



**WESTERN  
PSYCHOLOGICAL  
ASSOCIATION**

# 2024 Convention

## SPONSORSHIP, EXHIBITOR AND ADVERTISING OPPORTUNITIES

The Western Psychological Association is excited to host an in-person meeting in 2024. 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.Grogan@conferencedirect.com](mailto:Lorraine.Grogan@conferencedirect.com)

**EMAIL LORRAINE**

### PLATINUM SPONSOR

**\$10,000**

*Your sponsorship includes:*

- 1 Exhibit Booth (prime location if best available)
- 8 complimentary conference registrations
- Full page color ad in the hardcopy and online program books
- Identification as Platinum Conference Sponsor on convention app, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the conference
- Placement on top of the exhibitor directory
- Logo permanently displayed in the convention program
- Logo on onsite signage

### GOLD SPONSOR

**\$6,000**

*Your sponsorship includes:*

- 1 Exhibit Booth (prime location if best available)
- 5 complimentary conference registrations
- Full page, B/W program ad in the hardcopy and online program books
- 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
- Logo permanently displayed

### SILVER SPONSOR

**\$4,000**

*Your sponsorship includes:*

- 3 complimentary conference registrations
- Full page, B/W program ad in the online program book
- 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

### BRONZE SPONSOR

**\$2,500**

*Your sponsorship includes:*

- Full page, B/W program ad in the online program book
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the

**Buy a Booth** for only \$900 - \$1,100. No sponsorship needed.

# 2024 Exhibitor, Sponsorship and Advertising Contract Form

## PROGRAM AD (for hard copy & online copy)

Each Full-Page: \$500; \$400 for exhibitors (finished size 4.75" wide by 7.25" high maximum), B/W  
OR

Outside back cover, full color: \$1,000

Inside front cover, full color: \$800

(Please check for availability of covers in advance)

Full page, B/W: \$600; for exhibitors, \$500

Web page advertising: \$500 for main page; \$350 for other pages

Deadline date for all ads will be MARCH 15, 2024

Job listing ads are complimentary for Universities and Colleges.

For agencies, there is a \$90 charge for 3 months.

## 2024 Sponsor/Advertiser/Exhibitor Contract Form

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact person \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email address \_\_\_\_\_

Please indicate what booths you would prefer - note that your choices may already be taken so we will inform you of "Best Available" in your price range. Booth spaces are assigned in the order that signed contracts and payments are received.

Yes! I would like to sponsor the 2024 WPA conference (Check one):

- ☐ Platinum Sponsor      \$10,000
- ☐ Gold Sponsor      \$6,000
- ☐ Silver Sponsor      \$4,000
- ☐ Bronze Sponsor      \$2,500

I would like to advertise at WPA 2024 (Check one):

- ☐ Program Book, Outside Back Cover \$1,000
- ☐ Program Book, Inside Front Cover \$800
- ☐ Program Book, Inside Back Cover \$800
- ☐ Program Book, Full Page, Black/White
  - ☐ \$600
  - ☐ \$400 (for exhibitors)

Web page on westernpsych.org

- ☐ \$500 for the main page
- ☐ \$350 for other pages

Note: web page ads will run through June 1, 2024. The deadline for all ads is March 15, 2024

Buy a booth (see next page for location map)

- ☐ \$1,100 for booth numbers 101, 102, 103, 104, 105, 106, 107, 110, 115, 118
- ☐ \$900 for all other booths

**Booth spaces requested\***

\_\_\_\_\_  
FIRST CHOICE

\_\_\_\_\_  
SECOND CHOICE

\_\_\_\_\_  
THIRD CHOICE

***\*The cost of each booth space is listed on the exhibit area plan below.***

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

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

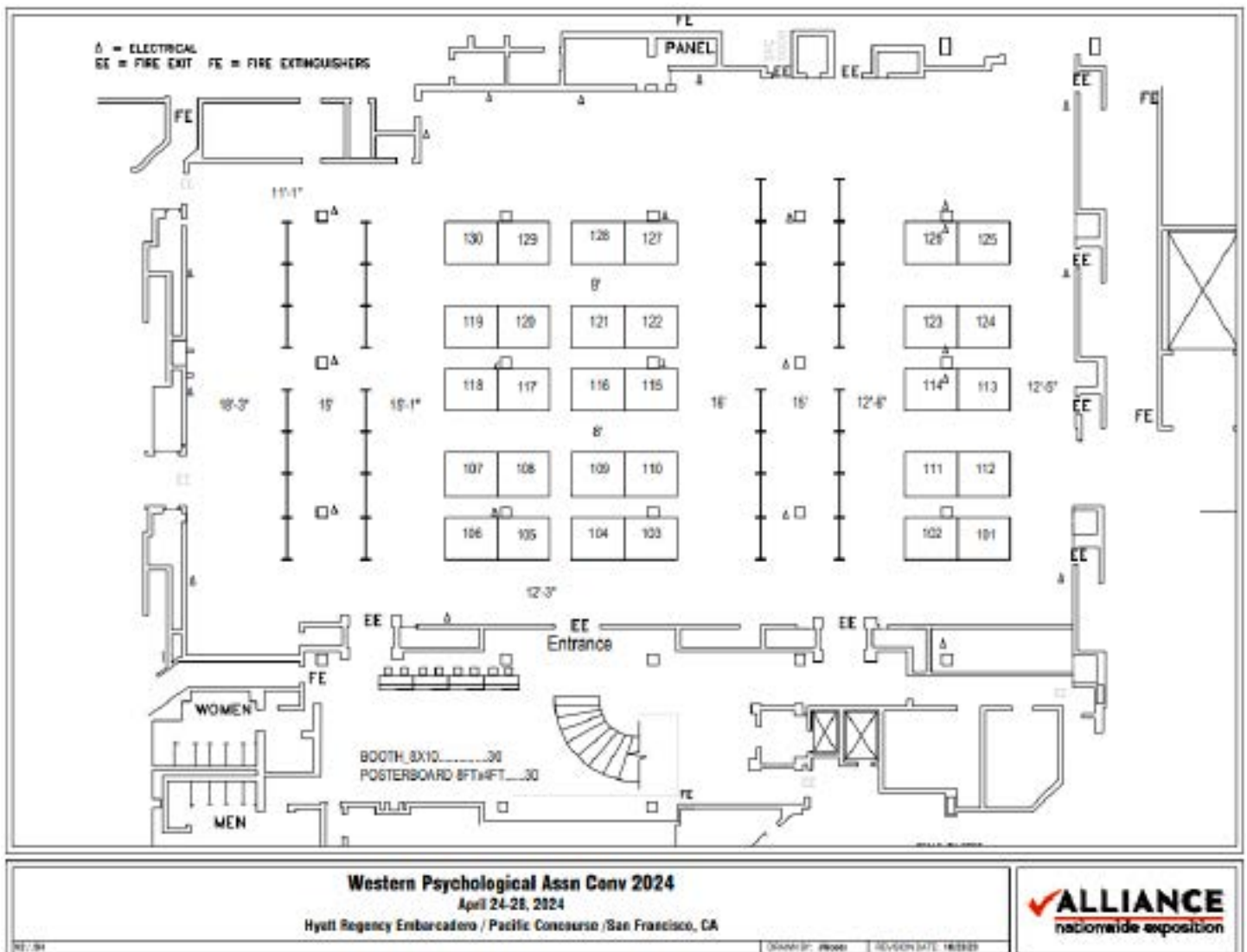
***AN INVOICE FOR PAYMENT WILL BE SENT TO EACH SPONSOR, ADVERTISER AND EXHIBITOR ONCE ALL DETAILS HAVE BEEN FINALIZED.***

# Exhibitor Booth Information

## HYATT REGENCY SAN FRANCISCO PACIFIC CONCOURSE

Booth No.	Cost (includes up to 3 registrations if all are staying at the hotel during the conference)*
101/102/103/104/105/106 107/110/115/118	\$1100
All others	\$900

\*All exhibitors must stay at the conference hotel to receive the free registrations unless they live within 50 miles of the hotel.



# WESTERN PSYCHOLOGICAL ASSOCIATION 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 8:00 am to 4:30 pm on Thursday, April 25, Friday, April 26, and Saturday, April 27, 2024. (Times subject to change).

**SET UP AND REMOVAL OF EXHIBITS** Set up of exhibits may begin after 3 pm on Wednesday, April 24; 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 exhibits (that is, beginning at 4:30 pm). Additional details will be provided as the dates of the convention are approaching.

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

**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 January 1, 2024 will receive a 100% refund. Cancellations between January 2 and January 31, 2024 will receive a 50% refund. Cancellations after February 1, 2024 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.

# Ad Requirements for Hardcover Program & Online

**Deadline March 15, 2024**



**Inside Front Cover  
Full Page Color Ad**

Width: 4.75"  
Height: 7.25"  
No Bleed  
Price: \$800



**Inside Back Cover  
Full Page Color Ad**

Width: 4.75"  
Height: 7.25"  
No Bleed  
Price: \$800



**Outside Back Cover  
Full Page Color Ad**

Width: 5.5"  
Height: 8.5"  
Bleed: .125"  
Price: \$1,000



**Full Page B/W Ad  
Inside**

Width: 4.75"  
Height: 7.25"  
No Bleed

Price: \$600; for exhibitors \$400



**Web Page Ad**

1920 x 800 px  
72 DPI, RGB

Price: \$500; for main page  
\$350 for other pages



**NEW Conference App Rotating Ad**

1920 x 180 px  
72 DPI, RGB

Price: \$500

**DISPLAY AD REQUIREMENTS for Program**

CMYK for Cover Ads | Grayscale for Inside Ads  
300 DPI Resolution | Press Quality PDF

**WEB PAGE AD REQUIREMENTS**

72 DPI, RGB

**AD ORDER FORM, PAYMENT AND ART WORK DEADLINE**

March 15, 2024 | No Exceptions