



SPONSORSHIP, EXHIBITOR and ADVERTISING PROSPECTUS 2026

The Southwestern Psychological Association (SWPA) conference is packed with important educational sessions and speakers, and presentations of psychological research from universities and colleges from all over the Southwestern region. For 2026, the conference will be in person and we hope that you can all attend. Exhibits will all be in person and located in Frisco 6 at the Embassy Suites Frisco along with Academic Posters. There will be several poster sessions occurring each day during exhibit hours, which will ensure a steady flow of visitors to exhibits and will benefit both exhibitors and attendees.

Lorraine Grogan, SWPA Convention Manager

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Tel: 412-398-2182

DATES OF CONFERENCE:	FRIDAY MARCH 27 – SUNDAY MARCH 29 2026	
LOCATION OF EXHIBITS:	EMBASSY SUITES HOTEL, FRISCO, TEXAS	
MOVE IN:	THURSDAY MARCH 26 AFTER 4 P.M. (ROOM WILL BE CLOSED AT 8PM)	
EXHIBIT DAYS AND HOURS:	FRIDAY MARCH 27	8.00 A.M. – 5 P.M.
	SATURDAY MARCH 28	8.00 A.M. – 5 P.M.
MOVE OUT:	SATURDAY MARCH 28 AFTER 5 P.M. (SUBJECT TO CHANGE)	
TO BOOK YOUR HOTEL ROOM:		

[Southwestern Psychological Association 2026](#)

If calling the hotel to make your reservation, please call (972)712-7200 and use code 94A

Please note that all exhibitors must book the conference hotel unless they live within a 50-mile radius otherwise they will not receive complimentary registrations for exhibitors.



SPONSOR INFORMATION

GOLD SPONSOR \$3,500

- 1 Exhibit Booth (prime location if available at the time of booking)
- 8 complimentary conference registrations (come with 3 booth registrations, and 5 additional registrations)
- Identification as a Conference Gold Sponsor on event website
- Identification as a Conference Gold sponsor in the Fall and Spring newsletters.
- Full page ad in the online program
- Sponsorship of one symposium that is part of the SWPA programming during the conference
- Logo permanently displayed in the Online convention program and Onsite signage

SILVER SPONSOR \$2,000

- 1 Exhibit Booth (regular location)
- 6 complimentary conference registrations (come with 3 booth registrations, and 3 additional registrations)
- Identification as a Conference Silver Sponsor on event website
- Identification as a Conference Silver sponsor in the Fall and Spring newsletters.
- Full page ad in the online program
- Logo permanently displayed in the online convention program and onsite signage

BRONZE SPONSOR \$1000

- 50% discount of Exhibit Booth price (regular location)
- 4 complimentary conference registrations (come with 3 booth registrations, and 1 additional registrations)
- Identification as a Conference Bronze Sponsor on event website
- Identification as a Conference Bronze sponsor in the Fall and Spring newsletters.
- Full page ad in the online program
- Logo permanently displayed in the online convention program and onsite signage

BOOTH ONLY PRICING IS BELOW – THE PRICE DEPENDS ON THE LOCATION OF EACH BOOTH. PRICES RANGE FROM \$650 - \$800.

Advertising in the SWPA Online Program Book

Full page (8.5 x 11 inches), 4-color inside front and inside back \$500

Full page (8.5 x 11 inches), black-and-white or color ad placed inside the program \$350; \$300 for Exhibitors

Maximum finished size for a full-page layout is 8.5" wide by 11" high, no bleed.

The deadline date for all ads is March 1, 2026, and the copy should be sent to Lorraine.grogan@conferencedirect.com

Advertising on the SWPA Website

Online Advertisements hosted November 2025 - March 2026 on a separate tab on the SWPA website.

5 months - \$500 November 2025-March 2026

3 months - \$325 January 2026-March 2026

Specs:

Resolution = 72ppi

Maximum width = 650 pixels

Maximum height = 300 pixels

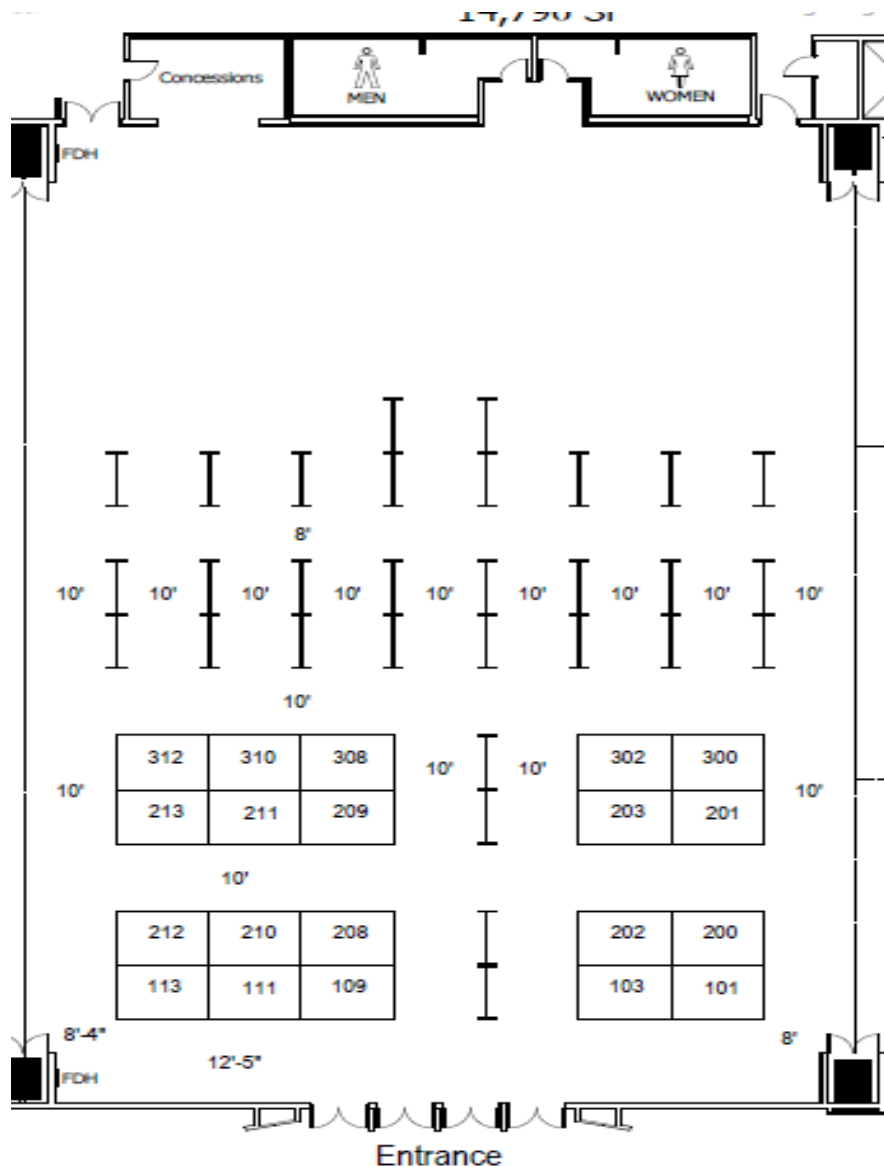


**SOUTHWESTERN PSYCHOLOGICAL ASSOCIATION
BALLROOM FRISCO 6
EMBASSY SUITES, FRISCO, TEXAS
March 27 – March 29 2026**

Booth No.	Cost (includes up to 3 registrations if all are staying at the hotel during the conference)*
101,103,109, 111,113	\$800
All others	\$650

Each exhibitor will be provided with a 6' table, 2 chairs and identifying sign. The floor of the exhibit hall is carpeted. The drayage company is Alliance who will handle all shipments. Details will be sent in January 2026.

All exhibitors must stay at the conference hotel to receive the free registrations, unless they live within 50 miles of the hotel.





2026 EXHIBITOR CONTRACT FORM

NAME OF ORGANIZATION	
ADDRESS	
CITY, STATE AND ZIP	
CONTACT PERSON	
PHONE	
FAX	
EMAIL	

Please reserve the space below or other comparable space for the 2026 Southwestern Psychological Association convention to be held at the Embassy Suites Frisco, TX Friday, March 27 – Sunday March 29, 2026. **I understand that spaces are assigned in the order that signed contracts and payments are received.**

Booth space requested*:

First Choice#		Second Choice#		Third Choice#	
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YES, I would like to sponsor the conference

Gold Sponsorship

Silver Sponsorship

Bronze Sponsorship

☐
☐
☐

YES, I would like to advertise in the online SWPA Program Book

\$500 for inside covers

\$350 for a full page, black and white or color; \$300 for Exhibitors

☐
☐

I would like to advertise on the SWPA Website

☐

I/We have read and agree to comply with the enclosed regulations for sponsors/advertising/exhibits at the SWPA Convention.

NAME (PRINTED)	
SIGNATURE	
DATE	

Please fill in all the blue highlighted fields above and send form electronically to Lorraine.Grogan@conferencedirect.com. SWPA will send you an electronic invoice with the confirmed number of your booth and amount owed. Please note that your booth is not confirmed until SWPA receives payment for the booth.

OR

Please make checks payable to the Southwestern Psychological Association. Address details for checks will be given in the invoice email.

If you need a W-9 FORM or Tax ID number, please contact Lorraine Grogan.



SOUTHWESTERN PSYCHOLOGICAL ASSOCIATION CONVENTION EXHIBITOR REGULATIONS

CONTRACT These regulations together with the signed contract for exhibit spaces constitute the entire agreement.

PERIOD OF EXHIBITS The exhibit area will be open from Friday (March 27) and Saturday (March 28) from 8:00am to 5:00pm.

SET UP AND REMOVAL OF EXHIBITS Set up of exhibits will be on Thursday, March 26 from 4 p.m. – 8 p.m. and Friday March 27 from 7 – 8 a.m. Removal of exhibits will be on Saturday, March 28 after the close of the exhibits (that is, beginning at 5:00pm). Additional details will be provided as the dates of the convention are approaching and all times are subject to change.

BOOTHS Prices quoted are for one 6' x 30" table, 2 chairs, a wastepaper basket, an identifying sign.

SOLICITATIONS AND BOOTH ATTRACTIONS Exhibitors may display, demonstrate, give away samples, or take orders for merchandise. Exhibitors are requested not to produce sound solely for the purpose of attracting delegates to their booths. Neither demonstrations outside of space assigned nor displays in hotel guest rooms will be permitted. It is required that exhibitors staff their booths continuously during the show hours.

DISPLAYS Exhibitors will contact the hotel directly to ensure that they are conforming to hotel fire regulations.

ADVERTISING LITERATURE Exhibitors will be permitted to give out catalogs, circulars, and folders in their booths only. Canvassing of any kind or distributing literature in the exhibit halls or meeting rooms by non-exhibitors will not be allowed.

FEES To secure an exhibit table, submit full payment with your contract form. The fee for each space will be on a first-come, first-served basis.

APPLICATION FOR EXHIBIT SPACE Complete the contract form and return one copy with full payment to the address on the form. The assignment of tables will be on a first-come, first-served basis.

SOUND APPARATUS Sound apparatus and noise-making equipment must be regulated to a level that will not disturb other exhibitors.

FLAME PROOFING All table covers, and flammable decorations must be rendered flame-retardant to meet the requirements of the local Fire Department, which will close any exhibit without meeting City Fire Regulations. Do not leave wastepaper or cartons under tables.

LIABILITY It is agreed that exhibitors shall assume all responsibility for damage to the exhibit hall, and they shall indemnify, hold harmless, and exempt The Southwestern Psychological Association, its officers and staff, its management and staff, from all personal and property loss or liability that may ensue from any cause whatsoever. All claims for any such loss or injury are expressly waived by the exhibitor. While the exhibit area will be closed when not open to the public, these measures are not guarantees of safety. Exhibitors are urged to secure themselves against risks of liability or loss.

By registering as an exhibitor for this event, you understand and expressly acknowledge that an inherent risk of exposure to COVID-19 exists in any public place where people are present. In attending the event, you and any guests voluntarily assume all risks related to exposure to COVID-19, and waive, release, and discharge Southwestern Psychological Association or any of their affiliates, directors, officers, employees, agents, contractors, or volunteers from any and all liability under any theory, whether in negligence or otherwise, for any illness or injury.

FAILURE TO OCCUPY SPACE Spaces not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and the space may be resold, reassigned, or used by the exhibit manager. If the exhibit is on hand, the exhibit management reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline, and to instruct the exhibitor to be billed for all charges thus incurred.

SUBLETTING OF SPACE No exhibitor shall assign, sublet, or apportion a whole **or** any part of the space allotted nor exhibit therein any goods other than those manufactured and/or sold by him/her in the regular course of business. In case the exhibit space is not available for the uses therein specified due to war, governmental action or order, acts of God, fire, strikes, labor disputes, demonstrations, or any such causes beyond the control of the sponsoring association, this agreement shall immediately terminate and, in such event, the exhibitor shall and does waive any claim to damages or any other recovery thereof except the return of the amounts paid as rental for the space less the pro-rata share allocated to the space or the actual expenses incurred by the sponsoring organization in connection with the exhibit.

CANCELLATIONS AND REFUNDS Cancellations of exhibit space must be provided in writing to the Convention Manager of SWPA. Cancellations before December 31, 2025 will receive a 100% refund. Cancellations between January 1, 2026 and January 31 2026 will receive a 50% refund. Cancellations after February 1, 2026 will not be refunded.