

CASP Exhibitor Prospectus



CASP Convention 2017
October 5-7, 2017
Hyatt Regency Orange County
Garden Grove

Don't miss the largest state school psychology convention in the country – the premier opportunity to showcase your programs, products and services – and capture the attention and interest of school psychologists, Licensed Educational Psychologists, administrators, and other school-based mental health professionals from across the state.

We invite you to take advantage of this excellent opportunity to make local connections and support our hundreds of attendees to positively impact the mental health and education of California's children and families.

Location:
Hyatt Regency Orange County
11999 Harbor Blvd
Garden Grove, CA 92840
714/750-1234

Exhibit Hall

Exhibit Hours:

Thursday, October 5, 2017 8 a.m. – 5 p.m.
Friday, October 6, 2017 8 a.m. – 5 p.m.

Booth Prices:

For-profit organization: \$750.00
Non-profit organization: \$550.00

Each booth includes the following:

Tabletop Booths, areas measure 8' x 10' and include:

- One 6' table draped with linen, two chairs, wastepaper basket
- One complimentary general registration pass, which includes papers, posters, panels, mini-skills workshops and invited addresses by the best in school psychology (link to the registration packets will be emailed to all confirmed exhibitors starting in June).
- Two days of high-energy exhibit time.
- One-on-one 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.
- Tickets to an evening of fun and excitement at the CASP Welcome Reception.
- Listings in the Convention Program and in *CASP Today*.
- Mailing labels with the addresses of CASP Convention 2017 attendees, upon request.
- Promotion of Convention 2017 specials your company plans to feature in your booth.

Reservations:

Space will be allocated on a first-come, first-served basis. Your booth reservation will be confirmed when CASP receives your signed contract and full payment for your booth space. A signed copy of the contract will be returned to you. You will also be sent a map of the Exhibit Hall layout and will then be able to choose your booth.

Fill the Convention Bag

Would like to but cannot attend? Marketing materials can be placed in the convention bags each attendee receives upon arrival. This option is available for \$100. See the Exhibitor/Advertiser Participation Form for more information.

Convention Program Advertising

Expand your visibility by placing your company's ad in the CASP Convention 2017 Program. The 800+ participants expected at Convention 2017 use this program as an indispensable guide to all events during the Convention and often keep their programs for reference after the Convention. Draw attendees to your booth or advertise for future product sales.

Inside back cover (color): \$600.00
8 ½" x 11"

Outside back cover (color): \$700.00

Inside front cover (color): \$600.00

Half-page ad: \$350
4 ¼" x 11", 5 1/2" x 8 ½"

Full-page ad: \$500.00
8 ½" x 11"

Closing date for ad reservations: September 1, 2017

Camera ready artwork due: September 8, 2017

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. If submitted electronically via CD, or email, 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 Raina LeGarreta, communications specialist, 916/444-1595, or media@casponline.org

Sponsorship Opportunities

CASP has many sponsorship opportunities. Here are just a few:

- Awards Luncheon: Sponsor the winners of our awards and scholarships at this annual recognition luncheon, to be held Friday, October 6. Leave advertising materials at each seat, CASP to supply thank-you signage: \$1,200
Sponsorship of the CASP Past Presidents Tables: \$600
- CASP President's Reception: Donations of wine or funds for appetizers are welcome for this free event held prior to the Town Hall meeting, a pre-convention event on Wednesday, October 4. CASP to supply thank-you signage.
- Beer, Wine, Music and Raffle – CASP's Welcome Reception: Contribute funds for the eats or the wine or beer tasting. Donate items for the raffle. We're looking for everything from iTunes cards to test kits to Disneyland tickets. This event will benefit the California School Psychology Foundation's Cultural and Linguistic Diversity Scholarships and the Paul Henkin Convention Scholarships. This grand event will be held Thursday, October 5.
Eats and/or drinks: \$500-\$1,000
Items for raffle: your call
- Coffee stations, time-out breaks: What better way to get traffic into the Exhibit Hall than to offer coffee? You name the day/time of the break you would like to sponsor, or just donate to the Coffee Fund. Sponsors are invited to add cookies or other goodies to really get the attention of the attendees. \$500-\$1,500
- Marketing materials: Lanyards, notebooks, pens – anything with your company's logo emblazoned on them will draw attention. Ask us how to make sure every attendee receives one.

All donors will be thanked in the Fall 2017 issue of *CASP Today*, CASP's quarterly newsletter, and with signage, depending on timing of the donation.

For other suggestions on ways your company can receive recognition for sponsorship, contact CASP Executive Director Heidi Holmblad at 916/444-1595 or email executivedirector@casponline.org.

JOIN CASP, GET DISCOUNTS

CASP Corporate Members receive special benefits during our annual convention and throughout the year. Join now and receive:

- 20 percent discount on convention exhibit hall booth space
- 20 percent discount on convention program advertising
- Prominent listing in the convention program, promotional materials and signage
- 20 percent discount on *CASP Today* advertising rates
- Exclusive display space for materials at CASP-sponsored seminars and events, such as Spring Institute
- Listing as a CASP Corporate Member in all quarterly issues of the *CASP Today* Newsletter
- Link to your website on the CASP website

For more information on becoming a corporate member, visit the Membership area of the CASP website at www.casponline.org or contact the CASP office at 916/444-1595.