

# CPA

# 2018

## California Psychological Association

April 26-29, 2018

Hyatt Regency La Jolla at Aventine | La Jolla, CA

### Looking Forward: Innovations and Opportunities for Practice

(Including a featured track: Psychology in the Digital Age)

We'll be in La Jolla in 2018! We are expanding the benefits for sponsors, placing the exhibit tables in an open space with easier access to the attendees, and encouraging "SWAG." This is your opportunity to introduce yourself to approximately 500 psychologists (and even more via our website and magazine) by supporting our convention with sponsorship or by being an exhibitor. There will be ample opportunity to talk with our attendees during break times and throughout the day, so don't miss this opportunity.

The CPA annual convention is the largest gathering of California psychologist during the year. We are offering multiple opportunities for you to showcase your product or service, and to make a good first impression! Consider a major sponsorship for the maximum exposure, secure an exhibit table in our exhibit hall (we always sell out!), or give us the item, with an attached card/flyer, that we can place in the convention tote bag. Your message can encourage a stop at your table, or a call to your company. Everyone loves SWAG and we all know it improves name recognition during and after the convention.

Join us in La Jolla where you can converse with psychologists who work in private practice, hospitals, clinics, public and private institutions, and academia including clinicians, researchers, consultants, academics and graduate students. They all have the desire to learn about new products and services that will help them in their work. We'll provide the refreshments, you provide the information and products, and we guarantee a great event.

### ***About the California Psychological Association***

CPA supports the psychologists of California in their efforts to promote the health and well-being of all citizens through volunteer association members and professional staff who:

- Educate the public about when and how to access psychological services as well as provide referrals when requested
- Provide leadership to the profession through legislative advocacy and regulatory oversight, marketing, and media outreach
- Provide continuing education, networking and mutual support among psychologists for all specialty areas of practice
- Offer professional practice consultation by providing information on clinical, legal, and ethical issues to help psychologists better serve the public
- Promote research, education, and training in psychology

## SPONSORSHIP OPPORTUNITIES

As a CPA Convention Sponsor, your organization will be featured in many areas of the convention frequented by hundreds of psychologists. Be recognized as a supporter of the profession and a market leader. Your contribution will also be recognized on marketing emails leading up to the convention.

### Diamond Sponsor - \$10,000

- ✚ Introduce one of the Plenary Speakers and introduce yourself and your company as a major sponsor.
- ✚ Full page Color Advertisement in cover location in onsite program
- ✚ Two full convention registrations (*with CE if requested*) and 1 exhibitor registration
- ✚ Listing as Diamond Sponsor on pre-convention marketing emails sent to all CPA members.
- ✚ Organization logo on CPA Convention website with hyperlink to your website.
- ✚ Electronic list of attendees with mailing addresses 2 weeks before the convention and 2 weeks after the convention.
- ✚ Listing as Diamond Sponsor in onsite program, event signage, printed onsite program
- ✚ Your company name and logo projected prior to all general sessions.
- ✚ Recognition from President from podium before Opening Session.
- ✚ Invitation to Welcome Reception and President's Party and recognition at both
- ✚ Table top exhibit in premium location in exhibit area
- ✚ Acknowledgement in *California Psychologist* after convention
- ✚ Opportunity to place a swag item in the convention tote bag
- ✚ Badge ribbon for you and your staff noting your support as a Diamond Sponsor

### Platinum Sponsor - \$7,500

- ✚ Introduce one of the Master Lecturers and introduce yourself and your company as a sponsor.
- ✚ Full page Color Advertisement in prominent location in the onsite program
- ✚ One full convention registrations (*with CE if requested*) and 1 exhibitor registration
- ✚ Listing as Platinum Sponsor on pre-convention marketing emails sent to all CPA members.
- ✚ Organization logo on CPA Convention website with hyperlink
- ✚ Electronic list of attendees with mailing addresses 2 weeks before the convention and 2 weeks after the convention.
- ✚ Listing as Platinum Sponsor in onsite program, event signage, printed onsite program
- ✚ Your company name and logo projected in all general sessions
- ✚ Recognition from President from podium before Opening Session.
- ✚ Invitation to Welcome Reception and President's Party and recognition at both
- ✚ Table top exhibit in premium location in exhibit area
- ✚ Acknowledgement in *California Psychologist* after convention
- ✚ Opportunity to place a swag item in the convention tote bag
- ✚ Badge ribbon for you and your staff noting your support as a Platinum Sponsor

## Gold Sponsor - \$5,000

- ✦ Introduce one of the educational sessions and introduce yourself and your company as a sponsor.
- ✦ Full page Color Advertisement in the onsite program
- ✦ One full convention registrations (*with CE if requested*)
- ✦ Listing as Gold Sponsor on pre-convention marketing emails sent to all CPA members.
- ✦ Organization logo on CPA Convention website
- ✦ Electronic list of attendees with mailing addresses 2 weeks before the convention and 2 weeks after the convention.
- ✦ Listing as Gold Sponsor in onsite program, event signage, printed onsite program
- ✦ Your company name and logo projected in all general sessions
- ✦ Recognition from President from podium before Opening Session.
- ✦ Invitation to Welcome Reception and President's Party and recognition at both
- ✦ Table top exhibit in deluxe location in exhibit area
- ✦ Acknowledgement in *California Psychologist* after convention
- ✦ Opportunity to place a swag item in the convention tote bag
- ✦ Badge ribbon for you and your staff noting your support as a Gold Sponsor

## Silver Sponsor - \$3,000

- ✦ One half page Color Advertisement in the onsite program
- ✦ One full convention registrations (*no CE*)
- ✦ Listing as Silver Sponsor on pre-convention marketing emails sent to all CPA members.
- ✦ Organization name on CPA Convention website
- ✦ Electronic list of attendees with mailing addresses 2 weeks before the convention and 2 weeks after the convention.
- ✦ Listing as Silver Sponsor in onsite program, event signage, printed onsite program
- ✦ Your company name and logo projected in all general sessions
- ✦ Recognition from President from podium before Opening Session.
- ✦ Invitation to Welcome Reception and President's Party and recognition at both
- ✦ Table top in exhibit area
- ✦ Acknowledgement in *California Psychologist* after convention
- ✦ Badge ribbon for you and your staff noting your support as a Silver Sponsor



## OUR ATTENDEES LOVE YOUR SWAG!

**We have a great opportunity for Buzz Marketing!** Great swag gets attendees talking and visiting your table (if you include an incentive). We will place your item with an attached message (postcard or business card). It is up to you to deliver a great item and a reason to stop by your table. (Exhibitor fee additional).

**Cost:** The cost of the item plus \$1,000. Not limited to just exhibitors.

The options are endless.

**Technology:** Since we have a technology track, you could follow that theme – flash drives, ear buds, phone stands, battery packs, blue tooth speakers, flashlights. (you could have a charger or batteries at your table for follow-up).

**Convention items:** Will show everyone your support - lanyards/ pouch name tag holder, quality pens, notebooks, travel mugs (we could have the hotel wash them so they could be used at the event). Wouldn't it be great to see everyone walking around with your logo?

**Self-care items:** These items are used many times after the convention such as cold packs, eyeglass cleaners, sanitizer, first aid kits, beach care (sunglasses, sunscreen, lip balm).

**Need more information or assistance, contact Cindy Miglino at [cmiglino@cpapsych.org](mailto:cmiglino@cpapsych.org) or 916-286-7979 ext 123.**

## SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

**Add up all your Special Event Sponsorships. If your total equals \$3,000 you will be listed as a Silver Sponsor as well as receive the benefits of the Special Event Sponsorship. If it equals \$5,000, you will be listed as a Gold Sponsor. If it equals \$7,500 you will be a Platinum Sponsor.**

Sponsorships include a table top exhibit unless noted otherwise.

**President's Party \$2,500 (Saturday 8-11 pm)** – Be part of the premiere convention event. The special event is the largest networking event of the convention and includes music and dancing. The President will recognize your contribution from the podium and you may have an exhibit table at the reception to show your product or service. (3 available or exclusive for \$6,000)

**Welcome Reception Sponsor \$2,000 (Thursday 5 – 6:30 pm)** – Be the first to welcome attendees by sponsoring the inaugural convention event. The President will recognize your contributions from the podium and you may have an exhibit table at the reception to distribute materials. (3 available or exclusive for \$5,000)

**Master Lecturer Sponsor \$1,500** – Introduce one of the invited speakers and show your support for professional education. Sponsorship includes signage at the event and recognition in the onsite program.

**Friday or Saturday Afternoon Break Sponsor \$1,500** – Your organization will be part of the conversation as attendees connect and refuel. Includes table top exhibit space, signage at the buffet, and listing as sponsor in calendar section of program. (2 available each day)

**Poster Presentation Sponsor \$1,000 – (Friday or Saturday)** Support research by students and professionals by sponsoring the poster presentations. Different posters will be displayed on Friday and Saturday of the convention and includes dedicated time for attendees to meet with the poster presenters. (*Does not include table in exhibit hall*). **(4 available/2 each day)**

## EXHIBITOR INFORMATION

The CPA Convention is the largest state psychological convention in the US and draws attendees from throughout the country. Our attendees are diverse in experience, career track, and professional needs. Many are small business owners and require the products and services that you can provide.

Each exhibitor receives:

- TABLETOP space with 6' table and 2 chairs
- Booth sign
- Convention attendee list 2 weeks before and 2 weeks after convention
- Listing on CPA convention website
- One exhibitor registration (no CE).
- Additional staff may attend (\$150 each)
- Information listing (50 words plus website) in the onsite program
- Copy of the onsite program

<b>Exhibit Dates and Times</b>	
<p style="text-align: center;"><b><u>Thursday, April 26</u></b></p> <p>5 pm – 7 pm      Exhibitor Set-up</p> <p>5 pm – 6:30 pm    Welcome Reception (sponsors only)</p> <p style="text-align: center;"><b><u>Friday, April 27</u></b></p> <p>7:30 am – 10 am    Exhibitor set up</p> <p>10:30 am – 4 pm    Hall Open</p> <p>12:30 pm – 2 pm    Lunch break</p> <p>3:30 pm – 4 pm    Refreshment Break (hosted)</p>	<p style="text-align: center;"><b><u>Saturday, April 28</u></b></p> <p>8:30 am – 4 pm    Hall Open</p> <p>10:30 am – 11 am    Coffee Break (hosted)</p> <p>12:30 pm – 2 pm    Lunch break</p> <p>3:30 pm – 4 pm    Refreshments (hosted)</p> <p>8:00 pm – 11pm    President's Party (sponsors only)</p>
<p><b>All materials must be out of the exhibit hall by 10 pm on Saturday.</b> <i>Sponsors may attend the Welcome Reception and President's Party</i></p>	

### **TABLE FEE AND PAYMENT**

The cost of one table space is:

**\$ 750 ON OR BEFORE February 16, 2018**

**\$ 900.00 AFTER February 16, 2018**

**Includes basic wifi. Electricity and more band-width additional.**

## HOTEL INFORMATION

All activities are at  
**Hyatt Regency La Jolla at Aventine**  
**3777 La Jolla Village Drive**  
**San Diego, CA 92122**

Hotel Reservations - Enjoy the CPA discounted room rate of \$179 + tax (no resort fee) and reduced parking of \$15 for overnight guests (\$10 for the day). Book online now! Visit [www.cpapsych.org](http://www.cpapsych.org) for a direct link or go to <https://aws.passkey.com/go/CPA2018>. Room rate expires April 11, 2018 or when the block is full.

## ADVERTISEMENT OPPORTUNITIES

**Advertise where participants look most!** Build recognition, announce products and services and draw psychologists to your table with a display advertisement in the convention program – the participant's complete convention reference. Everyone receives one! Check the sponsorships inclusions, since some of them include advertisements.

**Available ad sizes and costs are:**

<i>Size</i>	<i>Dimensions</i>	<i>Price</i>
Business Card Size	3.5" wide by 2" high	\$ 200
Quarter page Color	3.5" wide by 4.75" high	\$ 350
Half page Color	7.5" wide by 4.75" high or	\$ 550
Full page Color	7.5" wide by 9.75" high	\$ 950
Inside BACK or Front cover – Full page in COLOR	Sponsors only	

**Artwork Submission:** Ads must be camera ready, adhere to the above sizes, and electronically submitted to [cmiglino@cpapsych.org](mailto:cmiglino@cpapsych.org). **The deadline for camera-ready ad submission and payment receipt is FEBRUARY 16, 2018.** Complete payment information and instructions are on the "Exhibit Contract" form on the last page of this guide.

## GENERAL INFORMATION

SHIPPING: Hotel staff will assist with box delivery at \$3.00 per box, \$75.00 per pallet and/or \$25.00 per case.

Address package(s) as follows:

**EXHIBITOR ON SITE CONTACT NAME**

**EXHIBITOR COMPANY NAME**

**CONFERENCE NAME**

**CONFERENCE DATES**

**c/o Hotel EPM: Mary Rich**

**Hyatt Regency La Jolla  
3777 La Jolla Village Drive  
San Diego, CA 92122  
PH 858.552.123**

### TABLE ASSIGNMENT AND FLOOR PLAN

CPA will assign all table space. Sponsors will receive preferred placements. Tables will be assigned the week of March 20, 2018. Exhibitors may NOT assign, sublet or share any portion of their allocated space without the express written permission of CPA.

EXHIBITOR RAFFLES/GIVEAWAYS You may conduct a raffle at your table. CPA does not conduct a raffle.

TABLE FEATURES Each table will include one draped table, wastebasket and chair. Electricity, Audio/visual, floral, etc. are the responsibility of the exhibitor. The ballroom is carpeted.

INSTALLATION AND DISMANTLING Exhibitors may set up their tables on Thursday between 5:00 pm and 8:00 pm and Friday from 7:30 am to 10:00 am **Exhibitors should keep their tables fully intact until after the closing time of 4:00 p.m. on Saturday, April 28, 2018. All materials must be out of the exhibit hall by 10:00 pm on Saturday.**

SELLING DURING THE CONVENTION Selling from your exhibit table is allowed and encouraged; HOWEVER, you must have proof that you have a STATE OF CALIFORNIA SALES PERMIT. Contact the State Board of Equalization in Sacramento at 1-800-400-7115 or visit [www.boe.ca.gov](http://www.boe.ca.gov) to obtain your permit if you do not have one.

**Complete rules and regulations will be sent each sponsor/exhibitor. Signed copies must be submitted to CPA.**



# 2018 SPONSORSHIP, EXHIBIT, & ADVERTISING CONTRACT

COMPANY NAME \_\_\_\_\_

(As it should appear in the Convention Onsite Program and on your Booth Identification Sign)

Name of Authorized Representative (This person will receive ALL future instructions)

Representative Title \_\_\_\_\_

Street / Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Onsite Contact Name \_\_\_\_\_ Onsite Contact Cell \_\_\_\_\_

Email \_\_\_\_\_

Additional Onsite Personnel Name 1) \_\_\_\_\_ 2) \_\_\_\_\_

I LOVE SWAG!  Item \_\_\_\_\_ \$1,000 (add on for exhibitors; included with Top Sponsorships)

## TABLETOP SPACE FEE:

Received **ON OR BEFORE** February 16, 2018:  One table \$750

**AFTER** February 16, 2018:  One table \$900

Extra Exhibitor \_\_\_\_\_ x \$150

SPONSORSHIP:  Diamond Sponsor \$10,000  Platinum Sponsor \$7,500  Gold Sponsor \$5,000  
 Silver Sponsor \$3,000

SPECIAL EVENT:  President's Party \$2,500  Welcome Reception \$2,000  
 Friday or Saturday Break \$1,500  
 Poster Presentation (Friday or Saturday) \$1,000

Sponsors and exhibitors will receive a listing with website in the printed program. Please email your company description to [cmiglino@cpapsych.org](mailto:cmiglino@cpapsych.org). (50 words MAX)

**ADVERTISING IN FINAL ONSITE PROGRAM:** Camera-ready ad submission deadline is February 16, 2018

**New for 2018 (All ads are color)** Check One

Business card size - \$200  ¼ page - \$350  ½ page - \$550  Full page - \$950

TOTAL of all items (Check enclosed or credit card charge amount): \$ \_\_\_\_\_

### METHOD OF PAYMENT:

Check enclosed (payable to CPA – Check # \_\_\_\_\_)  MC/Visa  Amex  Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC \_\_\_\_\_

Name as it appears on card \_\_\_\_\_ Signature \_\_\_\_\_

Billing address for card \_\_\_\_\_  
Street City State Zip

**WE AGREE TO ALL EXHIBITOR REGULATIONS INCLUDING THE SETUP AND BREAKDOWN SCHEDULE**

Signature (must be signed to complete registration process)

Printed Name

Date

### RETURN THIS CONTRACT, PAYMENT & COMPANY DESCRIPTION TO:

CPA, 1231 "I" Street, # 204, Sacramento, CA 95814

FAX credit card payments ONLY to 916-286-7971.

Questions? Contact Cindy Miglino at [cmiglino@cpapsych.org](mailto:cmiglino@cpapsych.org) or 916-286-7979 x123

All cancellation requests must be in writing and sent to CPA. Cancellations received by March 19, 2018 will receive a full refund, less a \$100.00 processing fee. **Cancellations received AFTER March 19, 2018 will forfeit the fee paid to CPA.**