



**NYSPA
CONVENTION
OCTOBER 16 - 18, 2020**

Virtual Partnership Opportunities

The New York State Psychological Association

555 8th Avenue, Suite 1902
New York, NY 10018

E: nyspa@nyspa.org

T: (518) 437-1040

F: (518) 437-0177

W: www.nyspa.org



NYSPA's 2020 Convention Has Gone Virtual!

In response to COVID-19, The New York State Psychological Association (NYSPA) has decided to convert our annual in-person convention to a **Virtual Convention**, taking place on **Friday, October 16 — Sunday, October 18, 2020**.

We are pleased to present new opportunities to engage and promote your organization's partnership with us. By partnering with us through our new **Virtual Partnership Opportunities**, your organization will gain exposure not only during the Virtual Convention, but prior to the event and for the remainder of 2020.

Our participants work in private practice, hospitals, clinics, public and private institutions, and academia as clinicians, researchers, consultants, and professors. We also have a large number of graduate students. What they all have in common is the desire to learn about new products and services they need both professionally and personally.

Included in this packet are a variety of Sponsorship, Exhibitor, and Advertising Opportunities, as well as Sponsorship and Exhibitor Ad-Ons. Whether you select one package or add additional partnership opportunities, your organization will receive **maximum visibility** to the Virtual Convention Attendees and NYSPA Membership as a whole through your partnership.

Take this opportunity to present your products or services to hundreds of psychologists and other mental health professionals. Reach members of the many areas of clinical and administrative practices in the industry. For questions regarding sponsorship packages, please contact Nora Saari at the NYSPA office at nsaari@nyspamail.org.

Thank you!
NYSPA Convention Committee



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Virtual Sponsorship Opportunities

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SPONSORSHIP PACKAGES

PLATINUM SPONSOR \$5,500

Exclusive Sponsorship - Only 1 Available

- One (1) 60-second video that will be included at either the beginning or end of 15 workshops. Edited, final version video to be provided to NYSPA by the sponsor; deadline to submit is 10/1/20. Availability and placement requests are first come, first served (Value: \$3,500)
- Listed as Platinum Sponsor on convention emails and promotional materials
- One (1) banner ad on NYSPA's website for three (3) consecutive months. Ad must start within the year 2020 (Value: \$900)
- One (1) Sponsor logo on NYSPA 2020 Convention webpage and Sponsor Recognition webpage
- Two (2) Advertisements in the NYSPA Friday Flash to be fulfilled by the end of 2020 (Value: \$300)
- One (1) Exclusive full page ad on the inside cover in of the NYSPA 2020 Convention Digital Program. Ad to be provided to NYSPA by Sponsor no later than 9/14/20 (Value: \$250)
- Platinum Sponsor Recognition during the Virtual Welcome
- Three (3) attendee registrations for the NYSPA 2020 Virtual Convention (Value: \$450)
- One (1) Sponsor e-blast sent out to NYS Psychologists by NYSPA prior to the event. E-blast content to be provided to NYSPA by Sponsor no later than 9/1/20 (Value: \$500)*
- One (1) Sponsor e-blast sent out to Convention attendees by NYSPA post-conference. E-blast content to be provided to NYSPA by Sponsor no later than 10/20/20 (Value: \$250)
- One (1) 2020 Virtual Convention Exhibit Booth Space on NYSPA's Virtual Convention Platform for 3 weeks (October 2-October 23, 2020). May include pictures, video, company description, link to landing page/website, Convention special offers, contact information for representatives, or other items as determined by Sponsor and NYSPA (Value: \$250)

* Email lists are not sold and NYSPA reserves the right to refuse or edit email content. Email content must be provide in HTML or JPG format. If content needs to be reformatted, a rate of \$100 per hour will be charged.



SPONSORSHIP PACKAGES

GOLD SPONSOR \$4,000

Only 2 Available

- (1) 60-second video that will be included at either the beginning or end of 10 workshops. Edited, final version video to be provided by the sponsor; deadline to submit is 10/1/20. Availability and placement requests are first, come, first served (Value: \$2,500)
- Listed as Gold Sponsor on convention emails and promotional materials
- One (1) banner ad on NYSPA's website for two (2) consecutive months. Ad must start within the year 2020 (Value: \$600)
- One (1) Sponsor logo on NYSPA 2020 Convention webpage and Sponsor Recognition webpage
- One (1) Advertisement in the NYSPA Friday Flash to be fulfilled by the end of 2020 (Value: \$150)
- One (1) half page ad in the NYSPA 2020 Convention Digital Program. Ad to be provided to NYSPA by Sponsor no later than 9/14/2020 (Value: \$125)
- Gold Sponsor Recognition during the Virtual Welcome
- Two (2) attendee registrations for the NYSPA 2020 Virtual Convention (Value: \$300)
- One (1) Sponsor e-blast sent out to NYS Psychologists by NYSPA prior to the event. E-blast content to be provided to NYSPA by Sponsor no later than 9/1/20 (Value: \$500)*
- One (1) Sponsor e-blast sent out to Convention attendees by NYSPA post-conference. E-blast content to be provided to NYSPA by Sponsor no later than 10/20/20 (Value: \$250)
- One (1) 2020 Virtual Convention Exhibit Booth Space on NYSPA's Virtual Convention Platform for 3 weeks (October 2-October 23, 2020). May include pictures, video, company description, link to landing page/website, Convention special offers, contact information for representatives, or other items as determined by Sponsor and NYSPA (Value: \$250)

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SPONSORSHIP PACKAGES

SILVER SPONSOR \$2,000

Only 3 Available

- (1) 60-second video that will be included at either the beginning or end of 5 workshops. Edited, final version video to be provided to NYSPA by the sponsor; deadline to submit is 10/1/20. Availability and placement requests are first come, first served. (Value: \$1,000)
- Listed as Silver Sponsor on convention emails and promotional materials
- One (1) banner ad on NYSPA's website for one (1) month. Ad must start within the year 2020 (Value: \$300)
- One (1) Sponsor logo on NYSPA 2020 Convention webpage and Sponsor Recognition webpage
- One (1) Advertisement in the NYSPA Friday Flash to be fulfilled by the end of 2020 (Value: \$150)
- One (1) half page ad in the NYSPA 2020 Convention Digital Program. Ad to be provided to NYSPA by Sponsor no later than 9/14/2020 (Value: \$125)
- Silver Sponsor recognition during the Virtual Welcome
- One (1) attendee registration for the NYSPA 2020 Virtual Convention (Value: \$150)
- One (1) Sponsor e-blast sent out to Convention attendees by NYSPA post-conference. E-blast content to be provided to NYSPA by Sponsor no later than 10/20/20 (Value: \$250)*
- One (1) 2020 Virtual Convention Exhibit Booth Space on NYSPA's Virtual Convention Platform for 3 weeks (October 2-October 23, 2020). May include pictures, video, company description, link to landing page/website, Convention special offers, contact information for representatives, or other items as determined by Sponsor and NYSPA (Value: \$250)

BRONZE SPONSOR \$750

- Listed as Bronze Sponsor on convention emails and promotional materials
- One (1) banner ad on NYSPA's website for one (1) 2020 month (Value: \$300)
- One (1) Sponsor logo on NYSPA 2020 Convention webpage and Sponsor Recognition webpage
- One (1) Advertisement in the NYSPA Friday Flash to be fulfilled by the end of 2020 (Value: \$150)
- One (1) half page ad in the NYSPA 2020 Convention Digital Program. Ad to be provided to NYSPA by Sponsor no later than 9/14/20 (Value: \$125)
- Bronze Sponsor Recognition during the Virtual Welcome
- One (1) attendee registration for the NYSPA 2020 Virtual Convention (Value: \$150)
- One (1) 2020 Virtual Convention Exhibit Booth Space on NYSPA's Virtual Convention Platform for 3 weeks (October 2-October 23, 2020). May include pictures, video, company description, link to landing page/website, Convention special offers, contact information for representatives, or other items as determined by Sponsor and NYSPA (Value: \$250)

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Virtual Exhibitor Opportunities

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EXHIBIT OPPORTUNITIES

NON-PROFIT EXHIBIT BOOTH \$175

FOR-PROFIT EXHIBIT BOOTH \$250

NYSPA will have a virtual exhibit hall on the NYSPA Virtual Convention Platform that is easily accessible for our attendees. The exhibit hall will be open for 21 days between October 2-October 23, 2020 (two weeks prior, during, and one week after the virtual event.) Exhibit booth will be located on Sponsor's own virtual page and may include pictures, video, company description, link to landing page/ website, special offers, contact information for representatives, or other items as determined by Exhibitor and NYSPA. Each exhibitor will have a link on the main virtual exhibit room. We will be offering a drawing with great prizes for attendees who visit a minimum number of exhibitors.

Exhibitor Benefits include:

- One (1) Logo in Virtual Exhibitor Room on the Virtual Convention Platform
- Listed on NYSPA 2020 Convention webpage and Exhibitor webpage
- Live Showcase Opportunity
- Opportunity to conduct private raffles and/or giveaways





**NYSPA
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Virtual Advertising & Ad-On Opportunities

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ADVERTISING & AD-ON OPPORTUNITIES

WORKSHOP VIDEO ADVERTISEMENT \$300/Workshop

Open to NYSPA Members or can be added any Sponsor or Exhibitor Package

- (1) 30-second video that will be included at either the beginning or end of a NYSPA workshop at the Virtual Annual Meeting. Provided by the sponsor.

Deadline to submit is 10/1/2020. Thirty-nine workshops available.

Availability and placement requests first come first serve.

- **\$300/ first workshop advertisement**
- **\$100/ each additional workshop advertisement**

CONVENTION PROGRAM ADVERTISING PRICES

These ads will be placed throughout the electronic convention program that is distributed to all attendees and exhibitors.

- **Full Page Ad - 8.5" x 11" \$250**
- **Half Page Ad - 8.5" x 5.5" \$125**
- **1/4 Page Ad - 4.25" x 5.5" \$50**



PARTNERSHIP AGREEMENT

Please complete the form below and return to:

New York State Psychological Association
Attention: Nora Saari
555 8th Avenue, Suite 1902, New York, NY 10018

Email to Nora Saari at nsaari@nyspamail.org

Fax to (518) 437-0177

Company Information:

Company Name: _____

Primary Contact Name: _____

Primary Contact Title: _____

Primary Contact Email: _____

Primary Representative Attending Name: _____

Primary Representative Attending Email: _____

Payment Information:

Payment Type: ☐ Check Enclosed (Payable to NYSPA)

☐ Credit Card (Circle One): Mastercard VISA AMEX Discover

Credit Card Number: _____

Expiration Date: ____ / ____ CVV Code: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

Authorized Signature: _____

Select Partnership Package(s):

___ Platinum Sponsorship	\$5,500
___ Gold Sponsorship	\$4,000
___ Silver Sponsorship	\$2,000
___ Bronze Sponsorship	\$750
___ Non-Profit Exhibit Booth	\$175
___ For-Profit Exhibit Booth	\$250
___ First Workshop Video Ad	\$300
___ Add. Workshop Video Ad(s)	\$100
___ Full Page Ad	\$250
___ Half Page Ad	\$125
___ Quarter Page Ad	\$50

Total Enclosed: \$ _____

NOTE: All advertisements must be prepaid before placement and submitted electronically.
Additional fees may apply for ads that are not submitted to specifications.