The TPA Annual Convention provides a fantastic opportunity to introduce your products, services, programs and build partnerships with our attendees!

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 450+ 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 will also be in attendance.

2013 Annual Convention
Exhibitor, Advertising & Sponsorship Opportunities

HONORING OUR TRADITIONS.
EXPANDING OUR HORIZONS.

TPA 2013 Annual Convention
The Westin Galleria - Houston
November 14-16, 2013

Schedule

Exhibit Schedule
Thursday, November 14 (9:30 am - 6:30 pm)
Friday, November 15 (8 am - 4:30 pm)

Convention Programming Schedule
Thursday, November 14 (8 am - 6:30 pm)
Friday, November 15 (8 am - 5 pm)
Saturday, November 16 (8 am - 5 pm)

Attendee Profile

The TPA Annual Convention provides a fantastic opportunity to introduce your products, services, programs and build partnerships with our attendees!

www.texaspsyc.org
EVENT SPONSORSHIP/EXHIBIT/ADVERTISING OPPORTUNITIES

Exhibitor $400 if payment in full received before September 1, $500 after August 31

- One tabletop display
- One convention registration (with continuing education)
- Listing in on-site convention program with company contact information
- Listing on convention website
- Tables can be left unattended during show times (feel free to sit in on sessions)
- Same area as hosted breaks, reception(s)

Print Advertisements: You will 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 licensed psychologists and other local mental health practitioners. The second run will be in the final printed program distributed on-site. Deadline to be included in BOTH publications is August 19, 2013.

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packet Insert (coupons/brochures- include sample)</td>
<td>8.5” x 11”</td>
<td>$325</td>
</tr>
<tr>
<td>Convention Program ¼ page advertisement (b/w)</td>
<td>3.5” x 5”</td>
<td>$500</td>
</tr>
<tr>
<td>Convention Program ½ page advertisement (b/w)</td>
<td>7.5” x 5”</td>
<td>$1,000</td>
</tr>
<tr>
<td>Convention Program full page advertisement (b/w)</td>
<td>7.5” x 10”</td>
<td>$1,500</td>
</tr>
<tr>
<td>Convention Program outside back cover (color)</td>
<td>7.5” x 10”</td>
<td>$2,000</td>
</tr>
<tr>
<td>Convention Program inside front or back cover (color)</td>
<td>7.5” x 10”</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

Sponsorship Opportunities: Major Sponsors

Maximize your visibility with one of our revamped sponsorship opportunities. Sponsoring offers a selling opportunity and face-to-face interaction with an involved audience who is already supportive of mental health and possibly the product(s)/service(s) that you sell. TPA is open to sponsorship ideas you may have that are not listed below. Only one sponsor per market/product type at each level.

Mockingbird ($2,500)
- Past-Presidents’ Reception Sponsorship = Invitation to Past-Presidents’ Reception
- Special recognition as Mockingbird Sponsor (via convention program and convention announcements)
- One tabletop display in your location of choice (within exhibit area)
- One full convention registration including continuing education processing
- Convention attendee packet insert
Alamo ($5,000)
- One tabletop display in your location of choice (within exhibit area)
- Logo advertisement with hyperlink for 1 month on TPA’s Eclips – Newsclipping email service sent to membership twice a week
- Two full convention registrations including continuing education processing
- Convention attendee packet insert
- PLUS, choose 1 additional benefits from the following list:
  - Quarter page, black/white advertisement in Convention on-site program
  - Logo in rotation on large screen prior to opening session and Annual Luncheon

Bluebonnet ($7,500)
- Special recognition as Bluebonnet Sponsor (via convention program and convention announcements)
- One tabletop display in your location of choice (within exhibit area)
- Two full convention registrations including continuing education processing
- Thank you and key contact introduction from podium at opening session
- Half page, black/white advertisement in Convention on-site program
- Convention attendee packet insert
- PLUS, choose 1 additional benefits from the following list:
  - Logo in rotation on large screen prior to opening session and Annual Luncheon
  - Mailing labels listing all attendees
  - Logo advertisement with hyperlink for 1 month on TPA’s Eclips – Newsclipping email service sent to membership twice a week
  - Logo advertisement with hyperlink on TPA’s Convention homepage with hyperlink for 3 months (October-December or March-May)
  - Convention attendee packet insert

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

Hotel Information and Convention Cancellation Policy

The Westin Galleria
5060 West Alabama
Houston, TX 77056
Convention rate: $155+applicable taxes
713-960-8100

Cancellations must be submitted in writing to Lauren Witt via USPS mail, fax or email no later than September 13, 2013 in order to receive a refund, less a $100 cancellation fee. Cancellations postmarked, faxed or emailed after will forfeit the fee paid.

www.texaspsyc.org
# Texas Psychological Association

## 2013 Convention Sponsorship/Exhibitor Application

<table>
<thead>
<tr>
<th>Company/Organization Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td><strong>City</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact Name</th>
<th><strong>Phone</strong></th>
<th><strong>Fax</strong></th>
<th><strong>Email</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Product/Service Description (20-30 words)**

**Exhibit Booth Attendant(s)**

1.

2.

**I want to partner with Texas Psychological Association in the following way:**

### Sponsorship

- **Bluebonnet** ($7,500)
- **Alamo** ($5,000)
- **Mockingbird** ($2,500)
- **Break Exclusivity** (contact central office)

### Exhibit

- **Exhibit Booth only** ($400 before 8/31/13, $500 after)
- **Packet Insert** ($325)

### Print Advertisement

- **Convention Program ¼ page advertisement (b/w)** ($500)
- **Convention Program ½ page advertisement (b/w)** ($1,000)
- **Convention Program full page advertisement (b/w)** ($1,500)
- **Convention Program outside back cover (color)** ($2,000)
- **Convention Program inside front or back cover (color)** ($1,750)

### Payment Options

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

**Name on card**

**Billing Address for Card**

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Card Number**

**Expiration Date**

**Security Code**

---

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