2015 Annual Convention
Exhibitor, Advertising & Sponsorship Opportunities

The Future of Psychology Practice in the Era of Health Care Reform

Attendee Profile
With more than 650 attendees, the TPA Annual Convention provides a fantastic opportunity to introduce your products, services, and programs, while building partnerships with psychologists, psychology students, and other mental health professionals.

TPA’s convention is one of the largest and most widely attended of any state psychological association conference in the U.S. By partnering with the Texas Psychological Association, you can strengthen your connections with 650+ psychologists, other mental health professionals who work in private practice, hospitals, schools, community mental health centers, academic institutions, medical schools, and large business organizations throughout the state. Psychology students also will be in attendance.

Schedule

Exhibit Hall Hours
Thursday, Nov 12 - TBA
Friday, Nov 13 - TBA
Saturday, Nov 14 - TBA

Convention Hours
Thursday, Nov 12 - 7:30 AM - 6:00 PM
Friday, Nov 13 - 7:30 AM - 6:00 PM
Saturday, Nov 14 - 7:30 AM - 5:00 PM
Exhibit & Advertising Opportunities

Exhibitor
$400 before August 31
$500 thereafter

- One tabletop display
- Recognition as Exhibitor in TPA’s event app
- One full convention registration including professional development processing
- Listing in onsite convention program with company contact information
- Listing on convention website
- Same area as hosted breaks, reception(s)

Print Advertisements

You get TWO runs of your printed advertisement in the printed program. The first run of the ad will be in the pre-convention program mailed to all TPA members and convention presenters. The second run will be in the final printed program distributed onsite. Deadline to be included in BOTH publications is August 1, 2015. Deadline to be included in the on-site only is October 1, 2015.

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Packet Insert (include sample)</td>
<td>8.5” x 11”</td>
<td>$325</td>
</tr>
<tr>
<td>¼ page advertisement (b/w)</td>
<td>3.5” x 5”</td>
<td>$325</td>
</tr>
<tr>
<td>½ page advertisement (b/w)</td>
<td>7.5” x 5”</td>
<td>$500</td>
</tr>
<tr>
<td>Full page advertisement (b/w)</td>
<td>7.5” x 10”</td>
<td>$1,000</td>
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<tr>
<td>Outside back cover (color)</td>
<td>7.5” x 10”</td>
<td>$1,250</td>
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<tr>
<td>Inside front or back cover (color)</td>
<td>7.5” x 10”</td>
<td>$1,250</td>
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Sponsorship Opportunities

Caffeine Refueling ($2,000)

Coffee. Java. A cup o’ Joe. Espresso. The liquid sustenance each and every convention attendee seeks out first thing in the morning and carves out precious break time in between workshops to refuel. Gain visibility with your company logo on signage placed in several places near/in the break area. Interested in providing customized coffee sleeves with your company’s logo? If your providing the coffee, attendees will be sure to remember your name.

- Recognition as the Caffeine Refueling Sponsor in TPA’s event app
- One tabletop display in your exhibit location of choice
- One full convention registration including professional development processing

Door Dropper ($2,500)

Greet attendees first thing in the morning with important information about your company and booth. A daily flyer is placed under the doors of convention attendees rooms the second and third morning of the convention. The flyer highlights giveaways and key events for the day including an ad space of your company, exhibit location and logo.

- Recognition as the Door Dropper Sponsor in TPA’s event app and onsite convention program
- One tabletop display in your exhibit location of choice
- Convention attendee packet insert
- One full convention registration including professional development processing
Hotel Information and Convention Cancellation Policy

The Westin - Riverwalk
420 W Market St.
San Antonio, Texas 78205
Convention rate: $188+applicable taxes
(210) 224-6500

Cancellations must be submitted in writing to Lauren Witt via USPS mail, fax or email no later than September 12, 2015 in order to receive a refund, less a $100 cancellation fee. Cancellations postmarked, faxed or emailed after will forfeit the fee paid.

Convention Management

Any questions or suggestions can be directed to:

Lauren Witt—Texas Psychological Association Director of Marketing and Public Relations
tpa_lwitt@att.net 888-872-3435

Sponsorship Opportunities

Hotspot Hero

($3,000)

The question EVERY convention attendee is asking - will there be free wifi? Be the bearer of good news - Be the **Hotspot Hero**. This sponsorship opportunity allows you to remain at the forefront of each attendee’s mind throughout the convention by enhancing the overall convention experience and providing the ability to stay “plugged in.”

- Recognition as Hotspot Hero Sponsor in TPA’s event app and onsite convention program
- One tabletop display in your exhibit location of choice
- Attendees will be directed to your booth to obtain wifi code
- Convention attendee packet insert
- One full convention registration including professional development processing

Breakfast Champion

($4,000)

They say breakfast is the most important meal of the day and TPA convention attendees would definitely agree. Spending the day bouncing from workshop to workshop our attendees make a point to follow the age-old advice to not skip breakfast. Connect with attendees by hosting one of the convention day’s continental breakfasts.

- Recognition as the Breakfast Champion Sponsor in TPA’s event app and in onsite convention program
- Rotating homepage banner advertisement (three months prior to convention)
- One tabletop display in your exhibit location of choice
- Convention attendee packet insert
- Two full convention registration including professional development processing

Build-your-own

Interested in making a customized sponsorship level? Rotating banner ads on TPA’s website prior to convention? Sponsored specific convention events? Print advertisements with packet inserts and an EClinks advertisement? We’d love to talk with you about your company, your target market, and how we can best connect our attendees’ needs to your company’s solutions.
Texas Psychological Association
2015 Convention Sponsorship/Exhibitor Application

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<tr>
<th>Company/Organization Name</th>
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<tbody>
<tr>
<td>Address</td>
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<tr>
<td>Contact Name</td>
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<td>Product/Service Description (20-30 words)</td>
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**Exhibit Booth Attendant(s) (Limit 2 attendees per booth)**

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<tr>
<th>PD processing (please see restrictions for each booth/sponsor type):</th>
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**I want to partner with Texas Psychological Association in the following way:**

**Sponsorship**
- Breakfast Champion ($4,000)
- Hotspot Hero ($3,000)
- Door Dropper ($2,500)
- Caffeine Refueler ($2,000)

**Exhibit**
- Exhibit Booth only ($400 before 8/31/15, $500 after)
- Packet Insert ($325)

**Print Advertisement**
- Convention Program ¼ page advertisement (b/w) ($325)
- Convention Program ½ page advertisement (b/w) ($500)
- Convention Program full page advertisement (b/w) ($1,000)
- Convention Program outside back cover (color) ($1,250)
- Convention Program inside front or back cover (color) ($1,250)

- Check enclosed (payable to TPA)
- Visa
- MasterCard
- AmEx
- Discover

<table>
<thead>
<tr>
<th>Name on card</th>
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<tbody>
<tr>
<td>Billing Address for Card</td>
<td>City</td>
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<td>Card Number</td>
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<tr>
<td>Expiration Date</td>
<td>Security Code</td>
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Please return this application with payment to:

TPA Convention 1464 E. Whitestone Blvd., Ste. 401, Cedar Park, TX 78613
tpa_lwitt@att.net 888-872-3435 888-511-1305 (fax)

www.texaspsyc.org