

The background of the entire page is a stylized landscape. The top half shows a bright yellow sun setting or rising behind a range of blue mountains. The sky is a gradient of orange and yellow. The lower half of the image shows more blue mountains and a body of water in the foreground, all rendered in various shades of blue and teal. The text 'PARTNERSHIP OPPORTUNITIES' is centered over the middle of the image.

PARTNERSHIP OPPORTUNITIES

OCTOBER 21 - 23

NYS PA CONVENTION
2022



**NYSPA
CONVENTION**
OCTOBER 21-23, 2022

NYSPA's 2022 Virtual Convention

In response to COVID-19, The New York State Psychological Association (NYSPA) has decided to once again have our annual convention virtually on **Friday, October 21 - Sunday, October 23, 2022.**

We are pleased to present opportunities to engage and promote your organization's partnership with us. By partnering with us through our **Virtual Partnership Opportunities**, your organization will gain exposure not only during the Virtual Convention, but prior to the event and for the remainder of 2022.

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. We expect this year's convention to be historically well attended now that the state of New York has a new continuing education requirement for all NYS licensed Psychologists.

Included in this packet are a variety of Sponsorship, Exhibitor, and Advertising Opportunities, as well as Sponsorship and Exhibitor Add-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



VIRTUAL SPONSORSHIP OPPORTUNITIES

**The New York State
Psychological Association**

330 West 38th Street, Suite 1105
New York, NY 10018

E: nyspa@nyspa.org

T: (518) 437-1040

F: (518) 437-9177

W: www.nyspa.org

SPONSORSHIP PACKAGES



**NYSPA
CONVENTION**
OCTOBER 21-23, 2022

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 10/1/22. Availability and placement requests are first come, first served (Value: \$3,500)
- Listed as Platinum Sponsor on convention emails and promotional materials
- Exclusive Sponsor of the Virtual Water Cooler Room. Listed as exclusive sponsor on promotional materials and webpage for Virtual Water Cooler. Opportunity to upload promotional materials to the Virtual Water Cooler page. (Value: \$500)
- One (1) banner ad on NYSPA's website for three (3) consecutive months. Ad must start within the year 2022 (Value: \$900)
- One (1) Sponsor logo on NYSPA 2022 Convention webpage and Sponsor Recognition webpage
- Two (2) Advertisements in the NYSPA Friday Flash to be fulfilled by the end of 2022 (Value: \$300)
- One (1) Exclusive full page ad on the inside cover of the NYSPA 2022 Convention Digital Program. Ad to be provided to NYSPA by Sponsor no later than 9/23/22 (Value: \$250)
- Platinum Sponsor Recognition during the Virtual Welcome
- Three (3) attendee registrations for the NYSPA 2022 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 9/1/22 (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 10/20/22 (Value: \$250)*
- One (1) 2022 Virtual Convention Exhibit Booth Space on NYSPA's Virtual Convention Platform for 3 weeks (October 10-October 30, 2022). 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 provided in HTML or JPG format. If content needs to be reformatted, a rate of \$100 per hour will be charged.

Benefits are subject to change pending the NYS continuing education requirements. In the event that a benefit may not be fulfilled due to a compliance conflict, a benefit of equal value will be determined between NYSPA and the Sponsor.

SPONSORSHIP PACKAGES



**NYSPA
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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 10/1/22. 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 2022 (Value: \$600)
- One (1) Sponsor logo on NYSPA 2022 Convention webpage and Sponsor Recognition webpage
- One (1) Advertisement in the NYSPA Friday Flash to be fulfilled by the end of 2022 (Value: \$150)
- One (1) half page ad in the NYSPA 2022 Convention Digital Program. Ad to be provided to NYSPA by Sponsor no later than 9/23/2022 (Value: \$125)
- Gold Sponsor Recognition during the Virtual Welcome
- Two (2) attendee registrations for the NYSPA 2022 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 9/1/22 (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 10/20/22 (Value: \$250)*
- One (1) 2022 Virtual Convention Exhibit Booth Space on NYSPA's Virtual Convention Platform for 3 weeks (October 10-October 30, 2022). 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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Benefits are subject to change pending the New York State continuing education requirements. In the event that a benefit may not be fulfilled due to a compliance conflict, a benefit of equal value will be determined between NYSPA and the Sponsor.

SPONSORSHIP PACKAGES



**NYSPA
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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 Sponsor; deadline to submit is 10/1/22. 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 2022 (Value: \$300)
- One (1) Sponsor logo on NYSPA 2022 Convention webpage and Sponsor Recognition webpage
- One (1) Advertisement in the NYSPA Friday Flash to be fulfilled by the end of 2022 (Value: \$150)
- One (1) half page ad in the NYSPA 2022 Convention Digital Program. Ad to be provided to NYSPA by Sponsor no later than 9/23/2022 (Value: \$125)
- Silver Sponsor recognition during the Virtual Welcome
- One (1) attendee registration for the NYSPA 2022 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 10/20/22 (Value: \$250)*
- One (1) 2022 Virtual Convention Exhibit Booth Space on NYSPA's Virtual Convention Platform for 3 weeks (October 10-October 30, 2022). 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) 2022 month (Value: \$300)
- One (1) Sponsor logo on NYSPA 2022 Convention webpage and Sponsor Recognition webpage
- One (1) Advertisement in the NYSPA Friday Flash to be fulfilled by the end of 2022 (Value: \$150)
- One (1) half page ad in the NYSPA 2022 Convention Digital Program. Ad to be provided to NYSPA by Sponsor no later than 9/23/22 (Value: \$125)
- Bronze Sponsor Recognition during the Virtual Welcome
- One (1) attendee registration for the NYSPA 2022 Virtual Convention (Value: \$150)
- One (1) 2022 Virtual Convention Exhibit Booth Space on NYSPA's Virtual Convention Platform for 3 weeks (October 10-October 30, 2022). 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 provided in HTML or JPG format. If content needs to be reformatted, a rate of \$100 per hour will be charged.

Benefits are subject to change pending the NYS continuing education requirements. In the event that a benefit may not be fulfilled due to a compliance conflict, a benefit of equal value will be determined between NYSPA and the Sponsor.



VIRTUAL EXHIBITOR OPPORTUNITIES

**The New York State
Psychological Association**

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EXHIBIT OPPORTUNITIES



**NYSPA
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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 10-October 30, 2022 (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 2022 Convention webpage and Exhibitor webpage
- Live Showcase Opportunity
- Opportunity to conduct private raffles and/or giveaways





VIRTUAL ADVERTISING & ADD-ONS

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Psychological Association**

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WORKSHOP VIDEO ADVERTISEMENT * \$300/Workshop

Open to NYSPA Members or can be added to 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 Convention. Provided by the sponsor.

Deadline to submit is 10/1/2022. Thirty-nine workshops available.

Availability and placement requests first come first serve.

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

** Benefits are subject to change pending the New York State continuing education requirements. In the event that a benefit may not be fulfilled due to a compliance conflict, a benefit of equal value will be determined between NYSPA and the Partner.*

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**



SPONSORSHIP AGREEMENT



**NYSPA
CONVENTION**
OCTOBER 21-23, 2022

Please complete the form below and return to:

Foundation of the New York State Psychological Association

Email to Nora Saari at nsaari@nyspamail.org

Attention: Nora Saari

330 West 38th Street, Suite 1105, New York, NY 10018

Fax to (518) 437-0177

Please note: All sponsorships must be paid to the Foundation of NYSPA by check.

Company Information:

Company Name:

Primary Contact Name:

Primary Contact Title:

Primary Contact Email:

Primary Representative Attending Name:

Primary Representative Attending Email:

Select Sponsorship Package(s):

- | | |
|--------------------------|---------|
| ___ Platinum Sponsorship | \$5,500 |
| ___ Gold Sponsorship | \$4,000 |
| ___ Silver Sponsorship | \$2,000 |
| ___ Bronze Sponsorship | \$750 |

Total Enclosed: \$ _____

Payment Information:

Payment Type: ☐ Check Enclosed (Payable to Foundation of NYSPA)

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

PARTNERSHIP AGREEMENT



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Please **[purchase online here](#)** or complete the form below and return to:

New York State Psychological Association

Attention: Nora Saari

330 West 38th Street, Suite 1105, 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: _____

Select Partnership Package(s):

___ 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: \$ _____

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: _____

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