



2020 Ohio Psychological Association Annual Convention

Sponsorship and Visibility Opportunities

APRIL 23-25, 2020 | QUEST CONFERENCE CENTER | COLUMBUS

More than 350 psychologists, graduate students, exhibitors and poster presenters are expected to attend the annual OPA Convention. With more than 25 workshops scheduled over the three days, the OPA Convention is the perfect venue for vendors to highlight their products / services and increase their customer base. OPA is proud to offer vendors affordable visibility opportunities across mixed media platforms including print, online banners, event sponsorship and exhibit space.

Keeping your budget in mind, discounted sponsorship packages have been designed to save you money while providing you with the most exposure. OPA encourages you to review these opportunities. To join us at the convention, simply complete and return the sponsorship form on the back of this flyer.

Print Opportunities

Each attendee will receive a registration packet upon their arrival. The following items are included:

- **ON-SITE CONVENTION BROCHURE**
Each attendee will receive an on-site program filled with information about events, workshops and the convention schedule. Both color and BW ads may be purchased for this publication. Artwork deadline is March 31, 2020.
- **ATTENDEE PACKET INSERT**
Exhibitors and sponsors may elect to include a flyer (8 1/2 x 11) in this packet. Vendors supply 400 copies of their flyer to the OPA office no later than April 6, 2020.

Ad space is still available in the Convention Registration Brochure (distribution 4,000+), but time is running out!

*Contact Leslie at Burgie MediaFusion
(614.273.0783 or leslie@burgiemediafusion.com)
for pricing and deadline information.*

Event Sponsorship Opportunities

There are many opportunities to sponsor an event at OPA's Convention. Each sponsor receives recognition on the OPA website and on convention slides along with signage near the sponsored event. Sponsored events include:

- **BREAKFAST/AFTERNOON SNACK SPONSOR**
- **LUNCH OR RECEPTION SPONSOR**
Includes the opportunity to speak (5 minutes) at the beginning of the event as well as complimentary attendance for two representatives at the sponsored event.
- **POSTER SESSION PRIZE SPONSOR**
OPA hosts a student poster session each year. Each winner receives a cash prize and other prizes such as an OPA membership and opportunity to publish research.

Exhibitor Opportunities

Exhibit space is available at the OPA Convention. Each exhibitor is recognized on OPA's website, convention slides and during the lunch program. Exhibitors receive free lunch for two representatives on the days that their exhibit is open. Single and multi-day package rates are available.

Attendees will be in the exhibit space for breakfast as well as during the morning and afternoon breaks. Exhibits are also opening during lunch. A tentative schedule is below:

THURSDAY, APRIL 23

7 – 8 a.m.	Exhibitor Registration & Set-up
8 a.m. – 5:30 p.m.	Exhibits Open

FRIDAY, APRIL 24

7:45 a.m. – 6 p.m.	Exhibits Open
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SATURDAY, APRIL 25

7:45 a.m. – 4 p.m.	Exhibits Open
After 4 p.m.	Tear Down/Move Out

NEW OPPORTUNITY FOR EXHIBITORS... SESSION SPONSORSHIP

Exhibitors may opt to sponsor a specific session which provides the opportunity to briefly address the session attendees and introduce the speaker(s).

On-Line Opportunities

Online banner ads are available as part of our discounted sponsorship package pricing. Banner ads will be displayed on the OPA website and highlighted on the convention page where registration information is available.

*Save with our specially priced Sponsorship Packages ...
see the back of this flyer for more information!*

*Looking for something different...
contact Karen Hardin at khardin@ohpsych.org or
614.224.0034 to develop a custom sponsorship package!*

OPA Convention Sponsorship and Visibility Package Pricing





<i>select</i>	COST-SAVING SPONSORSHIP PACKAGES			
<input type="checkbox"/>	PLATINUM	<ul style="list-style-type: none">3-Day Exhibitor PackagePacket Insert or Session SponsorOne afternoon break sponsorshipOnline large banner ad	<ul style="list-style-type: none">Color full-page ad in Convention On-Site BrochureOne lunch sponsorshipOne reception sponsorship	\$2,000 <i>Save \$1,170</i>
<input type="checkbox"/>	GOLD	<ul style="list-style-type: none">3-Day Exhibitor PackagePacket Insert or Session SponsorColor full page ad in Convention On-Site Brochure	<ul style="list-style-type: none">One afternoon break sponsorshipOnline small banner adOne lunch sponsorship	\$1650 <i>Save \$635</i>
<input type="checkbox"/>	SILVER	<ul style="list-style-type: none">3-Day Exhibitor PackagePacket Insert or Session SponsorOnline small banner ad	<ul style="list-style-type: none">B&W half page ad in Convention On-Site BrochureOne morning break sponsorship	\$1000 <i>Save \$360</i>
<input type="checkbox"/>	BRONZE	<ul style="list-style-type: none">3-Day Exhibitor PackagePacket Insert or Session Sponsor	<ul style="list-style-type: none">B&W half page ad in Convention On-Site Brochure	\$600 <i>Save \$125</i>

<i>select</i>	A LA CARTE SPONSORSHIP PRICING		
PRINT ADVERTISING OPPORTUNITIES			
On-Site Convention Brochure (Artwork Deadline March 31, 2020 - send to leslie@burgiemediafusion.com)			
<input type="checkbox"/>	Full Page BW	5 1/2 X 8 vertical	\$175
<input type="checkbox"/>	Full Page Color	5 1/2 X 8 vertical	\$200
<input type="checkbox"/>	Half Page BW	5 1/2 X 4 horizontal	\$125
<input type="checkbox"/>	Half Page Color	5 1/2 X 4 horizontal	\$150
EXHIBITOR & OTHER ON-SITE OPPORTUNITIES			
<input type="checkbox"/>	3-Day Exhibitor	Includes lunch for two representatives each day of the convention	\$375
<input type="checkbox"/>	1-Day Exhibitor	Includes lunch for two representatives on the day of your exhibit. Select the day of your exhibit: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	\$175
<input type="checkbox"/>	Session Sponsor Add-On	Please review the enclosed list of sessions/workshops. Which session do you want to sponsor? Number ____ Title _____	\$225
<input type="checkbox"/>	Packet Insert	8 1/2 X 10 flyer included in attendee packet (must be an exhibitor or sponsor)	\$225
EVENT SPONSORSHIP OPPORTUNITIES			
<input type="checkbox"/>	Break Sponsor		\$450
<input type="checkbox"/>	Lunch / Reception Sponsor		\$950
<input type="checkbox"/>	Poster Session Prize Sponsor		\$200

SPONSOR INFORMATION:

Organization: _____
Contact: _____ Website: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ E-mail: _____

PAYMENT INFORMATION TOTAL AMOUNT DUE \$ _____

☐ Check Enclosed ☐ Credit Card (☐ Visa / ☐ Mastercard / ☐ AMEX)

Make checks payable to OPA and mail to:
395 E. Broad St. Ste. 310; Columbus, Ohio 43215

_____ account number

**FAX OR EMAIL COMPLETED FORMS TO
614.224.2059 OR KHARDIN@OHPSYCH.ORG**

_____ Exp. Date _____ Security Code

