

The SPA logo consists of the letters 'SPA' in a bold, yellow, sans-serif font, set against a solid black rectangular background.

Society for Personality Assessment

ANNUAL CONVENTION

*Evolving Proficiencies in
Personality Assessment*

March 15 – 19, 2017

San Francisco Marriott Marquis

780 Mission Street

San Francisco, CA 94103

www.personality.org

Society for Personality Assessment

GENERAL INFORMATION

SPA

The Society for Personality Assessment (SPA) is a non-profit professional membership association dedicated to the development of methods of personality assessment, the advancement of research on their effectiveness, the exchange of ideas about the theory and practice of assessment, and the promotion of the applied practice of personality assessment.

SPA was founded in 1938; 79 years as an active, vibrant organization of clinicians in private practice, forensic assessors, researchers in private and public settings, and educators in academic settings. Current membership is over 1300 with representation in 28 countries.

Geographic Distribution of Members:

| | |
|---------------|----------------|
| West: 25% | Northeast: 24% |
| Southwest: 7% | Southeast: 15% |
| Midwest: 16% | Int'l: 13% |

SPA Annual Convention

The SPA Annual Convention and Workshops are designed as an educational, informative, and networking event for members and non-members alike.

This year's theme is *Personality Assessment: Discovering Connections*.

The meeting will attract approximately 600 + participants from all over the world (10-15 countries on average) who will present on topics addressing all

facets of theory and practice of clinical or applied personality assessment, including the development of evaluation instruments; research on the effectiveness and application of assessment instruments in clinical, forensic, and organizational settings; professional development, ethical practices and concerns; and clinical case discussions.

We understand that you need return on investment for your exhibiting, advertising and sponsorship dollars. Partnering with SPA gives you access to clinical psychologists, educators, and students, all of whom are interested in psychological assessment and psychotherapy.

Hotel

The **SPA Annual Convention, March 15-19, 2017**, will be held at the San Francisco Marriott Marquis. Located just south of Market Street in SoMa, the luxurious Downtown San Francisco hotel offers easy access to the city's best attractions, including Moscone Center, the Yerba Buena Gardens, Union Square shopping and AT&T Park, home of the Giants. San Francisco International Airport (SFO) is 14 miles away. . . .

Accommodations:

Reservation deadline to receive the convention rate: February 13, 2017 by 5pm
Local Phone: 415-896-1600

Society for Personality Assessment

ADVERTISERS

Opportunities

There are advertising opportunities in our Program Book provided to all registrants for the Convention, on our SPA website and on our mobile event app. Your message will be shared with all convention registrants coming from the United States, Canada, Europe and Asia, as well as selected state psychological associations.

Advertising Pricing

Program Book Ads:

- Full page—\$400
- Half page—\$300

Both Program Book and
Convention mobile app*:

- Full page + app —\$600
- Half page + app —\$500

Advertising Specifications

Program Book Ads:

- Full page: 7.25" x 10.5"
- Half page: 7.25" x 5.25 "

PDF files should be high resolution with all fonts embedded. Our printer can accept any graphic program file.

*Convention Mobile App

We're excited to introduce a new mobile event app for our 2017 convention! See sponsor page for more details.

Insert Advertising Option

This option will provide an affordable option to put your information in the registrant's hands. We will insert your brochure, flyer, etc. into the registration packets that each registrant receives. This option is available for \$100 per item. Please provide 600 copies of each item and send them to our office no later than February 12, 2017.

Ad Deadlines

All advertising content for the program book must be sent via email by **November 18, 2016** to manager@spaonline.org.

Registration

A vendor contract and full payment should be sent for the program book ads by **November 18, 2016**.

Contact Information

Monica Tune, Administrative Director
Society for Personality Assessment
6109H Arlington Blvd.
Falls Church, VA 22044
Tel: 703-534-4772 Fax: 703-534-6905
Email: manager@spaonline.org
Web: www.personality.org

Society for Personality Assessment

EXHIBITORS

Exhibit Opportunity

The purpose of the exhibits is to complement the professional scientific sessions by giving the registrants a chance to see and evaluate the latest developments in equipment, supplies, books and/or services available in the field of personality and psychological assessment.

Exhibit Fees and Inclusions

- \$500 non-members/\$450 members
- Additional tables \$400 each
- Admission to all conference sessions and receptions
- Six-foot draped table, two chairs, general lighting, ventilation, air conditioning, two name badges, and two conference registrations.
- Acknowledgement in the Annual Convention Program Book
- Listed under Exhibitors on our mobile event app.

Exhibit Setup and Hours

- Setup:
Thu. March 16 8:00 am—Noon
- Exhibit Dates and Hours:
Thu, Mar 16 12:00 pm—5:00 pm
Fri, Mar 17 8:30 am—5:00 pm
Sat, Mar 18 8:30 am—3:00 pm
- Dismantle:
Sat Mar 18 3:00 pm—6:00 pm

Assignment of Exhibit Space

Exhibit table space is limited. SPA reserves the right to assign and/or reassign exhibit space or redesign the exhibit area as may be necessary for any reason bearing on the best interests of the meeting.

Exhibit Security

It is recommended that each exhibitor take the necessary precautions to protect his/her exhibit space, as exhibitors will be responsible for their products and space materials.

Liability Clause

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of an exhibitor's activities at the meeting venue, and will indemnify, defend, and hold harmless the hotel, its owner(s), its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Registration

A vendor contract should be completed and sent in with complete payment by November 18, 2016.

No refunds will be given to an exhibitor for any reason.

Society for Personality Assessment

SPONSORS

Sponsorship Opportunities

Increase your visibility and put your name before all the attendees of the SPA Annual Convention. Several sponsorship opportunities are available—simply choose the event that best fits your needs.

Poster Sessions (4) - \$100 each

Sponsor receives acknowledgement in the Program Book and a sign at the event.

Coffee Breaks (12) - \$500 each

Sponsor receives one complimentary registration to the Annual Convention, acknowledgement in the Program Book, and a sign at the event.

Master Lectures (4) - \$500 each

Sponsor receives one complimentary registration to the Annual Convention, acknowledgement in the Program Book, a sign at the event, and public acknowledgement at the session.

Convention Mobile App

We're excited to introduce our mobile app for the 2017 annual convention. What this means for you is more exposure! Our advertisers will now have the opportunity to promote themselves through a constant streaming banner to all of our conference attendees. There will now be a page strictly dedicated to our exhibitors as well. All of our attendees will be able to view this page, see details about your organization, and even have direct access to links you provide us, which may promote sales. If you're an advertiser or exhibitor interested in an event app banner, we will need the following information in addition to your contract emailed to assistant@spaonline.org: 1.) Organization website URL or similar details in PDF (max 3 pages), 2.) image and description of your listed page (exhibitors only), 3.) banner advertisement image (600x110 pixels).

Evening Receptions (4) - \$1,000 each

Sponsor receives one complimentary registration to the Annual Convention, acknowledgement in the Program Book, a sign at the event, and a free insert about your company or product in the registration packet.

Registration

A vendor contract should be completed and sent in with complete payment by January 27, 2017

Contact Information

Monica Tune, Administrative Director
Society for Personality Assessment
6109H Arlington Blvd.
Falls Church, VA 22044
Tel: 703-534-4772 Fax: 703-534-6905
Email: manager@spaonline.org

Vendor Contract

SPA 2017 Annual Convention

March 15-19, 2017

San Francisco Marriott Marquis

Organization _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

Email _____

Sponsorship Opportunities

Sponsor will receive signage at event and special thanks in Program Book, SPA Convention website and Convention mobile app.

Thu, or Sat Reception - \$1000 each

Master Lectures (2) - \$500 each

Coffee Breaks (12) - \$500 each

Poster Sessions (2) - \$100 each

A vendor contract and full payment must be received no later than February 1, 2017

Exhibit Space (March 16,17,18, 2017)

\$500 \$450 (member) # Requested _____

\$400 additional tables

A vendor contract and full payment must be received no later than February 1, 2017

Advertising – Program Book

Full page - \$400

Half page - \$300

Advertising –Program Book and Convention App

Full page - \$600

Half page - \$500

A vendor contract and full payment must be received for the program book no later than November 18, 2016.

Advertising –Convention App

Convention App - \$200

A vendor contract and full payment must be received for the program book no later than November 18, 2016.

Insert Options

Yes, I would like to insert a promotional piece into the on-site registration packets at a cost of \$100 per piece.

A vendor contract and full payment must be received no later than February 1, 2017

COMBINATION OFFER

Full page ad in program book, plus 1 exhibit space, plus add on Convention App.

\$1,000.00

Payment

Total Cost of Sponsorship \$ _____

Total Cost of Exhibiting ___# Tables \$ _____

Total Cost of Advertising \$ _____

Total \$ _____

Authorization

Check enclosed made payable to SPA

Visa MasterCard

Account Number _____

Expiration Date _____

Authorized Signature _____

Printed Name _____

Name(s) for Name Tag(s) _____

Total Insert Option Cost \$ _____

NEW! Combination offer \$ _____

TOTAL DUE

Return the vendor contract and payment to:

Society for Personality Assessment

6109H Arlington Boulevard

Falls Church, VA 22044

Email: manager@spaonline.org