

Canadian Psychological Association (CPA)

# CPA ANNUAL CONVENTION

EXHIBITOR, SPONSOR & ADVERTISER PROSPECTUS

[convention@cpa.ca](mailto:convention@cpa.ca)

Victoria, British Columbia  
June 9-11, 2016

2016

CANADIAN  
PSYCHOLOGICAL  
ASSOCIATION



SOCIÉTÉ  
CANADIENNE  
DE PSYCHOLOGIE

141 LAURIER AVENUE WEST, SUITE 702  
OTTAWA ON K1P5J3



## **77<sup>th</sup> CPA Annual Convention**

**June 9-11, 2016 in Victoria, British Columbia!**

*The Canadian Psychological Association (CPA) is the national association for the science, practice and education of psychology in Canada.*

*Over 7,000 members and affiliates makes the CPA Canada's largest association for psychology.*

### **Reach Thousands of Current and Future Psychologists!**

The CPA hosts a national convention that averages between 1,600 – 1,900 scientists and practitioners of psychology each year and covers a variety of psychology-related topics and presentation formats such as posters, workshops, symposia, keynote lectures, and the CPA Marketplace Trade Show.

CPA conventions offer three general learning opportunities for delegates:

1. The first is a tremendous breadth of psychology research – delegates have the opportunity to learn about advances and developments in a broad array of areas such as clinical psychology, cognitive science, social psychology, clinical neuropsychology, psychologists in education, industrial organizational psychology, developmental psychology, counseling psychology, and criminal justice psychology to name only a few.
2. The second is an opportunity, through meetings and presentations, to learn about developments and issues that govern practice, science and education in psychology such as legislation and standards governing clinical practice and granting and funding for research.
3. The third is an opportunity to network with colleagues from across the country and to exchange information on initiatives and best practices and develop practice and research collaborations.

## Why be an Exhibitor or Sponsor?

Psychologists – practitioners and scientists alike – are highly trained and skilled in areas of mental health care services and interventions, program evaluation, research, and higher education. They hold positions of high influence in government, health care, academia, not-for-profit organizations, and private industry – to name a few. Join us in Victoria and you can meet face-to-face with both current and future psychologists who make use of the types of products and services that you have to offer.

***As an Exhibitor and/or Sponsor at the CPA Convention, you can***

Build awareness and position your brand as an industry leader

Demonstrate your organization’s commitment to applied and experimental psychology in Canada

Receive valuable exposure to potential (and current) clients throughout the CPA Convention

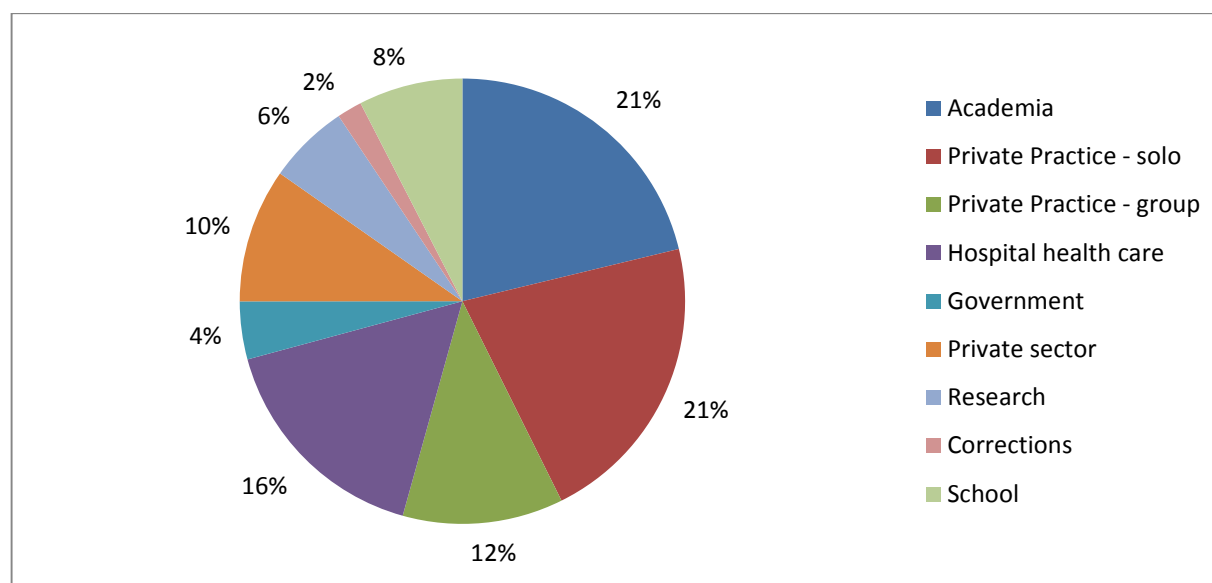
Network and build relationships with fellow sector and industry leaders

| <b>Featured Speakers – CPA’s 2016 Convention (Victoria, B.C.)</b>   |  |   |   |
|---|--|---|---|
| <b>President</b>  | <b>Honorary President &amp; Keynote Speaker</b>  | <b>Science of Psychology</b>  | <b>Practice of Psychology</b>   |
|   |    |    |   |
| <p><b>Dr. Kevin Kelloway</b><br/>Canada Research Chair in Occupational Health Psychology<br/><br/>Saint Mary's University</p> | <p><b>Ms. Mary Walsh</b><br/>Star and creator of TV’s “This Hour Has 22 Minutes”. Her most famous character is “Marg Delahunty Warrior Princess”. Mary is an outspoken advocate for mental health and addiction awareness. Mary is also the recipient of the Order of Canada and the Governor General’s Lifetime Achievement Award in the Performing Arts.</p> | <p><b>Dr. Julian Barling</b><br/>Borden Professor of Leadership in the Queen's School of Business<br/><br/>Queen's Research Chair</p> | <p><b>Dr. Terrence Keane</b><br/>Director, Behavioral Science Division at VA’s National Center for PTSD<br/>Professor and vice-chair of the Department of Psychiatry at Boston University School of Medicine<br/>Lecturer on Psychiatry, Harvard Medical School</p> |

## CPA MEMBERSHIP AND CONVENTION STATISTICS

Consider the following overall demographics of CPA members and affiliates:

- 65.6% Have doctoral degrees
- 16% Work in hospitals or health care settings
- 33% Work in private practice (solo or group)
- 21% Work in academic settings
- 63% Are members of a regulatory body
- 30.5% Men
- 69.3% Women



### Previous Convention Statistics

|   | 2011<br>Toronto | 2012<br>Halifax | 2013<br>Quebec City | 2014<br>Vancouver | 2015<br>Ottawa |
|---|-----------------|-----------------|---------------------|-------------------|----------------|
| <b>Members</b>  | 509             | 486             | 437                 | 458               | 489            |
| <b>Honorary Life Members/Fellow</b>                           | 14              | 12              | 8                   | 20                | 22             |
| <b>Student Affiliates</b>                                     | 839             | 668             | 735                 | 595               | 646            |
| <b>Non-Student Affiliates</b>                                 | 203             | 128             | 244                 | 148               | 281            |
| <b>Non-Members</b>  | 121             | 63              | 62                  | 83                | 167            |
| <b>Companion</b>  | 70              | 72              | 85                  | 70                | 65             |
| <b>Exhibitor Representative</b>                               | 52              | 52              | 36                  | 38                | 28             |
| <b>Others (Media, CPA Staff, Invited Speaker, Volunteers)</b> | 145             | 121             | 75                  | 104               | 100            |
| <b>Total</b>  | <b>1953</b>     | <b>1602</b>     | <b>1682</b>         | <b>1516</b>       | <b>1798</b>    |

## EXHIBITOR INFORMATION

The 77<sup>th</sup> CPA Annual Convention will be held in Victoria, British Columbia, June 9-11, 2016. The Victoria Conference Centre and Fairmont Empress Hotel will be the site of most of the CPA convention activities.

| CPA MARKETPLACE EXHIBIT HOURS   |                   |
|---|-------------------|
| Thursday, June 9, 2016  | 8:00 am - 6:00 pm |
| Friday, June 10, 2016   | 9:00 am - 6:00 pm |
| <i>Exhibits in the CPA Marketplace trade show must be staffed at all times during the above noted exhibit hours</i> |                   |

It is understood that the following points are accepted as part of the contract between the Canadian Psychological Association and those who purchase exhibit space in the 2016 CPA Convention and Exhibits.

### Location of Exhibits

The CPA Marketplace trade show, CPA poster sessions and the refreshment stations will all be located directly adjacent to the main plenary room in Carson Hall to encourage high delegate traffic each day of the convention.

### Installation of Exhibits

**Wednesday, June 8, 2016 12:00pm - 18:00pm**

Cc Visual Communications is the official Show Services Supplier for the 2016 CPA Marketplace trade show in Victoria, BC. Each booth space is 8'd x 10'w and includes an 8' high back drape, 3' high side drapes, one (1) 6' skirted table and two (2) chairs. Please refer to the exhibitor manual if you would like to order additional furniture.

Exhibitors may handle their own hand-carried materials, or they may arrange for this to be done by Cc Visual Communications (or their agent). Please refer to the exhibitor manual for complete shipping/receiving details.

### Dismantling of Exhibits

**Friday, June 10, 2016 18:00 - 21:00**

Exhibitors (or their agents) are **NOT** permitted to disturb, dismantle, or remove their exhibit before 18:00 on Friday June 10<sup>th</sup>. Violations of this regulation may result in a fine and the offending exhibitor not being welcome to participate at future CPA Annual Conventions.

Cc Visual Communications (or their agent) will begin returning empty containers as soon as the show is closed; only then may exhibitors begin dismantling their exhibits. All exhibitor materials must be removed from the trade show floor by 21:00 on Friday June 10, and from the Victoria Conference Centre by 11:59 on Friday June 10.

### Accommodations

The CPA has secured a room block with the Fairmont Empress Hotel, which they will hold for reservations by CPA Convention Delegates until May 5, 2016. Please make your reservation directly with the Fairmont Empress Hotel by calling (1-250-384-8111 OR 1-800-441-1414) or by visiting the following link (<https://resweb.passkey.com/go/cpaann2016>). If reserving by phone, please ensure that you indicate you are attending the "CPA Convention". There are currently plenty rooms available, however bookings will be taken on a 1<sup>st</sup> come 1<sup>st</sup> serve basis.

# CPA MARKETPLACE TRADE SHOW

## EXHIBITOR PACKAGES<sup>1</sup>

The CPA's Annual Convention is one of the premier psychology conferences in Canada, serving as a forum in which practitioners, scientists, science-practitioners, and students come together for three days each year to share and learn about new developments impacting psychological practice, science, and education.

Take advantage of this convergence to not only showcase your products and services in the industry, but to also demonstrate your support for the psychology field and those who work in it.

| <b>CPA MARKETPLACE TRADE SHOW<br/>INCLUDED BENEFITS</b>   | <b>BEST VALUE</b>                                  |  |  |
|---|--|--|--|
|   | <b>EXHIBITOR<br/>Early-Bird<br/>(by 4-30-2016)</b> | <b>EXHIBITOR<br/>Regular<br/>(after 4-30-2016)</b> | <b>EXHIBITOR-SPONSOR<br/>Early-Bird Only<br/>(book by 4-30-2016)</b> |
| 8' x 10' Booth Space, 6' table, 2 chairs, 1 waste basket  | 1  | 1  | 1  |
| Complimentary Exhibitor Staff badges  | 2  | 2  | 2  |
| Complimentary "Exhibitor-Delegate" Registration   | NO   | NO   | 1  |
| Single 110W/15Amp electrical outlet   | NO   | NO   | 1  |
| Company name and contact info listed on the CPA Marketplace web page                                  | YES  | YES  | YES  |
| Company name, logo (hyper link) and contact info listed on the CPA Marketplace web page               | NO   | NO   |  |
| Participation in \$100 Amazon gift card prize draw (\$100 Amazon gift card prize provided by the CPA) |  |  | YES  |
| Banner Ad on CPA Convention website (for 30 days)   | NO   | NO   | YES  |
| ½ page ad in the CPA Convention Program (B&W)   | NO   | NO   | YES  |
| ¼ page ad in summer issue of <i>Psygnopsis</i> magazine (B&W)   | NO   | NO   | YES  |
| Ad in the Mobile App (available to all Delegates)   | NO   | NO   | YES  |
| <b>COST:</b>  | <b>\$1,400</b>                                     | <b>\$1,900</b>                                     | <b>\$3,000</b>   |

| <b>ADDITIONAL EXHIBITOR RELATED ITEMS FOR PURCHASE</b>   |                     |
|--|---------------------|
| Additional, exhibitor badges (concurrent)                | \$50 / person / day |
| Exhibitor-Delegate Registration Fee (Full Access)        | \$200               |
| Single 110W/15Amp electrical outlet                      | \$85                |
| Additional booth space (for 8' x 20' double-sized booth) | Add \$1,400         |

| <b>CPA MARKETPLACE PRIZE DRAW PROGRAM</b>  |  |
|--|--|
| <b>CPA Annual Convention Prizes</b> <ul style="list-style-type: none"> <li>Prizes supplied by the CPA</li> </ul>           | 1. 25k Aeroplan points (= 1 return ticket anywhere in North America)<br>2. Reimbursement of your delegate registration fee<br>3. Complimentary delegate registration for CPA 2017 in Toronto   |
| <b>Exhibitor-Sponsor Prizes</b> <ul style="list-style-type: none"> <li>\$100 Amazon gift card (provided by CPA)</li> </ul> | 4. Each exhibitor-sponsor will have a \$100 Amazon.ca gift card drawn in their name.<br>The \$100 Amazon gift card is supplied by the CPA  |
| <b>Exhibitor Prizes</b> <ul style="list-style-type: none"> <li>\$250 min retail value (provided by Exhibitor)</li> </ul>   | 5. Each exhibitor has the opportunity to participate in the official 2016 CPA Marketplace Prize Draw by donating a prize with a retail value of no less than \$250 (not necessarily equal to what the exhibitor paid), supplied at their own cost. Prizes in this category will be drawn in order of their retail value. |

<sup>1</sup> The CPA reserves the right to accept or decline any exhibitor at our sole discretion. All prices are subject to applicable taxes.

# CPA CONVENTION

## SPONSORSHIP OPPORTUNITIES<sup>2</sup>

The CPA's Annual Convention is the one of the premier psychology conferences in Canada, serving as a forum in which experts from over 30 subject areas converge for three days to share their knowledge about new developments impacting psychological practice, science, and education.

Take advantage of this event to both showcase your place in the industry, and to show your support for the psychology field. Optimize your exhibitor experience with the various à la carte sponsorship opportunities noted below or by customizing a customized sponsorship package!

All sponsorship opportunities include recognition as a CPA Convention Sponsor on the homepage of the CPA's Convention website, in on-site signage during the convention, and in the CPA's Convention Program.

### WELCOME RECEPTIONS SPONSORS

#### **PRESIDENT'S WELCOME RECEPTION: Co-Sponsor at \$2,500 ea. (2 available)**

The CPA President will host an evening reception on Wednesday June 8<sup>th</sup> to welcome all convention delegates. This event includes some food, drinks and an informal setting to break the ice and allow people to reconnect. The average number of delegates that attend this reception each year is 380 - 400.

This sponsorship includes:

- 2 minute speaking opportunity at the reception (to welcome delegates)
- Full page advertisement in the "At-a-glance/Program" issue
- Company logo displayed on CPA Convention web page
- Recognition sign placed at the entrance of the reception
- Company logo displayed on sponsor signage displayed at the CPA Convention
- Recognition within the event listing in the "At-a-glance/Program issue"
- Opportunity to place one or two company pop-up / banner-stand displays (supplied) at the reception

#### **FIRST-TIME ATTENDEES' WELCOME BREAKFAST: \$2,500**

At this occasion, the leadership of CPA (its Board and Executive Officers) along with the executives of the CPA's Section for Students, welcomes new presenters to the CPA convention and takes the opportunity to spend some time alone with them for introductions and informal conversations over breakfast. This serves as a way to welcome first-timers, many of whom are students, and to thank them for making CPA their convention of choice to present their work.

This sponsorship includes:

- 2 minute speaking opportunity at the breakfast (to welcome delegates)
- Full page advertisement in the "At-a-glance/Program" issue
- Company logo displayed on CPA Convention web page
- Recognition sign placed at the entrance of the reception
- Company logo displayed on sponsor signage displayed at the CPA Convention
- Recognition within the event listing in the "At-a-glance/Program issue"
- Opportunity to place one or two company pop-up / banner-stand displays (supplied) at the reception

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<sup>2</sup> Prices are subject to applicable taxes.

## PLENARY SPEAKER SPONSORS

**PLENARY SPEAKER SPONSOR: 3 available at \$2,500 ea., 1 at \$5,000 (Honorary President's Keynote)**

Each year, the CPA is proud to feature world-renowned plenary speakers. The CPA Annual Convention attracts between 1,600 – 1,900 delegates, and since we do not offer any other programming during our plenary time slots, a large proportion of those delegates attend the plenary sessions.

This sponsorship includes:

- 2 minute speaking opportunity at the sponsored plenary (to welcome delegates)
- Full page advertisement in the "At-a-glance/Program" issue
- Company logo displayed on CPA Convention web page
- Recognition sign placed at the entrance of the reception
- Company logo included on sponsor signage displayed at the CPA Convention
- Recognition within the event listing in the "At-a-glance/Program issue"
- Opportunity to place one or two company pop-up / banner-stand displays (supplied) at the reception

## REFRESHMENT STATION SPONSORS

**REFRESHMENT STATIONS: 3 available at \$1,000 ea. OR all 3 for \$2,500**

Over the 3 days of the CPA Convention, delegates have access to refreshment stations located in the CPA Marketplace area. A variety of refreshments are provided such as coffee, tea, water and an assortment of juices as well as some healthy snack foods where possible.

Sponsorship includes:

- Recognition sign (24"x 36") placed on an easle at each sponsored station
- Company logo displayed on CPA Convention web page
- Company logo included on sponsor signage displayed at the CPA Convention
- Recognition within the event listing in the "At-a-glance/Program issue"

## HEALTH AND WELLNESS SPONSORS

**"HEALTHY CHOICES" Daily Health & Wellness Activities: \$500 each OR all daily activities for \$1,500**

Enjoy a "healthy" connection to our delegates by sponsoring one of our "HEALTHY CHOICES" Daily Health & Wellness Activities to start each day (Each day (June 9-11), delegates will have the opportunity to participate in a Morning Run, Morning Walk, Morning Yoga, Morning Meditation, etc... A small registration fee is collected and all proceeds are donated to a local charity on behalf of the CPA Convention Delegates.

Sponsorship includes:

- Recognition sign (24"x 36") placed on an easle at the activity location
- Opportunity to provide a sponsor branded water bottle (complimentary) for each participant
- Company logo displayed on CPA Convention web page
- Company logo included on sponsor signage displayed at the CPA Convention
- Recognition within the event listing in the "At-a-glance/Program issue"



## STUDENT TRAVEL SPONSOR

### **STUDENT TRAVEL: \$500 ea.**

The CPA is proud to be the convention of choice for Canada's young and emerging psychologists. Sponsor a travel award and help students from across the country attend the CPA's convention so they can have an opportunity to both present to, learn from and network with other delegates from across the country. Approximately 600 students attend the CPA's convention each year.

Sponsorship includes:

- Company name associated with each award, in all convention communications
- Company logo displayed on CPA Convention web page
- Company logo included on sponsor signage displayed at the CPA Convention

## Wi-Fi SPONSOR

### **Wi-Fi INTERNET SERVICE: \$2,500**

Delegates will be provided with complementary Wi-Fi Internet access throughout the convention center.

Sponsorship includes:

- 4 signs (24" x 36") strategically placed throughout the convention to promote the complementary wireless connection to delegates, and provide recognition to the sponsor
- Company logo displayed on CPA Convention web page
- Company logo included on sponsor signage displayed at the CPA Convention

## CPA AWARDS SPONSOR

### **CONTRIBUTIONS TO RESEARCH OR APPLIED PSYCHOLOGY: 10 awards available at \$1,000 ea.**

Demonstrate your support for CPA members who are engaged in various areas of research and applied psychology. Sponsor an award for a CPA member's contribution to research or applied psychology. The award will be given out during the 2016 CPA Convention in Victoria, B.C., at the CPA's Annual Genral Meeting on Friday June 10.

Complete descriptions for the following CPA Awards can be found at [www.cpa.ca](http://www.cpa.ca)

- CPA Gold Medal Award For Distinguished Lifetime Contributions to Canadian Psychology
- CPA John C. Service Member the Year Award
- CPA Donald O. Hebb Award for Distinguished Contributions to Psychology as a Science
- CPA Award for Distinguished Contributions to Education and Training in Psychology
- CPA Award for Distinguished Contributions to Psychology as a Profession
- CPA Award for Distinguished Contributions to the International Advancement of Psychology
- CPA Award for Distinguished Contributions to Public or Community Service
- CPA Distinguished Practitioner Award
- CPA Award for Distinguished Lifetime Service to the Canadian Psychological Association
- CPA Humanitarian Award

Sponsorship includes:

- Company name associated with the award in all this year's related communications and publications
- Recognition in the "At-a-glance/Program" issue
- Company logo displayed on CPA Convention web page
- Company logo included on sponsor signage displayed at the CPA Convention

## REG & SCHED SPONSOR

### **ONLINE REGISTRATION & CONVENTION PROGRAM MOBILE APP SPONSOR: \$2,500**

#### Sponsorship Benefits

- Sponsor name and logo promoted on the online registration page
- Sponsor name and logo promoted on the convention program mobile app
- Company logo displayed on CPA Convention web page
- Company logo included on sponsor signage displayed at the CPA Convention.

## VOLUNTEER APPAREL SPONSOR

### **VOLUNTEER APPAREL: \$1,000**

- Sponsor logo will be printed on the back of all volunteer t-shirts. Approximately 35 volunteers will be seen throughout the course of the CPA Convention.

## FIRST IMPRESSION FLOOR DECALS

### **FIRST IMPRESSION FLOOR DECALS \$1,500/ set of 3**

Our delegates will walk all over you!

Seize the opportunity to display custom floor advertising decals placed in high traffic areas of the conference. There are only four sets of three decals available for \$1,500/ set. Sponsor is responsible for full production costs (approx. \$300) of the decals (from digital art supplied). The CPA will produce the decals and reserves the right of final approval of artwork.

## DIRECTIONAL FLOOR DECALS SPONSOR

### **DIRECTIONAL FLOOR DECALS: \$1,500/ lot**

Let your brand lead the way!

Display your company logo on directional floor decal strips that will “show the way” to main convention events and activities. Sponsor is responsible for full production costs of decals (approx. \$750). The CPA will produce the decals and reserves the right of final approval of artwork.

## CHARGING STATION SPONSOR

### Charging Stations \$500 (per station)

Opportunity to sponsor the charging stations (for mobile devices) that will be conveniently located in key areas of the convention.

## PADS & PENS SPONSOR

### CONFERENCE PADS & PENS: \$1,000

Sponsor's logo will be printed on all the note pads and pens provided to delegates free of charge, for use in all the symposia and workshop sessions throughout the convention. Sponsor is responsible for the cost to produce and supply the pads and pens. The CPA will produce the materials and reserves the right of final approval of artwork.

## DON'T MISS THIS UNIQUE OPPORTUNITY TO SHOW THAT YOU SUPPORT THE CPA - BECOME A SPONSOR

To take advantage of any of the sponsorship opportunities listed above, or to have a custom sponsorship created that is specifically designed to help you meet your objectives, please contact:



### Seán K. Kelly

Director, Events, Membership & Association Development  
Canadian Psychological Association | Société canadienne de psychologie

(tel) 613-237-2144, ext. 335 | 1-888-472-0657 ext. 335 | (fax) 613-237-1674  
email: [skelly@cpa.ca](mailto:skelly@cpa.ca) | web: [www.cpa.ca](http://www.cpa.ca)

## ADVERTISING OPPORTUNITIES

Further optimize your exhibitor and/or sponsor experience with one of our various advertising opportunities, including but not limited to as outlined below!

### Advertise in the CPA Convention Program

Reach all convention delegates (approximately 1,600- 1,900) who register to attend the CPA's annual convention. A copy of the program is included in each delegate's registration package, and as such is a key opportunity to reach the delegates and promote your product/service. This important guide includes a list of all events (speakers, meetings, receptions) and exhibitors/sponsors at the convention.

|   |       |
|---|-------|
| • ½ page B&W advertisement (7.5" x 4.625") in the "At-a-glance/Program issue"                   | \$550 |
| • Full page B&W advertisement (7.5" x 9.5") in the "At-a-glance/Program issue"                  | \$675 |
| • Inside back cover B&W advertisement (7.5" x 9.5") in the "At-a-glance/Program issue"          | \$775 |
| • Outside back cover FULL COLOUR advertisement (7.5" x 9.5") in the "At-a-glance/Program issue" | \$900 |

*Material submission deadline* **April 1, 2016**

### Advertise in *Psynopsis* magazine



**2015/2016 ADVERTISING RATE SHEET\***

**Publication Details**  
**Issued:** Quarterly – Winter, Spring, Summer, Fall  
**Deadline:** December 1, March 1, June 1, September 1  
**Circulation:** 6,900 paid subscriptions  
**ISSN #:** 1187 - 1180

**Artwork Requirements**  
 Acrobat PDF Files  
 Adobe Illustrator (EPS)  
 Adobe Photoshop (300 dpi)

**Standard Sizes (width x height)**  
**Full Page:** 7.5" x 9.5"  
**Half Page, Wide:** 7.5" x 4.5"  
**Half Page, Tall:** 3.5" x 9.5"  
**Quarter Page, Wide:** 7.5" x 2.25"  
**Quarter Page, Tall:** 3.5" x 4.5"

**Premium Positions**  
**Inside Cover, Front:** Standard Ad + \$650/insertion  
**Inside Cover, Back:** Standard Ad + \$400/insertion  
**Outside Cover, Back:** Standard Ad + \$500/insertion



Half Page, Wide      Half Page, Tall

Quarter Page, Wide      Quarter Page, Tall



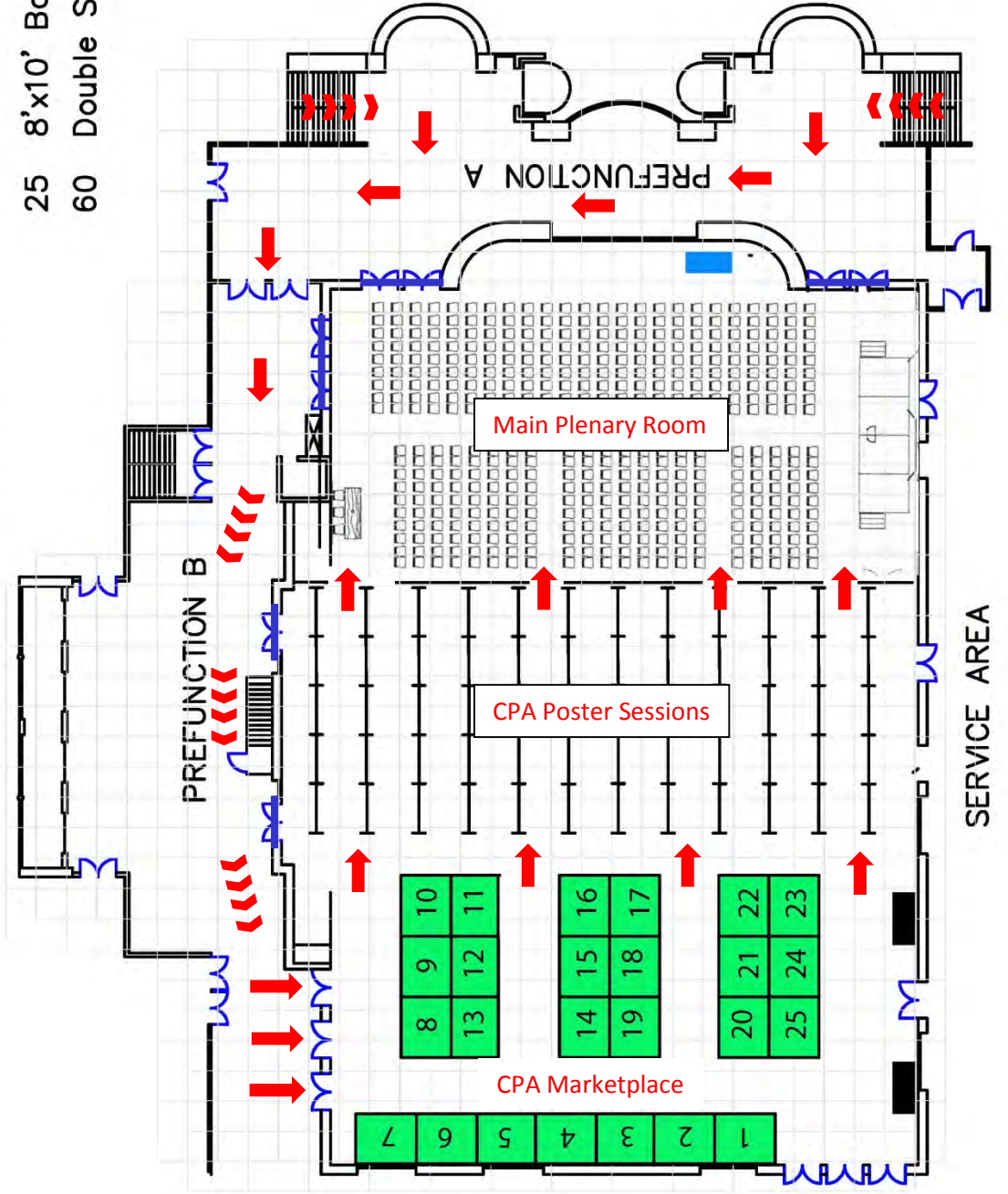
|  | Standard <sup>o</sup> ,<br>Single Ad | 2 Insertions <sup>+o</sup><br>(10% Discount) | 3 Insertions <sup>+o</sup><br>(15% Discount) | 4 Insertions <sup>+o</sup><br>(20% Discount) |
|--|--------------------------------------|--|--|--|
| <b>Full Page</b>                         | \$1,650.00 B&W<br>\$2,150.00 Colour  | \$2,970.00 B&W<br>\$3,870.00 Colour          | \$4,207.50 B&W<br>\$5,482.50 Colour          | \$5,280.00 B&W<br>\$6,880.00 Colour          |
| <b>Half Page,<br/>Wide &amp; Tall</b>    | \$825.00 B&W<br>\$1,325.00 Colour    | \$1,485.00 B&W<br>\$2,385.00 Colour          | \$2,103.75 B&W<br>\$3,378.75 Colour          | \$2,640.00 B&W<br>\$4,240.00 Colour          |
| <b>Quarter Page,<br/>Wide &amp; Tall</b> | \$675.00 B&W<br>\$1,175.00 Colour    | \$1,205.00 B&W<br>\$2,115.00 Colour          | \$1,721.25 B&W<br>\$2,996.25 Colour          | \$2,160.00 B&W<br>\$3,760.00 Colour          |

<sup>o</sup> Sponsors & Exhibitors at the CPA Annual Convention are entitled to a 25% discount for the Summer issue  
 \* Rates effective August 1st, 2015 and are listed before taxes.  
<sup>+</sup> Multiple insertion rates only apply when the same ad is repeated. Discount included in listed price.

# The Canadian Psychological Association Annual Conference

VICTORIA CONFERENCE CENTRE

25 8'x10' Booths  
60 Double Sided Postboards



# **A LIST OF RECENT EXHIBITORS AT THE CPA ANNUAL CONVENTION INCLUDES:**

BMS

The Personal

MHS Psychological Assessments and Services

Association of State and Provincial Psychology Boards

Nelson Education Ltd.

Pearson Clinical Assessment

Mental Health Commission of Canada

American Psychological Association

Canadian Assembly of Narcotics Anonymous

Though Technology Ltd.

Wiley

The Public Service Commission of Canada

Medavie Blue Cross / Veterans Affairs Canada

Canadian Security Intelligence Service (CSIS)

Multi Health Systems Inc.

IWK Health Centre

Taylor Study MethodMangold International GmbH

Homewood Health Centre

University of Manitoba Clinical Health Psychology

Worth Publishers

Scotiabank

The Tova Company

Justice Institute of British Columbia

Department of National Defense – Directorate of Mental Health

British Columbia Psychological Association (BCPA)

Caversham Booksellers

Canadian Institute for Military and Veteran Health Research

Psychological Assessment Resources

Correctional Services Canada – Mental Health Branch

Alcoholics Anonymous

McGraw-Hill Ryerson

Biopac Systems Canada Inc.



**2016 CPA Annual Convention**

June 9-11 | Victoria, BC  
Victoria Conference Centre



**APPLICATION & CONTRACT FOR EXHIBIT SPACE**

Company Name \_\_\_\_\_  
(Please list name as it should appear on printed materials. Do not use all capital letters unless your official name is all caps.)

Name of Exhibitor Contact \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_ E-mail \_\_\_\_\_

Type of products/services to be displayed and/or sold: \_\_\_\_\_

We hereby apply for the following exhibit space:

| EXHIBIT SPACE  | PRE-REGISTRATION<br>(Deadline: April 30, 2016) | REGULAR REGISTRATION<br>(May 1, 2016 onwards) | AMOUNT (\$) |
|--|--|---|-------------|
| <input type="checkbox"/> 8' x 10' Exhibitor              | \$ 1,400                                       | \$ 1,900                                      | = \$ _____  |
| <input type="checkbox"/> Exhibitor-Delegate Registration | \$200  | \$300   | = \$ _____  |
| <input type="checkbox"/> 8' x 10' Exhibitor-Sponsor      | \$ 3,000                                       |   | = \$ _____  |
|  |  | 5% GST/TPS (106865736RT)                      | = \$ _____  |
|  |  | <b>TOTAL:</b>                                 | = \$ _____  |

**Preferred booth location:** 1<sup>st</sup> Choice: \_\_\_\_\_ 2<sup>nd</sup> Choice: \_\_\_\_\_ 3<sup>rd</sup> Choice: \_\_\_\_\_

Exhibit space is assigned by the CPA on the basis of the date the application and payment are received, and accepted. The CPA reserves the right to determine the final allocation of booth space.

**Authorization**

I am the authorized representative of the above-named organization with the full power and authority to sign and deliver this application. The company agrees to comply with all of the policies contained in the Exhibitor Manual and the Terms of Agreement– CPA Trade Show Rules and Regulations, furnished on the back of this application form.

\_\_\_\_\_  
Name of Authorized Officer Title

\_\_\_\_\_  
Signature of Authorized Officer in \_\_\_\_\_ City \_\_\_\_\_ Date \_\_\_\_\_

**Please return this application form with your payment to:**

Canadian Psychological Association (CPA)  
c/o CPA Marketplace Trade Show  
141 Laurier Ave. W, Suite 702, Ottawa ON K1P 5J3

Tel: (613) 237-2144 • Fax: (613) 237-1674 E-mail: convention@cpa.ca

**PLEASE RETAIN A COPY FOR YOUR RECORDS**

**FORM OF PAYMENT**

Cheque Enclosed (payable to the Canadian Psychological Association)  
 Master Card  Visa

Card #: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

## TERMS OF AGREEMENT — CPA TRADE SHOW RULES AND REGULATIONS

1. All electrical wiring and outlets shall be at the Exhibitor's expense. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent provincial power authority.
2. Space contracted by the Exhibitor may not be sublet without the prior written permission of the CPA.
3. The Exhibitor agrees to abide by all rules and regulations adopted by the CPA in the best interests of the exhibition, and agrees that the CPA shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the exhibition.
4. The Exhibitor will be liable for and will indemnify and hold harmless the CPA from any loss or damages whatsoever suffered by the CPA as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, or other Exhibitors, the CPA, the owner of the building and their respective agents, servants and employees and members of the public attending the exhibition, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.
5. This contract may be canceled by either party, provided written notice is received by the other at least four (4) months prior to the first day of the exhibition, in which case all monies paid by the Exhibitor will be refunded. If the Exhibitor cancels after this date, but prior to 60 days before the exhibition, then it shall forfeit two thirds of the total contracted space costs. If the Exhibitor cancels within 60 days prior to the exhibition, it shall be liable for 100% of the total contracted space costs. By canceling this contract, the Exhibitor forfeits all rights or claims to the allocated space and the CPA is free to rent it to others and collect the cancellation charge as liquidation damages.
6. The CPA reserves the right to alter or change the space assigned to the Exhibitor.
7. The CPA reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product signs, lights or sound, and to expel an Exhibitor or its personnel if, in the CPA's opinion, their conduct or presentation is objectionable to other exhibition participants.
8. The Exhibitor agrees to confine its presentation within the contracted exhibit space only and to distribute only printed material or promotional items that relate directly to the product or service of the contracted Exhibitor. Any presentation is to be within the maximum height set by exhibition rules and regulations, and the exhibit space must be staffed during exhibition hours.
9. All goods shipped to the exhibition must be clearly marked with the name of the Exhibitor and the number of its space. Goods must not be shipped to the exhibition for shipping charges to be paid on arrival, as these will not be accepted by the CPA. The CPA assumes no responsibility for loss or damages to goods before, during the period of the exhibition, nor after its closing.
10. Each Exhibitor has the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, products, equipment or decoration and inability to meet its obligations outlined in this Application & Contract for Exhibit Space, Terms of Agreement — Rules and Regulations. The following insurance coverage will be mandatory:
  - i) Comprehensive General Liability insurance with a minimum limit of \$2,000,000 CDN.
  - ii) The Policy shall include the CPA, and The Victoria Conference Centre as additional insured and shall contain a cross-liability clause.
11. Exhibitors who desire insurance on their exhibit and staff must place the same at their own expense. The CPA shall not be liable for any loss or damage to the property of the Exhibitor or their employees due to fire, robbery, accidents or any cause whatsoever that may arise for use and occupancy of the leased space of the Victoria Conference Centre. The Exhibitor agrees to indemnify and hold harmless the CPA, the Victoria Conference Centre and their employees against any and all claims of any person whomsoever, arising out of acts of omission of Exhibitors or their employees (Exhibitors shall furnish their own public liability insurance). The CPA assumes no liability for damages or losses resulting from, or related to, the failure of the Exhibitor to comply with the provisions of this Agreement. If, due to unforeseen circumstances beyond the control of the CPA, the Exhibitor's materials do not arrive in time for display during the entire period of the exhibition, or any portion thereof, the CPA assumes no liability for damages or losses to the Exhibitor and is under no obligation to refund the Exhibitor's fees.
12. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the exhibition but must remain intact until the closing hour of the last day of the exhibition. The Exhibitor also agrees to remove its exhibit equipment and appurtenances from the Victoria Conference Centre & by the final move-out time limit or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
13. The CPA reserves the right at its sole discretion to change the date or dates upon which the exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, the CPA shall not be liable in damages or otherwise for storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of the CPA, whether similar to or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of the CPA. A refund of all monies paid by the Exhibitor to the CPA will be made by the CPA in the event that the exhibition is not held as proposed by the CPA.
14. The CPA reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the exhibition rules and regulations, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments by them and any further occupancy of such space.
15. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between the CPA, official contractor serving companies and the building in which the exhibition will take place and act according to the labour laws of the jurisdiction in which the building is located and observe the provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

INITIALS: \_\_\_\_\_





## FUTURE CPA CONVENTIONS

The **2017 CPA Annual Convention** will be held in Toronto, ON, June 8-10, 2017 (Fairmont Royal York).



The **2018 CPA Annual Convention** will proudly host the 29<sup>th</sup> International Congress of Applied Psychology (ICAP) from June 26-30, 2018 in Montreal, QC. Don't miss this unique opportunity to join Psychologists from around the world as they look at psychology from an international perspective!

