

## Exhibit Opportunity

The SPA Annual Meeting offers space for exhibitors and approximately 17 hours of exposure. Exhibit space is limited and will be assigned on a first-come, first-serve basis.

## Exhibit Setup and Hours

### Exhibit Setup

Thursday, March 25, 2010 8:00 am–12:00 noon

### Exhibit Dates and Hours

Thursday, March 25, 2009 12:00 - 5:00 pm

Friday, March 26, 2010 8:30 am - 5:00 pm

Saturday, March 27, 2010 8:30 am - 3:00 pm

## Exhibit Space Package Description

- \$500
- A 6-foot draped table, two chairs, general lighting, ventilation, air conditioning, name badges, and one conference registration
- Discount of \$50 for SPA Members

## Attendance Builders

- Coffee breaks served in the Exhibit Area
- Advance Registration Promotional Brochure Advertising
- Program Book Advertising
- Listing of Exhibitors in the Program Book

## Advertising

There are advertising opportunities in both our promotional/registration brochure and the onsite Program Book provided to all registrants for the annual meeting. All advertising copy for the promotional/registration brochure must be received *by November 14, 2009 and copy for the Program Book must be received by January 4, 2010.*

## Advertising Rates

Promotional/Registration Brochure ads:

- Double page - \$600
- Full page - \$400
- Half Page - \$250

Program Book ads:

- Full page - \$250
- Half page - \$175

**Both** Brochure and Program Book ads:

- Full page - \$600
- Half page - \$400

## Advertising Specs

Promotional/Registration Brochure ads:

- Full page: 8.5 x 11" (add .125" if ad bleeds)
- Half Page: 6 x 9" (add .125" if ad bleeds)

Program Book ads:

- Full page: 6 x 9" (add .125" if ad bleeds)
- Half page: 3 x 4.5 (add .125" if ad bleeds)

PDF files should be Hi-Res (300 dpi) with all fonts embedded. If the ad bleeds, add bleed before distilling the output PDF file. Our printer can accept any graphic program file.

## Insert Advertising Option

This option will get your materials in the hands of all registrants for the Annual Meeting. We will insert your brochure, flyer, etc into the registrant packets. This option is available for \$100 per item. Please provide 450 copies of each item a week prior to the meeting.

## Terms and Conditions of Payment

Full payment must accompany the contract form. See contract form for additional information.

## Further Information

If you would like more information on sponsoring, advertising, or exhibiting, please contact Paula J. Garber at [manager@sponline.org](mailto:manager@sponline.org) or call 703-534-4772.

Design by STEVEN TOEPFER



SOCIETY FOR PERSONALITY ASSESSMENT

ANNUAL  
MEETING

MARCH 24-28  
2010 at the FAIRMONT  
SAN JOSE, CA

<http://www.personality.org>

# Society for Personality Assessment

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October 2009

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2801 West Bancroft, Mail Stop 948  
Toledo, OH 43606-3390

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Jed A. Yalof, Psy.D.  
Immaculata University  
PO Box 682  
Immaculata, PA 19345

**Re: The Society for Personality Assessment Annual Meeting and Workshops  
March 24-28, 2010  
The Fairmont Hotel  
San Jose, CA**

Dear Potential Exhibitor, Advertiser, Sponsor:

On behalf of the Society for Personality Assessment, it is my pleasure to extend an invitation to you to become an **exhibitor, advertiser and/or sponsor** at SPA's 2010 Annual Meeting. At the 2010 Annual Meeting, the theme will be **Personality Assessment in Context**. This year's event is being held at The Fairmont Hotel. As the 10th largest city in the U.S., San Jose is easy to get to from virtually anywhere. Our hotel, The Fairmont, is in the center of a vibrant downtown area right off Chavez Park. With approximately 500 participants, SPA's conference provides a unique opportunity to showcase what you can offer participants in the way of information, resources and equipment.

SPA is a 1500-member international organization of psychologists, all of whom are interested in psychological assessment and psychotherapy. We are a vital and growing group with a **seventy-two year history**. I am writing to tell you about a unique opportunity to reach this group of psychologists with a strong interest in your products.

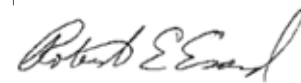
Enclosed is **exhibit** information, which includes the necessary forms to complete. Exhibit space is limited and will be assigned on a "first come-first serve basis" by the date the request and payment are received. To secure your space, return a completed registration form with payment payable to SPA to the address listed on the contract form as soon as possible.

The information on **advertising** in the 2010 SPA Annual Meeting promotional/registration brochure and the Program Book is also enclosed, providing pricing and payment method. Reserve your place in the brochure or the conference program book by submitting your camera-ready copy and payment payable to SPA.

SPA is also offering you the opportunity to **sponsor** a break, reception, a Poster Session, or a Master Lecture. Please see the enclosed information for the details.

If you have questions, please contact Paula J. Garber at 703-534-4772 or via email at: [manager@spaconline.org](mailto:manager@spaconline.org). We hope you will consider joining us in San Jose -- hope you know the way!

Sincerely,



Robert E. Erard, Ph.D.  
President, SPA Board of Trustees

## SPA 2010 Annual Meeting Exhibitor, Advertiser, Sponsor Packet

**SPA Annual Meeting  
March 24-28, 2010  
The Fairmont Hotel  
San Jose, CA**

### SPA Overview

The Society for Personality Assessment (SPA) is a 501(c)(6) non-profit professional association dedicated to the development of methods of personality assessment, the advancement of research on their effectiveness, and the exchange of ideas about the theory and practice of assessment.

### Annual Meeting Overview

The SPA Annual Meeting will be held March 24-28, 2010, at The Fairmont Hotel, San Jose, CA. The Annual Meeting is designed as an educational, informative, and networking event for clinical psychologists, educators, and students, all of whom are interested in psychological assessment and psychotherapy. The meeting will attract approximately 500 participants from all over the world. Products and services of interest to meeting attendees include: psychological tests and test scoring; books concerning psychology, treatment, assessment, or disorders; psychological treatment centers; psychotherapy tools and business management tools; and graduate schools of psychology.

### Sponsorship Opportunities

Increase your visibility and put your name before all of the participants in the meeting by becoming a co-sponsor of our 2010 Annual Meeting. Several co-sponsorship opportunities for events held during the meeting are available. Simply choose the event that best fits your needs.

**Thursday or Friday Evening Reception (2) - \$1,000**

Sponsor receives one complimentary registration to the SPA Annual Meeting, acknowledgment in the Program Book, a sign at the event, and a free insert about your company or product in the registration packet.

**Master Lectures (2) - \$500 each**

Sponsor receives one complimentary registration to the SPA annual meeting, acknowledgment in the Program Book, a sign at the event, and public acknowledgement at the session.

**Coffee Breaks (6) - \$500 each**

Sponsor receives one complimentary registration to the SPA annual meeting, acknowledgment in the Program Book, and a sign at the event.

**Poster Sessions (2) - \$100 each**

Sponsor receives acknowledgment in the Program Book, and a sign at the event.

