Join over 450 psychologists from California and beyond at the California Psychological Association’s 2017 Convention. Our participants work in private practice, hospitals, clinics, public and private institutions, and academia including clinicians, researchers, consultants, academics and graduate students. What they all have in common is the desire to learn new ideas, including new products and services they need both professionally and personally. The exhibit hall is home to the refreshments and networking time.

**About 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
- Create opportunities for continuing education, networking and mutual support among psychologists of all areas of specialty
- 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

**Convention and Exhibit Dates and Times**

- **Thursday, April 6**
  - 5 pm – 8 pm Exhibitor Set-up
  - 5 pm – 6:30 pm Welcome Reception

- **Friday, April 7**
  - 7:30 am – 10 am Exhibitor set up
  - 10:30 am – 4 pm Hall Open
  - 12:30 pm – 2 pm Lunch break
  - 3:30 pm – 4 pm Refreshment Break

- **Saturday, April 8**
  - 7:30 am – 4 pm Hall Open
  - 7:30 am – 8:30 am Breakfast in Exhibit Hall
  - 10:30 am – 11 am Coffee Break
  - 12:30 pm – 2 pm Lunch break
  - 3:30 pm – 4 pm Refreshments
  - 8:00 pm – 10:30 pm President’s Party

*All materials must be out of the exhibit hall by 6 pm on Saturday.*
*Sponsors may attend the Welcome Reception and President’s Party.*
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 market leader.

Sponsorship packages are tiered levels of support which include advertising, increase exposure, exhibit hall preferences, Welcome and President’s reception invitations and reserved seating at the Opening Keynote session.

Diamond Sponsor - $10,000 – We can customize this for your needs. Call Cindy Miglino at 916.286-7979 ext 123 for more information.

Platinum Sponsor - $7,500

- Listing as Platinum Sponsor on pre-convention marketing emails sent to all CPA members.
- Organization logo on CPA Convention website with hyperlink
- Full page Color Advertisement on cover location in onsite program
- Electronic list of attendees 2 weeks before the convention and 2 weeks after the convention.
- Listing as Platinum Sponsor in onsite program
- Your company name/log projected in general sessions
- Listing as Platinum Sponsor on convention signage
- Recognition from President from podium before Opening and Closing General Sessions.
- Invitation to Welcome Reception and President’s Party and recognition at both
- Two full convention registrations with CE if requested
- Table top exhibit in premium location in exhibit hall
- Acknowledgement in California Psychologist after convention
- Badge ribbon for all staff noting your support as a Platinum Sponsor

NEW! Add up all your Special Event Sponsorships. If your total equals $3,000 you will be listed as a Silver Sponsor. If it equals $5,000, you will also be listed as a Gold Sponsor, if it equals $7,500 you will be a Platinum Sponsor.
Gold Sponsor - $5,000 - $7,499

- Listing as Gold Sponsor on pre-convention marketing emails sent to all CPA members.
- Organization logo on CPA Convention website with hyperlink
- Full page Color Advertisement in onsite program
- Electronic list of attendees 2 weeks before the convention and 2 weeks after the convention.
- Listing as Gold Sponsor in onsite program
- Your company name/logo projected in general sessions
- Listing as Gold Sponsor on convention signage
- Recognition from President from podium before Opening General Sessions.
- Invitation to Welcome Reception and President’s Party
- One full convention registration with CE if requested or two exhibitor registrations
- Table top exhibit in priority location in exhibit hall
- Acknowledgement in California Psychologist after convention
- Badge ribbon for all staff noting your support as a Gold Sponsor

Silver Sponsor - $3,000

- Listing as Silver Sponsor on pre-convention marketing emails sent to all CPA members.
- Organization logo on CPA Convention website
- One-half page black and white advertisement in onsite program
- Listing as Silver Sponsor in onsite program
- Electronic list of attendees 2 weeks before the convention and 2 weeks after the convention
- Your company name/logo projected in general sessions
- Listing as Silver Sponsor on convention signage
- Invitation to Welcome Reception and President’s Party
- One full convention or exhibitor registration
- Table top exhibit in exhibit hall
- Acknowledgement in California Psychologist after convention
- Badge ribbon for all staff noting your support as a Silver Sponsor
NEW! Add up all your Special Event Sponsorships. If your total equals $3,000 you will be listed as a Silver Sponsor. If it equals $5,000, you will also 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** – Be part of the Saturday evening social networking event. The special event is the largest networking event of the convention and includes an award ceremony and music. 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 $7,000)

**Welcome Reception Sponsor $2,000** – Be the first to welcome attendees by sponsoring this Thursday afternoon 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 $5,500)

**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.

**Breakfast Sponsor – Friday, Saturday, or Sunday $1,500** – Be part of the attendees’ first event of the day. Hot beverages and healthy fare will be available for all attendees before the sessions begin. Includes table top exhibit space, signage at the buffet, and listing in calendar and sponsorship section of program. (6 available – 2 each day)

**Friday or Saturday 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)*

**SOLD! Convention notebooks $1,000 plus books (or $2,750 if CPA provides notebooks with your logo)** – Convention participants will be reminded of your support each time they refer to their notes. Sponsor to provide 525 notebooks – must be bound with lined paper and be at least 50 pages. Must be pre-approved by CPA. *(Does not include table in exhibit area).*

**Personalized Sponsorships are available** – The cost of the item plus $1,500. Examples include: Water bottles; Hotel Key Cards; Flash drives; Lanyards. Contact Cindy Miglino at cmiglino@cpapsych.org or 916-286-7979 ext 123.

Let us work with you to customize a sponsorship tailored to meet your needs and marketing objectives.
EXHIBITOR INFORMATION

The CPA Convention is the largest state 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 one chair
- 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 ($100 each)
- Information listing in the onsite program
- Copy of the onsite program

TABLE FEE AND PAYMENT

The cost of one table space is:
- **$ 500.00 ON OR BEFORE** February 17, 2017
- **$ 600.00 AFTER** February 17, 2017

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:

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card Size</td>
<td>3.5” wide by 2” high</td>
<td>$ 200</td>
</tr>
<tr>
<td>Quarter page Black &amp; White</td>
<td>3.5” wide by 4.75” high</td>
<td>$ 350</td>
</tr>
<tr>
<td>Half page Black &amp; White</td>
<td>7.5” wide by 4.75” high or</td>
<td>$ 550</td>
</tr>
<tr>
<td>Full page Black &amp; White</td>
<td>7.5” wide by 9.75” high</td>
<td>$ 850</td>
</tr>
<tr>
<td>Full page Color</td>
<td>Sponsors only</td>
<td></td>
</tr>
<tr>
<td>Inside BACK or Front cover – Full page in COLOR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Artwork Submission: Ads must be camera ready, adhere to the above sizes, and electronically submitted to cmiglino@cpapsych.org. **The deadline for camera-ready ad submission and payment receipt is FEBRUARY 3, 2017.** Complete payment information and instructions are on the “Exhibit Contract” form on the last page of this guide.
All activities are at
San Francisco Airport Marriott Waterfront
1800 Old Bayshore Highway
Burlingame, CA 94010, US

The San Francisco Airport Marriott Waterfront Hotel has a 24-hour complimentary airport shuttle to pick you up from SFO. Once in the hotel you’ll find guest rooms that have been sleekly transformed and feature picture windows, locally inspired art, multi-use workspace and spa-like bathrooms with walk-in waterfall showers. The hotel shuttle can also take you to the airport where you can board BART to zip into San Francisco or you can hop on the free Burlingame Trolley to access Burlingame’s two major shopping and dining districts: Burlingame Avenue and Broadway.

Hotel Reservations - Enjoy the CPA discounted room rate of $174 + tax and reduced parking of $20. Book online now! Visit www.cpapsych.org for a direct link or go to https://aws.passkey.com/g/61208326. You can also call the hotel at 1-800-228-9290. Be sure to reference the “California Psychological Association Annual Convention” to get the discounted rate. Room rate expires March 15 or when the block is full.

Each package shipped directly to the Hotel will be subject to charges, the first box is free, additional boxes will be subject to a $10 shipping and handling fee. Trade show booths, pallets, and boxes over 100 pounds are subject to a $100 handling fee.

Address as follows:
San Francisco Airport Marriott Waterfront
1800 Old Bayshore Highway
Burlingame, CA 94010

Label should include:
California Psychological Association Annual Convention
Booth: Your company name
1 of # (of boxes)
c/o of CSM Mimi Kyi

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 to obtain your permit if you do not have one.

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, 2016. 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 one chair. Audio/visual, floral, etc. are the responsibility of the exhibitor. The ballroom is carpeted.

ELECTRICITY Electricity is available for $40. Please note on your reservation form at the time of reservation.

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 8, 2017. All materials must be out of the exhibit hall by 6 pm on Saturday.
RULES AND REGULATIONS

ELIGIBILITY TO EXHIBIT
The CPA Convention Tradeshow will feature organizations that provide products and services to psychologists and those providing wellness services to attendees. To fulfill this goal, we will review all exhibit applications on the following criteria: the items to be exhibited relate to the purposes of CPA and are consistent and compatible with the Exhibitor Rules and Regulations and the exhibit relates to the purpose of the 2017 Convention and theme. In applying for exhibit space, each exhibitor agrees to abide by the rules and regulations of CPA and Marriott Waterfront Hotel.

REGISTRATION AND BADGES
Registration for all exhibitors is on Thursday, April 6 from 7 pm to 9 pm and Friday, April 7 from 7:00 am to 10:00 am. Exhibitor registration covers admittance to the Exhibit Hall, continental breakfasts, and coffee breaks. **If exhibit personnel wish to receive CE credits, they must register for the Convention separately at the applicable rate.** All registration information will be available at [www.cpapsych.org](http://www.cpapsych.org). Each table is entitled to ONE representative per table space purchased. Additional representative may attend for a $100 fee. Official CPA name badges must be worn to gain access to the exhibit hall.

SECURITY
CPA makes no guarantees; either expressed or implied, that such security will prevent a loss of any nature. The exhibitor is cautioned to monitor their property during open hours of the exhibit area and to take appropriate steps to safeguard their property at all times.

PROMOTIONAL GIVEAWAYS
Promotional giveaways are permitted and we encourage exhibitors to promote themselves through giveaways. However, while drawings for prizes are not prohibited, all of the activities of such drawings must be conducted within the exhibitor’s table. The public-address system will **NOT** be available to announce winners. Literature samples and giveaways can be disbursed from within your table area ONLY. Distributing literature in the aisles will not be permitted.

SPECIAL VISUAL, AUDIO, AND SPECIAL EFFECTS
Audio-visual equipment and other sound and attention-getting devices will be permitted only in such intensity, in the opinion of show management, that it does not interfere with the activities of neighboring exhibitors and must be within site guidelines of your table.

CARE OF THE BUILDING & USE OF SPACE
Items may not be attached to any wall, floor, window, door, column or ceiling with nails, staples, tape or any other substance without prior approval. Any property destroyed or damaged by exhibitors must be replaced by the exhibitor at the exhibitor’s expense. The exhibitor must confine all demonstrations or promotional activities to the limits of their table space. Each exhibitor is responsible for keeping the aisle near his/her table free of debris and congestion due to demonstration or other promotions.

FIRE PROTECTION
All draping and display material of cloth must be fireproofed. All electrical work and equipment must be ordered through the official decorator to ensure that it will meet the safety requirements of the fire marshal.

LIABILITY & INSURANCE
Exhibition assumes responsibility and agrees to indemnify and defend California Psychological Association and the Marriott Waterfront Hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel’s premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims.

The Exhibitor understands that neither California Psychological Association nor the Marriott Waterfront Hotel maintains insurance covering the Exhibitor’s Property and it is the sole responsibility of the Exhibitor to obtain such insurance.
2017 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 Phone (______)____________________________Email ____________________________________

Additional Onsite Personnel Name 1) __________________________ 2) __________________________

YOU MUST E-MAIL COMPANY DESCRIPTION BY FEBRUARY 3rd: Email a description of your product or service (50 words MAX) to cmiglino@cpapsych.org. This description, along with the company contact website, will be included in the Convention Onsite Program if received on time.

SPONSORSHIP TYPE:

- Diamond Sponsor $10,000
- Platinum Sponsor $7,500
- Gold Sponsor $5,000
- Silver Sponsor $3,000

SPECIAL EVENT TYPE:

- President’s Reception $2,500
- Welcome Reception $2,000
- Master Lecturer $1,500
- Breakfast (Friday, Saturday, or Sunday) $1,500
- Friday or Saturday Break $1,500
- Poster Presentation (Friday or Saturday) $1,000
- Personalized Sponsorships Please call Cindy Miglino at 916-286-7979 ext. 123 for more details

TABLETOP SPACE FEE:

Received ON OR BEFORE February 17, 2017: One table is $500
Received AFTER February 17, 2017: One table is $600

Electricity Electricity to table $40

ADVERTISING IN FINAL ONSITE PROGRAM: Camera-ready ad submission deadline is February 3, 2017

Please reserve page ad - Check One

- Business card size - $200
- ¼ page B&W - $350
- ½ page B&W - $550
- Full page B&W- $850

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
Questions? Contact Cindy Miglino at cmiglino@cpapsych.org or 916-286-7979 x123

All cancellation requests must be in writing and sent to CPA. Cancellations received by March 6, 2017 will receive a full refund, less a $100.00 processing fee. Cancellations received AFTER March 6, 2017 will forfeit the fee paid to CPA.