



2009 Annual Convention



Oakland Marriott City Center

Oakland, CA

April 16 to 19, 2009

**EXHIBITOR, ADVERTISING,
& SPONSORSHIP
INFORMATION**

New for 2009!

Welcome to the new and improved California Psychological Association Convention (CPA). We have added new ways to increase traffic in the exhibit hall. The CPA Exhibit hall will now be the location of:

- The CPA bookstore and author signings.
- Kick off Exhibit Hall hours on Thursday night. The Awards Presentation, Reception and Annual Meeting of the Members will be held in the exhibit hall - be sure to staff your booth.
- Cash and Carry lunch for attendees as well as the hosted breakfast and breaks.
- Wellness vendors.

Be part of the California Psychological Association Convention, one of the leading psychological conventions in the country and hosted by the largest state psychological association.

TRADESHOW SCHEDULE

2009 EXHIBIT SCHEDULE:

Thursday, April 16	1:00 p.m. – 4:30 p.m.....	Exhibitors Move In
Thursday, April 16	4:30 p.m. – 7:00 p.m.....	Exhibit Hall Open – Awards Presentation, Reception & Annual Meeting
Friday, April 17	7:30 a.m.– 4:30 p.m.....	Exhibit Hall Open
Saturday, April 18	7:30 a.m.– 4:30 p.m.....	Exhibit Hall Open
Saturday, April 18	4:30 p.m.– Midnight	Decorator and Exhibitors Move Out

CONVENTION SCHEDULE:

Thursday, April 16	8:00 a.m.– 5:00 p.m.	In-depth CE Institutes
Thursday, April 16	5:00 p.m.– 6:30 p.m.	CPA Awards Reception
Thursday, April 16	6:30 p.m. – 7:00 p.m.....	Annual Meeting
Thursday, April 16	7:15 p.m. – 9:15 p.m.....	Convention Educational Sessions
Friday, April 17	8:00 a.m. – 5:00 p.m. ...	Opening General Session and Educational Sessions
Friday, April 17	11:45 a.m. – 1:15 p.m...	PAC Luncheon
Saturday, April 18	8:30 a.m. – 6:00 p.m.....	Convention Educational Sessions
Saturday, April 18	11:45 a.m. – 1:15 p.m...	Annual Luncheon with featured speaker
Saturday, April 18	6:15 p.m.–7:30 p.m.....	President's Reception
Sunday, April 19	8:00 a.m. – Noon	Closing Sessions

CONVENTION LOCATION (Do not send deliveries): Oakland Marriott – 101 Broadway, Oakland CA

CONVENTION DECORATOR: Event Productions, (800) 234-8064; www.eventproductions.com

IMPORTANT DATES AND INFORMATION

**All exhibitors are required to set up and break down at the designated times.
No booths will be partially or completely dismantled until 4:30 p.m. Saturday April 18th.**

January 2, 2009 – Save \$100 by paying for your booth before this date.

February 1, 2009 – Last day to cancel your booth space with a refund (minus \$100 cancellation fee). *No refunds will be given after February 1, 2009.*

February 20, 2009 – Advertisements (camera-ready) and payments due for insertion in the Final Program.

March 25, 2009 – Deadline for reserving your hotel sleeping room at the *Oakland Marriott* at the CPA special discounted rate.

March 24, 2009 – All Tote bag insert materials and Take-One table items delivered to CPA.

April 16, 2009 – Exhibitors set-up and register from 1 p.m. to 4:30 p.m..

April 16, 2009 – Exhibit Hall opens from 4:30 pm – 7:00 pm for Thursday night festivities

April 17, 2009 – Exhibit Hall opens at 7:30 a.m. & closes at 4:30 p.m.

April 18, 2009 – Exhibit Hall opens at 7:30 a.m. & closes at 4:30 p.m.

April 17 & 18, 2009 – Continental breakfast at 7:30 am and 45-minute morning and afternoon beverage breaks in the exhibit hall.

ATTENDEE PROFILE

More than 500 psychologists who work in private practice, hospitals, clinics, public and private institutions, and academia are expected to attend including clinicians, researchers, consultants, academics and graduate students.

ATTENDANCE BUILDERS

CPA will make every effort to assist exhibitors by creating attendance-building opportunities. Below is a list of events and marketing opportunities designed especially for the CPA 2009 Convention exhibitors:

Food Service in the Exhibit hall: Breakfast and breaks will be served in the Exhibit Hall on Friday and Saturday mornings as well as Cash and Carry lunch (*new for 2009*).

Special Thursday Night Event – 4:30 pm to 7:00 pm: NEW FOR 2009 – Awards Presentation and Reception and Annual Meeting in Exhibit Hall – Be sure to staff your booth!

CPA Website Listing: Free listing on the CPA convention website as soon as CPA receives your signed contract.

Free Listing in the Onsite Program: Exhibitor's contact information and company description are listed in the Convention Onsite Program.

Onsite Program Advertising: Increase your exposure by placing an advertisement in the Convention Onsite Program.

Exhibitor Bingo and Raffle: This program is a big hit with attendees and will increase traffic to your booth. Each attendee will receive a "Bingo" card listing all the participating exhibitors. When an attendee visits your booth, you stamp their card (we provide the stamp!). Full cards are entered into the drawing to be held on Saturday in the Exhibit Hall. We welcome donations to the raffle (at least \$25 in value). If you would like to participate, please note it on the exhibitor/sponsor/advertising contract on page 7.

SHOW MANAGEMENT

For additional information about the 2009 CPA Convention, or if you have questions, please contact:

Cindy Miglino, CMP, CPA Convention Manager
California Psychological Association (CPA)
1231 "I" Street, Suite 204, Sacramento, CA 95814
916-286-7979 Ext.123 Fax: 916-286-7971 Email: cmiglino@cpapsych.org

ADVERTISING IN THE CONVENTION PROGRAM

Increase your company's exposure and drive traffic to your booth by advertising in the Convention Onsite Program that will be given to over 500 attendees at the Convention. **Available ad sizes and costs are:**

Size	Dimensions	Price
Quarter page Black & White	3.5" wide by 5" high	\$ 350.00
Half page Black & White	7.5" wide by 5" high	\$ 550.00
Full page Black & White	7.5" wide by 10" high	\$ 850.00
Full page Color	7.5" wide by 10" high	\$ 1,200.00
Inside BACK cover – Full page in COLOR	7.5" wide by 10" high	\$ 1,600.00
Inside FRONT cover – Full page in COLOR	7.5" wide by 10" high	\$ 1,800.00

Artwork Submission: The interior of the Onsite Program will be printed in one color (black). Ads must be camera ready, adhere to the above sizes, and electronically submitted in .EPS or .TIF to cmiglino@cpapsych.org.

The deadline for camera-ready ad submission and payment receipt is CHECK DATE FEBRUARY 20, 2009. Complete payment information and instructions are on the "Exhibit Contract" form on the page 7 page of this guide.

SPONSORSHIP OPPORTUNITIES

CPA invites you to enhance your visibility at the Convention and strengthen your ties to the psychology community through a convention sponsorship. We hope your company will participate in one of the following opportunities:

Sponsor Level:	Sponsor Receives the following benefits:
DIAMOND \$10,000	All of the benefits of a SILVER and GOLD sponsor listed below, plus: <ul style="list-style-type: none"> • One full page 4-color advertisement in the onsite Convention Program. • Recognition and thanks by the CPA President at the Opening General Session • Recognition placard on each table, two lunch tickets, and a special acknowledgement at the Annual Lunch on Saturday • Banner ad on the CPA Website for 3 months (ends July 1, 2009)
PLATINUM \$5,000	All of the benefits of a SILVER and GOLD sponsor listed below, plus: <ul style="list-style-type: none"> • One full page 4-color advertisement in the onsite Convention Program • One ticket to the Annual Lunch on Saturday • Company hyperlink on the CPA Website for 3 months (ends July 1, 2009)
GOLD \$3,500	All of the benefits of a SILVER sponsor listed below, plus: <ul style="list-style-type: none"> • One Tote Bag insert • One full convention registration (with CEs if desired)
SILVER \$2,000	<ul style="list-style-type: none"> • One complimentary 8x10 exhibit booth • One half page black and white advertisement in the onsite Convention Program • One item on the "Free Take One Table" • Name on the exclusive sponsorship banner to be displayed prominently at the Convention • Acknowledgement in the <i>California Psychologist</i> after the Convention

Contact Cindy Miglino, CMP, CPA Convention Manager at 916-286-7979, ext. 123 or email cmiglino@cpapsych.org if you have questions. We look forward to welcoming you as a Convention sponsor!

TOTE BAG INSERT & TAKE ONE TABLE OPPORTUNITIES

Tote Bag Insert Opportunity: A great way to get your organization's information in the hands of Convention attendees is to have your materials inserted into the tote bags that will be given to all attendees. A fee is required for each item and/or document you want inserted. Payment and the item(s) you want inserted, which need to be reproduced by you, are to be sent to the CPA office **BY APRIL 6, 2009. FEE: \$300.00 per item to be inserted.**

"Free Take One" Table: For those who want a low cost way to distribute information about their organization, just pay a small fee to have your item placed on a "Free Take One" table in the Exhibit Hall. Only those organizations that have paid the fee will be allowed to place their materials on the table. The fee and your materials need to be shipped to the CPA office **BY APRIL 6, 2009.**
FEE: \$150.00 per item to put on the table.

To participate in these programs, complete the Exhibit Contract at the end of this document and send it with your payment, and a sample of the item you want to use, to CPA. **DEADLINE IS APRIL 6, 2009.**

SELLING DURING THE SHOW

Selling from your exhibit booth 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.

OFFICIAL SHOW DECORATOR

In January 2009, all confirmed exhibitors will receive an Exhibitor Services Manual with complete shipping instructions, information about additional booth furnishings, labor, electrical, telephone and audio-visual from our official Show Decorator. A service desk will be open during installation and dismantling.

GENERAL INFORMATION

BOOTH FEE AND PAYMENT

The cost of an 8-ft deep by 10-ft wide (8x10) booth space is:

\$ 650.00 ON OR BEFORE January 2, 2009

\$ 750.00 AFTER January 2, 2009

The Exhibitor Contract (last page of this document) must be accompanied by the full payment. Booth space will be confirmed upon receipt of a signed Contract and payment. See Contract at end of this document for details.

BOOTH ASSIGNMENT AND FLOOR PLAN

CPA will assign all booth space. Silver, Gold, Platinum and Diamond Sponsors will receive preferred placements. There will be approximately 40 total exhibit booths. Confirmation, booth number, and the Exhibit Hall floor plan will be mailed to you upon receipt of your payment. Exhibitors may NOT assign, sublet or share any portion of their allocated space without the express written permission of CPA.

BOOTH FEATURES

All booths will be 8 feet deep by 10 feet wide. A booth includes a background drape, which is eight feet high with three-foot high side rails, a 7" x 44" booth identification sign, one six-foot draped table, two side chairs, aisle cleaning and general event security. Electrical, audio/visual, floral, trash cans, etc. are the responsibility of the exhibitor. All exhibitors will receive information from the show decorator.

INSTALLATION AND DISMANTLING

Exhibitors may set up their booths on Thursday, April 16 from 1:00 p.m. to 4:30 p.m. **All booths must be installed and ready for viewing by 5:00 pm on Thursday, April 16, 2009. PLEASE COMPLY WITH EXHIBIT HALL HOURS. Exhibitors are REQUIRED to keep their booths FULLY INTACT until after the closing time of 4:30 p.m. on Saturday, April 18.**

Please note: There is no space at the hotel or convention center for storage of backup equipment, materials or shipping cases. The Official Show Decorator will be able to assist you in storing items offsite. In addition, the Oakland City Marriott Hotel will not accept freight deliveries. You must arrange to advance ship any booth items to the Official Show Decorator.

CANCELLATION POLICY

All cancellation requests must be in writing via U.S. mail or Fax and sent to CPA. Cancellations postmarked or faxed by FEBRUARY 6, 2009 will receive a full refund, less a \$100.00 processing fee. **Cancellations received AFTER FEBRUARY 6, 2009 will forfeit the fee paid to CPA.**

HOTEL INFORMATION

The Oakland Marriott City Center Hotel will host all 2009 Convention activities. **Special Discounted Convention Rates** of \$149.00 single or double occupancy (plus 11% tax) are available. To make reservations and receive the special CPA discounted rates, call the hotel directly and ask for the California Psychological Association 2009 Convention group rate. Reserve your room **BEFORE March 25, 2009** to receive this special discounted rate.

Oakland Marriott City Center Phone: 800-991-7249 and ask for California Psychological Association

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 2009 Convention and theme. In applying for exhibit space, each exhibitor agrees to abide by the rules and regulations of CPA and the Oakland Marriott City Center hotel and the union contracts in the venues.

REGISTRATION AND BADGES

Registration for all exhibitors is on Thursday, April 16 from 1:00 p.m. to 6:00 p.m.. Exhibitor registration covers admittance to the Exhibit Hall, continental breakfasts, coffee breaks, and receptions. ***If exhibit personnel wish to attend the convention, and/or receive CE credits, they must register for the Convention separately at the applicable rate.*** All registration information will be available at www.cpapsych.org on October 27, 2008. The Advance Registration brochure will also be mailed to each exhibitor. Each booth is entitled to **TWO** representatives per booth space purchased. Official CPA name badges must be worn to gain access to the exhibit hall.

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 attendant to such drawings must be conducted within the exhibitor's booth. The public address system will **NOT** be available to announce winners. Literature samples and giveaways can be disbursed from within your booth 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 booth.

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 booth space. Each exhibitor is responsible for keeping the aisle near his/her booth free of debris and congestion due to demonstration or other promotions.

SECURITY

CPA provides general security for the exhibition area **ONLY** when the Exhibit Hall is closed. 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.

LABOR REQUIREMENTS

The exhibitor will engage at its expense, and through the Convention Center where the Convention so requires, all necessary labor and trade performing functions directly related to the exhibit. The exhibitor agrees that any person employed to perform such functions on a temporary basis at the Convention Center shall be represented by the appropriate bonafide AFL-CIO Union.

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

Exhibitor agrees to protect, defend, indemnify and hold the City of Oakland and its Council, Integrated services Corp., Interstate Hotels and Resorts, CIM and their respective boards of Directors, shareholders, partners, officers, representatives, agents and employees (each an Indemnified Party), free and harmless from and against any and all losses, penalties, damages, settlement costs, charges, professional fees and other expenses or liabilities of every kind and character (collectively Loss) arising directly or indirectly out of this agreement and/or the performance hereof, or exhibitor's use of any portion of the Convention center, unless such Loss arose as the result of the gross negligence or willful misconduct of an Indemnified Party. Insurance will not be provided by CPA.

2009 EXHIBIT / SPONSOR / ADVERTISING CONTRACT

PLEASE PRINT OR TYPE ALL INFORMATION AND MAKE A COPY FOR YOUR RECORDS:

Company Name _____
(As it should appear in the Convention Final program and on your Booth Identification Sign)

Name of Authorized Representative _____ Title _____
(This person will receive ALL future instructions and the decorator's kit in January 2009.)

Street / Mailing Address _____ City _____ State _____ Zip _____

Phone (____) _____ Email _____ Website _____

COMPANY DESCRIPTION: *Email a description of your product or service (50 words MAX) to cmiglino@cpapsych.org. This description, along with the company contact information above, will be included in the Convention Onsite Program that will be given to all attendees. Please email your description at the same time you mail or fax this form to CPA.*

Name of Exhibit Onsite Contact (if different than above person):

Name _____ Title _____

Street or Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ FAX _____ Email _____

For each paid booth, your company will receive 2 TWO booth personnel registrations. If booth personnel wish to attend the convention, and/or receive CE credits, they **MUST** pay the Convention registration fee. Online registration will be available at www.cpapsych.org on 10/2708.

BOOTH FEE:

Postmarked **ON OR BEFORE** January 2, 2009: One booth is \$650

of booths _____ x \$650 = \$ _____

Postmarked **AFTER** January 2, 2009: One booth is \$750

of booths _____ x \$750 = \$ _____

Booth Fee includes, pipe and drape, 1 draped six foot table, 2 chairs, 1 booth identification sign, description in Final Program, and 2 booth personnel name badges.

ADVERTISING IN FINAL ONSITE PROGRAM: (see page 4 for details)

Camera-ready ad submission deadline is February 15, 2009.

Reserve _____ page ad @ \$ _____
(size of ad)

SPONSORSHIP OPPORTUNITIES: (see page 3 for details)

My company wishes to be a 2009 Convention sponsor.

In the amount of \$ _____

TOTE BAG INSERT: (see page 4 for details)

CPA will insert one item (provided by you) into attendee tote bags for \$300

In the amount of \$ _____

TAKE ONE TABLE ITEM: (see page 4 for details)

Place one item on the Free Take One Table for \$150

In the amount of \$ _____

TOTAL (Check enclosed or credit card charge amount): \$ _____

Yes, we would like to participate in Exhibit Hall Bingo and Raffle. We will provide a prize (at least \$25 in value). (see page 3 for details).

Prize Description _____ Approximate Value: _____

METHOD OF PAYMENT:

___ Check enclosed (payable to CPA – Check # _____) ___ MasterCard ___ Visa ___ AMEX ___ Discover

Card Number _____ Expiration Date _____

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 and COMPANY DESCRIPTION (if exhibiting) TO:
CPA, 1231 "I" Street, Suite 204, Sacramento, CA 95814 – FAX credit card payments ONLY to 916-286-7971

PAST CPA CONVENTION EXHIBITORS

The following companies have participated in past CPA Conventions:

AATBS	Del Amo Hospital	Promises Treatment Centers
Abbott Laboratories	Docu Trac, Inc.	The Psychological Corporation
Advanced Training in the Behavioral Sciences	EagleSoft Solutions	Precision Medical Management
AGS Publishing	EEG Info	Psycho-Legal Associates
Alcoholics Anonymous	EMDR Institute	Psychotherapy.net
Alliant International University	The Glendon Association	The Psychoanalytic Institute of Northern California
Alpha Health Systems	Harcourt Assessment	Raintree Systems, Inc.
Amen Clinics	Hazelden Recovery Services	Rebecca's House/Eating Disorder Outpatient Programs
American Academy of Pain Management	HeartMath, LLC	Recovery Inc.
American Correctional Solutions	Institute on Aging	Remuda Ranch Treatment Programs
American Healthcare Recruiting, Inc.	Institute of Transpersonal Psychology	Riverside Publishing
American Psychological Association	International Expressive Arts Therapy Association	Santa Clara University – Center for Prof. Development
APAGS	JFK Graduate School of Professional Psychology	San Diego Psychological Association
APA Insurance Trust	Johnson & Johnson	Saybrook Graduate School
Anasazi Foundation	Liberty Mutual Insurance	Sierra Tucson
Argosy University/Orange County Association of State & Provincial Psychology Boards	Los Angeles County Psychological Association	Sober Living by the Sea
Aspen Education Group	The Meadows	Social Model Recovery Systems, Inc.
Atascadero State Hospital	Montecatini, Subsidiary of CRC ED Treatment, Inc.	Systems Technology Inc.
AXA Advisors	Morningside Recovery	Tarzana Treatment Centers
Behavior data	National Alliance on Mental Health Orange County	Therapist Power Tools: Easy Websites for Therapists
Betty Ford Center	National Multiple Sclerosis Society	Therapy Referrals
Biofeedback Society of California	New Harbinger Publications	UC Davis Extension
Bodin Associates	New Found Life, Inc.	UC Riverside Extension
California Board of Psychology	Orange County Psychological Assn	U.S. Army
California Dept. of Corrections & Rehabilitation	Oxford Consulting Services	VeriCare
The Camp & Azure Acres	Pacific Clinics	Veronica Lane Books
Cavalcade Productions	Pacific Graduate School of Psychology	Victim Compensation & Government Claims Board
CEDU Education	Pearson	Videotherapistfinder.com
Coalinga State Hospital	Pepperdine University	Walden House, Inc.
Collaborative Practice California	Patton State Hospital Department of Psychology	Western Psychological Services
CRI-HELP, Inc.	Pearson Assessments	Willow Springs Center
CRC Health Group Eating Disorders Treatment	Practice Advancement Institute	Wonderland Center
CSPP at Alliant	Professional Psych Seminars	The Wright Institute
DataSense, LLC		



CALIFORNIA
PSYCHOLOGICAL
ASSOCIATION

1231 "I" STREET, SUITE 204 • SACRAMENTO, CALIFORNIA 95814 • TEL. 916.286.7979 • FAX 916.286.7971 • WWW.CPAPSYCH.ORG