

Texas Psychological Association's

Marketing Opportunities



Texas Psychological Association



Explore More



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.



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.

Your 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.

5%
Still in School

2.5%
Early Career
(1-7 years post
license)

15%
Mid-Career
(8-15 years post
license)

65%
Experienced
Psychologist
(15+ years post
license)

12.5%
Semi-Retired or
Retired

75% of TPA members
are in private practice and
owners or decision makers who
influence purchasing decisions.



Become a TPA Affiliate Member!

\$300
per year

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

If you plan to exhibit with TPA or advertise more than two times, this membership offers built-in savings!

Affiliate Membership Benefits:

- Logo on the TPA website
- Access to learn from and build relationships with potential clients and fellow TPA members through the Connected Community, TPA's online engagement platform
- Subscription to TPA's monthly newsletters
- A \$100 discount on TPA's Career Center job postings
- Up to \$300 in savings on advertising discounts
- Up to \$500 in savings on conference sponsorship opportunities
- Member rate for professional development



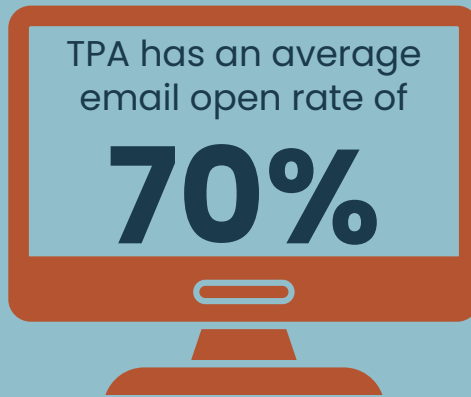
Scan to unlock
Affiliate perks!



Why TPA?

185k

hits to the TPA
website in 2025



TPA has

5,500+

followers on
social media

TEXAS PSYCHOLOGICAL ASSOCIATION'S

ANNUAL Nov. 12-14, 2026 | Austin CONFERENCE26

Join us at the 2026 TPA Annual Conference in Austin, TX!

2025 Conference Number Highlights:

- 270+ attendees
- 45 speakers
- 20 exhibitors
- 18 networking opportunities



"We had many people respond to our booth, asking for quotes and likely changing to our company." Cindy, APA

2026 ANNUAL CONFERENCE SPONSOR OPPORTUNITIES

PLATINUM SPONSOR

(1 Available)

Member: \$25,000

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
- 2 e-blasts sent to the entire TPA membership
- 1 TPA Affiliate membership

Conference Perks:

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

GOLD SPONSOR

Member: \$10,000
Non-Member: \$10,500

Sponsors at this level enjoy 12 months of benefits!

Over the Course of 12 Months:

- 2 email banner ads sent in a TPA monthly newsletter sent to the entire TPA membership
- 1 e-blast sent to the entire TPA membership

Conference Perks:

- 60-second introduction to attendees
- 2 full conference passes
- 1 exhibit booth
- 1 flyer in attendee tote bag (provided by advertiser)
- Logo on the conference 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:

- 1 email banner ad sent in a TPA monthly newsletter sent to the entire TPA membership
- 1 e-blast sent to the entire TPA membership

Conference Perks:

- 30-second introduction to attendees
 - 2 full conference passes
 - 1 exhibit booth
 - 1 flyer in attendee tote bag (provided by advertiser)
 - Logo on the conference website and signage
 - Company contact information made available to attendees
-

BRONZE SPONSOR

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

- 1 full conference pass
 - 1 exhibit booth
 - 1 flyer in attendee tote bag (provided by advertiser)
 - Company name on the conference website and signage
 - Company contact information made available to attendees
-

WELCOME

RECEPTION SPONSOR

(1 Available)

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

- 1 full conference pass
- 1 exhibit booth
- Verbal recognition during the Welcome Reception
- 1 flyer in attendee tote bag (provided by advertiser)
- Company name on website and signage at the reception

LANYARD SPONSOR

(1 Available)

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

- Logo on conference lanyard (provided by advertiser)
-

TOTE BAG SPONSOR

(1 Available)

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

- Logo on conference 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.

CONFERENCE EXHIBITOR

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

- 1 full conference pass
- Discount on additional staff badges
- 1 exhibit booth
- Company on the conference website and signage
- Company contact information made available to attendees

Year-Round A la carte Opportunities

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 225 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

E-Blast Ad

Showcase your organization, event, or CE's 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: \$525
Non-Member: \$625

Homepage Ad

Capture the spotlight with a rotating homepage ad. Ads can be purchased for one month or 6 months and must be 940 x 788 px and in JPG format.

Member:	\$525 for 1 month \$1150 for 6 months
Non-Member:	\$625 for 1 month \$1250 for 6 months



Reach Your Target Audience with TPA in 2026!

We are here to build long-standing and mutually beneficial relationships. Don't hesitate to reach out with any ideas, questions, or needs you may have, we're here to help!

Partner with TPA Today!



QUESTIONS?

Contact **Jordan Cañas** at
jordan@texaspsyc.org.

