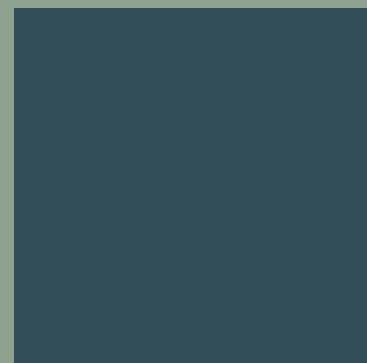
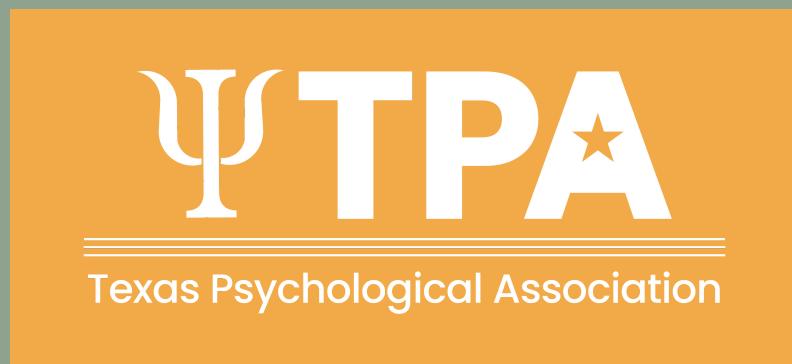
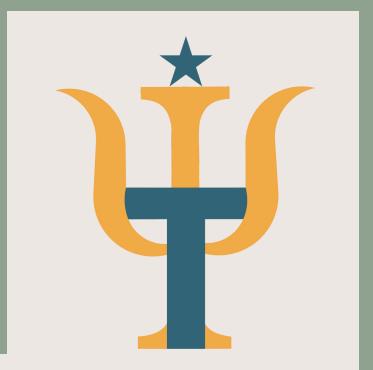


Texas Psychological Association's

# Marketing Opportunities



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.



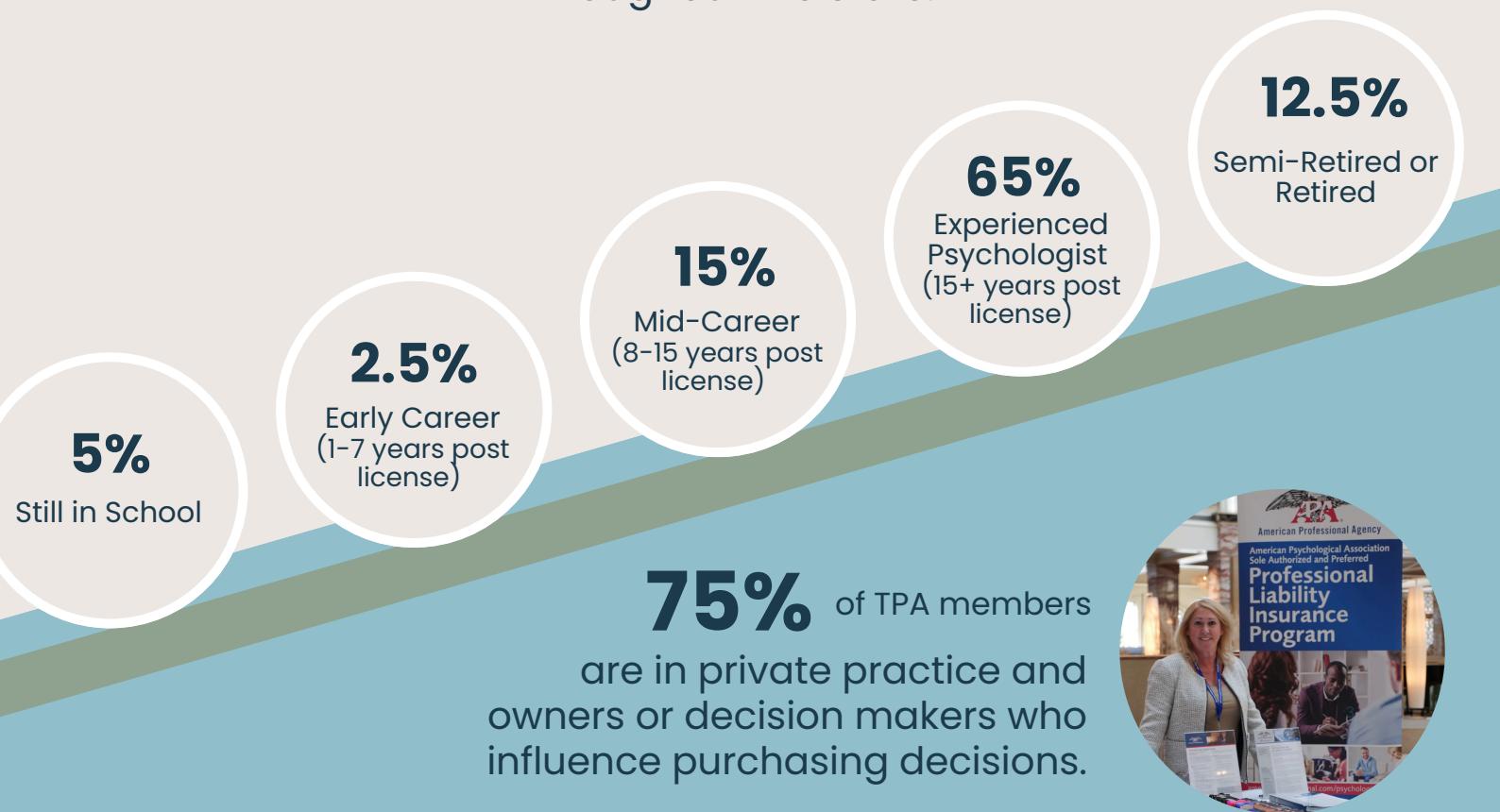
# Our Mission

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.



# 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



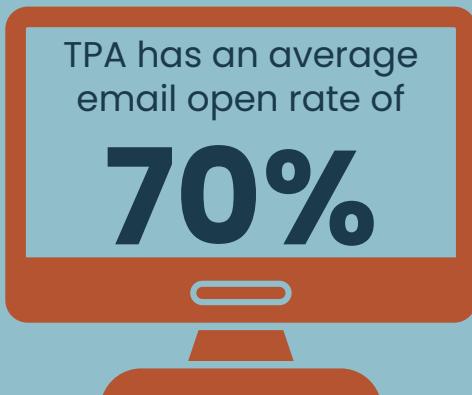
**Scan to unlock  
Affilate perks!**



# Why TPA?

**185k**

hits to the TPA website in 2025



TPA has  
**5,500+**  
followers on  
social media

TEXAS PSYCHOLOGICAL ASSOCIATION'S

## ANNUAL CONFERENCE26

Nov. 12-14, 2026 | Austin

**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)

*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

Member: \$25,000

## GOLD SPONSOR

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

Member: \$10,000

Non-Member: \$10,500

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!*

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

Member: \$7,500

Non-Member: \$8,000

# BRONZE SPONSOR

- 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

Member: \$5,000

Non-Member: \$5,500

# WELCOME

## RECEPTION SPONSOR

(1 Available)

- 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

Member: \$5,000

Non-Member: \$5,500

## LANYARD SPONSOR

(1 Available)

- Logo on conference lanyard (provided by advertiser)

Member: \$2,500

Non-Member: \$3,000

## TOTE BAG SPONSOR

(1 Available)

- Logo on conference tote bag (provided by advertiser)

Member: \$2,500

Non-Member: \$3,000

## POWERPOINT ADVERTISEMENT

- 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.

Member: \$300

Non-Member: \$500

## 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 CEs 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](mailto:jordan@texaspsyc.org)**.

