Exhibitor Prospectus

CASP 2021 Fall Convention
72nd CASP Convention
Hyatt Orange County
Oct. 13-16, 2021
Capture the attention and interest of school psychologists, Licensed Educational Psychologists, administrators, and other school-based mental health professionals from across California.

#CASPCon2021

Don’t miss the largest state school psychology convention in the country, now in its 72nd year! This is the premier opportunity to showcase your programs, products and services.

We invite you to take advantage of this excellent opportunity to make local connections and support attendees to positively impact the mental health and education of California’s children and families.
Platinum Sponsorship $4,000 (2 available)
Premier recognition on event materials, including website & program
One booth in the Exhibit Hall + priority location selection
6x Social Media Acknowledgements
1 Item in Swag Bag
2 tickets each to Presidential Reception, Welcome Reception & Awards Lunch

Presidential Sponsorship: $2,500 (2 available)
One booth in the Exhibit Hall
Recognition on event materials, including website & program
Signage at & 2 tickets for the Presidential Reception (Wed., Oct. 13)
2 Social Media Acknowledgements & 1 item in SWAG bag

Welcome Sponsorship: $1,500 (3 available)
Signage at & 2 tickets to the Welcome Reception (Thurs., Oct. 14)
Recognition on event materials, including website & program
2 Social Media Acknowledgements
1 SWAG bag item

Celebrate Sponsorship: $1,500 (3 2 available)
Signage at the Awards Luncheon (Fri., Oct. 15)
4 tickets to the Awards Luncheon
Recognition on event materials, including website & program
2 Social Media Acknowledgements
Each booth includes the following:

Tabletop Booth areas measure 8’ x 10’
- 1-on-1 opportunities to talk with administrators, school psychologists, Licensed Educational Psychologists and other school district professionals representing a majority of the more than 1,300 school districts and county offices of education in California.
- One 6’ table draped with linen, two chairs, wastepaper basket, sign and draped backdrop.
- One complimentary General Registration Pass, which includes papers, posters, panels, mini-skills workshops and addresses by the best in school psychology (link to the registration packets will be emailed to all confirmed exhibitors).
- Listings in the Convention Program, Convention website, and CASP Today.
- One set of mailing labels with the addresses of attendees, upon request.

Reservations:
Space will be allocated on a first-come, first-served basis. Your booth reservation will be confirmed when CASP receives your order form & full payment for your booth space. You will then be sent a map of the Exhibit Hall layout and will be able to choose your booth.
 PROGRAM ADVERTISING

Expand your visibility by placing an ad in the #CASPCon2021 Program

Draw attendees to your booth or advertise for future product sales. The participants expected at the 2021 Convention use this program as an indispensable guide to all events during the Convention and often keep their programs for reference afterwards.

Ad Reservations Due:
September 3, 2021

Camera-ready Artwork Due:
September 10, 2021

Pricing
Outside Back Cover
(Full Page Color)
$750

Inside Back Cover
(Full Page Color)
$650

Inside front cover
(8 ½” x 11” Color)
$650

Full-page ad
(8 ½” x 11” B&W)
$525

Half-page ad
(4 ¼” x 11” OR 5 ½” x 8 ½”
B&W)

Fill the Convention Bag
Would you like to exhibit but can’t attend? Marketing materials can be placed in the convention bags each attendee receives upon arrival.

This option is available for $200.
See the Order Form for more information.

Ask About Other Sponsorship Opportunities!

• Workshop presenters
• Affiliate Luncheon
• California School Psychology Foundation Raffle Items
• And more!

To discuss a customized sponsorship, contact Melanee Cottrill at melaneec@CASPonline.org or 916-444-1595
Mechanical Requirements:
The Convention Program is produced in a Windows/Mac environment, using InDesign, Photoshop, & Illustrator. Camera ready mechanicals or other artwork must be in black & white or grayscale, 300 dpi or 150 lpi, with no bleeds. Outside cover and inside cover ads must be in color, 300 dpi or 150 lpi, with no bleeds. High resolution TIFF, JPEG, PDF and EPS files are preferred. Please remember to include your fonts (or have fonts converted to outlines) and all other links. For assistance with the preparation of your advertising artwork, please contact melaneec@casponline.org.

JOIN CASP, GET DISCOUNTS
CASP Corporate Members receive special benefits during our annual convention and throughout the year. For just $1,000, you'll get a year of exposure to CASP’s 2,300+ members.

Join Now & Receive:
- 20% discount on convention exhibit hall booth space & program advertising
- 20% discount on digital advertising opportunities
- 20% discount on CASP Today advertising rates
- Link to your website on the CASP website
- Prominent listing in the convention program, promotional materials & signage
  - Listing in all quarterly issues of the CASP Today Newsletter
- Exclusive display space for materials at CASP-sponsored seminars and events

For more information on becoming a corporate member, visit http://casponline.org/membership or contact the CASP office at 916-444-1595
ORDER FORM

Fill this form out and send to melaneec@CASPonline.org

OR mail to 3841 North Freeway Blvd., Suite #100, Sacramento, CA 95834

We will email you an invoice (which will allow for credit card payments) after processing your order.

Company Name: ___________________________________________ Address: ___________________________________________

Address 2: ____________________________ City: __________________________ State: _______ Zip: _______

Same as billing address: Y / N

Billing Address: ___________________________ City: __________________________ State: _______ Zip: _______

Contact Person: ___________________________ Phone: __________________________ Email: ___________________________

**Order Summary:**

<table>
<thead>
<tr>
<th>Sponsorship Packages</th>
<th>Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>SOLD</td>
<td>$4,000</td>
</tr>
<tr>
<td>Presidential</td>
<td>SOLD</td>
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</tr>
<tr>
<td>Welcome</td>
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<td>$1,500</td>
</tr>
<tr>
<td>Celebrate</td>
<td></td>
<td>$1,500</td>
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</tbody>
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| Exhibitor Booth      | For Profit | $640 | $800 |
|                      | Non-Profit | $480 | $600 |

| Program Ads          | Outside Back Cover | SOLD | $600 | $750 |
|                      | Inside Back Cover  | SOLD | $520 | $650 |
|                      | Inside Front Cover | SOLD | $520 | $650 |
|                      | Full Page Ad       |      | $420 | $525 |
|                      | Half Page Ad       |      | $300 | $375 |

| Fill the Convention Bag | $200 | $200 |

| Corporate Membership | $1,000 |

**TOTAL:**

Signature: ________________ Date: ________________

Current as of 8/16/21