garden

### DIGITAL WAYFINDING VIDEO **\$350**

Add a custom video (1-minute max) to our digital signage reel to highlight your brand, or direct traffic to your booth!

### COFFEE AND TEA STATION\* **\$430/20 PEOPLE**

Have coffee and tea for up to 100 people served at your exhibit booth in the morning or afternoon on each day of the Exhibit Hall. A great way to draw delegates to your booth!

\*Only available to exhibitors

**READY TO BOOK?**

[Click Here](#)

# SPONSORABLE PROPERTIES



## PLATINUM SPONSORSHIP

**\$10,000**

2 Available

Enjoy the benefits of being featured as the recognized sponsor of one of our signature events during convention.

### FIRST TIME ATTENDEES RECEPTION

Thursday, June 22

### CAREER AND JOB FAIR

Sunday, June 25

#### Benefits

- 1 full conference registration  
(Value \$650.00)
- Representative invited to deliver greetings (2 minutes) at selected event
- Display of banner at selected event\*
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- Career Fair Sponsorship includes a complimentary table at the event  
(Value: \$495.00)
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag\*

- Pre-Event Marketing including logo, company name, and 100 word blurb\* included in pre-event email to registered delegates
- Banner advertisement\* on the Mobile App  
(Value: \$700.00)
- Ad in the Convention Program – Size: 11" w X 5.5" t\* (Value: \$2000.00)
- Custom Digital Wayfinding Slide on our digital signage reel\*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada

*\*to be provided by sponsor*

## DID YOU KNOW?



In 2022, **35%** of convention delegates were first time attendees!

# GOLD SPONSORSHIP

**\$7,500**

*2 Available*

Enjoy the benefits of being featured as the recognized sponsor of one of our Plenary Sessions during convention.

## **DR. SHADD MARUNA**

Risk and Redemption: The Centrality of Stigma to the Psychology of Crime

Sunday June 25th

## **DR. KERRI RITCHIE**

Friday June 23rd

## **DR. JAMES C. MACDOUGALL**

Friday June 23rd

## **DR. LISA FELDMAN BARRETT**

Saturday June 24th

### **Benefits:**

- Custom branded launch slide to be shown before the keynote
- One mobile application push notification (announcement) during CPA Convention
- Display of banner at selected event\*
- Unique branded item inserted in delegate bag\*
- Pre-Event Marketing including logo, company name, and 100 word blurb\* included in pre-event email to registered delegates
- Ad in the Convention Program – Size: 3.5" w X 7.25" t (*Value: \$1,250.00*)
- Banner advertisement\* on the Mobile App (*Value: \$700.00*)
- Custom Digital Wayfinding Slide on our digital signage reel
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention

*\*to be provided by sponsor*



# SILVER SPONSORSHIP

**\$5,000**

*2 Available*

Enjoy the benefits of being featured as the recognized sponsor of one of our two most popular presentation types, for all 3 days of convention, OR choose to provide a complimentary grab and go lunch to a select number of delegates.

Select one of the following:

## **Poster Presentation Area**

## **Snapshot Sessions**

**Daily Lunch Sponsor** (*Option of Friday, Saturday, or Sunday*)

## **Benefits:**

- Display of banner at selected event\* (for Poster Room sponsorship, and lunch sponsorship) OR Custom launch slide before each session (Snapshot Session sponsorship)
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag\*
- Pre-Event Marketing including logo, company name, and 100-word blurb\* included in pre-event email to registered delegates
- Ad in the Convention Program - Size: 3.5" w X 3.5" t (*Value: \$1,000.00*)
- Custom Digital Wayfinding Slide on our digital signage reel
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

*\*to be provided by sponsor*



## BRONZE SPONSORSHIP

**\$2,500**

3 Available

Enjoy the benefits of being featured as the recognized sponsor of one of our presentation rooms for the duration of the conference. Your brand will be featured as the 'Room Sponsor' for 3 days.

Or choose to provide a complimentary continental breakfast to a select number of delegates on one day of convention.

Select one of the following:

### Grand West

### Grand Centre

**Daily Breakfast Sponsor** (*Option of Friday, Saturday, or Sunday*)

#### Benefits:

- Display of banner\* inside selected room, or in the hallway while breakfast is available
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- Unique branded item inserted in delegate bag\*
- Ad in the Convention Program - Size: 3.5" w X 3.5" t (*Value: \$1,000.00*)
- Custom Digital Wayfinding Slide on our digital signage reel

*\*to be provided by sponsor*

## PRODUCT SPONSOR

**HEADSHOT BOOTH**

**\$8,000**

In today's online world everyone needs a professional headshot - sponsor one of the most popular booths at the convention and give away the coolest swag. By offering a complimentary headshot you are providing a take-away of real value. Take advantage of this high traffic opportunity.

#### Benefits:

- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Promotional video featured on the convention mobile app\*
- Unique branded item inserted in delegate bag\*
- Banner advertisement\* on the Mobile App (*Value: \$700.00*)
- Pre-Event Marketing including logo, company name, and 100-word blurb\* included in pre-event email to registered delegates
- Ad in the Convention Program\* - Size: 11" w X 5.5" t (*Value: \$2,000.00*)
- Custom Digital Wayfinding Slide\* on our digital signage reel
- Delegate Registration Email List - Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

## CONVENTION TOTE SPONSORSHIP **\$5,000**

Everyone needs a bag to carry their literature and giveaways. Your company name and logo will be featured alongside CPA and N5 and will be in the hands of all attendees by sponsoring the bags they carry throughout the convention!

### Benefits:

- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag\*
- Pre-Event Marketing including logo, company name, and 100-word blurb\* included in pre-event email to registered delegates
- Ad in the Convention Program\* – Size: 3.5" w X 7.25" t (*Value: \$1,250.00*)
- Custom Digital Wayfinding Slide \*on our digital signage reel
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

*\*to be provided by sponsor*



## CHARGING STATION SPONSORSHIP **\$5,000**

Provide our delegates with complimentary on-site access to mobile device charging.

### Benefits:

- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag\*
- Pre-Event Marketing including logo, company name, and 100-word blurb\* included in pre-event email to registered delegates
- Ad in the Convention Program\* – Size: 3.5" w X 7.25" t (*Value \$1,250.00*)
- Custom Digital Wayfinding Slide\* on our digital signage reel
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

## WI-FI SPONSOR

\$5,000

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.

### Benefits:

- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag\*
- Pre-Event Marketing including logo, company name, and 100-word blurb\* included in pre-event email to registered delegates
- Ad in the Convention Program\* – Size: 3.5" w X 7.25" t (Value: \$1,250.00)
- Custom Digital Wayfinding Slide\* on our digital signage reel
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

*\*to be provided by sponsor*

## MOBILE APP SPONSOR

\$5,000

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 is available on iOS and Android.

### Benefits:

- Banner advertisement\* on the Mobile App (Value: \$700.00)
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag\*
- Pre-Event Marketing including logo, company name, and 100-word blurb\* included in pre-event email to registered delegates
- Ad in the Convention Program\* – Size: 3.5" w X 7.25" t (Value: \$1,250.00)
- Custom Digital Wayfinding Slide\* on our digital signage reel
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.



## CONFERENCE NOTEPADS AND PENS **\$4,000**

Conference notepads and pens will be branded with your logo and website and used by our delegates throughout the convention. An essential item, they will be given to all delegates when they check in for convention.



*\*to be provided by sponsor*

### **Benefits:**

- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention.
- Unique branded item inserted in delegate bag\*
- Pre-Event Marketing including logo, company name, and 100-word blurb\* included in pre-event email to registered delegates
- Ad in the Convention Program\* – Size: 3.5" w X 3.5" t (*Value: \$1,000.00*)
- Custom Digital Wayfinding Slide\* on our digital signage reel
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

## WELLNESS BREAKS **\$2,000**

Help our delegates stay focused and energized by supporting wellness breaks on Friday and Saturday during convention.

- Display of banner during the wellness break
- Unique branded item inserted in delegate bag\*
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention.
- Custom Digital Wayfinding Slide\* on our digital signage reel

## DELEGATE BAG INSERT

**\$1,000**

Place a lightweight (up to 4-page) brochure or branded corporate gift in the delegate bag, given to all delegates when they check in for convention\*

- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention.
- Custom Digital Wayfinding Slide\* on our digital signage reel

## STUDENT TRAVEL SPONSOR

**\$500 EACH**

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

- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention.

*\*to be provided by sponsor*

## SPONSOR SOCIAL EVENT

*Contact for custom pricing*

Host a social event on-site during the CPA convention. Consider a classic cinq a sept, a wine and cheese, a working breakfast, or take your guests to a Jay's game! The guest list is up to you. Contact Kathryn to make it happen.

This custom option is only available until February 10, 2023.

## CUSTOM SPONSOR ACTIVATIONS AVAILABLE!

Email Kathryn at [sponsorship@cpa.ca](mailto:sponsorship@cpa.ca)

## READY TO BOOK?

[Click Here](#)



# À LA CARTE ADVERTISING OPPORTUNITIES

Reach all the delegates who attend the CPA's annual national convention! Advertise in the convention program, 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.

Or capture delegate attention with hyperlinked banner advertisements that float through the speaker, attendees, schedule, and sponsor section of the mobile app.

ADVERTISE IN THE CONVENTION PROGRAMME!	COST
11" w X 5.5" t	\$2,000
3.5" w X 11" t	\$1,500
3.5" w X 7.25" t	\$1,250
3.5" w X 3.5" t	\$1,000
PLACE A BANNER AD ON THE CONVENTION MOBILE APP!	
600 x 100 px	\$700



## Programme 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

## Banner Ad Requirements

- 600px wide by 100px high
- Accepted File Formats: .jpg, .png, or .gif

Deadline for content: April 21, 2023



# ADVERTISE IN THE TORONTO CONVENTION HANDBOOK

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

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
- Informs delegates of local sights and attractions not to be missed during their stay in Toronto.

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

AD TYPE	AD DIMENSIONS*	COST	INCREASE YOUR VISIBILITY! <i>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.</i>
Full Page – Back Outside Cover Colour	7.5" w X 9.5" t	<b>\$950</b>	<b>\$1,200</b>
Full Page	7.5" w X 9.5" t	<b>\$800</b>	<b>\$1,050</b>
Half Page Tall	3.5" w X 9.5" t	<b>\$650</b>	<b>\$900</b>
Half Page Wide	7.5" w X 4.5" t	<b>\$650</b>	<b>\$900</b>
Quarter Page Tall	3.5 w X 4.5" t	<b>\$400</b>	<b>\$650</b>
Quarter Page Wide	7.5 w X 2.25" t	<b>\$400</b>	<b>\$650</b>

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

## AVAILABLE FOR A LIMITED TIME ONLY!

Contact Kathryn at [sponsorship@cpa.ca](mailto:sponsorship@cpa.ca) by February 28th, 2023, to book your spot.

# PSYNOOPSIS

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

## 2023 ADVERTISING RATE SHEET

### PUBLICATION DETAILS

**Issued:** Quarterly

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

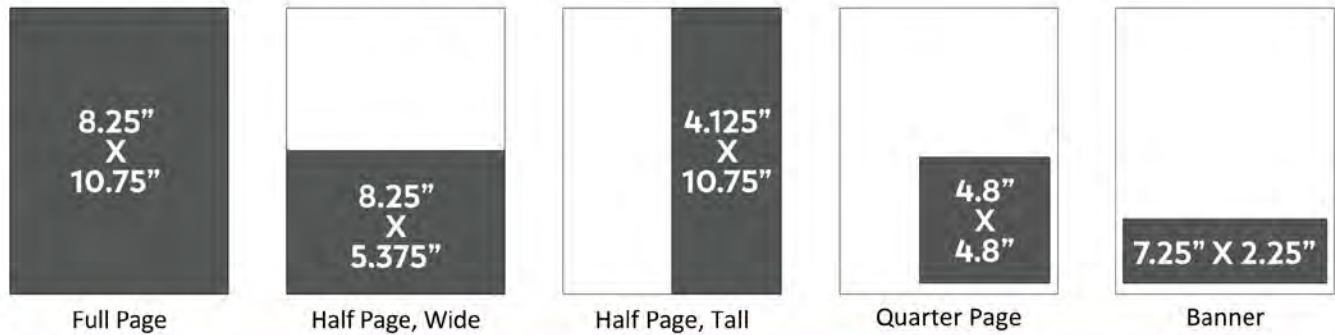
**Circulation:** 6,900

### 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)



	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 are listed before taxes. For more, email [advertising@cpa.ca](mailto:advertising@cpa.ca)

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

**Language:** Bilingual (FR/EN) preferred, and will be published in both the English and French issues. Single-language ads will only be published in their relevant issue

# DEADLINES

## Exhibitor Staff Badges

May 12, 2023

Name, Email, Title

## Logo Recognition

ASAP

High resolution EPS or PDF logo

## Delegate Bag Insert

May 12, 2023

One lightweight (up to 4-page) brochure or branded corporate gift in the delegate bag.  
To be mailed to: 207 Bank Street, Suite 469, Ottawa, ON K2P 2N2

## Banner Advertisement in the Convention Mobile App

April 21, 2023

**Accepted File Formats:** .jpg, .png, or .gif”  
600px wide by 100px high

## Ad in the Convention Program

April 21, 2023

**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”

## Half Page Ad in the Summer Issue of Psynopsis

July 6, 2023

*Email to [psynopsis@cpa.ca](mailto:psynopsis@cpa.ca) on or before July 6, 2023*

### Artwork Requirements

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

**Bleed:** 0.25” “

## Digital Wayfinding Slide

May 12, 2023

One PPT slide – 16:9

## Push Notification (Announcement) Wording

May 12, 2023

100 words maximum

## Pre-Convention Email to Registered Delegates

May 12, 2023

100 words maximum



# 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 or sponsorship at the 2023 CPA Annual National Convention.

## **Sponsor Agreement**

Completion of the registration form does not confirm acceptance of offer. The Conference Organizers reserve the right to determine which applications are accepted. All sponsorships/exhibits will be confirmed in writing. Confirmation of any/all sponsorships or exhibitors does not represent an endorsement by the Conference Organizers.

## **Payment**

Sponsors and/or exhibitors will be invoiced, and all fees are due upon receipt of invoice. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the prospectus. All sponsor benefits are conditional on receiving

payment, artwork, video content, goods etcetera in a timely manner and are subject to meeting publication deadlines

## **Location of Exhibits**

The exhibit hall will be located on the lower floor, directly adjacent to the main plenary rooms to encourage high delegate traffic each day of the exhibit days.

## **Exhibit Booth Allocation**

An exhibitor floorplan will be provided to confirmed exhibitors at least one month before the convention. By selecting your booth preferences, you understand that it is an indication only and is subject to availability and change. The Conference Organizers have the exclusive right to allocate booth space and may alter the floor plan if necessary.

Each booth space is 8'd x 10'w and includes an 8' high back drape, 3' high side drapes, one (1) 6' table and two (2) chairs. Exhibitors may handle their own hand-carried materials, or they may arrange for this to be done by show

services. Please refer to the exhibitor manual for complete shipping/receiving details.

Exhibitors (or their agents) are NOT permitted to disturb, dismantle, or remove their exhibit before 4:00 PM on Saturday June 24th. Violations of this regulation may result in a fine and the offending exhibitor not being welcome to participate at future CPA Annual National Conventions.

### **Hotel Accommodations**

The CPA has secured a room block with the Sheraton Centre Hotel in Toronto.

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

### **Exhibitors**

The Exhibitor will be liable for and will indemnify and hold harmless the CPA from any loss or damages whatsoever suffered by the CPA as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, or other Exhibitors, the CPA, the owner of the building and their respective agents, servants and employees and members of the public attending the exhibition, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.

No outside food or drink is permitted in the tradeshow. Additional fees for advance freight, material handling, A/V, specialized furniture, and/or power requirements (etc.) are the responsibility of the exhibitor.

### **Liability Waiver**

In the event of any disruption outside the control of the Conference Organizers that results in the conference not taking place, the organizers accept no responsibility for losses incurred by conference participants, sponsors, and exhibitors.

Each Exhibitor has the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, products, equipment or decoration and inability to meet its obligations outlined in this Application & Contract for Exhibit Space, Terms of Agreement – Rules and Regulations. The following insurance coverage will be mandatory:

1. Comprehensive General Liability insurance with a minimum limit of \$2,000,000 CDN.
2. The Policy shall include the CPA, and the Sheraton Centre Hotel in Toronto as additional insured and shall contain a cross-liability clause.

### **Cancellation**

Once signed, this contract may be cancelled by the Exhibitor/Sponsor up until April 27, 2023, and the Exhibitor/Sponsor will receive 25% of their fee as a refund. After April 27, 2023, there will be no refunds offered if the Exhibitor/Sponsor cancels the contract. By canceling a contract after this date, the Exhibitor/Sponsor forfeits all rights or claims to the allocated space and the CPA is free to rent it to others and collect the cancellation charge as liquidated damages. If the CPA is required to cancel the contract, the Exhibitor/Sponsor will be offered a full refund, unless the cancellation is due to the misconduct or other action of the Exhibitor/Sponsor.



# CPA ANNUAL NATIONAL CONVENTION

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JOIN US IN OTTAWA IN 2024  
FROM JUNE 21-23  
for the CPA's 85<sup>th</sup> Annual  
National Convention