



ONTARIO
PSYCHOLOGICAL
ASSOCIATION

askforhelptoday .ca

79TH ANNUAL CONFERENCE

**Advancing Psychology in Ontario:
Ethics, Expertise, Entrepreneurial Edge**

November 4th, 5th, and 6th, 2026

Live in Toronto: November 4th
Virtual: November 5th and 6th

**SPONSORSHIP AND EXHIBITOR
PROSPECTUS**



Why Sponsor or Exhibit at the OPA Conference?

The Ontario Psychological Association (OPA) is the leading voice for psychology and psychologists/psychological associates in Ontario. OPA maintains strong relationships across the mental health community, universities, municipalities, and the provincial government, working to foster innovation, raise awareness, and drive positive change in the field. Our mission is to help members provide equitable access to psychological services for all Ontarians, especially the most vulnerable.

With **over 2,900 active members**, including many psychology graduate students and early-career practitioners, OPA represents the future of the profession. Attending registrants come from private practice, hospitals, universities and training institutions, government departments, schools, medical and healthcare organizations, and graduate programs, including psychologists from other provinces and territories. These **attendees represent a highly educated, skilled, and influential audience that shapes mental health care delivery, research, higher education, and government policy.**

As a Sponsor, You Can:



Build brand awareness and position your organization as an industry leader



Gain exposure to current and potential clients throughout the Conference



Engage directly with the market to understand needs and trends



Demonstrate your commitment to advancing mental health in Ontario

Join Us as a Sponsor or Exhibitor

We invite you to showcase your organization at the OPA Conference, connecting with a highly targeted audience. Promote your services, expand your reach, and engage directly with attendees from private practice, hospitals, universities, government departments, schools, healthcare organizations, and graduate programs.

Sponsorship Tiers and Benefits

Benefit	Platinum \$15,000	Gold \$9,000	Silver \$5,000	Session \$2,500	In-Person Exhibitor \$750
Exclusive Session Sponsors	10 Sessions	5 Sessions	2-3 Sessions	1 Session	–
Logo on Website and Marketing	✓	✓	✓	✓	✓
Moderator Recognition	✓	✓	✓	✓	–
Video Advertisement	✓	✓	✓	✓	–
Conference Program Ad	Full Page	Full Page	Full Page	Half Page	Quarter Page
Newsletter Ads	4 Issues	4 Issues	3 Issues	1 Issues	–
Virtual Conference Registrations	10	5	3	2	–
Exhibitor Registrations	2	2	2	2	2
In-Person Exhibitor Booth	✓	✓	✓	–	✓
Gamification / Attendee Engagement	✓	✓	✓	–	✓
Lunch and Refreshments	✓	✓	✓	–	✓

Sponsorship and Exhibitor Opportunities

PLATINUM SPONSOR – \$15,000*

2 Available

Position your organization as a premier partner of the conference as the exclusive sponsor for one full virtual conference day featuring 10 sessions.

This level offers maximum visibility, premium brand recognition, and repeated engagement with attendees throughout the day's programming.

Benefits include:

- + Prominent logo recognition on the conference website and promotional materials
 - + In-person exhibitor booth during the live conference day (*see In-Person Exhibitor for details*)
 - + Full-page advertisement in the Conference Program
 - + 30-second video advertisement played during session breaks
 - + Moderator recognition at the opening and closing of each session
 - + Ten complimentary virtual conference registrations
 - + Advertisements in four issues of the OPA Quarterly Newsletter
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GOLD SPONSOR – \$9,000*

4 Available

Gain prominent visibility as the exclusive sponsor of one virtual stage for a full conference day, supporting five sessions.

This sponsorship provides consistent exposure throughout a major portion of the Conference Program.

Benefits include:

- + Logo recognition on the conference website and promotional materials
- + In-person exhibitor booth during the live conference day (*see In-Person Exhibitor for details*)
- + Full-page advertisement in the Conference Program
- + 30-second video advertisement during session breaks
- + Moderator recognition during sponsored sessions
- + Five complimentary virtual conference registrations
- + Advertisements in four issues of the OPA Quarterly Newsletter

Sponsorship and Exhibitor Opportunities

SILVER SPONSOR – \$5,000*

4 Available

Support a morning or afternoon stage program featuring 2–3 sessions while gaining targeted visibility with conference attendees.

Benefits include:

- + Logo recognition on the conference website and promotional materials
- + In-person exhibitor booth during the live conference day (*see In-Person Exhibitor for details*)
- + Full-page advertisement in the Conference Program
- + 30-second video advertisement played during session breaks
- + Moderator recognition during sponsored sessions
- + Three complimentary virtual conference registrations
- + Advertisements in three issues of the OPA Quarterly Newsletter

SESSION SPONSOR – \$2,500*

20 Available

Highlight your organization as the sponsor of a specific virtual conference session.

Benefits include:

- + Logo recognition on the conference website and promotional materials
- + Half-page advertisement in the Conference Program
- + 30-second video advertisement before the sponsored session
- + Moderator recognition during sponsored sessions
- + Two complimentary virtual conference registrations
- + Advertisement in one issue of the OPA Quarterly Newsletter

Sponsorship and Exhibitor Opportunities

IN-PERSON EXHIBITOR – \$750*

10 Available

Engage directly with conference participants and showcase your organization during the in-person conference day.

Benefits include:

- + Exhibitor booth at the Conference
- + One 6-foot table and two chairs provided
- + Two exhibitor registrations
- + Logo recognition on the conference website and promotional materials
- + Quarter-page advertisement in the Conference Program
- + Participation in conference gamification activities
- + Lunch and refreshments provide for exhibitor representatives

**Rates listed are pre-tax*

FOR SPONSORSHIP OR EXHIBITOR INQUIRIES, CONTACT:

Email: jamie@psych.on.ca and richard@psych.on.ca



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