



ONTARIO  
PSYCHOLOGICAL  
ASSOCIATION

## 76TH ANNUAL CONFERENCE

November 9-10, 2023

Enhancing Psychologists' Professional Efficacy:  
Strategies for Clinical Work, Business Knowledge,  
and Beyond

Sponsorship & Exhibitor  
Opportunities



**Dr. Lara Hiseler**  
**President**  
**Ontario Psychological Association**

*Lara Hiseler*

## GREETINGS FROM THE PRESIDENT

On behalf of the Board and the members of the Ontario Psychological Association (OPA), we would like to thank you in advance, for your interest in becoming a Sponsor or an Exhibitor at the Ontario Psychological Association's 76th Annual Conference. We will be featuring content that will help psychologists enhance their sense of professional effectiveness, in the environments in which they work. Better psychologists mean better care, which we hope you will want to be a part of.

Our Conference Committee has developed a two-day event, November 9 and 10, 2023. This will be an exclusively virtual event, which will allow us to better feature diverse presenters. Thursday will include a keynote speaker, speakers in the morning and afternoon, and conclude with an innovative virtual interactive social meeting place. Allowing an immersive virtual networking experience for attendees. Friday will offer speakers during the morning, afternoon, and award ceremony, including AGM and installation of our new President. Sponsors will have many opportunities to showcase their value throughout the event.

The OPA was founded in 1954 to improve the health and well-being of Ontarians by advocating for timely and equitable access to excellent psychological services, informed by research and education. Year after year, this tradition had been maintained. Our Annual Conference continues to be our major continuing education and networking event. This will be our third year doing a fully virtual conference and we are being responsive to our membership that have liked this approach, as well as it has facilitated a large attendance as a result.

The OPA works with healthcare leaders across the government, public, and private sectors to achieve our joint goal of helping to improve the health and psychological well-being of Ontarians. Lending your support for the OPA, and to continuing education in psychology, is a great way to show your commitment to mental health care in our province and to those providing it. Attendees and presenters at our conference come from private practice, universities and training institutions, government departments and medical and healthcare organizations. As one of a diverse range of important sponsors and exhibitors, your organization will be positioned to access, reach out to, and engage with this important professional and academic audience. We hope we can count on your support.



## WHY SPONSOR OR EXHIBIT AT THE OPA CONFERENCE?

The Ontario Psychological Association (OPA) is recognized as the leading voice for psychology and psychologists in the province. The OPA has strong relationships in the mental health community, universities, municipality, and the provincial government, working in tandem to encourage innovation, and develop awareness and positive change in the field to help our members provide equitable access to psychological services for all Ontarians, especially the most vulnerable amongst us. Our base of over 2600 active members includes a large contingency of psychology graduate students and early career practitioners who represent the future of our industry. Attending registrants will come from private practice, hospitals, universities and training institutions, government departments, schools, medical and healthcare organizations, as well as graduate students. All will be looking for services and products to address their needs. This would also include Psychologists from other provinces and territories. Psychologists represent a very educated, highly skilled, and affluent market that delivers and influences mental health care delivery, research, higher education, and government.

### AS A SPONSOR AT THE OPA CONFERENCE, YOU CAN:



**Build awareness and position your brand as an industry leader**



**Receive valuable exposure to potential (and current) clients throughout the OPA Conference**



**Discover what the market is looking for as you interact with delegates**



**Establish your business or organization as an advocate of mental health in Ontario**

## SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

The OPA is offering an opportunity to sponsor the Conference at three different support levels: Platinum, Gold, or Silver. You also have the option of sponsoring the OPA Award Ceremony or OPA Attendee Networking. Raise the profile of your organization and show your support for Mental Health Care in Ontario with recognition on our website and by actively participating in our Conference's main events. Sponsors will be recognized on the Conference website, at each of the sessions sponsored, and in our program to be distributed to all our members and invited guests. Virtual Exhibit Booths will be provided for all our sponsors. We will also provide the opportunity to market and/or advertise directly to all OPA member via our Quarterly Newsletters.

### Platinum Sponsor- \$8,000

**Enjoy the benefits of being featured as the exclusive recognized sponsor for a full day on one of the conference stages.**

- Logo recognition on the OPA Conference website and pre-event promotion and marketing
- Full page advertisement in Conference Program
- Sponsor recognition at each session includes logo, promotional video clip or promotional image
- Moderators note session sponsorship at closing of each session
- Virtual Exhibitor booth with one-on-one networking opportunities (note other companies will be allowed to continue their exhibitor booths)
- Inclusion in gamification for engagement and networking of members
- Two push notifications (announcements) during OPA Conference
- Advertisements in four issues of OPA Quarterly Newsletter
- Sponsor recognition on the OPA website for one year

### Gold Sponsor- \$5,000

**Enjoy the benefits of being featured as a sponsor for two sessions during the conference.**

- Logo recognition on the OPA Conference website and event promotions
- Half page advertisement in Conference Program
- Sponsor recognition at two sessions includes logo, promotional video clip or promotional image
- Moderators note session sponsorship at closing of two sessions
- Virtual Exhibitor booth with one-on-one networking opportunities (note other companies will be allowed to continue their exhibitor booths)
- Inclusion in gamification for engagement and networking of members
- One push notification (announcement) during OPA Conference
- Advertisements in two issues of OPA Quarterly Newsletter





## Silver Sponsor- \$3,000

**Enjoy the benefits of being featured as a sponsor for one session during the conference.**

- Logo recognition on the OPA Conference website and event promotions
- Quarter page advertisement in Conference Program
- Sponsor recognition at one session includes logo, promotional video clip or promotional image.
- Moderators note session sponsorship at closing of one session
- Virtual Exhibitor booth with one-on-one networking opportunities (note other companies will be allowed to continue their exhibitor booths)
- Inclusion in gamification for engagement and networking of members

## OPA Award Ceremony Sponsor- \$1,000

**Enjoy the benefits of being featured as the exclusive recognized sponsor of the OPA Awards. Where our members are recognized by their peers for outstanding achievements.**

- Logo recognition on the OPA Conference website, event promotions and in the program
- Sponsor recognition prior to ceremony includes logo, promotional video clip or promotional image
- Moderators note sponsorship at closing of ceremony
- Recognition included in the Award Winner video to be hosted on OPA website and social media.



## OPA Attendee Networking- **\$1,000**

Enjoy the benefits of being featured as the exclusive recognized sponsor of the OPA social provider

- Logo recognition on the OPA Conference website, event promotions and in the program
- One push notification (announcements) per day during OPA Conference

## Exhibitor- **\$500**

- Logo recognition on the OPA Conference website, and in the conference program
- Virtual Exhibitor booth with 1 to 1 networking opportunities (note other companies will be allowed to continue their exhibitor booths)
- Inclusion in gamification for engagement and networking of members.

\*Rates listed are pre-tax

\*\*The Ontario Psychological Association will be able to share event analytics post-conference. This is available to all levels of sponsorship

# SPONSOR/EXHIBITOR SUBMISSION FORM

**Organization Name:**

**Contact Name:**

**Billing Address:**

**Phone:**

**Email:**

## Chosen Sponsor or Exhibitor Package:

- Platinum-\$8,000
- Gold- \$5,000
- Silver- \$3,000
- OPA Award Ceremony- \$1,000
- OPA Attendee Networking- \$1,000
- Exhibitor- \$500

## Name and title of person authorized to sign Sponsor or Exhibitor Application

**Name:**

**Title:**

**Email:**

**Phone:**

**Date:**

**Signature:**

### Payment:

Sponsors and/or Exhibitors will be invoiced once Sponsor/Exhibitor Submission form has been signed and submitted. A 25% deposit of sponsorship fee is due upon receipt. The balance of payment is due 30 days prior to the Conference (October 10th, 2023)

### Submissions/Inquiries:

All sponsorship submissions or inquiries can be submitted to

**Jamie Murray (jamie@psych.on.ca) or Richard Morrison (richard@psych.on.ca)**



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