

# CCPA 2010 ANNUAL CONFERENCE

*Counselling: What's on the Horizon?*

May 11-14, 2010

Delta Prince Edward Hotel, Charlottetown  
Prince Edward Island



## SPONSORSHIP OPPORTUNITIES

*Proudly Hosted by the Canadian Counselling & Psychotherapy Association in Partnership with PEICA*



CANADIAN COUNSELLING AND  
PSYCHOTHERAPY ASSOCIATION  
L'ASSOCIATION CANADIENNE DE  
COUNSELING ET DE PSYCHOTHÉRAPIE



Prince Edward Island  
Counselling Association



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## The CCPA 2010 Conference

The CCPA Conference will be held at the Delta Prince Edward Hotel in Charlottetown, PEI, from May 11 to 14, 2010. This year's theme – "Counselling: What's on the Horizon?" - will inspire attendees through:

- ◆ charismatic keynotes;
- ◆ feature information-packed workshops;
- ◆ in-depth sessions spanning key issues; and
- ◆ exhibits.

The chief objective of the conference is to provide a professional development opportunity for attendees that will enhance their ability to help their clients. The conference strives to:

- ◆ further the field of counselling in Canada;
- ◆ facilitate the professional development of its practitioners;
- ◆ promote the exchange of theory and research in counselling; and
- ◆ encourage the exchange of ideas and information between delegates, and between delegates and the CCPA Board of Directors.

The event also allows opportunity for networking and sharing of information and best practices among attendees. Conference participants will leave the sessions with new practical tools, information, and contacts to help them in their day-to-day work as they assist clients.



This year's conference will attract approximately 400 attendees who will open doors at companies, agencies and networks you want to reach.

Traditionally hard to reach, these motivated practitioners rely on this conference for its proven excellence in information-sharing, training and networking. And they look to forum sponsors and exhibitors for the latest information on innovative and reliable products, services and supports.



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## **2010 Theme** **"Counselling: What's on the Horizon?"**

This year's conference will provide participants and presenters the opportunity to reflect on the tremendous changes in practices, methods, modalities, settings and regulations that are affecting our profession.

Delegates will be exploring the challenges we face in our workplaces and with our clients. Presenters will attempt to answer the question "What's on the horizon?"

*"We must sail sometimes  
with the wind and  
sometimes against but  
we must sail and not lie  
at anchor....."*

*Justice Oliver Wendell  
Holmes*



## Who is CCPA?

The Canadian Counselling Association & Psychotherapy (CCPA) is a national and bilingual association of professionally trained counsellors engaged in the helping professions. CCPA is dedicated to the enhancement of the counselling profession in Canada. CCPA members work in many diverse fields of education, employment and career development, social work, business, industry, mental health, public service agencies, government and private practice. CCPA presently has approximately 3,100 members across the country. CCPA members who undergo the certification process are eligible to use CCPA's Canadian Certified Counsellor (CCC) designation.

The association has provided leadership and has been involved in the promotion of counselling since 1965. It nurtures formal and informal links with similar organizations in Canada and internationally. It offers the opportunity for its members to be in contact with other counsellors, who are active in a variety of work settings, world wide, in order to exchange ideas and best practices, provide mutual support and promote professional development. In addition, CCPA presently has several Chapters, representing specialized interest groups of counsellors from all parts of Canada.

## Who is PEICA?

The Prince Edward Island Counselling Association's (PEICA) mission is to promote counselling services on Prince Edward Island by providing support to the membership.

Objectives of the PEICA:

- ◆ To unite in one local organization all those persons who are engaged or interested in Counselling in the Province of Prince Edward Island.
- ◆ To promote contacts amongst diverse persons, agencies, organizations, professional associations, business and institutions participating directly and actively in the work of educational, vocational, and personal counselling for youth and adults.
- ◆ To provide facilities for an exchange of information relating to counselling services.
- ◆ To work toward the development and co-ordination of existing counselling services.
- ◆ To work through community and private agencies and governmental and educational authorities, and to collaborate with other professional associations towards improved conditions, resources, research and facilities. Such efforts shall be consistent with the Guidelines for Ethical Behaviour as stated by the Canadian Counselling Association.



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## 2010 Planning Committee

Judy MacDougall and Corrine Hendricken-Eldershaw – Co-chairs

Carolyn Thorne and June Sanderson – Program Committee Chairs

Daphne Campbell – Public Relations Committee Chair

Barbara MacKinnon – Sponsorship Committee Chair

June Harper – Social Committee Chair

Alene Holmes and Nicole Maurice – Organizing Committee

Deborah Wood-Salter - CCPA Director for PEI



## Opportunities for the CCPA 2010 Conference

Sponsorship of this conference is an opportunity for companies to connect with mental health practitioners, their associates and their staff.

Pre-designed packages are available which range from \$250 to \$12,500. A customized sponsorship package can also be developed to fit the sponsor's goals and budget.

Additional information on the conference is available on the CCPA Conference website [www.ccpa-accp.ca](http://www.ccpa-accp.ca)

## All Sponsors Receive

### Pre-Conference Acknowledgement

- ◆ In Pre-Conference materials on the CCPA Web site with a link to your home page
- ◆ Acknowledgement in conference promotional materials

### During the Conference

- ◆ Acknowledgement through your logo, and placement of your written material in the Conference Registration Kit
- ◆ A formal "Thank You" during the event you are sponsoring
- ◆ Acknowledgement in the Conference Program

### Post-Conference Acknowledgement

- ◆ In Post-Conference materials on the CCPA Web site
- ◆ In the Electronic Annual Report of the CCPA
- ◆ In the Electronic Newsletter of the CCPA



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## \$12,500 Platinum

- ◆ A complimentary 10' wide x 8' deep exhibit booth complete with a 6' dressed table, pipe and draping on 8' back wall and 3' side walls, 2 chairs, electrical hook-up and lined wastebasket
- ◆ Four tickets to the sponsored event
- ◆ Option of placing one item in the conference bag
- ◆ Opportunity to place one piece of approved additional signage at an approved location

### Platinum 1 – Opening Keynote – Benet Davetian – May 12

**Benet Davetian** — *Director of The Civility Institute and Chair and Associate Professor of Sociology and Anthropology at the University of Prince Edward Island.*

- The opportunity to introduce the keynote speaker
- Your logo will be posted in the reception area of the hotel for the Conference's duration

### Platinum 2 – Provincial Night – May 12

- The event will be named after your company





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## **\$10,000 Gold**

- ◆ A complimentary 10' wide x 8' deep exhibit booth complete with a 6' dressed table, pipe and draping on 8' back wall and 3' side walls, 2 chairs, electrical hook-up and lined wastebasket
- ◆ Opportunity to place one piece of approved additional signage at an approved location

### **Gold – Conference Simultaneous Interpretation Services**

- ◆ A full page add will be printed in the program





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## \$7,500 Silver Plus

### Silver Plus 1

- Signage at the event to be placed in an approved area. We suggest a banner stand or similar unit in the Grand Ballroom area
- Opportunity to place tent cards in the refreshments area

### Silver Plus 2 – Registration Conference Bags

- ◆ The event Kit bag will be a high quality bag given to each participant. The Kit bag will contain conference information and promotional material. Your logo will be placed on a tag attached to the bag and you will have an opportunity to insert one item
- ◆ You will be permitted to display signage at the session in an approved area
- ◆ Sponsors will be given the opportunity to place tent cards on each educational break station

## \$5,000 Silver

### Silver 1 – Keynote Speaker

**Kevin Cameron** —Executive Director of the Canadian Centre for Threat Assessment and Trauma Response

**Hetty van Gorp** — Founder of Peaceful Schools International, an organization that provides international support to schools committed to creating a culture of peace

- ◆ Two opportunities exist for sponsorship of keynote speakers
- ◆ Your logo will be placed near the podium

### Silver 2 – Lunches or Themed Breakfasts

- ◆ Three opportunities exist for sponsorship of lunches
- ◆ Three opportunities exist for sponsorship of breakfast
- ◆ Your logo will be placed in the dining area and in the program

### Silver 3 -Translation of Final Program

- ◆ Translation of session descriptions and presenter biographies





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## **\$2,500 Bronze Plus**

### **Bronze Plus –Welcome Reception and Entertainment – May 11**

- ◆ Opportunity to place a sponsorship sign on an easel at the front of the room
- ◆ Opportunity to bring greetings to the participants

## **\$1,500 Bronze**

### **Bronze – Banquet Dinner and Dance – May 13**

- ◆ Opportunity to place a sponsorship sign on an easel at the front of the room





## **\$1,000 Supporter Plus**

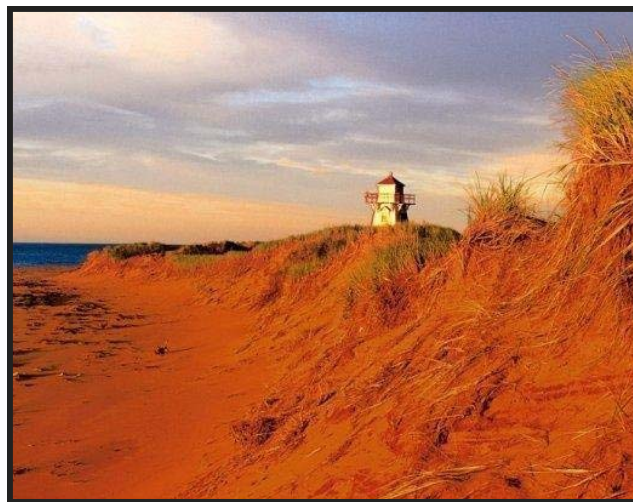
### Refreshment Breaks

- ◆ Supporter Plus will receive a sponsor tent card on the refreshment break table

## **\$750 Supporter**

### Support Opportunities

- ◆ Supporter funding underwrites the overall costs associated with the conference
- ◆ Supporters are an important part of a successful conference



## **\$250 Conference Kit Bag Insertion**

- ◆ Limited opportunities exist to place small items within the conference kit bag
- ◆ Items are subject to approval for size and suitability
- ◆ Fee per item \$250.00



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## Contact Information

If you have any questions or to discuss your involvement, contact one of the following:

**Corrine Hendricken-Eldershaw**, Conference Co-Chair  
902 628-2257  
[cmeldershaw@eastlink.ca](mailto:cmeldershaw@eastlink.ca)

**Barbara MacCallum**, Executive Director, CCPA  
613 237-1099  
[bmaccallum@ccpa-accp.ca](mailto:bmaccallum@ccpa-accp.ca)

**Alene Holmes**, Conference Coordinator  
506 446-9159  
[ccacc2010@rogers.com](mailto:ccacc2010@rogers.com)

Information on conference activities will be posted on the CCPA website at [www.ccpa-accp.ca](http://www.ccpa-accp.ca)



*We look forward to welcoming you  
as a sponsor at our 2010 event.*



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**Registration Form**

Name of Company (sponsor): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province : \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**\$12,500 Platinum**

Platinum 1—Opening Keynote—Benet Davetian  
Platinum 2—Provincial Night—May 12

Yes we will place an item in the Conference kit bag (included)

**\$10,000 Gold**

Gold – Forum Simultaneous Interpretation Services

Yes we will place an item in the Conference kit bag (included)

**\$7,500 Silver Plus**

Silver Plus 1

Silver Plus 2 - Registration Conference Bags

Yes we will place an item in the Conference kit bag (included)

**\$5,000 Silver**

Silver 1 – Keynote Speaker

Silver 2 - Lunches / Themed Breakfast

Silver 3 - Translation of Final Program

\_\_\_\_\_ Yes we will place an item in the Conference kit bag (included)

**\$2,500 Bronze Plus**

Bronze Plus - Welcome Reception and Entertainment - May 11

**\$1,500 Bronze**

Bronze – Banquet Dinner and Dance – May 13

**\$1,000.00 Supporter Plus**

Refreshment Breaks

**\$750.00**

Supporter

**\$250.00**

Kit bag insertion How many insertions will you be making? ( )

We \_\_\_\_\_ (company name) agree to sponsor the CCPA Conference.

\_\_\_\_\_  
Authorized by: (Signature)

\_\_\_\_\_  
Date

Total: \$ \_\_\_\_\_

Please make cheque payable to: CCPA 2010 Conference Inc. and Send to:

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Lincoln, NB, E3B 7E4

12 **Phone: 506 446-9159**  
**Fax: 506 446-5804**