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; 80 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 1200 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 Empirical Foundations of Personality Assessment.

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 14-18, 2018, will be held at the Washington Marriott Georgetown. The popular Dupont Circle is extremely close to the hotel, along with the Reagan National Airport that makes coming and going extremely convenient.

Accommodations:
Reservation deadline to receive the convention rate: February 19, 2018 by 6pm

Toll-free Reservations: 1-877-212-5752
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 2018 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, 2018.

Ad Deadlines

All advertising content for the program book must be sent via email by November 27, 2017 to manager@spaonline.org.

Registration

A vendor contract and full payment should be sent for the program book ads by December 8, 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
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 15  8:00 am—Noon
- **Exhibit Dates and Hours:**
  Thu, Mar 15  12:00 pm—5:00 pm  
  Fri, Mar 16  8:30 am—5:00 pm  
  Sat, Mar 17  8:30 am—3:00 pm
- **Dismantle:**
  Sat Mar 17  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 December 8, 2017.

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

**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 sponsor contract should be completed and sent in with complete payment by December 8, 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

**Convention Mobile App**

Our mobile app has been a great success! We are currently building our Convention App for the 2018 annual convention. What this means for you is more exposure! Our advertisers will have the opportunity to promote themselves through a constant streaming banner to all of our conference attendees. There will 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).
Vendor Contract

SPA 2018 Annual Convention
March 14-18, 2018
Washington Marriott Georgetown

Organization ________________________________
Address _________________________________
City __________________________ 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 December 8, 2017

Exhibit Space (March 15,16,17, 2018)
☐ $500  ☐ $450 (member) # Requested _______
☐ $400 additional tables

A vendor contract and full payment must be received no later than December 8, 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 27, 2017.

Advertising – Convention App
☐ Convention App - $200
A vendor contract and full payment must be received for the program book no later than November 27, 2017.

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, 2018

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 $ ________
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