



**WESTERN
PSYCHOLOGICAL
ASSOCIATION**

2026 ANNUAL CONVENTION

Action through Psychology

SPONSORSHIP, EXHIBITOR & ADVERTISING OPPORTUNITIES

The Western Psychological Association is excited to host an in-person meeting in 2026. 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

Lorraine Grogan

EMAIL: Lorraine.Grogan@conferencedirect.com

EMAIL LORRAINE

SPONSORSHIP OPPORTUNITIES

<p>PLATINUM SPONSOR</p> <p>\$10,000</p>	<p>GOLD SPONSOR</p> <p>\$6,000</p>	<p>SILVER SPONSOR</p> <p>\$4,000</p>	<p>BRONZE SPONSOR</p> <p>\$2,500</p>
<p>Your sponsorship includes:</p> <ul style="list-style-type: none"> • 1 Exhibit Booth (prime location if best available) • 8 complimentary conference registrations • 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 • Daily mobile app push notifications during the conference directing attendees to your exhibit booth and to your website • Full page, B/W program ad (no covers) in the hardcopy and online program books 	<p>Your sponsorship includes:</p> <ul style="list-style-type: none"> • 1 Exhibit Booth (prime location if best available) • 5 complimentary conference registrations • 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 in the convention program, logo on onsite signage • Multiple mobile app push notifications during the conference directing attendees to your exhibit booth and to your website • Full page, B/W program ad (no covers) in the hardcopy and online program books 	<p>Your sponsorship includes:</p> <ul style="list-style-type: none"> • 3 complimentary conference registrations • 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 • A mobile app push notification during the conference directing attendees to your exhibit booth and to your website • Full page, B/W program ad (no covers) in the hardcopy and online program books 	<p>Your sponsorship includes:</p> <ul style="list-style-type: none"> • 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 • Full page, B/W program ad (no covers) in the hardcopy and online program books

BUY A BOOTH for only \$900 - \$1,100. No sponsorship needed.

EXHIBITOR BOOTH INFORMATION

LOCATION OF EXHIBITS

Tacoma Convention Center
Exhibit Hall Section A

EXHIBIT DAYS & HOURS

8:00 am to 4:30 pm

Thursday, April 30, 2026

Friday, May 1, 2026

Saturday, May 2, 2026

(Times subject to change)

SET UP AND REMOVAL OF EXHIBITS

Set up of exhibits may begin after 3 pm 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 exhibits (that is, beginning at 4:30 pm).

CANCELLATIONS AND REFUNDS

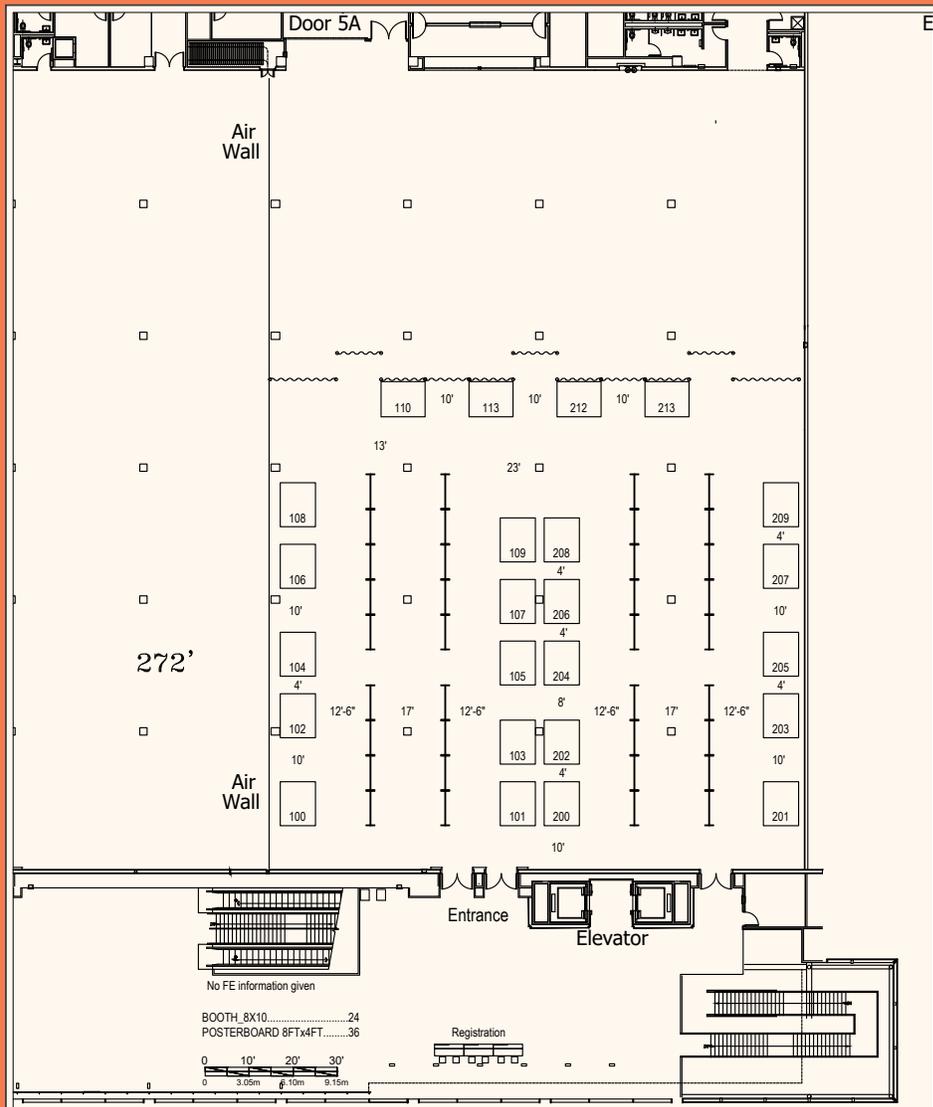
Cancellations of exhibit space must be provided in writing to WPA. Cancellations before January 1, 2026 will receive a 100% refund. Cancellations between January 2 and January 31, 2026 will receive a 50% refund. Cancellations after February 1, 2026 will not be refunded.

BOOTH NO.	COST
101, 103, 200, 202	\$1,300
105, 107, 109, 204, 206, 208	\$1,100
All others	\$900

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.

Cost (includes up to 3 registrations if all are staying at the hotel during the conference)*

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



HOTEL RESERVATIONS

WPA is pleased to have hotel blocks at the Marriott and Murano Hotels in Tacoma. Both hotels are less than a 5 minutes' walk to the convention center.

Marriott Tacoma:

Booking link [here](#)

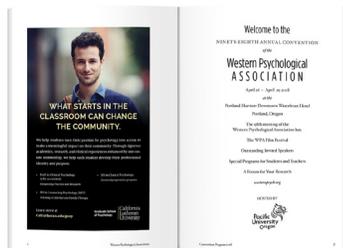
Murano Tacoma:

Booking link [here](#)

AD REQUIREMENTS

FOR CONFERENCE PROGRAM AND ONLINE

Deadline March 13, 2026



Inside Front Cover Full Page Color Ad

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



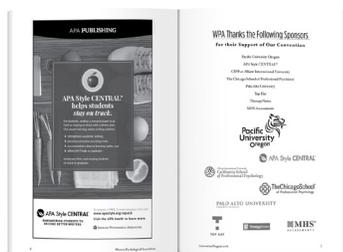
Inside Back Cover Full Page Color Ad

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



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 13, 2026 | No Exceptions



**WESTERN
PSYCHOLOGICAL
ASSOCIATION**

EXHIBITOR BOOTH INFORMATION

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 30, Friday May 1, and Saturday May 2, 2026. (Times subject to change).

SET UP AND REMOVAL OF EXHIBITS Set up of exhibits may begin after 3 pm 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 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, 2026 will receive a 100% refund. Cancellations between January 2 and January 31, 2026 will receive a 50% refund. Cancellations after February 1, 2026 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.