



Georgia  
Psychological  
Association



# 2024 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Innovation and Insights in Contemporary  
Psychology



April 26-27, 2024



Brenau Downtown  
Center, Gainesville, GA



# CONNECT. ENGAGE. GROW YOUR BRAND

Imagine promoting your products and services to thousands of psychologists from across Georgia.

GPA's Annual Conference brings visibility for your company to over 800 GPA members and 2,500 licensed psychologists from across Georgia through digital and print branding, such as brochures, newsletters, social media, GPA's website, and more. Participation at the Annual Conference offers access to engage one on one with your potential clients and network with other professionals in your field.

Who are GPA's Members? Over two-thirds are in private practice, serving as the primary decision-makers for the insurance, marketing, finances, risk management, and other needs for their practice. Our members also include government psychologists (such as those working in Veterans' Affairs) and academic psychologists, who influence students and post-doctoral psychology graduates. For many psychologists, this is the only conference they attend to earn their continuing education credits.

Connect with GPA members, engage in person with Georgia's psychologists, and grow your business!

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For more information contact: Sylvia Cardona at [operations@gapsychology.org](mailto:operations@gapsychology.org) or (404) 634-6272

# SPONSORSHIP LEVELS

Platinum	\$10,000
Diamond	\$8,000
Gold	\$6,000
Silver	\$3,000
Bronze	\$2,000
Meeting Bag	\$7,000
Lanyard	\$5,000
Exhibitor	\$750
Share-a-Booth:	\$800
General Sponsor	\$300

# PLATINUM SPONSOR

*\$10,000*

Available: 1

## **Platinum Sponsor recognition includes:**

- Five minute speech opportunity at the Keynote Address
- **Logo in hardcopy event brochure (mailed to 2.5k+psychologists) (\$2,500 value)** (*Deadline for logo December 1, 2023*).
- One banner ad on [www.gapsychology.org](http://www.gapsychology.org) for five months (Value: \$2,500) (use by January 2025)
- Sponsor logo on GPA 2024 Annual Conference web page.
- Platinum Sponsor recognition on signage in Registration area
- One ad in a 2024 issue of GPA's digital member newsletter (Value: \$250)
- One Insert in the Attendee Packet
- Sponsor logo on the front of the attendee Annual Conference Folder (Value: \$500)
- One Registrant List (mailing addresses only; no email addresses)
- Platinum Sponsor Recognition at the Welcome/Keynote and the Business Lunch
- Opportunity to provide giveaways at the Keynote workshop
- One custom email to Annual Conference attendees post-conference (sent by GPA)
- One 2024 Annual Conference Exhibit Booth Space (Value: \$750)
- Platinum Sponsor recognition placed at sponsor's booth
- Annual Conference Registration for one attendee (\$500 value)
- Two Exhibitor Badges
- Sponsor badge ribbons for sponsor representatives
- Reduced room rate for event (Using GPA's Group Rate)
- Logo/Banner in event App (\$500 value)
- 25% discount on one advertising product – classified ads, webpage banners, newsletter ads, and more

NOTE: Sponsor is responsible for providing all branded items for inclusion in the Conference materials, including printed inserts, images and/or logos, copy, hyperlinks, giveaways, etc. Please contact GPA staff for any questions regarding these requirements.

# DIAMOND SPONSOR

*\$8,000*

Available: 1

**Diamond Sponsor recognition includes:**

- Three minute speech opportunity during GPA Welcome Reception
- One banner ad on [www.gapsychology.org](http://www.gapsychology.org) for three months (Value: \$1,500) (use by January 2025)
- Sponsor logo on GPA 2024 Annual Conference web page.
- Diamond Sponsor recognition on signage in Registration area
- One ad in a 2024 issue of GPA's digital member newsletter (Value: \$250)
- One Insert in the 2024 Annual Conference Attendee Packet
- Sponsor logo on the front of the attendee Annual Conference Folder (Value: \$500)
- One Registrant List (mailing addresses only; no email addresses)
- Diamond Sponsor Recognition at the Welcome/Keynote and the Business Lunch
- Opportunity to provide giveaways at the Keynote Luncheon
- One custom email to attendees post-conference (sent by GPA)
- One Exhibit Booth Space (Value: \$750)
- Diamond Sponsor recognition to be placed at sponsor's booth
- Two Exhibitor Badges
- Sponsor badge ribbons for sponsor representatives
- Reduced room rate for event (Using GPA's Group Rate)
- Logo/Banner in event App (\$500 value)
- 25% discount on one advertising product – classified ads, webpage banners, newsletter ads, and more

NOTE: Sponsor is responsible for providing all branded items for inclusion in the Conference materials, including printed inserts, images and/or logos, copy, hyperlinks, giveaways, etc. Please contact GPA staff for any questions regarding these requirements.

# GOLD SPONSOR

*\$6,000*

Available: 1

**Gold Sponsor recognition includes:**

- One banner ad on [www.gapsychology.org](http://www.gapsychology.org) for two 2024 months (Value: \$1,000)
- Sponsor logo on GPA 2024 Annual Conference web page.
- Gold Sponsor recognition on signage in Registration area
- One ad in a 2024 issue of GPA's digital member newsletter (Value: \$250)
- One Insert in the Attendee Packet
- Sponsor logo on the back of the attendee Annual Conference Folder
- One Registrant List (mailing addresses only; no email addresses)
- Gold Sponsor Recognition at the Welcome/Keynote and the Business Lunch
- Opportunity to provide giveaways at the Keynote Luncheon
- One custom email to attendees post-conference (sent by GPA)
- One 2023 Annual Conference Exhibit Booth Space (Value: \$750)
- Gold Sponsor recognition placed at sponsor's booth
- Two Exhibitor Badges
- Sponsor badge ribbons for sponsor representatives
- Reduced room rate for event (Using GPA's Group Rate)
- Logo/Banner in event App (\$500 value)
- 25% discount on one advertising product – classified ads, webpage banners, newsletter ads, and more

NOTE: Sponsor is responsible for providing all branded items for inclusion in the Conference materials, including printed inserts, images and/or logos, copy, hyperlinks, giveaways, etc. Please contact GPA staff for any questions regarding these requirements.

# SILVER SPONSOR

*\$3,000*

Available: 2

## **Silver Sponsor recognition includes:**

- One banner ad on [www.gapsychology.org](http://www.gapsychology.org) for two 2024 months (Value: \$1,000)
- Sponsor logo on GPA 2024 Annual Conference web page.
- Silver Sponsor recognition on signage in Registration Area
- One ad in a 2024 issue of GPA's digital member newsletter (Value: \$250)
- One Insert in the Attendee Packet
- Silver Sponsor Recognition at the during the Welcome/Keynote and the Business Lunch
- Opportunity to provide giveaways at the Keynote
- One custom email to attendees post-conference (sent by GPA)
- One Exhibit Booth Space (Value: \$750)
- Silver Sponsor recognition placed at sponsor's booth
- Two Exhibitor Badges
- Sponsor badge ribbons for sponsor representatives
- Reduced room rate for event (Using GPA's Group Rate)
- 25% discount on one advertising product – classified ads, webpage banners, newsletter ads, and more

NOTE: Sponsor is responsible for providing all branded items for inclusion in the Conference materials, including printed inserts, images and/or logos, copy, hyperlinks, giveaways, etc. Please contact GPA staff for any questions regarding these requirements.

# BRONZE SPONSOR

*\$2,000*

Available: 3

## **Bronze Sponsor recognition includes:**

- One banner ad on [www.gapsychology.org](http://www.gapsychology.org) for one 2024 month (Value: \$500)
- Sponsor logo on GPA 2024 Annual Conference web page
- Bronze Sponsor recognition on signage in Registration area
- One ad in a 2024 issue of GPA's digital member newsletter (Value: \$250)
- One Insert in the Attendee Packet
- Bronze Sponsor Recognition at the Welcome/Keynote and the Business Lunch
- One 2024 Annual Conference Exhibit Booth Space (Value: \$750)
- Bronze Sponsor recognition to be placed at sponsor's booth
- Two Exhibitor Badges
- Sponsor badge ribbons for sponsor representatives
- Reduced room rate for event (Using GPA's Group Rate)
- 25% discount on one advertising product – classified ads, webpage banners, newsletter ads, and more

NOTE: Sponsor is responsible for providing all branded items for inclusion in the Conference materials, including printed inserts, images and/or logos, copy, hyperlinks, giveaways, etc. Please contact GPA staff for any questions regarding these requirements.



# BENEFITS AT A GLANCE

GPA Annual Conference Sponsor Benefits 2024	Platinum	Diamond	Gold	Silver	Bronze
Available	1	1	1	1	3
Level	\$ 10,000	\$ 8,000	\$ 6,000	\$ 3,000	\$ 2,000
One banner ad on www.gapsychology.org	5 months	3 months	2 months	2 months	1 months
Insert in the Attendee Packet	X	X	X	X	X
Sponsor Recognition at the <b>Keynote</b> and the Business Lunch	X	X	X	X	X
Sponsor recognition on signage in Registration area	X	X	X	X	X
25% discount on one advertising product	X	X	X	X	X
Sponsor logo on GPA Annual Conference web page	X	X	X	X	X
Reduced room rate for event	X	X	X	X	X
Sponsor badge ribbons for sponsor representatives	X	X	X	X	X
Ad in an issue of GPA eNewsletter	X	X	X	X	X
Exhibit Booth Space	X	X	X	X	X
Two Exhibitor Badges	X	X	X	X	X
Sponsor recognition at sponsor's booth	X	X	X	X	X
Custom email to Annual Conference attendees post-conference	X	X	X	X	
Logo/Banner in event App	X	X	X		
Registrant List	X	X	X		
Sponsor logo on the attendee Annual Conference Folder	X	X	X		
Speech at Keynote	5 mins Keynote	3 mins Keynote			
Conference Registration for one attendee	X				
Logo in mailed event brochure	X				

# MEETING BAG SPONSOR

*\$5,000*

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Available: 1

**Meeting bags will be made available for all attendees at the Registration desk when they pick up their name badge. In addition to advertising via the meeting bags, sponsor recognition includes:**

- Sponsor logo on GPA 2024 Annual Conference web page
- Sponsor recognition on signage in Registration area
- Sponsor Recognition at the Keynote event and the Business Lunch
- One Insert in the Attendee Packet
- 25% discount on one advertising product- classified ads, webpage banners, newsletter ads, and more

Notes:

1. This sponsorship does not include an exhibitor space or benefits.
2. Sponsor is responsible for providing all branded items for inclusion in the Conference materials, including printed inserts, images and/or logos, copy, hyperlinks, giveaways, etc. Please contact GPA staff for any questions regarding these requirements.

# LANYARD SPONSOR

*\$1,500*

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Available: 1

**Lanyards will be made available for all attendees at the Registration desk when they pick up their name badge. In addition to advertising via the meeting bags, sponsor recognition includes:**

- Sponsor logo on GPA 2024 Annual Conference web page
- Sponsor recognition on signage in Registration area
- Sponsor Recognition at the Keynote and the Business Lunch
- One Insert in the Attendee Packet
- 25% discount on one advertising product – classified ads, webpage banners, newsletter ads, and more

Notes:

- This sponsorship does not include an exhibitor space or benefits.
- Sponsor is responsible for providing all branded items for inclusion in the Conference materials, including printed inserts, images and/or logos, copy, hyperlinks, giveaways, etc. Please contact GPA staff for any questions regarding these requirements.

# GENERAL SPONSOR

*\$300*

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## **On a budget? Feature your business with a General Business Sponsorship!**

Available: 25

- Sponsor logo on GPA 2024 Annual Conference web page with a link to your landing page or company website
- Name printed on a special General Sponsor Insert in the Attendee Packet
- 25% discount on one advertising product – classified ads, webpage banners, newsletter ads, and more

### Notes:

1. This sponsorship does not include an exhibitor space or benefits.
2. Sponsor is responsible for providing images and/or logos, copy, hyperlinks, etc. Please contact GPA staff for any questions regarding these requirements.

# EXHIBIT OPPORTUNITIES

**Exhibit Booth: \$750**

**Share-a-Booth: \$800- Share the exhibit space with a friend-you bring your co-exhibitor**

Available: 10

GPA will drive attendee traffic to exhibitor areas with a prize drawing that requires exhibitor signatures for contest eligibility.

Exhibit Space includes:

- Recognition as an exhibitor on signage in registration area
- Listing on 2024 Annual Conference web page
- Opportunity to conduct private raffles and/or giveaways
- Exhibitor name badge ribbon
- Breakfast and lunch on Friday and Saturday
- Coffee break with snacks on Friday and Saturday
- Reduced room rate for event (Using GPA's Group Rate)

NOTE: Sponsor is responsible for providing all branded items for inclusion in the Conference materials, including printed inserts, images and/or logos, copy, hyperlinks, giveaways, etc. Please contact GPA staff for any questions regarding these requirements.

# COVID-19 NOTICE

GPA reserves the right to modify, postpone, or cancel the 2023 GPA Annual Conference (“the Event”) at any time due to the Covid-19 pandemic.

GPA will follow CDC, County and Federal government guidelines and recommendations, including (but not limited to) masking and social distancing.

Your participation in this Event implies agreement to comply with GPA’s safety requirements.

For the latest COVID-19 safety updates and policies, please visit our website:  
[www.gapsychology.org](http://www.gapsychology.org)



# SEE YOU IN 2024!

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