



## Substance Use and Addictive Behaviors across the Lifespan

# SPONSORSHIP PROSPECTUS

### Member Profile:

The Society of Addiction Psychology (Division 50 of the American Psychological Association), promotes advances in research, professional training, and clinical practice within the broad range of addictive behaviors. This is the 9th annual meeting sponsored by the Division. We anticipate hundreds of psychologists and other health care professionals and scientists at all levels (from students through leaders in the field) will attend this exciting meeting.

### Meeting Profile:

The year's Collaborative Perspectives on Addiction meeting will be held virtually online in a synchronous format. The theme is "Substance Use and Addictive Behaviors across the Lifespan" and will feature multiple professional development opportunities—including presentations by acclaimed keynote speakers, Dr. Sara Jo Nixon (University of Florida) and Dr. Suchitra Krishnan-Sarin (Yale School of Medicine), research symposia and posters, and networking opportunities. A highlight of the meeting is our Friday Mentorship Lunch that provides trainees with an opportunity for informal networking and conversations with senior colleagues in our field. We are also thrilled to welcome NIAAA Director Dr. George Koob to CPA to present an update on NIAAA Research and Treatment Priorities and to participate in a moderated Q&A period with conference attendees.

### Meeting Schedule:

We are excited to offer an expanded 3-day schedule for the 2021 CPA Conference! The meeting begins on the afternoon of Wednesday March 17th with the opening keynote, followed by a full day of activities. The conference continues on Thursday March 18th, including the second keynote, and concludes on the afternoon of Friday March 19th. Each day is packed with scholarly sessions, including symposia, posters, and clinical workshops, as well as networking opportunities.



# COLLABORATIVE PERSPECTIVES ON ADDICTION

March 17-19 • Virtual meeting

## SPONSORSHIP CONTRACT

To become a CPA sponsor, please read about your options here. A brief description is located on the right and more detailed descriptions are contained in the pages that follow. All sponsors will be recognized on the conference website, in marketing materials, and during the conference. Sponsorship packages, however, are the most cost-efficient method to get publicity and ad space for your organization. With the meeting virtual this year, we have added new sponsorship options and adjusted pricing.

Choosing a package and paying is easy! Simply email our CPA sponsorship chair, Ryan Carpenter ([ryancarpenter@umsl.edu](mailto:ryancarpenter@umsl.edu)). Ryan will walk you through the process of choosing a sponsorship option online and paying the corresponding fee. We prefer payment by credit card, but we can also accept check if this is required by your institution or organization. Ask Ryan about payment options!

### IMPORTANT DEADLINE

**3/1/2020** Deadline to reserve program space, to submit program ads, and for Friend of CPA donation

*All advertising should be submitted as high-resolution, camera-ready, color PDFs. Full-page ads are 8.5 x 11 and half-page ads are 8.5 x 5.5.*

### PAYMENT & LOGO

Go to <http://bit.ly/CPAsponsor> and register for Sponsorship Only. Upon completing all forms and payment, sponsors should immediately forward their logo to Ryan Carpenter ([ryancarpenter@umsl.edu](mailto:ryancarpenter@umsl.edu)) for inclusion in the program.

## SPONSORSHIP OPTIONS

### Platinum Partner \$1500 (Supports 2 Travel Awards)

- 2 Free Meeting Registrations
- Full-Page Ad in Program
- Opening Announcement
- Keynote Sponsorship
- Conference Landing Page Ad (3 days)
- 2 Tweets from the official CPA account

### Gold Partner \$1200 (Supports 1 Travel Award)

- 2 Free Meeting Registrations
- Full-Page Ad in Program
- Keynote Sponsorship
- Conference Landing Page Ad (3 days)
- 1 Tweet from the official CPA account

### Silver Partner \$1000 (Supports 1 Travel Award)

- 1 Free Meeting Registration
- Full-Page Ad in Program
- Conference Landing Page Ad (2 days)
- 1 Tweet from the official CPA account

- ### Bronze Partner \$800
- 1 Free Meeting Registration
  - Half-Page Ad in Program
  - Conference Landing Page Ad (2 days)
  - 1 Tweet from the official CPA account

- ### Supporting Partner \$500
- Half-Page Ad in Program
  - Conference Landing Page Ad (2 days)

- ### Friend of CPA (Variable)
- Suggested donation of \$50, though any contribution is appreciated
  - Name/logo included in Program

- ### A-La-Carte
- Conference Landing Page Ad (\$200/day)
  - Full-Page Ad in Program (\$300)
  - Half-Page Ad in Program (\$200)

# COLLABORATIVE PERSPECTIVES ON ADDICTION

March 17-19 • Virtual meeting

## Platinum Partner – \$1,500

- Two free meeting registrations
- One full-page ad in the program brochure
- Exclusive announcement of sponsorship from the podium by CPA conference leadership during initial conference opening (only available to Platinum Partners)
- Recognition of sponsorship prior to a keynote presentation
- Large ad on the virtual conference landing page for the entirety of the conference indicating Platinum Partner status.
- Two tweets from the official CPA Twitter account during the conference. Tweets may include a link to a website, video, or other media.
- *Supporting student involvement in addiction psychology is a focus of CPA's mission. To help defray costs of conference registration and attendance, CPA substantially discounts all student registrations and, on top of these universal student discounts, offers a limited number of student diversity, travel, and research awards for each, based on total number of sponsors. One student receives a travel award for each Platinum Partner. Sponsors will be connected with their respective awardees in order to personalize this critical contribution to CPA student involvement.*

# COLLABORATIVE PERSPECTIVES ON ADDICTION

March 17-19 • Virtual meeting

## Gold Partner – \$1,200

- Two free meeting registrations
- One full-page ad in the program brochure
- Recognition of sponsorship prior to a keynote presentation
- Ad on the virtual conference landing page for the entirety of the conference indicating Gold Partner status.
- One tweet from the official CPA Twitter account during the conference. Tweet may include a link to a website, video, or other media.
- *Supporting student involvement in addiction psychology is a focus of CPA's mission. To help defray costs of conference registration and attendance, CPA substantially discounts all student registrations and, on top of these universal student discounts, offers a limited number of student diversity, travel, and research awards for each, based on total number of sponsors. One student receives a travel award for each Platinum Partner. Sponsors will be connected with their respective awardees in order to personalize this critical contribution to CPA student involvement.*

## Silver Partner – \$1,000

- One free meeting registration
- One full-page ad in the program brochure
- Ad on the virtual conference landing page for two days of the conference indicating Silver Partner status.
- One tweet from the official CPA Twitter account during the conference. Tweet may include a link to a website, video, or other media.
- *Supporting student involvement in addiction psychology is a focus of CPA's mission. To help defray costs of conference registration and attendance, CPA substantially discounts all student registrations and, on top of these universal student discounts, offers a limited number of student diversity, travel, and research awards for each, based on total number of sponsors. One student receives a travel award for each Platinum Partner. Sponsors will be connected with their respective awardees in order to personalize this critical contribution to CPA student involvement.*

# COLLABORATIVE PERSPECTIVES ON ADDICTION

March 17-19 • Virtual meeting

## **Bronze Partner – \$800**

- One free meeting registration
- One half-page ad in the program brochure
- Ad on the virtual conference landing page for two days of the conference indicating Bronze Partner status.
- One tweet from the official CPA Twitter account during the conference. Tweet may include a link to a website, video, or other media.

Total Estimated Value for Sponsor (\$1375) – Cost (\$1000) = \$375 savings

## **Supporting Partner – \$500**

- One half page ad
- One exhibit table
- Ad on the virtual conference landing page for two days of the conference.

Total Estimated Value for Sponsor (\$650) – Cost (\$500) = \$150 savings

## **Friend of CPA (Suggested Donation \$50)**

We welcome all to help support this year's CPA meeting. While the suggested donation is \$50, every dollar is appreciated. These "Friends of CPA" get their individual or institution/company name and logo highlighted as a "Friend of CPA" in program brochure.