



# South Carolina Psychological Association

## 2017 Annual Spring Conference Exhibit & Sponsorship Opportunities

Working with Families and Couples  
Friday, March 31 - Saturday, April 1  
Hilton Myrtle Beach

The SCPA Annual Conference provides a fantastic opportunity to introduce your products, services, programs and build partnerships with our attendees! By partnering with the South Carolina Psychological Association, you can strengthen your connections with psychologists, other mental health professionals who work in private practice, hospitals, schools, community mental health centers, academic institutions, medical schools, and large business organizations throughout the state. Psychology students will also be in attendance.

**Exhibitor** \$350 regular registration

- One tabletop display
- One conference registration (with continuing education)
- Listing in on-site conference program with company contact information
- Listing on conference website
- Tables can be left unattended during show times (feel free to sit in on sessions)
- Same area as hosted breaks, reception(s)



# South Carolina Psychological Association 2017 Conference Sponsorship Information

**Print Advertisements:** You will get TWO runs of your advertisement in the emailed program. The first run of the ad will be in the pre-conference program sent to all licensed psychologists and other local mental health practitioners. The second run will be in the final printed program distributed on-site. Deadline to be included in BOTH publications is March 10, 2017.

Size	Dimensions	Value
Packet Insert (coupons/brochures- include sample)	8.5" x 11"	\$150
Conference Program ¼ page advertisement (b/w)	3.5" x 5"	\$50
Conference Program ½ page advertisement (b/w)	7.5" x 5"	\$100
Conference Program full page advertisement (b/w)	7.5" x 10"	\$150
Conference Program outside back cover (color)	7.5" x 10"	\$500
Conference Program inside front or back cover (color)	7.5" x 10"	\$350

**Sponsorships:** Maximize your visibility with one of our sponsorship opportunities. Sponsoring offers a selling opportunity and face-to-face interaction with an involved audience who is already supportive of mental health and possibly the product(s)/service(s) that you sell. SCPA is open to sponsorship ideas you may have that are not listed below. Only one sponsor per market/product type at each level.

## Silver (\$500)

- One full conference registration including continuing education processing
- Past-Presidents' Reception Sponsorship = Invitation to Past-Presidents' Reception
- Special recognition as the Silver Sponsor
- One tabletop display in your location of choice (within exhibit area)
- Conference attendee packet insert

## Gold (\$1,000)

- Two full conference registrations including continuing education processing
- One tabletop display in your location of choice (within exhibit area)
- Past-Presidents' Reception Sponsorship = Invitation to Past-Presidents' Reception
- Special recognition as the Gold Sponsor
- Logo advertisement with hyperlink for 1 month on SCPA's Eclips – Newsclipping email service sent to membership twice a week
- Conference attendee packet insert
- **PLUS, choose 1 additional benefits from the following list:**
  - Quarter page, black/white advertisement in Conference on-site program
  - Logo in rotation on large screen prior to opening session and Annual Luncheon

## Platinum (\$1,500)

- Three full conference registrations including continuing education processing
- Special recognition as the Platinum Sponsor
- Past-Presidents' Reception Sponsorship = Invitation to Past-Presidents' Reception
- One tabletop display in your location of choice (within exhibit area)
- Logo advertisement with hyperlink for 1 month on SCPA's Eclips – Newsclipping email service sent to membership twice a week
- Thank you and key contact introduction from podium at opening session
- Half page, black/white advertisement in Conference on-site program
- Conference attendee packet insert
- **PLUS, choose 1 additional benefits from the following list:**
  - Logo in rotation on large screen prior to opening session and Annual Luncheon
  - Mailing labels listing all attendees
  - Logo advertisement with hyperlink on SCPA's Conference homepage with hyperlink for 3 months (October-December or March-May)



# South Carolina Psychological Association 2017 Conference Sponsorship Information

## Executive (\$2,000)

- Four full conference registrations including continuing education processing
- Special recognition as the Executive Sponsor
- Past-Presidents' Reception Sponsorship = Invitation to Past-Presidents' Reception
- One tabletop display in your location of choice (within exhibit area)
- Logo advertisement with hyperlink for 1 month on SCPA's Eclips – Newsclipping email service sent to membership twice a week
- Thank you and key contact introduction from podium at opening session
- Half page, black/white advertisement in Conference on-site program
- Conference attendee packet insert
- **PLUS, choose one additional benefits from the following list:**
  - Logo in rotation on large screen prior to opening session and Annual Luncheon
  - Mailing labels listing all attendees
  - Logo advertisement with hyperlink on SCPA's Conference homepage with hyperlink for 3 months (October-December or March-May)

## Presidential (\$3,000)

- Six full conference registrations including continuing education processing
- Name and logo recognition on the conference delegate giveaway - given to all attendees
- Special recognition as the Presidential Sponsor
- Past-Presidents' Reception Sponsorship = Invitation to Past-Presidents' Reception
- One tabletop display in your location of choice (within exhibit area)
- Logo advertisement with hyperlink for 1 month on SCPA's Eclips – Newsclipping email service sent to membership twice a week
- Thank you and key contact introduction from podium at opening session
- Half page, black/white advertisement in Conference on-site program
- Conference attendee packet insert
- **PLUS, choose two additional benefits from the following list:**
  - Logo in rotation on large screen prior to opening session and Annual Luncheon
  - Mailing labels listing all attendees
  - Logo advertisement with hyperlink on SCPA's Conference homepage with hyperlink for 3 months (October-December or March-May)

## Conference Management

Any questions or suggestions can be directed to:  
**David White**—South Carolina Psychological Association Executive Director  
tpa\_dwhite@att.net

## Hotel Information and Conference Cancellation Policy

Hilton Myrtle Beach Hotel  
10000 Beach Club  
Myrtle Beach, South Carolina 29572  
Hotel Phone Number: 1-843-449-5000

Cancellations must be submitted in writing to David White via USPS mail, fax or email no later than March 15th in order to receive a refund, less a \$100 cancellation fee. Cancellations postmarked, faxed or emailed after will forfeit the fee paid.



# South Carolina Psychological Association 2017 Conference Sponsorship/Exhibitor Application

<b>Company/Organization Name</b>				
<b>Address</b>		<b>City</b>	<b>State</b>	<b>Zip</b>
<b>Contact Name</b>	<b>Phone</b>	<b>Fax</b>	<b>Email</b>	
<b>Product/Service Description (20-30 words)</b>				
<b>Exhibit Booth Attendant(s)</b>				
1.)				
2.)				

## I WANT TO PARTNER WITH THE SOUTH CAROLINA PSYCHOLOGICAL ASSOCIATION IN THE FOLLOWING WAY:

### SPONSORSHIP

- Presidential (\$3,000)    Executive (\$2,000)    Platinum (\$1,500)    Gold (\$1,000)    Silver (\$500)    Break Exclusivity (contact central office)

### EXHIBIT

- Exhibit Booth only (\$350)    Packet Insert (\$150)

### PRINT ADVERTISEMENT

- Conference Program ¼ page advertisement (b/w) (\$50)  
 Conference Program ½ page advertisement (b/w) (\$100)  
 Conference Program full page advertisement (b/w) (\$150)  
 Conference Program outside back cover (color) (\$500)  
 Conference Program inside front or back cover (color) (\$350)

- Check enclosed (payable to SCPA)**    **Visa**    **MasterCard**    **Discover**

<b>Name on card</b>				
<b>Billing Address for Card</b>		<b>City</b>	<b>State</b>	<b>Zip</b>
<b>Card Number</b>				
<b>Expiration Date</b>		<b>Security Code</b>		

Please return this application with payment to:

**SCPA Conference** PO Box 1448 Cedar Park, TX 78630  
tpa\_dwhite@att.net (512) 788-0207, extension 2 888-511-1305 (fax)