



# **2011 ANNUAL CONVENTION**

*Sponsorship Prospectus*

**TOGETHER THROUGH CHALLENGE AND CHANGE**

**October 14 - 15, 2011**

**Radisson Fort McDowell Resort  
10438 North Fort McDowell Road  
Scottsdale/Fountain Hills AZ 85264**



## 2011 Annual Convention Sponsorship Information October 14 - 15, 2011

### LOCATION:

Radisson Fort McDowell Resort  
10438 North Fort McDowell Road,  
Scottsdale/Fountain Hills AZ 85264,

### SPONSORSHIP INCLUDES:

- Booth space 10 x 10
  - 6' x 3' Draped Table & 2 Chairs
- Breakfast & lunch for ONE booth staff per company

### BOOTH SET-UP/BREAKDOWN

**Thursday**, October 13, 7:00 p.m.  
**Saturday**, October 15, 3:30 p.m.

### EXHIBIT HOURS:

**Friday**, October 14  
7:00 a.m. to 5:30 p.m.  
**Saturday**, October 15  
7:00 a.m. to 3:30 p.m.



### EXHIBIT HALL ACTIVITIES:

Continental breakfast and morning/afternoon breaks will take place in the exhibit hall to provide you with maximum exposure.

### SPONSORSHIP OPPORTUNITIES:

A great way to get name recognition for your company! Speaker and event sponsors of \$1000 or more receive recognition and acknowledgement in brochure materials as well

as advertisement space in the onsite program. Please indicate on the registration/contract if you are interested in supporting a speaker or an event.

### SECURITY:

We ask that you not leave anything of value on tables when you are not there; you are ultimately responsible for your possessions.

### PRESENCE:

It is very important for our exhibitors to have someone available to talk about your services. While we understand that you may not be able to be there for the entire convention, we ask that you do your best to cover registration, break, and lunch times.

### LIMITED NUMBER OF SPACES:

Exhibit space is assigned on a first-come, first-serve basis. Register online at [www.AzPA.org](http://www.AzPA.org) or return the enclosed exhibit contract, along with your payment to the Arizona Psychological Association

# Sponsorship Opportunities

## PLATINUM SPONSOR

(Member \$5000 / Non member \$5,500)

### *Benefits:*

- Event poster acknowledging support
- Four inch ad to include a link to your website, on the home page as well as the convention page of the AzPA website
- Acknowledgement as sponsor of both morning breaks
- Sponsor's name and logo printed on convention brochure in addition to a full page ad in the onsite program
- Company may provide packet stuffer
- Acknowledgment in registration materials, mailed brochure, and the *Arizona Psychologist* publication
- Premium display space in exhibit hall

## GOLD SPONSOR

(Member \$2,500 / Nonmember \$3,000)

### *Benefits:*

- Four inch ad, to include a link to your website, on the home page as well as the convention page of the AzPA website
- Half-page ad in onsite brochure
- Acknowledgement as sponsor of one morning break
- Company logo with link to website on the convention page of the AzPA website
- Company may provide packet stuffer
- Acknowledgment in registration materials, mailed brochure, onsite printed program, and the *Arizona Psychologist* publication
- Premium display space in exhibit hall

## SILVER SPONSOR

(Member \$1,000 / Nonmember \$1500)

### *Benefits:*

- Quarter page ad in onsite brochure  
Company logo with link to website on the convention page of the AzPA website
- Company may provide packet stuffer
- Acknowledgment in registration materials, mailed brochure, onsite printed program, and the *Arizona Psychologist* publication
- Display space in exhibit hall

## BRONZE SPONSOR

(Member \$500 / Nonmember \$625)

### Benefits:

- Acknowledgment in registration materials, mailed brochure, onsite printed program, and the *Arizona Psychologist* publication
- Company logo with link to website on the convention page of the AzPA website
- Display space in exhibit hall

## MEAL OR SPEAKER SPONSOR

Choose to underwrite the cost of a meal, break, or speaker. Additional recognition will be given.

## PACKET ADVERTISER

Packet advertising (stuffers) is an inexpensive way of gaining visibility. 300 pieces of the item must be delivered to the AzPA office by October 1, 2011. Pens, tablets, key chains, and brochures are all good ideas. Cost to place 300 pieces is \$150.

## JOURNAL ADVERTISER

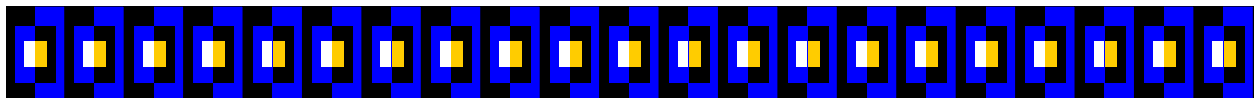
If you wish to place an ad in our journal, *The Arizona Psychologist*, please contact Kate Gagne @ 480-675-9477. The pre-convention issue is mailed to approximately 1400 psychologists in Arizona, providing maximum exposure for your product or service.

## ONSITE PROGRAM ADS

We are pleased to offer an opportunity to advertise in our onsite convention program. Attendees refer to this program frequently throughout the two days as well as a resource after the event has passed. By placing an ad you are putting your product/service in front of your target market over and over again.

### Rates:

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| • Inside front/back cover (color) | Member \$750 / Nonmember \$1000 |
| • Full page                       | Member \$325 / Nonmember \$500  |
| • Half page                       | Member \$200 / Nonmember \$300  |
| • Quarter page                    | Member \$150 / Nonmember \$200  |
| • Eighth page                     | Member \$100 / Nonmember \$150  |



## Exhibit/Sponsor Terms and Conditions

1. The **Arizona Psychological Association (AzPA)** acts for sponsors/exhibitors and their representatives in the capacity of agent, not as principal. This Association assumes no liability for any act of omission or commission in connection with the hotel. Exhibitor and representatives hereby release **AzPA** from any and all liabilities for loss or damage ensuing from any cause whatsoever, except for claims for damages or injuries caused by or resulting from the negligence of the Association or its agents/employees. In addition, the sponsors/exhibitors and representatives agree to hold harmless the Association from any and all claims for loss or damages asserted against the Association by any person as a result of or in any way connected with the wrongful acts of negligence of the sponsor/exhibitor.
2. The name of this Association shall not appear on any sponsors/exhibitors display or literature without approval from **AzPA** .
3. **AzPA** staff must approve any questionnaire or survey used by an sponsor/exhibitor at least thirty (30) days prior to the opening of the exhibits.
4. Sponsors/exhibitors and/or their representatives agree that any electrical or other charges incurred with the hotel or other agents for purchase, rental or service will be paid by the sponsors/exhibitors or their agent.
5. Subletting space is not permissible. Two or more firms may not exhibit in a single space unless written approval has been obtained from **AzPA** in advance.
6. All exhibit arrangements shall conform in all respects to the dimensional and height requirements as indicated by the hotel and **AzPA** .
7. No signs or advertising devices shall be displayed outside exhibit spaces other than those furnished or pre-approved by **AzPA** . Distribution by sponsors/exhibitors of any printed material, samples, or other articles shall be restricted to within the confines of the sponsors/exhibitors own exhibit area unless pre-approved by **AzPA** .
8. No part of any exhibit and no sign should be pasted, nailed, or otherwise affixed to walls, doors, etc., in any way that might cause defacement. Damage from failure to observe this notice is payable by the sponsor/exhibitor.
9. Combustible material for decorative or other purposes must be flame proofed. Use or storage of flammable liquids, gases or solids is not permissible.
10. Exhibitors or their representatives who fail to observe these conditions of contract, or who, in the opinion of **AzPA** , conduct themselves unethically, may be dismissed without refund or appeal for redress.
11. Exhibitors shall observe and abide by additional rules and regulations that may be adopted by **AzPA** , which shall be as much a part hereof as though fully incorporated herein.
12. **AzPA** , in the event of conflict regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan at any time.

**Exhibitor/Sponsor Registration  
AzPA 2011 Annual Convention  
October 14-15, 2011**

3 ways to register: Online, [www.azpa.org](http://www.azpa.org), fax 480-675-9320 or mail to AzPA  
3933 S. McClintock Drive, Ste. 505, Tempe, AZ 85282  
Contact AzPA at 480-675-9477

**COMPANY NAME:** (Print/type exactly as your company wishes to be identified)

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**CONTACT PERSON:** (All confirmation information will be sent to the person listed)

Name: \_\_\_\_\_ Title \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Person who will be attending (if different than above) or additional attendees:

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**ELECTRICAL/SPECIAL REQUIREMENTS:** Please circle if needed. Yes No

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**CANCELLATION REQUESTS** must be submitted in writing by August 31, 2011. A \$250 cancellation fee will be applied to cancellation refunds received by the 31st. There will be no refunds after August 31, 2011.

**LEVEL OF SPONSORSHIP:**

Platinum Sponsor  Member (\$5000)  Non-member (\$5500)

Gold Sponsor  Member (\$2500)  Non-member (\$3000)

Silver Sponsor Member (\$1000)  Non-member (\$1500)

Bronze Sponsor Member (\$500)  Non-member (\$650)

Customized Sponsorship (Meal; break; other) - Please call our office to discuss opportunities & pricing

**PACKET ADVERTISING:** Member (\$150)  Non-member (\$250) \_\_\_\_\_ # of items

**ADVERTISING:** (see enclosed for most current advertising prices)

Convention Journal, Amt Paid \$ \_\_\_\_\_ Full Half Quarter Eighth

Onsite Convention Program, Amt Paid \$ \_\_\_\_\_ Inside Cover Full Half Quarter Eighth

**FEES:**

Additional exhibitor's ticket to luncheons (registration includes breakfast & lunch for ONE booth staff PER company ) All other meals are @ \$35 per person per day..... \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

**PERSON MAKING APPLICATION:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_

**PAYMENT:** Check enclosed, Visa, Mastercard, Discover, or American Express (Circle one)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Signature:** \_\_\_\_\_