



CPA 2010 Convention
April 15-18, 2010 – Hilton Orange County – Costa Mesa, CA

Sponsorship and Exhibitor Opportunities

Conference Overview

The California Psychological Association will hold its 63rd convention from Thursday, April 15 to Sunday, April 18, 2010 at the Hilton Orange County Hotel in Costa Mesa, CA (near the John Wayne/Orange County/SNA airport). The tabletop exhibit show will take place on April 16 and April 17, 2010.

Who are we?

The California Psychological Association (CPA) is a 501(c)(6) non-profit professional association for licensed psychologists and others affiliated with the delivery of psychological services in the state of California.

CPA was founded in Los Angeles in 1948 initially to work for the licensure of psychologists. As the role of California psychologists expanded over the years, so did CPA. To more closely interact with the state legislature, CPA moved from Los Angeles to Sacramento in 1989, and has sponsored many legislative proposals that have resulted in greater access to mental health care services for the consumer and extended protection of the rights of psychologists to practice to the full extent allowed by law.

In addition to the role of advocate for the profession of psychology, CPA's members regularly provide free public service through programs such as its Public Education Campaign and its well-respected disaster response service. Additionally, CPA works closely with the media to provide timely and accurate information on a variety of issues to increase the understanding of human behavior.

Why Sponsor or Exhibit with CPA?

The CPA Convention provides a great opportunity to introduce your products, services, programs and to build partnerships! By participating, you can strengthen your connections with 500+ psychologists who work in private practice, hospitals, schools, community mental health centers, academic institutions, medical schools, and large business organizations throughout the state.

More information can be found on the CPA website at www.cpapsych.org or contact Cindy Miglino, CMP, CPA Convention Manager at 916-286-7979 Ext. 123 or email her at cmiglino@cpapsych.org.

California Psychological Association – 1231 I Street, Sacramento, CA 95814
916.286.7979 – FAX 916.286.7971 – www.cpapsych.org



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Diamond Sponsorship

Only 2 Available

\$10,000

- + Banner advertisement on CPA homepage with hyperlink for 6 months (April 1 to July 1)
- + Full page, color advertisement in premium location in the Convention Program
- + Two full convention registrations (*with CE credit if desired*)
- + One tabletop display table in premium location for two-day tabletop show
- + Special recognition as Diamond Sponsor in Convention Program
- + Listing in program under exhibitors with company description and contact information
- + Thank you and key contact introduction from podium at opening and closing sessions
- + Two tickets to Annual lunch and recognition from podium
- + Logo and message prominently displayed on PowerPoint presentation during seating at opening and closing sessions
- + Recognition as Diamond Sponsor on signage in registration area
- + Acknowledgement in *California Psychologist* after convention

Platinum Sponsorship

Only 3 Available

\$5,000

- + Logo on CPA website with hyperlink for 3 months (April 1 to July 1)
- + Half-page, color advertisement in the Convention Program
- + One full convention registration (*with CE credit if desired*)
- + One tabletop display table in premium location for two-day tabletop show
- + Special recognition as Platinum sponsor in Convention Program
- + Listing in program under exhibitors with company description and contact information
- + Thank you from podium at opening and closing sessions
- + One tickets to Annual lunch and recognition from podium
- + Logo and message on PowerPoint presentation to be displayed during seating at opening and closing sessions
- + Recognized as sponsor on signage in registration area
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Gold Sponsorship

\$3,500

- + Logo on CPA website 3 months (April 1 to July 1)
- + Full page, black and white advertisement in the Convention Program
- + One full convention registration (*with CE credit if desired*)
- + One tabletop display table in premium location for two-day tabletop show
- + Special recognition as Gold Sponsor in Convention Program
- + Listing in program under exhibitors with company description and contact information
- + Logo on PowerPoint presentation to be displayed during seating at opening and closing sessions
- + Thank you from podium at opening and closing sessions as well as Annual Lunch program
- + Recognized as sponsor on signage in registration area
- + Acknowledgement in *California Psychologist* after convention

Silver Sponsorship

\$2,000

- + One-half page, black and white advertisement in the Convention Program
- + One tabletop display table for two-day tabletop show
- + Special recognition as sponsor in Convention Program
- + Listing in program under exhibitors with company description and contact information
- + Thank you from podium at opening and closing sessions as well as Annual Lunch program
- + Logo on PowerPoint presentation to be displayed during seating at opening and closing sessions
- + Recognized as sponsor on signage in registration area
- + Acknowledgement in *California Psychologist* after convention

Other Event Sponsorship Opportunities

President's Reception Sponsorship – Friday Evening

\$2,000

- + Special recognition as sponsor in Convention Program
- + Friday - One day registration for two attendees
- + Recognized as sponsor on signage in registration area and at the President's Reception

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- ✚ Acknowledgement in *California Psychologist* after convention

**Continental Breakfast Sponsorship – Choice of Friday, Saturday, Sunday
\$1,500**

- ✚ Special recognition as sponsor in Convention Program
- ✚ One day registration for one person
- ✚ Recognized as sponsor on signage in registration/breakfast area
- ✚ Acknowledgement in *California Psychologist* after convention

**Saturday Annual Lunch Book Sponsor – Join Chip Conley in sponsoring this unique opportunity. We will provide a copy of his Conley's book *PEAK: How Great Companies Get their Mojo from Maslow*
\$1500**

- ✚ Special recognition as sponsor in Convention Program
- ✚ Two tickets to Annual lunch and recognition from podium
- ✚ Recognized as sponsor on signage in registration area
- ✚ Acknowledgement in *California Psychologist* after convention

**Afternoon Break Sponsorship – Choice of Friday or Saturday
\$1,000**

- ✚ Special recognition as sponsor in Convention Program
- ✚ One day registration for one person
- ✚ Recognized as sponsor on signage in registration/breakfast area
- ✚ Acknowledgement in *California Psychologist* after convention

**Exhibitor Fees and Benefits
\$400 before January 15; \$500 after January 15**

- ✚ One tabletop display table for two-day tabletop show (April 16 and 17, 2010)
- ✚ Listing in program with company description and contact information
- ✚ Recognized as exhibitor on signage in registration area
- ✚ Listing on Convention Website

Advertisement Opportunities

- ✚ Full page color advertisement in Convention Program - \$1200
- ✚ Full page black and white advertisement in Convention Program - \$850

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- ✚ One-half page black and white advertisement in Convention Program - \$550
- ✚ One-quarter page black and white advertisement in Program - \$350

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