SWPA
southwestern psychological association

# SPONSORSHIP, EXHIBITOR and ADVERTISING PROSPECTUS 2027

## Your organization's opportunity to psychology students, faculty, researchers, and professionals across the Southwest

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 2027, the conference will be in person and we hope that you can all attend. Exhibits will all be in person and located in the Discovery Center A/B at the Royal Sonesta Houston 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.

- **Build year-round awareness** — website + fall/spring newsletters
- **Be visible at the conference** — signage + program + exhibit space
- **Reach attendees directly** — app push notifications
- **Associate your organization with SWPA programming** — Gold symposium sponsorship

Lorraine Grogan, SWPA Convention Manager
Lorraine.grogan@conferencedirect.com
Tel: 412-398-2182

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|---|---|
| **DATES OF CONFERENCE:** | **FRIDAY APRIL 2– SUNDAY APRIL 4 2027** |
| **LOCATION OF EXHIBITS:** | **DISCOVERY CENTER A/B ROYAL SONESTA HOUSTON GALLERIA** |
| **MOVE IN:** | **THURSDAY APRIL 1 AFTER 4 P.M. (ROOM WILL BE CLOSED AT 8PM)** |
| **EXHIBIT DAYS AND HOURS:** | **FRIDAY APRIL 2 8.00 A.M. – 5 P.M.**<br>**SATURDAY APRIL 3 8.00 A.M. – 5 P.M.** |
| **MOVE OUT:** | **SATURDAY APRIL 3 AFTER 5 P.M. (SUBJECT TO CHANGE)** |
| **TO BOOK YOUR HOTEL ROOM:** | Web link: https://book.passkey.com/e/51259907 |

Please note that all exhibitors must book the conference hotel unless they live within a 50-mile radius.

# SPONSOR INFORMATION

### GOLD SPONSOR $3,500

- 1 Exhibit Booth (prime location if available at the time of booking) (comes with 3 comp registrations)
- 5 additional complimentary conference registrations
- Identification as a Conference Gold Sponsor on the homepage of the SWPA website
- Identification as a Conference Gold sponsor in the Fall and Spring newsletters.
- Full page ad in the online program
- Three sponsorship Push notifications to the conference app during the event
- Recognition as sponsor 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 (comes with 3 comp registrations)
- 3 additional complimentary conference registrations
- Identification as a Conference Silver Sponsor on event page of the SWPA website
- Identification as a Conference Silver sponsor in the Fall and Spring newsletters.
- One sponsorship Push notification to the conference app during the event• Full page ad in the online program
- Logo permanently displayed in the online convention program and onsite signage

### BRONZE SPONSOR $1200

- 50% discount of Exhibit Booth price(not a prime location and comes with 3 comp registrations)
- 1 additional complimentary conference registration
- Identification as a Conference Bronze Sponsor on event page of the SWPA 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 $700 - $850.**

### Advertising in the SWPA Online Program Book

Full page (8.5 x 11 inches), 4-color inside front and inside back $600 (online version)
Full page (8.5 x 11 inches), black-and-white or color ad placed inside the program $350; $300 for Exhibitors (online)
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, 2027, and the copy should be sent to Lorraine.grogan@conferencedirect.com

### Advertising on the SWPA Website

Online Advertisements hosted October 2026 - April 2027 **on the SWPA website and in the fall and spring newsletters**.

Conference season Homepage advertising - $700
Advertising inside pages - $350

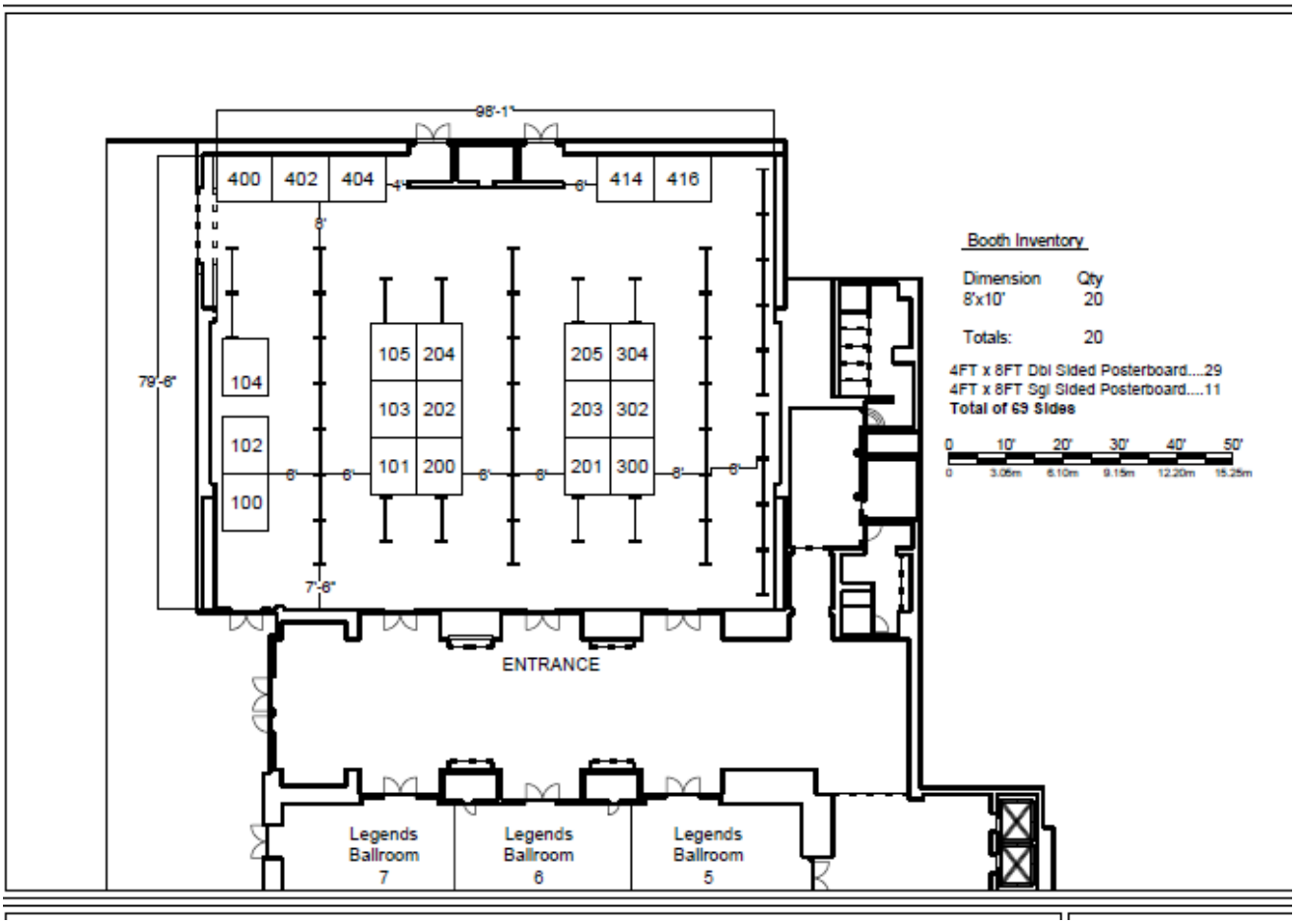
Specs:
Resolution = 72ppi
Maximum width = 650 pixels
Maximum height = 300 pixels

**SOUTHWESTERN PSYCHOLOGICAL ASSOCIATION**
**DISCOVERY CENTER A/B**
**ROYAL SONESTA HOUSTON GALLERIA**
**April 2 - 4 2027**

| Booth No. | Cost (includes up to 3 registrations if all are staying at the hotel during the conference)* |
|---|---|
| 101/103/200/ 201/202/203/300/302 | $850 |
| All others | $700 |

**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 2027.**

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



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## 2027 EXHIBITOR CONTRACT FORM

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

Please reserve the space below or other comparable space for the 2027 Southwestern Psychological Association convention to be held at the Royal Sonesta Houston Galleria, April 2 – 4 2027. **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#** | |

**YES, I would like to sponsor the conference**
**Gold Sponsorship** ☐
**Silver Sponsorship** ☐
**Bronze Sponsorship** ☐

**YES, I would like to advertise on the online SWPA Program Book**
*$600 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 (April 2) and Saturday (April 3) from 8:00am to 5:00pm.

**SET UP AND REMOVAL OF EXHIBITS** Set up of exhibits will be on Thursday, April 1 from 4 p.m. – 8 p.m. and Friday April 2 from 7 – 8 a.m. Removal of exhibits will be on Saturday, April 3 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 waste paper 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, 2026 will receive a 100% refund. Cancellations between January 1, 2027 and January 31 2027 will receive a 50% refund. Cancellations after February 1, 2027 will not be refunded.