



ONTARIO  
PSYCHOLOGICAL  
ASSOCIATION

# Summit on Innovation in Psychology:

*Exciting developments to update your toolbox*

October 15 – 17, 2015 • Hyatt Regency • Toronto



**Sponsorship  
& Exhibitor  
Prospectus**

## From the Ontario Psychological Association's C.E.O.

I would like to thank you in advance for showing interest in becoming a sponsor or an exhibitor at the Ontario Psychological Association's first **"Summit on Innovation in Technology"** to be held on October 15, 16, and 17, 2015, in downtown Toronto at the Hyatt Hotel on King Street West.

The OPA Annual Conference is our major continuing education and networking event. For the past 67 years, it has been attracting a large number of psychologists and other healthcare professionals from across the province and the country to exchange ideas, learn from the leaders in the field of psychology, gain access to useful resources from our sponsors and exhibitors and to network and enjoy one another's company.

Our conference has traditionally been held in February. This year we committed to moving our conference to the fall, and wanted this first fall event to be simply spectacular in order to demonstrate the consistent excellence of our CE events. As a result, we searched for some of the most innovative and game changing practices that are impacting the research, education and practice environments of Ontario's psychologists. When you examine our preliminary program, you will agree that we have produced a stellar agenda for our members. This is a great opportunity for you to enjoy meeting the enthusiastic presenters and participants as they gain access to **exciting developments that they can add to their toolbox** - and your organization's, as well.

The OPA works with private sector, government, and public sector healthcare leaders to achieve our joint goal of helping to improve the health and psychological well-being of Ontarians. We believe that the exchange of ideas and relationships that form between academic researchers, educators, clinicians and students and our sponsors and exhibitors contributes greatly to that goal. As one of a diverse range of important sponsors and exhibitors, your organization will be positioned to access, reach out to and learn from this important professional and academic audience. We sincerely hope that you will join us at our Summit of Innovation in Psychology. Please take the time to review this prospectus and we will follow-up with you in the very near future.

You will be hearing a great deal more about **Psychology Aid Ontario** - a program to provide funds so that the most vulnerable amongst us receive the psychological services that are needed to set their lives back on a positive trajectory. Be one of the first organizations to level the playing field for people with complex mental disorders by contacting me at [jan-kasperski@psych.on.ca](mailto:jan-kasperski@psych.on.ca) to learn more about the OPA's solution to the lack of timely and equitable access to psychological services in this province. There will be a 10% reduction in sponsorship fees for any organization that makes a major contribution to the Psychology Aid Fund.

Yours truly,



M. Janet Kasperski RN, MHSc, CHE  
Chief Executive Officer



# Sponsorship Opportunities

## Information and Fees

The OPA is offering an opportunity to sponsor the Summit Keynote Addresses, individual workshops and our breakfasts, luncheons and nutrition breaks. Raise the profile of your organization by actively participating in our Summit's main events. Sponsors will receive recognition at each of the sessions, in our program to be distributed to all of our members and invited guests, and on the OPA website. Booths can be provided for all of our major sponsors, if desired. The following sponsorship opportunities are available to organizations that want to be front and center at this exciting first-of-its-kind event.

Let us know before **September 15, 2015** about the session you wish to sponsor so that we can recognize your organization in our program and on our website.

Please contact Ms Jill Thompson, Director of Finance and Administration, at 416-961-5552 or [jill@psych.on.ca](mailto:jill@psych.on.ca)

## Thursday, October 15, 2015

### **Thursday Pre-Summit Workshop *Best Practices in Clinical Supervision***

#### **Platinum Sponsorship (\$5000)**

The final entry point into registration as an autonomous psychological associate or a psychologist is supervised practice. It is critical that supervisors have the highest level of psychological skills in order to model evidence-based best clinical practices. In addition, they must be able to create an environment that promotes an extraordinary learning experience for supervisees. This one-day Pre-Summit Workshop will allow sponsors to meet and greet some of Ontario's top psychologists and psychological associates - and the next generation, who will be attending to learn about the role that they must play in ensuring that they get the most out of their supervised practice experience.

Friday, October 16, 2015

**Friday Morning Breakfast and Keynote Address**

***“The Great Debate: Is Public Awareness an Essential Driving Force  
in the Development of Government Policy”***

**Platinum Sponsorship (\$5000)**

Our Friday morning Keynote Address is an opportunity for the leadership of your organization to ask the first question in the debate between two highly recognized politicians (MP Carolyn Bennett and MPP Christine Elliott) who have used their political power to address the needs of the most vulnerable amongst us, and two highly-respected Globe and Mail reporters (Erin Anderssen and Andre Picard) whose efforts to raise awareness regarding the state of our mental health system resulted in the *Open Minds* series. Be part of our Awards Ceremony as the OPA presents our Public Service Award and our Media Award to these four worthy recipients.

**Friday Gala Luncheon**

**The Installation of the Incoming President and the Keynote Address**

***“Hearing the Voices of Young People: Kids Can’t Wait”***

**Gold Sponsorship (\$4000)**

Your organization will have the honour of being a guest at the installation of our incoming President, Dr. Jonathan Douglas, and will play a key role in recognizing the work of Ontario’s Child and Youth Advocate, Irwin Elman. As a concrete example of the work of the Office of the Child and Youth, you will participate in an inspiring presentation by some of the young people from the Office’s Youth Advocacy Committee as they describe their experiences with the Child Welfare System and the need for a family-centred mental health system.

**Friday Evening Gala Presidential Reception**

**Platinum Sponsor (\$5000)**

Help us to host our Presidential Reception and Awards Ceremony. This is an up-close event for your organization’s representative to meet the President, CEO, Board Members and Summit participants. Participate in the recognition of our poster presenters – the next generation of psychologists, researchers and practicing clinicians by having your name associated with the Best Poster Award. Be part of this networking event that helps members renew friendships and make new friends – including representatives from your organization.

## Saturday, October 17, 2015

### **Saturday Morning Breakfast and Fireside Chat**

#### ***“Witchcraft Can be Hazardous to Your Health:***

#### ***Reflections on Innovative Ways to Reduce Stigma and Other Treatment Barriers”***

#### **Gold Sponsorship (\$4000)**

Your organizational representative will be afforded the honour of kicking off a fascinating Fireside Chat between Dr. Bruce Ballon, an Associate Professor of Public Health and Psychiatry at the University of Toronto, and the OPA’s immediate Past-President, Dr. Jane Storrie, as they discuss the sources of stigma, effective ways to reduce stigma and other treatment barriers. When a passionate psychiatrist and a dynamic psychologist take the stage in an unscripted discussion, anything is bound to happen – and you will be in a prime position to foster the dialogue.

### **Saturday’s Keynote Address**

#### ***“The Brain that Changes Itself - And Heals Itself”***

#### **Gold Sponsorship (\$4000)**

Assist us to introduce Dr. Norman Doidge and be part of the draw to give away copies of his books that have revolutionized the way that we think about the ability of the brain to learn and to heal itself long past the traditional age of adolescence. Your organizational leaders will want to be in attendance to hear about brain plasticity and the incredible organ that make us human beings.

### **Saturday’s Gala Luncheon and Award Event**

#### **Gold Sponsorship (\$4000)**

Be part of this special luncheon in which our new President will announce the winners of the OPA’s special psychology awards for excellence in research, teaching and clinical practice. Assist us to recognize the best of the best – psychologists who bring honour to the discipline of psychology in Ontario.

### **Friday and Saturday Innovative Sessions and Nutrition Breaks**

#### **Silver Sponsors: (\$3000)**

Our Silver Sponsors will be afforded an opportunity to identify an innovative session that their organization would like to sponsor and to be recognized at the session. Each Silver Sponsor will also be recognized for sponsoring one of our nutrition breaks.



## Platinum (\$5000)

Exclusive sponsorship of the Thursday Pre-Summit Workshop, Friday Breakfast and Keynote Address or the Friday Evening Gala Presidential Event:

- Opportunity to present to the participants at the chosen event
- Opportunity to ask the first question in the political debate (Friday Breakfast and Keynote Address) - if chosen event
- Recognition on conference signage as a Platinum Sponsor & on OPA website
- Special recognition during chosen event (e.g., logo on slides)
- Full page advertisement in the Summit Program

## Gold (\$4000)

Sponsorship includes:

- Opportunity to present to the participants at the Friday Gala Luncheon, Saturday Morning Breakfast and Fireside Chat, Saturday's Keynote address, or Saturday's Gala Luncheon and Award Event
- Recognition on conference signage as a Gold Sponsor & on OPA website
- Special recognition during chosen event (e.g., logo on slides)
- 1/2 page advertisement in the Summit Program

## Silver (\$3000)

Sponsorship includes:

- Opportunity to present to the participants at the chosen event
- Recognition on conference signage as a Silver Sponsor & on OPA website
- Special recognition during chosen Innovative Session or Nutrition Break
- 1/4 page advertisement in the Summit Program

# Exhibitor Opportunities

## Exhibitor Booths - Information and Fees

### Description and Location

An “exhibit booth” consists of up to two 6’x 30” draped tables and one 1,500 watt duplex (120 volt) electrical receptacle. All exhibits will be located within the general convention area adjacent to where the educational events are to be held. The intention is to maximize contact between the registrants and exhibitors.

### Schedule

Exhibit times during the Summit proper are from 8:00 a.m. to 5:00 p.m. on Friday October 16, 2015 and Saturday, October 17, 2015. Installation of the exhibits will begin on Friday morning, October 16, 2015 between 7:00 and 8:10 a.m. Exhibits may be dismantled any time after 5:00 p.m. on Saturday, October 17, 2015.

### Regulations

Electrical and other mechanical apparatus must be muffled so noise does not interfere with any other Exhibitors. Representative(s) must be present at the exhibits at all times during official viewing hours.

### Fees

The exhibit fee is **\$3,000 plus 13% HST** for the Summit proper, and includes up to two exhibit tables, rental of a fire retardant tablecloth required by fire regulations, and a listing in the Summit Program. Additional tables are available at a cost of \$75.00 per table plus HST. The fee does not include any additional equipment, such as extension cords, special lighting or electrical or computer equipment. Should these be requested, the OPA can make arrangements for them, at a cost borne by the Exhibitor.

### Deadlines

Payment of the exhibit fee is required upon September 15, 2015 (for insertion in the Summit Program) that will be posted on our website and distributed at the Summit.

### Liability and Insurance

A security guard will be provided for Friday night. It is agreed that the OPA, the Hyatt Regency Hotel, and all other organizations and persons connected with the Summit shall not be responsible for the safety of exhibits against fire, theft, property damage or for accidents to exhibitors or their employees. Exhibitors should secure their own insurance to cover all contingencies.

### Announcements

If you would like to announce to our membership that you will be an Exhibitor at the Summit or send preliminary materials for distribution, we would be pleased to process materials for you prior to the Summit (circulation approximately 6,500). If you wish to disseminate material for Summit attendees only, we would be

pleased to include these as part of our onsite handouts. Please contact our Central Office for associated costs or more information.

**Special Room Rates at the Hyatt Hotel: Visit the Hyatt's website**  
[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=14065436](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=14065436)

## Advertisement Opportunities in our Summit Program

In addition to the listing that Exhibitors are provided in the Summit Program, many Exhibitors choose to place an advertisement in the program. The Summit Program will be distributed to every psychologist and psychological associate in the province (approximately 6,500), as well as to media and any additional on-site registrants.

	<b>Base Rate</b>	<b>13% HST</b>	<b>Total</b>	<b>Specifications</b>	
<b>Full page</b>	<b>\$750</b>	<b>\$100</b>	<b>\$850</b>	<b>Vector Format (.eps or .ai) or PDF</b>	
<b>Half page</b>	<b>\$450</b>	<b>\$59</b>	<b>\$509</b>	<b>Full Page Ad</b>	<b>8.5" wide x 11" deep</b>
<b>Quarter page</b>	<b>\$250</b>	<b>\$33</b>	<b>\$283</b>	<b>Half Page Ad</b>	<b>4.5" wide x 11" deep or 8.5" wide x 5.5" deep</b>
<b>Back cover</b>	<b>\$950</b>	<b>\$124</b>	<b>\$1073</b>	<b>Quarter Page Ad</b>	<b>4.5" wide x 5.5" deep or 8.5" wide x 2.75" deep</b>
<b>Inside back cover</b>	<b>\$850</b>	<b>\$111</b>	<b>\$961</b>	<b>Deadline for copy: September 15, 2015</b>	
<b>Insert in Summit Kit*</b>	<b>\$400</b>	<b>\$52</b>	<b>\$452</b>		

\*The Exhibitor agrees to provide 500 copies of the insert in addition to the total fee.

## Combined Book, Journal and/or Pamphlet Exhibit Information and Fees

For organizations that do not require a full Exhibit Booth (described on page 7), and wish to showcase particular publications or notify the membership of upcoming activities and events, the OPA provides a Combined Book Exhibit option. This option allows an organization to display books, journals or pamphlets (500 max. per item) on tables in the exhibition area. One table may display materials from several organizations. A listing of all items in the exhibit and the distribution source is available to all registrants throughout the Summit. Participants in the Combined Exhibit program may send up to 500 order forms for displayed materials.

### Fees

Each item to be displayed must be listed on the reservation form and be accompanied by a cheque to the OPA in the amount of \$175.00 plus 13% HST. All materials to be displayed should be mailed prepaid to Ms. Jill Thompson, Director of Finance and Administration. Materials to be included in the Combined Book Exhibit must arrive at the OPA office by October 12, 2015. The OPA will take responsibility for transporting materials for Combined Book Exhibits to the Summit site. Please note: If you wish to have materials returned, payment is required.



# The Summit on Innovation in Psychology: Exciting Developments to Add to your Toolbox

## Thursday, October 15, 2015

### 8:00 am - 4:00 pm **Best Practices in Clinical Supervision Workshop**

This important workshop is aimed at both supervisors and supervisees (and graduate students preparing to meet the College's supervision requirement for registration). Led by Dr. Diana Brecher, Ryerson University, the Workshop will review the OPA's new *Guidelines on Best Practices in Supervision* and other recently developed documents, including the *Supervisee's Bill of Rights*, so that you learn how to develop a contract that takes into account various models of supervision to best meet the supervisee's needs, how to address ethical issues, and how to provide constructive and ongoing feedback.

**Register early as space is limited**

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## Friday, October 16, 2015

7:30 -8:30am	<b>Registration and Continental Breakfast</b>
8:30-8:45am	Introductory Remarks: Dr. Jane Storrie, President, OPA
8:45-9:45am	The Great Debate: Is Public Awareness an Essential Driving Force in the Development of Government Policy?
9:45-10:45am	Brain Plasticity: No Longer Just Child's Play
10:45-11:00am	<b>Nutrition Break</b>
11:00-12:00pm	CBT-I For Sleep Dysfunction: A tool to help your patients sleep like a baby
12:00-1:30pm	<b>Gala Luncheon Event</b> 1. The OPA's Tribute to Outgoing President, Dr. Jane Storrie 2. Installation of the new President, Dr. Jonathan Douglas 3. Hearing the Voices Of Young People: Kids Can't Wait
1:30-2:45pm	Behavioural Homes and Collaborative Care Models: Answering the needs of Ontario's most vulnerable of patient populations
2:45-3:00pm	<b>Break</b>
3:00-4:00pm	The Big Shift in Canadian Healthcare: Technology and Social Media are Driving Connected, Integrated, Community-Based, Patient-Centred Care
4:00-5:00pm	Innovations in School Psychology: A Focus on Handy Tools for School Success
5:00-7:00pm	<b>The Gala Presidential Reception and Poster Presentations</b>

## Saturday, October 17, 2015

<b>7:30-8:15am</b>	<b>Special General Meeting and Continental Breakfast</b>
<b>8:30 -8:35am</b>	Summit Day 2 Opening Remarks: Dr. Jonathan Douglas, OPA President
<b>8:35-9:30am</b>	Witchcraft Can Be Hazardous to Your Health: Reflection on Ways to Address Stigma and Other Treatment Barriers
<b>9:30-10:30pm</b>	Keynote Address: The Brain that Changes - and Heals Itself
<b>10:30-11:00am</b>	<b>Nutrition Break</b>
<b>11:00-12:30pm</b>	Mental Illness and Brain Development: What Does Nutrition Have to Do With it?
<b>12:30-1:45pm</b>	Gala Luncheon and Awards Event
<b>2:00-3:00pm</b>	Motivational Interviewing: Partnering with Patients to Enhance Clinical Outcomes
<b>3:00-3:15pm</b>	<b>Nutrition Break</b>
<b>3:15-5:00pm</b>	Neurofeedback and Cranial Electrotherapy Stimulation: Clinical Gadgetry That Will Unleashing Your Inner Geek
<b>5:00pm</b>	<b>Closing Remarks: Dr. Jonathan Douglas and Jan Kasperski</b>

## Exhibit Booth

You are hereby authorized to reserve space for our use in the exhibit area of the OPA Summit on Innovation. We agree to abide by all requirements, restrictions and obligations mentioned in the Exhibitor Prospectus. The following are our table, chair and electrical requirements:

Tables	<input type="checkbox"/>	2 tables	<input type="checkbox"/>	1 additional table* (6' x 30")	<input type="checkbox"/>	2 additional tables
Chairs	<input type="checkbox"/>	2 chairs	<input type="checkbox"/>	3 or 4 chairs	<input type="checkbox"/>	4 or 5 chairs
Electrical	Please specify number of outlets required:					* additional tables are \$75 each table plus HST

Below, please provide a brief (50 - 75 words) description of your organization and exhibit for publication in the Summit for Innovation Program. The deadline for receipt of this statement is September 18<sup>th</sup>, 2015.

Description of Organization & Exhibit:

## Combined Book Exhibit

We wish to display the following books, pamphlets, and/or journals in the Combined Book Exhibit:

Title	Author(s)

## Advertisement

Please specify the size of advertisement to be placed in the Summit Program. Pricing and technical specifications are provided on Page 8. For those who exhibit AND place an advertisement in the program, there is a 10% total cost discount. The deadline for receipt of the advertisement is September 15<sup>th</sup>, 2015.

## Organization Details

Organization Name:	
Contact Name:	
Address:	
City:	
Phone:	

Name and title of onsite representative(s) if known:			
Name:		Title:	
Name:		Title:	
Name:		Title:	
Name:		Title:	

Name and title of person authorized to sign Exhibitor Application Form:

<input type="checkbox"/>	Check if person is same as Company Contact Name (above). If different, please provide the following details:		
Name:		Title:	
Email:		Phone:	
Authorized Signature:		Date:	

## Payment Details

Sponsorship Opportunities *(check boxes that apply)*

- |                          |  |        |
|--------------------------|--|--------|
| <input type="checkbox"/> | Thursday Pre-Summit Workshop               | \$5000 |
| <input type="checkbox"/> | Friday Breakfast and Keynote Address       | \$5000 |
| <input type="checkbox"/> | Friday Evening Gala Presidential Event     | \$5000 |
| <input type="checkbox"/> | Friday Gala Luncheon                       | \$4000 |
| <input type="checkbox"/> | Saturday Morning Breakfast & Fireside Chat | \$4000 |
| <input type="checkbox"/> | Saturday's Keynote address                 | \$4000 |
| <input type="checkbox"/> | Saturday's Gala Luncheon and Award Event   | \$4000 |
| <input type="checkbox"/> | Friday or Saturday Innovative Session      | \$3000 |
| <input type="checkbox"/> | Friday or Saturday Nutrition Break         | \$3000 |

Sub-total Sponsorship \$ \_\_\_\_\_

Subtract 10% if major donation to Psychology Aid - \$ \_\_\_\_\_

Exhibit

	Base	HST	Total	
<input type="checkbox"/> Exhibit (Friday & Saturday)	\$3000	\$390	\$3390	\$ _____
<input type="checkbox"/> 1 Additional Table*	\$75	\$10	\$85	\$ _____
<input type="checkbox"/> 2 Additional Tables*	\$150	\$20	\$170	\$ _____
<input type="checkbox"/> Combined Book Exhibit	\$175	\$23	\$198	\$ _____

Advertisement

<input type="checkbox"/> Full page	\$750	\$100	\$850	\$ _____
<input type="checkbox"/> Half page	\$450	\$59	\$509	\$ _____
<input type="checkbox"/> Quarter page	\$250	\$33	\$283	\$ _____
<input type="checkbox"/> Back cover	\$950	\$124	\$1073	\$ _____
<input type="checkbox"/> Inside back cover	\$850	\$111	\$961	\$ _____
<input type="checkbox"/> Insert in Summit Kit	\$400	\$52	\$452	\$ _____

Sub-total Exhibit + Advertisement \$ \_\_\_\_\_

Subtract 10% if exhibiting & advertising - \$ \_\_\_\_\_

Donation to Psychology Aid Ontario \_\_\_\_\_

\* additional to the 2 tables already included

HST Registration Number: 107800294

Grand Total	\$ _____
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Please scan and mail completed forms, along with a cheque (written out to Ontario Psychological Association) Attn: Jill Thompson, Ontario Psychological Association, 21 St. Clair Avenue East, Suite 403, Toronto Ontario, M4T 1L8.

**Deadline: Forms must be returned by September 15th, 2015.**