



ONTARIO  
PSYCHOLOGICAL  
ASSOCIATION

# 77TH ANNUAL CONFERENCE

November 28-29, 2024

**Being a Psychologist in an Ever Changing World:  
Enhancing Best Practice, Navigating Psychological Safety,  
Nurturing Professional Growth and Balancing Wellness.**



**SPONSORSHIP &  
EXHIBITOR PROSPECTUS**



## 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

We invite you to become a sponsor or exhibitor at our conference. You will have the opportunity to promote your organization and services to registrants coming from private practice, hospitals, universities and training institutions, government departments, schools, medical and healthcare organizations, as well as graduate students.

### ABOUT US

The Ontario Psychological Association (OPA) was founded in 1947. The OPA is 'not for profit' professional organization representing psychology in Ontario. On behalf of over 2600 members, the OPA provides leadership to promote the mental health and well-being of Ontarians. Our members work in private practice, schools, universities and hospitals.



# The Ontario Psychological Association's 77th Annual Conference

The OPA provides professional development and networking activities for members, we operate a province-wide e-referral and matching service called ASKFORHELPTODAY.ca. The OPA strives to seek positive working relationship with government and agencies and to be seen as a valuable health care system partner to the province and they will seek out our input and contribution to public policy.

## OUR VISION

The Vision of the Ontario Psychological Association, is that every Ontarian has timely and equitable access to the health services they need to maintain their psychological health and well-being.



## OPA VALUES



Ethical behaviors, professionalism, self-regulation and collaboration



Timely and equitable access to psychology for all Ontarians



The application of research and evidence-based care to promote best psychological practices



The lifelong learning needs of our members, fulfilled through excellence in training, mentoring and continuing education

## MANDATE

- Not for profit organization that promotes the advancement of psychology and supports psychologists and psychological associates in the province
- Promoting the advancement of psychology and support of psychologists in Ontario
- Improving the health and welfare of patients suffering from mental health conditions or illnesses
- Working with government ministries, agencies to assist in public policy and help address emerging mental health issues and trends in the province

## KEYNOTE SPONSOR - \$3,000

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### 2 AVAILABLE

Enjoy the benefits of being featured as the exclusive recognized sponsor of one of our two keynote speakers.

- Logo recognition on the OPA Conference website and pre-event promotion and marketing.
- Full page advertisement in Conference Program
- Opportunity to submit a 30 second video advertisement to play on breaks before/after session.
- Moderators note session sponsorship at opening and closing of session.
- Complimentary Virtual Exhibitor booth (**note other companies will be allowed to continue their exhibitor booths**)
- Inclusion in gamification for engagement and networking of members
- 3 Complimentary conference registrations
- One push notification (announcement) during OPA Conference
- Advertisements in 2 issues of OPA Quarterly Newsletter

## VIRTUAL MAGIC SHOW SPONSOR - \$3,000

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### 1 AVAILABLE

**New this year, enjoy the benefits of being featured as the exclusive recognized sponsor of the OPA Virtual Magic Show. The OPA Virtual Magic Show is being offered to conference registrants and their families.**

- Logo recognition on the OPA Conference website and pre-event promotion and marketing.
- Full page advertisement in Conference Program
- Opportunity to submit a 30 second video advertisement to play before/after the magic show.
- Moderators note session sponsorship at opening and closing of magic show.
- Complimentary Virtual Exhibitor booth (note other companies will be allowed to continue their exhibitor booths)
- Inclusion in gamification for engagement and networking of members
- 3 Complimentary conference registrations
- One push notification (announcement) during OPA Conference
- Advertisements in 2 issues of OPA Quarterly Newsletter

## SESSION SPONSOR - \$2,500

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### 18 AVAILABLE

#### **Enjoy the benefits of being featured as a sponsor for a session of your choice.**

- Logo recognition on the OPA Conference website and pre-event promotion and marketing.
- Full page advertisement in Conference Program
- Opportunity to submit a 30 second video advertisement to play on breaks before/after session.
- Moderators note session sponsorship at opening and closing of session.
- Complimentary Virtual Exhibitor booth (note other companies will be allowed to continue their exhibitor booths)
- Inclusion in gamification for engagement and networking of members
- 2 Complimentary conference registrations
- Advertisements in 1 issue of OPA Quarterly Newsletter

## AWARD CEREMONY SPONSOR - \$1,000

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#### **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 and pre-event promotion and marketing.
- Half- page advertisement in Conference Program
- Opportunity to submit a 30 second video advertisement to play on breaks before/after Award Ceremony.
- Moderators note sponsorship at opening and closing of ceremony.
- Complimentary Virtual Exhibitor booth (note other companies will be allowed to continue their exhibitor booths)
- Inclusion in gamification for engagement and networking of members
- Recognition included in the Award Winner video to be hosted on OPA website and social media.
- 1 Complimentary conference registration

## WELLNESS SPONSOR- \$1,000

### Enjoy the benefits of being featured as the exclusive recognized sponsor of the OPA Wellness Session.

- Logo recognition on the OPA Conference website, and pre-event promotion and marketing.
- Half- page advertisement in Conference Program
- Opportunity to submit a 30 second video advertisement to play on breaks before/after Award Ceremony.
- Moderators note sponsorship at opening and closing of ceremony.
- Complimentary Virtual Exhibitor booth (note other companies will be allowed to continue their exhibitor booths)
- Inclusion in gamification for engagement and networking of members
- 1 Complimentary conference registration

## VIRTUAL EXHIBITOR SPACE- \$250.00 FOR PROFIT/\$150.00 NON-PROFIT

- Logo recognition on the OPA Conference website, and pre-event promotion and marketing.
- 1/4-page advertisement in Conference Program
- Complimentary Virtual Exhibitor booth (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**



Organization Name :

Contact Name :

Billing Address :

Phone :

Email :

## CHOSEN SPONSOR OR EXHIBITOR PACKAGE:

KEYNOTE - \$3,000

VIRTUAL MAGIC SHOW - \$3,000

SESSION SPONSOR - \$2,500

AWARD CEREMONY SPONSOR - \$1,000

WELLNESS SPONSOR - \$1,000

EXHIBITOR- \$250 FOR PROFIT/\$150 NON-PROFIT

## NAME AND TITLE OF PERSON AUTHORIZED TO SIGN SPONSOR OR EXHIBITOR APPLICATION

Name :

Title :

Email :

Phone :

Authorized  
Signature :

Date :

### \*SUBMISSIONS/INQUIRIES:

All sponsorship submissions or inquiries can be submitted to

Jamie Murray ([jamie@psych.on.ca](mailto:jamie@psych.on.ca)) or Richard Morrison ([richard@psych.on.ca](mailto:richard@psych.on.ca)).