



## SPONSORSHIP, EXHIBITOR AND ADVERTISING OPPORTUNITIES

*Something like this comes along once in a century*

**The WPA Centennial Celebration will be held in  
San Francisco, California on April 30 – May 3, 2020.**

The Western Psychological Association (WPA) is celebrating its 100th anniversary, and we're throwing a celebration that will go down in history. With a convenient location in San Francisco, and a bevy of special events, parties and sessions that celebrate our history and our future, we expect attendance to reach an all-time high.

Become a sponsor and reach thousands of students, educators, and practitioners with one of our unique and memorable packages.

If you don't see a package that is perfect for you, contact us and we'll create something truly special.

Contact Lorraine Grogan, [Lorraine@westernpsych.org](mailto:Lorraine@westernpsych.org), 412-398-2182 or Ellen Pensky, [ellen@bumblebeemarketing.net](mailto:ellen@bumblebeemarketing.net), 925-699-7921 for details.

# CENTENNIAL SPONSOR: \$25,000



## CENTENNIAL GALA EVENT

This is the premier event of the Centennial Celebration. 400 attendees will come together for a gourmet dinner overlooking the city of San Francisco and celebrate the past 10 decades in style.

Attendees will be dancing their way through the decades from flappers to fox trotters, and hippies to hipsters. Everyone will be entertained by live dueling pianos playing special requests.

At the center of it all will be your brand, prominently displayed on signage during the gala, in the program and at the conference.



### Your sponsorship includes:

- 8' X 10' Booth Space
- 5 complimentary conference registrations
- 3 Gala night tickets
- Full page, 4 color program ad
- Identification as a Centennial Sponsor on convention application, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the conference
- Special gobo lights with your logo
- Custom wine bottle labels

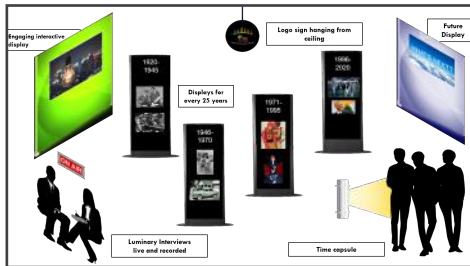
# LEVEL 1 SPONSOR: \$15,000



## CENTENNIAL CENTRAL DISPLAY

Connecting the past with the future, the theme of the Centennial, will be illustrated in this centrally-located display at the Hyatt Regency that all attendees will want to stop and explore.

The display will review the decades in photographs, memorabilia, and videos from past conferences. Your logo will be on display also, rotating on various screens throughout the Centennial displays for the duration of the conference.

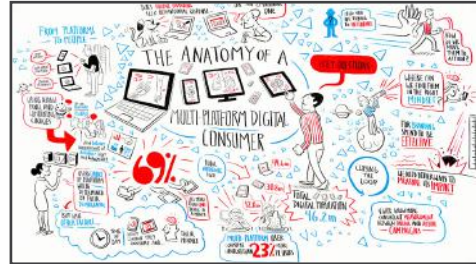


## DIGITAL EVENT AND COMMEMORATIVE ARTWORK

A digital scribe artist creates a visual interpretation of a presentation or meeting as it happens, live.

It's unlike anything you've ever seen—part performance art, part digital artwork and entirely unique. The result is a gorgeous, creative and unusual piece of art ideal for sharing on your website, email or on social media.

It's a memorable way to get your brand in front of attendees.



## ON-SITE SOCIAL MEDIA DISPLAY

An engaging large-scale poster built by social media participation.

Attendees who use a special WPA hashtag in their post will participate in creating a large mosaic display on-site. These printed photos will include your company's logo.



## All sponsorship options include:

- 8' X 10' Booth Space
- 2 Gala Night tickets
- 5 complimentary conference registrations
- Full page, 4 color program ad
- Identification as Level 1 sponsor on convention app, website, email marketing
- Full integration into WPA's social media plan surrounding the conference

# LEVEL 2 SPONSOR: \$7,500



## Sponsor the Past Presidents' Reception and you'll have your brand on display where hundreds of people will be gathering

**Host the Past Presidents' Reception** - a reception honoring past WPA presidents before the Gala dinner. All attendees will be invited.

### Your sponsorship includes:

- Signage, food stations, cocktail napkins or coasters
- 3 complimentary conference registrations
- Full page, 4 color program ad
- Identification as Level 2 sponsor on convention application, website, and email marketing
- Full integration into WPA's social media plan surrounding the conference



## Sponsor the Welcome Reception to promote your brand as WPA welcomes attendees to San Francisco

**Host the Welcome Reception** - a reception welcoming all attendees to the celebration while providing an opportunity to meet with peers.

### Your sponsorship includes:

- Signage, food stations, cocktail napkins or coasters
- 3 complimentary conference registrations
- Full page, 4 color program ad
- Identification as Level 2 sponsor on convention application, website, and email marketing
- Full integration into WPA's social media plan surrounding the conference



## LEVEL 3 SPONSOR: \$5,000



### STUDENT DANCE PARTY

Hundreds of students and other fun-loving attendees will come together for an evening to kick up their heels. Your brand will be on display during the entire event.

### WPA PSYCHOLOGY JEOPARDY

It's all fun and games with Jeopardy, where attendees will be testing their skills in psychology and the history of the WPA.

#### Both sponsorships include:

- 3 complimentary conference registrations
- Half page, 4 color program ad
- Two premium signage opportunities (sponsor chooses on a first come/first serve basis)
- Identification as Level 3 sponsor on convention app, website, email marketing
- Full integration into WPA's social media plan surrounding the conference

## LEVEL 4 SPONSOR: \$4,000

### SWAG AND GIVEAWAYS

Your brand will get high visibility as attendees carry a premium gift during the conference. Choose from tote bags, water bottles, pens and more. We'll help you brainstorm on the perfect item for you.

#### Your sponsorship includes:

- 3 complimentary conference registrations
- Half page, 4 color program ad
- Two premium signage opportunities (sponsor chooses on a first come/first serve basis)
- Identification as Level 4 sponsor on convention app, website, email marketing
- Full integration into WPA's social media plan surrounding the conference

## LEVEL 5 SPONSOR: \$2,000



### WPA AFTER DARK AT THE EXPLORATORIUM

The San Francisco Exploratorium is an amazing public learning laboratory with hundreds of exhibits providing a chance to explore the world through science, art, and human perception. The first 200 attendees for Thursday, April 30 will receive discounted tickets (\$8 each) to attend the Exploratorium After Dark exhibits. Your brand will be on display during the event.



#### Your sponsorship includes:

- 3 complimentary conference registrations
- Two premium signage opportunities (sponsor chooses on a first come/first serve basis)
- Identification as Level 5 sponsor on convention app, website, email marketing
- Full integration into WPA's social media plan surrounding the conference

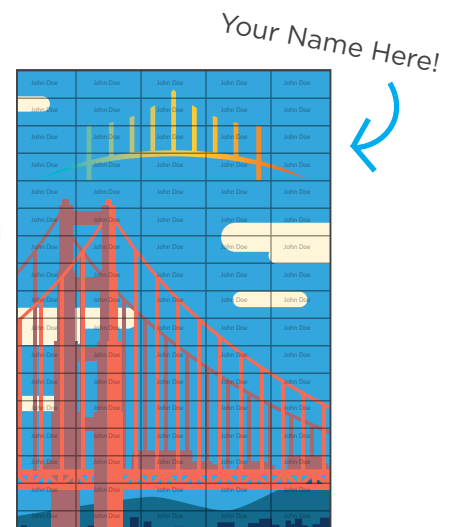
## LEVEL 6 INDIVIDUAL SPONSOR: \$100

### Help us build a bridge to connect the past with the future!

This is a special opportunity for individuals to contribute and be recognized. Each individual sponsor will have their name displayed on a block that creates a bridge like the one in the Centennial logo. The bridge will be displayed in a prominent area of the conference, and sponsors will be personally recognized in the WPA Convention website and program.

#### Your sponsorship includes:

- Special Bridge Display - a graphical display in prominent area at conference with your name on it
- Line listing on WPA convention website, program guide
- Inclusion on post-event thank you email blast



# Exhibitor Opportunities



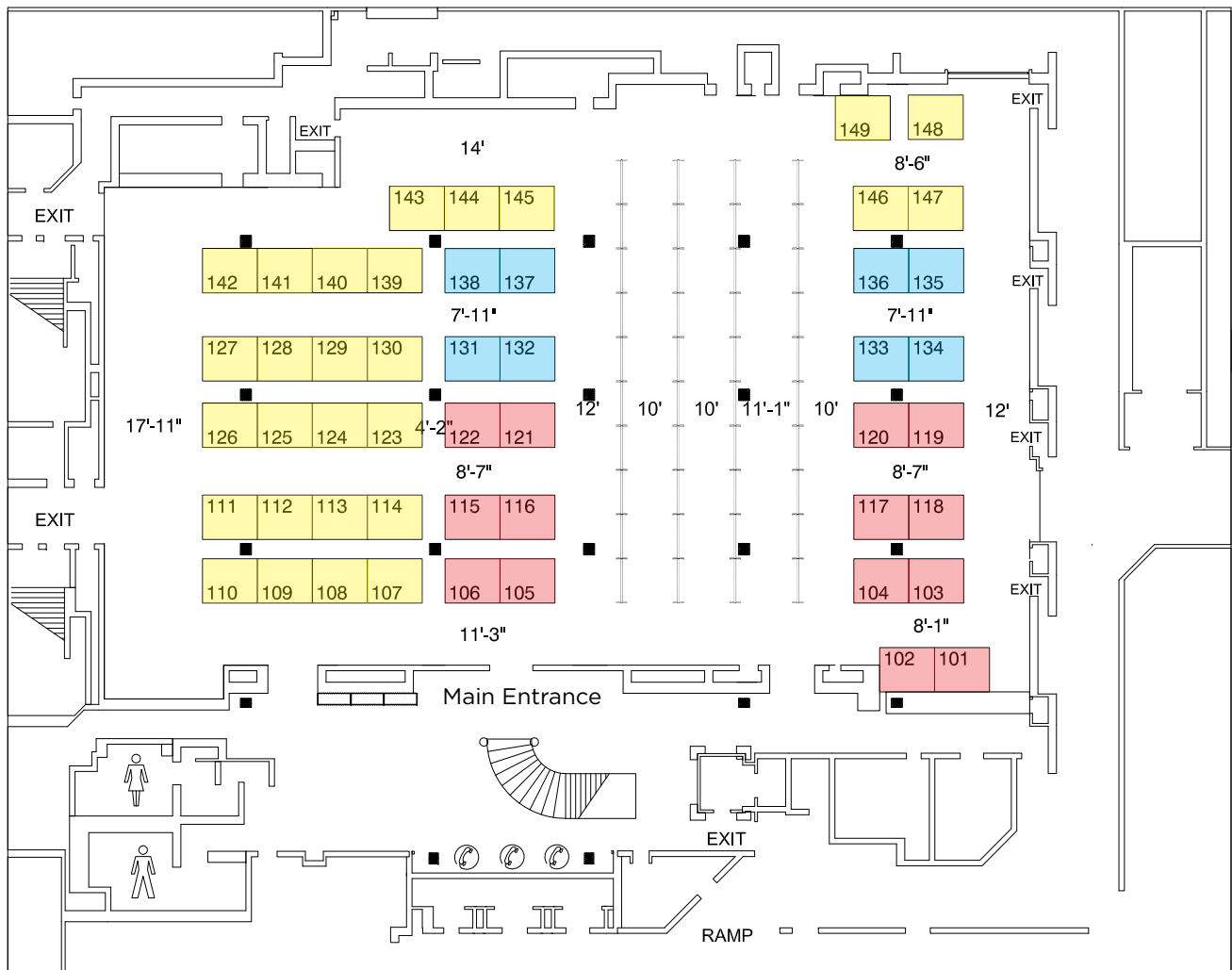
## CONVENTION EXHIBITOR INFO

Reserve your exhibit space today! Become an exhibitor and reach thousands of students, educators, and practitioners.

The exhibit area will be opened from Thursday, April 30th - Saturday, May 2, 2020 from 8:00 am to 4:30 pm. (times subject to change).

### Booth Prices

<span style="display: inline-block; width: 15px; height: 15px; background-color: #e91e63; border: 1px solid black; margin-right: 5px;"></span> Booths 101 - 106, 115 - 122	\$1100
<span style="display: inline-block; width: 15px; height: 15px; background-color: #42a5f5; border: 1px solid black; margin-right: 5px;"></span> Booths 131 - 138	\$1000
<span style="display: inline-block; width: 15px; height: 15px; background-color: #fff9c4; border: 1px solid black; margin-right: 5px;"></span> All other booths	\$900



# Convention Exhibitor Regulations



**CONTRACT** These regulations together with the signed contract for exhibit spaces constitute the entire agreement.

**PERIOD OF EXHIBITS** The exhibit area will be open from 8:00am to 4:30pm on Thursday, April 30, Friday, May 1, and Saturday, May 2, 2020. (Times subject to change).

**SET UP AND REMOVAL OF EXHIBITS** Set up of exhibits may begin after 2:00pm on Wednesday, April 29; some exhibitors prefer to wait until Thursday to reduce the number of travel days. Removal of exhibits will be on Saturday after the close of the show (that is, beginning at 4:30pm). Additional details will be provided as the dates of the convention are approaching.

**BOOTHS** Prices quoted are for 8'x10' spaces and include back drapes, side rails, carpeted floors, and exhibitor's registration fees for designated representatives. The exhibit company also supplies a 6' table, 2 chairs, sign at the back of the booth, and a wastepaper basket. Please note that the ceiling height is 7' only.

**SOLICITATIONS AND BOOTH ATTRACTIONS** Exhibitors may display, demonstrate, give away samples, or take orders for merchandise. Exhibitors are requested not to produce sound solely for the purpose of attracting delegates to their booths. Neither demonstrations outside of space assigned nor displays in hotel guest rooms will be permitted. It is required that exhibitors staff their booths continuously during the show hours.

**BOOTH DECORATION** Arrangements for decorations, furniture, signs and services not specifically covered by this agreement may be made with our official exhibition contractor.

**DISPLAY DRAYAGE** Exhibitors will be contacted directly by the drayage company. It is the responsibility of each individual exhibitor to check with the official drayage company to be certain that their exhibits meet with hall floor limitations as well as entrance requirements.

**ADVERTISING LITERATURE** Exhibitors will be permitted to give out catalogs, circulars, and folders in their booths only. Canvassing of any kind, or distributing literature in the exhibit halls or meeting rooms by non-exhibitors will not be allowed.

**SOUND APPARATUS** Sound apparatus and noise-making equipment must be regulated to a level that will not disturb other exhibitors.

**FLAME PROOFING** All table covers and flammable decorations must be rendered flame-retardant to meet the requirements of the local Fire Department, which will close any exhibit not meeting City Fire Regulations. Do not leave waste paper or cartons behind drapes or in the booths.

**FEES** Booths are priced according to the location of the space. To secure an exhibit space, submit full payment with your contract form. The fee for each space will be on a first-come, first-served basis.

**CANCELLATIONS AND REFUNDS** Cancellations of exhibit space must be provided in writing to WPA. Cancellations before December 1, 2019 will receive a 100% refund. Cancellations after December 2, 2019 will not be refunded.

**APPLICATION FOR EXHIBIT SPACE** Complete the contract form and return one copy with full payment to the address on the form. Assignment of space will be on a first-come, first-served basis.

**LIABILITY** It is agreed that exhibitors shall assume all responsibility for damage to the exhibit hall, and they shall indemnify, hold harmless, and exempt The Western Psychological Association, its officers and staff, and our designated decorator, its management and staff, from all personal and property loss or liability that may ensue from any cause whatsoever. All claims for any such loss or injury are expressly waived by the exhibitor. While the exhibit area will be closed when not open to the public, these measures are not guarantees of safety. Exhibitors are urged to secure themselves against risks of liability or loss.



# Program Advertising Opportunities



## PROGRAM ADVERTISING INFO

Reach thousands of attendees by creating an advertisement for the WPA Centennial Celebration program!

**Each Full-Page: \$500**

**Each Half-Page: \$295**

**Inside Front/Back Cover\*: \$800**

**Outside Back Cover\*: \$1000**

\*The availability of the cover pages should be determined by contacting the WPA Office.

For special placement requests, there will be an additional \$100 fee. If a submitted ad layout requires additional expense before it can be printed, these costs will be billed to the advertiser.

### Copy

Two kinds of copy can be submitted for inclusion in the official program for the Annual Convention of the Western Psychological Association: full-page and half-page ads. Layouts for the ads must be provided by the advertiser in camera-ready (high resolution, b/w, PDF).

Note: Color ads will be printed in grayscale but the color version will appear in online and PDF copy.

### Size

Maximum finished size for a full-page layout is 4.75" wide by 7.25" high. Maximum finished size for a half-page layout is 4.75" wide by 3.5" high. Layout copy submitted for publication should press ready PDF with images at 300 dpi.

### Deadline

The deadline for full payment and receipt of advertising copy is February 21, 2020. Requests for placement of ads within the program book will be granted in the order in which fully paid orders are received. However, the final decision concerning the exact location of an ad rests with the Program Editor. Unless specified in writing, all copy becomes the property of the Western Psychological Association and will not be returned.

### Payment

Upon receipt of your order, WPA will submit an invoice via e-mail. Payment may be made with check or credit card (Visa, MasterCard, American Express).

# 2020 Exhibitor/Advertising Contract Form



## Exhibitor Spaces Requested\*

Please reserve the space below or other comparable space as may be assigned for the 2020 Western Psychological Association Convention to be held at the Hyatt Regency Embarcadero, Thursday April 30- Saturday May 2, 2020. **I understand that spaces are assigned in the order that signed contracts and payments are received.**

The booth reservation price includes the following:

- 8' x 10' booth (note that the ceiling height is 7')
- 3 registrations for the conference.
- One table (6' x 30"), 2 chairs, waste basket.

First Choice #		Second Choice #		Third Choice #	

\*The cost of each booth space is listed on the exhibit area plan. We will refund the difference if you are assigned to a lower cost booth. **Please note that all exhibitors must stay at the conference hotel. Any others will be charged the conference registration fee applicable at the time they register.**

## WPA Program Advertising

Deadline February 21, 2020

- \_\_\_\_\_ Full page(s) @ \$500
- \_\_\_\_\_ Half page(s) @ \$295
- \_\_\_\_\_ I am an exhibitor \$400
- \_\_\_\_\_ Special Placement \$100  
(a full page or half page ad must be booked for this request)

Only full-page ads are accepted for these covers and are full color. Please determine the availability of these covers before placing your order.

- \_\_\_\_\_ Inside Front Cover @ \$800
- \_\_\_\_\_ Inside Back Cover @ \$800
- \_\_\_\_\_ Outside Back Cover @ \$1000

Advertising on the website\*:

- \_\_\_\_\_ Main page @ \$800
- \_\_\_\_\_ All other pages @ \$500

\*Ads will be kept on the website until June 30, 2020

# 2020 Exhibitor/Advertising Contract Form



Name of Organization	
Address	
City, ST, ZIP	
Contact Person	
Phone	
Fax	
E-Mail Address	

I/we have read and agree to comply with the enclosed regulations for exhibits at the WPA Convention.

Name (printed)	
Signature if mailed or fax	
Date	

For WPA: \_\_\_\_\_  
Lorraine Grogan, WPA Director of Administration Date

Please make checks payable to Western Psychological Association, 657 Alta Court, San Marcos, CA 92069

**WPA will send you an invoice once your booth number has been determined and you can pay by credit card or check.**