



**WESTERN
PSYCHOLOGICAL
ASSOCIATION**

2021

APRIL 28 - 30

SPONSORSHIP, EXHIBITOR AND ADVERTISING OPPORTUNITIES

The Western Psychological Association celebrated its 100th anniversary virtually in 2020 and it was a unique and a huge success. We will now continue to build the bridge to the future and with the ongoing COVID crisis, WPA 2021 will once again be virtual.

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.

For more information contact:

Lorraine Grogan

Email: Lorraine@westernpsych.org

[Email Lorraine](mailto:Lorraine@westernpsych.org)

PLATINUM SPONSOR
\$10000 (\$18000 Value)

Your sponsorship includes:

- 1 Virtual Exhibit Booth
- 6 complimentary conference registrations
- Full page, 4 color program ad in the online program book
- Up to 2 different 10 - 15 second mini commercials that will play before attendees attend any online content
- Rotating Horizontal Main Lobby ad
- 2 Rotating Skyscraper ads
- Welcome message from the CEO, President or Executive Officer of your organization that plays on the landing page of the virtual platform
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the conference
- Sponsored attendee badges (your logo added to each attendee badge)
- Placement on top of the exhibitor directory



GOLD SPONSOR **\$6000** (\$9700 Value)

Your sponsorship includes:

- 1 Virtual Exhibit Booth
- 4 complimentary conference registrations
- Full page, 4 color program ad in the online program book
- One 10 - 15 second mini commercials that will play before attendees attend any online content
- Rotating Horizontal Main Lobby ad
- Rotating Skyscraper ad
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the conference

SILVER SPONSOR **\$4000** (\$8800 Value)

Your sponsorship includes:

- 3 complimentary conference registrations
- Full page, 4 color program ad in the online program book
- One 10 - 15 second mini commercials that will play before attendees attend any online content
- Rotating Horizontal Main Lobby ad
- Rotating Skyscraper ad
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the conference

TRIVIA GAME EVENT **SPONSOR**

2 OPPORTUNITIES

Thursday and Friday

\$5000 (\$9100 Value)

Your sponsorship includes:

- Full page, 4 color program ad in the online program book
- One 10 - 15 second mini commercials that will play before attendees attend any online content
- Rotating Horizontal Main Lobby ad
- Rotating Skyscraper ad
- Identification as the Trivia Game Night Sponsor on the game application
- Full integration into WPA's social media plan surrounding the conference
- Identification as the Trivia Game Night Sponsor on convention application, event website, and in email

BRONZE SPONSOR **\$2500** (\$5900 Value)

Your sponsorship includes:

- Full page, 4 color program ad in the online program book
- Rotating Horizontal Main Lobby ad
- Rotating Skyscraper ad
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the conference

BECOME A VIRTUAL EXHIBITOR AND ADVERTISER IN 2021

VIRTUAL EXHIBITOR

Virtual exhibit hall company sorting is based on sponsorship tiers/levels and according to when payment is received

\$900

For more details see [HERE](#)

MINI COMMERCIAL

(These will be forced to be played during live session streaming consumption, and when session is replayed during On-Demand viewing)

Video Format: mp4

Video Length: 10 - 15 seconds is ideal

Size/quality: 720p, High Def Web Format ideal

\$2500

ROTATING MAIN LOBBY BANNER AD

1200 x 200 px

\$500

ROTATING SKYSCRAPER AD

(Discussion Board and Profile Vertical Banner) 160x600px

\$500

ONLINE PROGRAM AD

Each Full-Page: **\$500**; **\$400** for exhibitors (finished size 4.75" wide by 7.25" high maximum)

Deadline date for all videos and ads will be MARCH 31, 2021

(No exceptions)