

Texas Psychological Association's

# Marketing Opportunities



Texas Psychological Association



Explore More





## OUR MISSION

The purpose of TPA is to support psychologists' professional interests, promote and protect the science and practice of psychology, and advocate for the health and well being of all people including individuals from diverse and marginalized backgrounds.



# WHAT DO TPA MEMBERS WANT?

## Showcase Your Expertise

By exhibiting at TPA's events or sponsoring our initiatives, your organization becomes a trusted partner in advancing mental health. From speaking opportunities to targeted sponsorship packages, you can position your brand as a leader in innovation, technology, and solutions for psychology professionals.



# AUDIENCE

## MEMBER SNAPSHOT

TPA members work in all areas of psychology: private practice, hospitals, schools, community mental health centers, academia, state and federal agencies, and large business organizations throughout the state.





# Become a TPA Affiliate Member!

**\$300**  
per year

TPA Affiliate Members are any non-psychologist who desire to be affiliated with TPA, such as vendors, or community members.

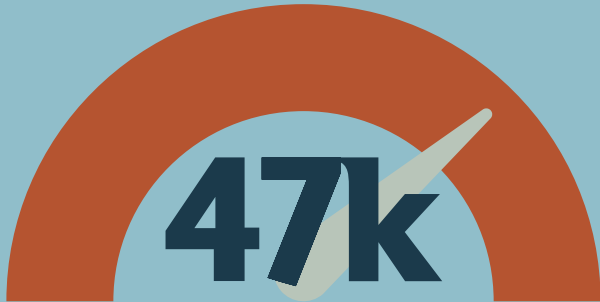
## **Affiliate Membership Benefits:**

- Discounts on exhibits, sponsoring, and advertising
- Access to the TPA Connected Community
- Receive member communications, including monthly newsletters and emails
- Member rate for professional development and our Annual Convention

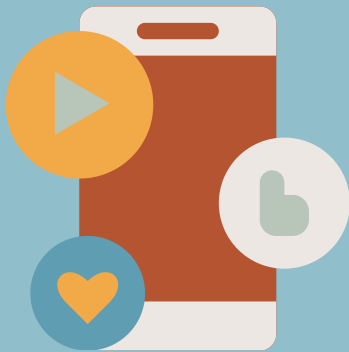
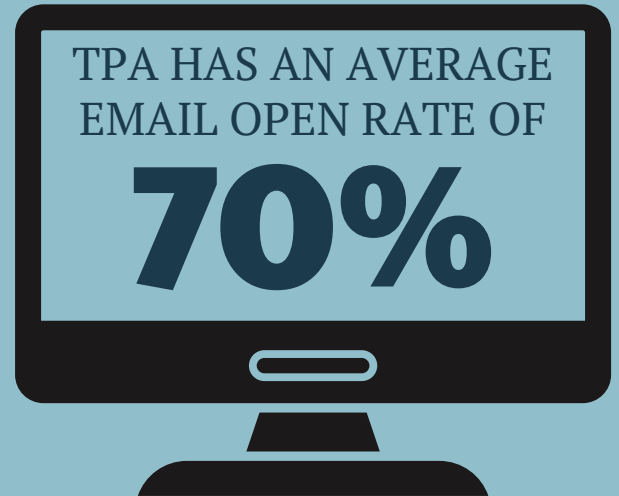


*Scan to unlock  
Affiliate perks!*

# WHY TPA?



PEOPLE ENGAGED THE  
TPA WEBSITE IN 2024



TPA HAS

**5,500+**

FOLLOWERS ON  
SOCIAL MEDIA



# CHOOSE THE 2025 TPA ANNUAL CONVENTION!

## 2024 CONVENTION NUMBERS

- 385+ attendees
- 68 speakers
- 32 unique training opportunities
- 20 exhibitors
- 18 networking opportunities
- 19 CEU's
- 7 social events





# PLATINUM SPONSOR

Member: \$25,000

*(1 Available)*

*Sponsors at this level enjoy 12 months of benefits!*

## Over the Course of 12 Months:

- 4 email banner ads sent in a TPA monthly newsletter sent to the entire TPA membership
- 1 homepage slider ad to run for 12 months
- 2 e-blasts sent to the entire TPA membership
- 2 calendar event postings (posted for up to 6 months each)
- 1 full-page ad in each publication (2 annually) of *The Texas Psychologist*, TPA's virtual magazine
- 1 TPA Affiliate membership

## Convention Perks:

- 90-second introduction to attendees
- 2 full convention passes
- 60% discount on additional staff badges
- 1 exhibit booth
- 1 flyer in attendee tote bag (provided by advertiser)
- Logo on the convention website and signage
- Company contact information made available to attendees

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# GOLD SPONSOR

Member: \$10,000

Non-Member: \$10,500

*Sponsors at this level enjoy 12 months of benefits!*

## Over the Course of 12 Months:

- 3 email banner ads sent in a TPA monthly newsletter sent to the entire TPA membership
- 1 homepage slider ad to run for 6 months
- 1 e-blast sent to the entire TPA membership
- 2 calendar event postings (posted for up to 6 months each)
- 1 full-page ad in 1 of 2 publications of *The Texas Psychologist*, TPA's virtual magazine

## Convention Perks:

- 60-second introduction to attendees
- 2 full convention passes
- 60% discount on additional staff badges
- 1 exhibit booth
- 1 flyer in attendee tote bag (provided by advertiser)
- Logo on the convention website and signage
- Company contact information made available to attendees

# SILVER SPONSOR

*Sponsors at this level enjoy 12 months of benefits!*

**Member: \$7,500**  
**Non-Member: \$8,000**

## Over the Course of 12 Months:

- 2 email banner ads sent in a TPA monthly newsletter sent to the entire TPA membership
- 1 homepage slider ad to run for 3 months
- 1 e-blast sent to the entire TPA membership
- 2 calendar event postings (posted for up to 6 months each)
- 1 half-page ad in 1 of 2 publications of *The Texas Psychologist*, TPA's virtual magazine

## Convention Perks:

- 30-second introduction to attendees
  - 2 full convention passes
  - 60% discount on additional staff badges
  - 1 exhibit booth
  - 1 flyer in attendee tote bag (provided by advertiser)
  - Logo on the convention website and signage
  - Company contact information made available to attendees
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# BRONZE SPONSOR

**Member: \$5,000**  
**Non-Member: \$5,500**

- 1 full convention pass
  - 60% discount on additional staff badges
  - 1 exhibit booth
  - 1 flyer in attendee tote bag (provided by advertiser)
  - Company name on the convention website and signage
  - Company contact information made available to attendees
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# EXHIBITOR

**Member: \$1,200**  
**Non-Member: \$1,500**

- 1 full convention pass
- 60% discount on additional staff badges
- 1 exhibit booth
- Company on the convention website and signage
- Company contact information made available to attendees



## LANYARD SPONSOR

*(1 Available)*

Member: \$2,500  
Non-Member: \$3,000

- Logo on convention lanyard (provided by advertiser)

## TOTE BAG SPONSOR

*(1 Available)*

Member: \$2,500  
Non-Member: \$3,000

- Logo on convention tote bag (provided by advertiser)

## POWERPOINT ADVERTISEMENT

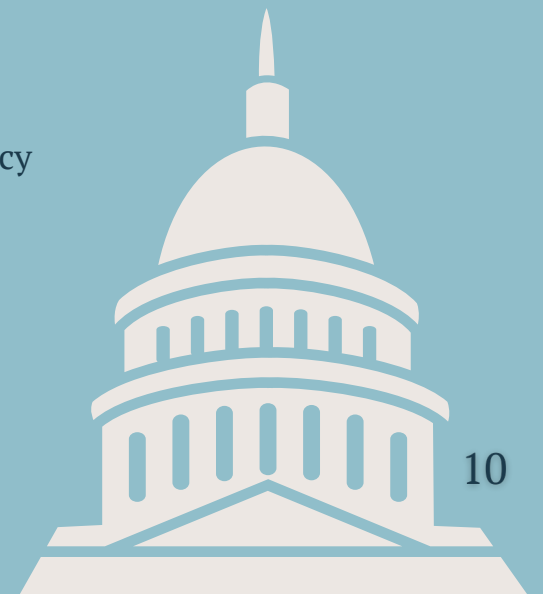
Member: \$300  
Non-Member: \$500

- 1 powerpoint slide to run for 1 day that will run in the loop of pre-show general session slides before the keynote speaker. Slides must be submitted one week before the event.

## DAY AT THE CAPITOL SPONSOR (MARCH 4, 2025)

Member: \$5,000  
Non-Member: \$5,500

- Pre-event webinar introduction
- Logo on event signage and webpage
- 4 email banner ads sent in each quarterly TPA advocacy report sent to the entire TPA membership



## EXHIBIT HALL SCHEDULE

*Please ensure private functions do not conflict with any events noted below.*

### November 20, 2025

- Exhibitor Set Up: 1:00 pm–5:00 pm

### November 21, 2025

- Exhibit Hall Open: 8:00 am–4:00 pm
- Morning Break: 10:00 am–10:15 am
- Box Lunch Available in Exhibit Hall: 12:00 pm
- Afternoon Break: 3:15 pm–4:00 pm

### November 22, 2025

- Exhibit Hall Open: 8:00 am–4:00 pm
- Breakfast w/ Exhibitors: 8:00 am–9:00 am
- Afternoon Break: 3:30 pm–4:00 pm
- Exhibitor Move-Out: 4:00 pm–7:00 pm

*(Schedule is subject to change)*

## IMPORTANT DEADLINES

### October 27, 2025

Deadline to appear on convention signage

### October 29, 2025

Discounted hotel booking deadline  
(\$259/night)

### November 14, 2025

Final booth registration and full payment deadline.  
If full payment is not received by this date, booth space will be reassigned. No booth payments will be accepted onsite.



# YEAR-ROUND A LA CARTE OPPORTUNITIES

New!

## Email Banner Ad

With an impressive average open rate of 70%, our monthly newsletters offer your organization exceptional visibility. Banner ads must be **1000 x 300 px** and submitted in **JPG or PNG** format.

**Member: \$125/ad**  
**Non-Member: \$225/ad**

## Calendar Event Posting

Promote your professional development or special event on the TPA Calendar and in our monthly newsletter, gaining visibility among members and non-members alike. The event must take place within 6 months of posting.

**Member: \$250/event**  
**Non-Member: \$350/event**

## Career Center Job Posting

Unlock the gateway to top-tier talent in psychology by leveraging the TPA Career Center for your job postings. Your job post will attract an average of **550 views**, ensuring visibility among a diverse pool of qualified candidates.

**Member: Starting at \$150**  
**Non-Member: Starting at \$250**

## Half Page or Full Page Ad in The Texas Psychologist Magazine

Promote your message in *The Texas Psychologist*, the TPA digital magazine published twice a year that circulates to the entire TPA membership and is available for the public. Advertisements must be **8.5 x 11 in** for a full page ad and **8.5 x 5.5 in** for a half page ad and in **PDF format**.

<b>Member:</b>	<b>Full-Page Ad: \$625</b> <b>Half-Page Ad: \$325</b>
<b>Non-Member:</b>	<b>Full-Page Ad: \$675</b> <b>Half-Page Ad: \$375</b>

## E-Blast Ad

Showcase your organization, event, or PD with an e-blast sent to our entire membership. E-blasts must be **794 x 1123 px** and in **JPG or PNG format**. Specific send dates are not guaranteed and there is a \$100 rush fee for ads requested within 14 days or less.

**Member: \$625**  
**Non-Member: \$725**

## Homepage Banner Ad

Capture the spotlight with a rotating homepage banner ad. Ads can be purchased for one month or 6 months and must be **1,000 x 320 px** and in **JPG format**.

<b>Member:</b>	<b>\$525 for 1 month</b> <b>\$1150 for 6 months</b>
<b>Non-Member:</b>	<b>\$625 for 1 month</b> <b>\$1250 for 6 months</b>

# TERMS & CONDITIONS

## **CANCELLATION POLICY**

*Cancellations will be accepted with a full refund minus a cancellation fee of \$200 until August 20, 2025. After August 20, 2025, no refunds will be provided for cancellations.*

## **BOOTH STAFF REGISTRATION**

*The sponsorship fee includes up to 2 complimentary booth staff badges, depending on sponsorship level. Your complimentary booth staff must be current employees or representatives of your company, and these badges are nontransferable to those outside your company. Additional exhibit hall-only staff badges may be purchased at \$200 per additional badge. Complimentary booth staff registrations cannot be transferred to a paid attendee or booth staff registrant for refund. Sponsors are invited to all events of the conference (unless it is a separate ticketed event). Entrance is granted by wearing your name badge unless otherwise noted. We encourage you to join us at throughout the entire program, as it is a great opportunity to continue networking with current and potential customers. All sponsors should check in at the registration desk upon arrival at the conference for a name badge and conference information. Please register all persons in your booth so that a badge can be made in advance. Admission shall be by badge, and badges are nontransferable. Rights of a sponsor/exhibitor shall not be assignable to any other firm or person.*

## **EXHIBIT HALL**

*Space will be assigned by TPA. TPA reserves the right to make any changes to the floor plan, space assignments, or schedule if deemed necessary. Sponsors may purchase more than one booth should their proposed fixtures extend beyond the designated space of one booth. While we understand that sponsors may have unavoidable travel conflicts, we ask that if you need to move out before the designated time that you NOT do so during a scheduled exhibit hall break, as there will be heavier foot traffic during that time.*

## **SPONSORSHIP POLICIES**

*Please note: Sponsor registration must be completed by October 27, 2025, to receive signage and digital program recognition. Any vendor with an unpaid balance as of November 14, 2025 may be cancelled from the show floor by show management.*

## **ADVERTISING POLICIES**

*TPA reserves the right to reject or cancel any advertisement(s) at its sole discretion. TPA must receive payment or invoice before any advertisement is posted or sent, and if payment is not received before the agreed-upon send date, there may be a delay in sending. Specific send dates are not guaranteed and there is a \$100 rush fee for ads requested within 14 days or less. TPA may use the final advertisement as part of its future campaigns to promote advertising opportunities. TPA cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. It is the sole responsibility of the Advertiser to proof their ad for correctness. It is the Advertiser's responsibility to turn in artwork to TPA during normal business hours on the required closing date. TPA reserves the right to alter and/or change any Advertiser's layout, artwork and/or advertisement that does not conform to TPA's specifications without notice to the Advertiser, unless the alter and/or change is substantially different.*

*By partnering with TPA, you are agreeing to the TPA [Code of Conduct and Terms and Conditions](#).*

# Reach Your Target Audience with TPA in 2025!

**Partner with TPA Today!**



## QUESTIONS?

Contact Jordan Cañas at [jordan@texaspsyc.org](mailto:jordan@texaspsyc.org).

