

If there were over 300 mental health and healthcare professionals all in one place would you want your organization represented?

If yes, then you may want to consider exhibiting at the
2010 Kentucky Psychological Association Annual Convention!
November 11 - 13, Louisville, KY

Connect with your Target Population

Create affinity and awareness for your products and services during the Kentucky Psychological Association Annual Convention, scheduled for November 11 - 13, 2010 at the Crowne Plaza Hotel in Louisville, KY. Sponsor an event that puts your name in front of psychologists and affiliated mental health professionals, and increase your organization's prestige and visibility in this increasingly competitive market.

Reach key individuals in the mental health and healthcare community. Sponsorship/Exhibitor options include the chance to market your organization in the KPA newsletter, *The Kentucky Psychologist*, which will be mailed along with the convention registration brochure in early September. These materials are sent to approximately 2500 psychologists and allied health providers. If you prefer email marketing there is an option to include your organization information in KPA's bimonthly eNewsletter which is emailed to all current KPA members, approximately 1300 individuals, including student members. All sponsors are highlighted during the convention which is attended by approximately 250 professionals.

Convention attendees include private practitioners, service providers and administrators in mental health agencies and hospitals, university faculty and graduate students. Sponsorship puts you in touch with our members along with the thousands of other professionals throughout Kentucky that they interact with.

About the Exhibitor Hall

To be apart of the KPA Exhibitor Hall is an opportunity for exhibitors to meet and mingle with Convention attendees during breaks. The Exhibitor Hall will be open from 8 AM Wednesday morning, November 11th, through 3:30 PM on Saturday, November 13th. The Exhibitor Hall's central location, next to the Registration Desk and surrounding the food and beverage break stations, ensures the highest visibility and interaction with attendees. Sponsors at all levels may participate in the Exhibitor Hall. Sponsors are provided with a 6 foot skirted, draped display table and two chairs.

Added Incentives for Exhibitor Hall Visitors

The Exhibitor Hall includes a daily raffle that will drive visitors to your booth. Attendees who visit each booth qualify for attractive prizes, with a drawing to be held at the end of the each afternoon break. Twice daily break times allow more time to interact with exhibitors as well.

Please join us for this excellent opportunity to connect with your target audience.



Kentucky Psychological Association
120 Sears Avenue, Suite 214, Louisville KY 40207
502.894.0777 Fax: 502.894.0635 kpa@kpa.org

Kentucky Psychological Association Annual Convention

2010 Sponsorship/Exhibitor Opportunities

Join us this November at the Crowne Plaza Hotel in Louisville, KY

Choose the best plan to meet your organization's needs.

Sponsorship Packages

Platinum Sponsor - \$1,500

Platinum Sponsors receive the following benefits:

- 1 Tabletop display space for Thursday - Saturday
- 2 Exhibitor badge passes (includes onsite lunch tickets)
- 1/2 Page, black and white ad in the onsite brochure
- 1/4 Page, black & white ad in the KPA Newsletter
- Sponsorship listing in KPA eNewsletter
- Signage at event recognizing your Platinum level sponsorship
- Option to place brochure/flyer in onsite folder
- Organization name and logo in the onsite brochure
- Logo with link on Convention page of the KPA website
- 3 Complimentary registrations to the Convention (\$900 value!)

Gold Sponsor - \$1,000

Gold Sponsors receive the following benefits:

- 1 Tabletop display space for Thursday - Saturday
- 2 Exhibitor badge passes (includes onsite lunch tickets)
- 1/4 Page, black and white ad in the onsite brochure
- Signage at event recognizing your Gold level sponsorship
- Option to place brochure/flyer in onsite folder
- Organization name and logo in the onsite brochure
- Logo with link on Convention page of the KPA website
- 2 Complimentary registrations to the Convention (\$600 value!)

Silver Sponsor - \$850

Silver Sponsors receive the following benefits:

- 1 Tabletop display space for Thursday - Saturday
- 2 Exhibitor badge passes (includes onsite lunch tickets)
- Signage at event recognizing your Silver level sponsorship
- Option to place brochure/flyer in onsite folder
- Organization name and logo in the onsite brochure
- Logo with link on Convention page of the KPA website
- 1 Complimentary registration to the Convention (\$300 value!)

Exhibitor/Advertising "A-La-Carte" Options

1 Tabletop Display Space, Staffed **\$200/day**
Available Thur, Fri and/or Sat. The Exhibitor Hall showcases exhibitors' products and programs on tabletops allowing space and time for one-on-one contact with KPA members and guests. For each day, you receive:
1 Tabletop display space for selected day(s)
2 Exhibitor badge passes (includes onsite lunch tickets)

Brochure/Flyer - Onsite Packet Insert **\$150**
Include your organization brochure/flyer in the onsite folder that all attendees will receive.

Advertise in the onsite brochure
Each registrant will receive an onsite packet that includes a program brochure. Advertisement options include:
1/4 page, black & white ad **\$ 50**
1/2 page, black & white ad **\$100**
Full page, black & white ad **\$175**

Online Advertisement **\$ 50**
80% of all convention registrations are received online. On the main convention registration page, we will post your organization logo under the event sponsors and a link to your website.

Advertise in the KPA Newsletter, *The Kentucky Psychologist*
The Fall edition of the KPA newsletter is distributed to KPA's entire membership, all Licensed and Certified Psychologists in the state, all academic psychologists in Kentucky, all Kentucky colleges and universities and their libraries, all psychology department chairs, all state and provincial psychological associations, and to key figures at the American Psychological Association. The Fall edition will be mailed in early September along with the convention registration information.

1/4 page, black & white ad **\$250**
1/2 page, black & white ad **\$325**
Full page, black & white ad **\$450**

Advertise in the KPA eNewsletter
The KPA eNewsletter is emailed to KPA's entire membership on a bi-monthly basis and highlights current KPA activities. We will include your organization logo under and a link to your website. Convention edition emailed in September.

Advertise in one eNewsletter edition **\$ 50**
Advertise in two eNewsletter editions **\$ 75**
Advertise in three eNewsletter editions **\$100**

Sponsorship Guidelines

Signed contracts must be on file and display ad in electronic format must be received by the stated due dates in the contract to be included in the publications. Sponsors may make promotional materials or samples available at their sponsored events. Sponsors with exhibit space may begin to set up display tables beginning at 6 AM on the day(s) of their contract. Registration typically opens at 7:30 AM. Complimentary registrations include access to all Convention programming (including Continuing Education credits), meals and breaks. Exhibitor badge passes include meals/ breaks (does not include CE credit).

To take advantage of all sponsorship benefits, sign up today by completing the enclosed Sponsor Contract Form.

For More Information

For more information on sponsorship of KPA events, or to discuss customizing a sponsorship package to meet your specific needs, please contact Ms. Leslie Proasi, Director of Operations, Kentucky Psychological Association, 120 Sears Ave, Suite 214, Louisville, KY 40207, Email: leslie@kpa.org, V: 502-894-0777 F: 502-894-0635, Web: www.kpa.org

Sponsorship/Exhibitor Contract

KPA 2010 Annual Convention

November 11 - 13, Crowne Plaza Hotel in Louisville, KY

Organization: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Sponsorship Options - Please see enclosed sheet for full details about each level of sponsorship.

PACKAGES:

____ **Platinum Sponsor \$1,500**

Please note names of 3 complimentary registrants and 2 InfoFair exhibitors on reverse.

____ **Gold Sponsor \$1,000**

Please note names of 2 complimentary registrants and 2 InfoFair exhibitors on reverse.

____ **Silver Sponsor \$850**

Please note names of 1 complimentary registrant and 2 InfoFair exhibitors on reverse.

A-LA-CARTE OPTIONS:

1 Tabletop Display Space, Staffed

\$200/day

____ *Thursday, Nov 11*

____ *Friday, Nov 12*

____ *Saturday, Nov 13*

Brochure/Flyer - Onsite Packet Insert

\$150

Advertise in the onsite brochure

____ *1/4 page, black & white ad \$ 50*

____ *1/2 page, black & white ad \$100*

____ *Full page, black & white ad \$175*

Online Advertisement

\$ 50

Advertise in the KPA Newsletter, *The Kentucky Psychologist*

____ *1/4 page, black & white ad \$250*

____ *1/2 page, black & white ad \$325*

____ *Full page, black & white ad \$450*

Sponsor listing in the new KPA eNewsletter

____ *Advertise in one eNewsletter edition \$ 50*

____ *Advertise in two eNewsletter editions \$ 75*

____ *Advertise in three eNewsletter editions \$100*

DEADLINES:

Sponsorships may be submitted anytime before Oct 29 but should note the following deadlines for the advertising options:

Ad in KPA Newsletter - Monday, Aug 2

eNewsletter Submission - Monday, Aug 30

Logo/Ad for onsite brochure - Wednesday, Oct 13

Brochure / Flyer packet insert - Friday, Oct 22

Online Ad - Posted anytime between Aug 1 - Oct 29

PAYMENT:

____ **Please email an invoice to:** _____

____ Pay by Check (made payable to KPA) ____ Pay by Credit Card: VISA MasterCard

Account # _____ Exp Date _____

Name as it appears on Card _____

Signature _____

The legal stuff: The Kentucky Psychological Association (KPA) agrees to provide all benefits as detailed in attached material. KPA is not liable for any real or perceived losses should the Convention be cancelled due to natural or man-made disaster. The vendor agrees to abide by restrictions imposed by the conference center (e.g. smoking policy, etc.). Each display table includes a 6-ft skirted table and two chairs. Vendor agrees to remove all exhibit material from site by end of the Convention on Saturday, November 13, 2010 at 5 PM. Please send completed contract along with payment details to: KPA, 120 Sears Avenue, Suite 214, Louisville, KY 40207. 502-894-0635 fax. A confirmation letter with a signed copy of this contract will be returned to you with setup times and other important information.

Authorized Signer for Vendor

Signature

Date

KPA Representative

Leslie Proasi, Director of Operations

Date

Sponsorship Registrations

KPA 2010 Annual Convention

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Complimentary Convention Registrations - *Must be submitted by Oct 29, 2010*

Registrant #1 (for Platinum, Gold & Silver Sponsors Only)

Name: _____

Address: _____

Email: _____

Registrant #2 (for Platinum and Gold Sponsors Only)

Name: _____

Address: _____

Email: _____

Registrant #3 (for Platinum Sponsors Only)

Name: _____

Address: _____

Email: _____

Exhibitor Badge Passes for Exhibitor Hall - *Must be submitted by Oct 29, 2010*

Pass #1 Name: _____

Title: _____

Pass #2 Name: _____

Title: _____

We look forward to seeing you in November!

Kentucky Psychological Association

120 Sears Avenue, Suite 214, Louisville KY 40207

502.894.0777 502.894.0635 fax kpa@kpa.org www.kpa.org