



**MINNESOTA**  
Psychological Association

76<sup>th</sup> MPA Annual Convention

# CRITICAL ISSUES

Addressing Change in Psychology,  
the Mental Health Community,  
and Society

Friday April 20 and Saturday, April 21, 2012

Minneapolis Marriott Southwest  
5801 Opus Parkway | Minnetonka, MN

EXHIBITOR & SPONSOR OPPORTUNITIES



**MINNESOTA**  
Psychological Association

5353 Wayzata Blvd, Suite 350  
Minneapolis, MN 55416

[www.mnpsych.org](http://www.mnpsych.org)

Presorted  
Standard  
US Postage  
PAID  
Permit No. 1745  
St. Paul, MN

Get your ad in by  
Friday,  
March 23, 2012  
for inclusion in the  
onsite brochure!



# Advertising Opportunities

## Tote Stuffer

A simple way to advertise! Send us your tote “stuffer” (brochure, flyer, pen, promotional item, etc.) and we’ll make sure it gets in the hands of all convention attendees. Stuffer pieces must arrive at the MPA office by April 6, 2012.

Regular price: \$75; Special price for exhibitors\*: \$25

## Advertise in the Convention Program!

All attendees will receive this program in their convention bags. Ads must be high resolution (300 dpi), black-and-white pdfs, and e-mailed to Sev Skoug at [sskoug@intrinxec.com](mailto:sskoug@intrinxec.com) by March 23, 2012.

Prices:	Regular	Special Price for Exhibitors*
<b>Full page ad</b> (7 inches wide x 9.5 inches tall)	\$250	\$125
<b>1/2 page ad</b> (7 inches wide x 4.5 inches tall)	\$125	\$70
<b>1/4 page ad</b> (3.25 inches wide x 4.5 inches tall)	\$70	\$35
<b>Business card ad</b> (3.5 inches wide X 2 inches tall)	\$50	\$25

\*You must submit form and payment for exhibit space and ad at the same time to receive the special exhibitor price.

# Exhibit Table

Display your information at an exhibit table located in a high-traffic area during the convention. All exhibits consist of one 6-foot draped/skirted table and two chairs. To register for meals and refreshments, please see registration page.

Exhibitors who submit their completed form and payment by March 23, 2012 will also receive acknowledgment in the convention program.

Table locations will be allocated on a first-come, first-served basis.

To **guarantee your exhibit space** for the upcoming Minnesota Psychological Association Convention, please complete the enclosed exhibit space application form and mail it along with payment to the address listed.

**Prices:** Friday or Saturday only, \$300; both days, \$500

# Door Prize Donation

**Donate a door prize!** Prizes may include items such as books/curriculum, continuing education opportunities, hotel packages, retail gift certificates and more. Be creative and showcase your organization!

All prizes that are donated by March 23, 2012 will be listed, along with your company name, in attendee packets. Prize donations will be accepted at the convention as well. To donate a prize, please fill out the appropriate section on the registration form.

# Comments from past exhibitors

“Exhibit area was in a great location and was well trafficked.”

“Welcoming crowd.”

“The pace was very good.”

“Higher visibility of exhibits and great dedicated exhibit times.”

“Great access to Psychologists.”

Other advertising opportunities with MPA include online classified ads and classified or display ads in *The Minnesota Psychologist*, the association’s bimonthly journal. For more information, visit [www.mnpsych.org](http://www.mnpsych.org).



# Exhibit and sponsorship application form

Minnesota Psychological Association 76th Annual Convention • April 20 and 21, 2012

Also available online at [www.mnpsych.org](http://www.mnpsych.org)

Please type or print clearly.

Name of Agency/Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

If you are purchasing a sponsorship that includes a complimentary registration, please list the contact information of the person using that registration below or check here:  Same as info above

Contact Info \_\_\_\_\_

## I. Exhibit Table

- Friday, April 20 only: \$300
- Saturday, April 21 only: \$300
- Friday **and** Saturday: \$500
- Electricity at exhibit table: \$25

## III. Sponsorship

- Tote Sponsor: \$2,000
- Fri. Breakfast Sponsor: \$1,000
- Fri. Refreshment Sponsor: \$500
- Fri. Luncheon Sponsor: \$2,500
- Sat. Breakfast Sponsor: \$1,000
- Sat. Refreshment Sponsor: \$500
- Sat. Luncheon Sponsor: \$2,000
- Friday Reception Sponsor: \$2,500
- Notebook (Regular price): \$2,500
- Tote Stuffer (Exhibitor price)\*: \$25
- Tote Stuffer (Regular price): \$75

## IV. Exhibit Representative Meals

Includes: breakfast, lunch and all-day access to refreshments

Representative #1: \_\_\_\_\_

Representative #2: \_\_\_\_\_

Additional Representatives: \$100 each Qty: \_\_\_\_\_

## V. Door Prizes

Yes, I will provide a door prize. Item(s) name: \_\_\_\_\_ Approximate value of item(s): \_\_\_\_\_

Brief description of item(s): \_\_\_\_\_

Delivery method (please select)

Item will be mailed/delivered to the MPA office by April 13, 2012.  I will bring the item to the registration desk on Friday, April 20, 2012.

Other: \_\_\_\_\_

**Total amount: \$** \_\_\_\_\_

## VII. Payment Info

- Check
- MasterCard
- Visa
- Discover
- American Express
- Money Order

*If paying by credit card, all fields are required.*

Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_ 3-digit security code \_\_\_\_\_

Signature: \_\_\_\_\_ Print name: \_\_\_\_\_

Cardholder Address :  Same as above \_\_\_\_\_

**Cancellation Policy:** Cancellations received in writing by Mar. 30, 2012 will be refunded, less a \$50 handling fee. No refunds will be given after Mar. 30, 2012.

**If you have any questions, please contact Rachel England at [rengland@intrinsec.com](mailto:rengland@intrinsec.com). Submission deadline: March 23, 2012. Fax or mail completed application form along with payment to:**

(For office use only)

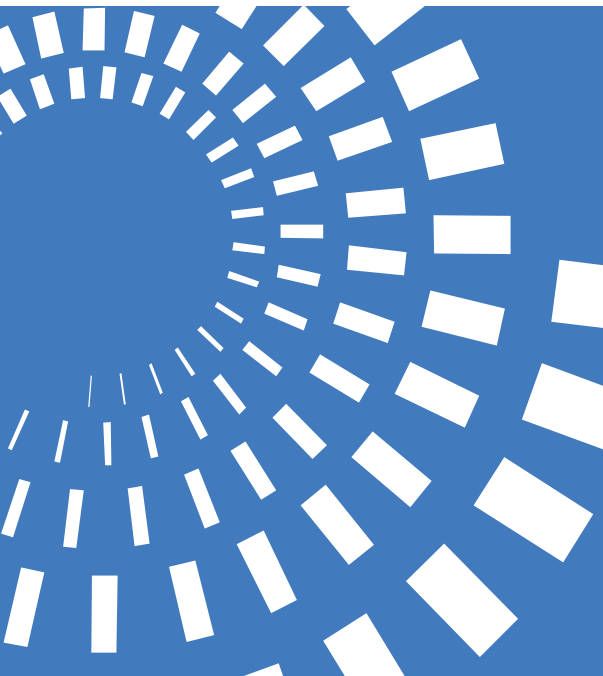
initials	fin.
date	
CK/CC	
amt. paid	
bal. due	

## MPA Annual Convention

5353 Wayzata Blvd, Ste. 350, Minneapolis, MN 55416  
OR complete this form online at [www.mnpsych.org](http://www.mnpsych.org)!

**Get your ad in by March 4, 2012 for inclusion in the onsite brochure!**

**All applications to exhibit, sponsor or advertise must be accompanied by full payment to be secured.**



# 76<sup>th</sup> MPA Annual Convention **CRITICAL ISSUES**

## Addressing Change in Psychology, the Mental Health Community, and Society

Friday April 20 and Saturday, April 21, 2012

Minneapolis Marriott Southwest  
5801 Opus Parkway | Minnetonka, MN

### Sponsorship Opportunities

All sponsors who submit a completed form and payment by Friday, March 23, 2012, will receive acknowledgement in the registration brochure, as well as appropriate signage throughout the convention (see specific sponsor signage noted below). Sponsorships are on a first-come, first-served basis. Please contact Sean R. Schuette at [sschuette@intrinsec.com](mailto:sschuette@intrinsec.com) for availability.

#### **Convention Tote** **\$2,000**

- Put your logo on the convention bag that all attendees will receive — a great way to gain visibility!
- Opportunity to place one complimentary “stuffer” in convention totes\*
- One complimentary full conference registration

*Logos must be submitted to [annaw@mnpsoych.org](mailto:annaw@mnpsoych.org) by March 16, 2012*

#### **Friday Breakfast** **\$1,000**

- Signs with your logo/company name will be prominently placed at the continental breakfast on Friday, April 20
- Opportunity to place one complimentary “stuffer” in convention totes\*
- One complimentary exhibit table
- One complimentary full conference registration
- Complimentary 1/4-page ad

#### **Friday Refreshment** **\$500**

- Signs with your logo/company name will be prominently placed at the refreshment break stations throughout the day on Friday, April 20
- Opportunity to place one complimentary “stuffer” in convention totes\*
- One complimentary full conference registration

#### **Friday Luncheon** **\$2,500**

- Signs with your logo/company name will be placed at each table during Friday’s luncheon
- Opportunity to place one complimentary “stuffer” in convention totes\*
- One complimentary full conference registration
- One complimentary exhibit table
- Complimentary half-page ad

#### **Saturday Breakfast** **\$1,000**

- Signs with your logo/company name will be prominently placed at the continental breakfast on Saturday, April 21
- Opportunity to place one complimentary “stuffer” in convention totes\*
  - One complimentary exhibit table
  - One complimentary full conference registration
  - Complimentary 1/4-page ad

#### **Saturday Refreshment** **\$500**

- Signs with your logo/company name will be prominently placed at the refreshment break stations throughout the day Saturday, April 21
- Opportunity to place one complimentary “stuffer” in convention totes\*
- One complimentary full conference registration

#### **Saturday Luncheon** **\$2,000**

- Signs with your logo/company name will be placed at each table during Saturday’s luncheon
- Opportunity to place one complimentary “stuffer” in convention totes\*
- One complimentary full conference registration
- One complimentary exhibit table
- Complimentary half-page ad

#### **Convention Reception (Friday)** **\$2,500**

- Signs with your logo/company name will be prominently placed at the Reception on Friday, April 20
- Opportunity to place one complimentary “stuffer” in convention totes\*
- One complimentary exhibit table
- One complimentary full conference registration
- Complimentary 1/4-page ad

#### **Notebook Sponsor** **\$2,500**

- Notebooks will be given to all conference attendees at registration
- Opportunity to place one complimentary “stuffer” in convention totes\*
- One complimentary full conference registration
- One complimentary exhibit table
- Complimentary half-page ad

**Sign up to exhibit  
or sponsor online at  
[mnpsoych.org](http://mnpsoych.org)**

\*See details in advertisement section