



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



Participate in Canada's Leading Association for
Counselling and Psychotherapy's Annual Conference

Connect with Leaders in the Mental Health Field
From Across the Country

EXHIBITOR & SPONSOR PACKAGE

CCPA VIRTUAL CONFERENCE

May 13 - 15, 2021



Table of Contents



- 1** - Who is CCPA?
- 2** - Elevate your Brand alongside Global Voices
- 3** - What does a Virtual CCPA Conference look like?
- 6** - Learn More About CCPA's Virtual Conference
- 7** - What Does the Virtual Conference Offer?
- 8** - Attendee Profile / Attendees
- 9** - Pheedloop...a Quality Virtual Conference Venue
- 10** - Opportunities to Partner as an Exhibitor or Sponsor
 - Virtual Exhibitor Rates
- 11** - Virtual Exhibit Hall
- 12** - Gamification Engagement Codes & Prizes
- 13** - Conference Sponsorship
- 14** - **15** - Sponsorship Opportunities
- 16** - More Information - We want to hear from you!



Who is CCPA?



Canada's Leading Association for Counselling and Psychotherapy

The Canadian Counselling Association & Psychotherapy (CCPA) is a **national and bilingual association of professionally trained counsellors and psychotherapists engaged in the helping professions**. The association has provided leadership and has been involved in the promotion of counselling and psychotherapy since 1965.

CCPA is **dedicated to the enhancement of the counselling and psychotherapy professions in Canada** and advocates for the profession with government, insurance companies and employers on behalf of its members. It nurtures formal and informal links with similar organizations in Canada and internationally.

CCPA presently has over **8,500 members** across the country. Members who undergo the certification process are eligible to use **CCPA's Canadian Certified Counsellor (CCC) designation** and accumulate continuing education credits to ensure professional development standards are met.

Many of these CCCs as well as student members and professionals who do not hold a membership and work in a variety of different settings world wide attend our annual conference in order to exchange ideas and best practices, learn about new trends in the field as well as connect with like-minded professionals to prevent isolation.



Elevate your Brand alongside Global Voices...



Pre-Conference May 13 2021
Conference May 14 - 15, 2021
500 people expected
English and French Content Presented

Charismatic Keynote Presenters

Chris Cull - May 7, 2021

Lived-Experience Speaker
"Inspire"



James Makokis - May 14, 2021

Miyomâmitoneyihcikan, sohkemâmitoneyihcikan
"A Good Mind, a Strong Mind: Understanding the
Indigenous Health Care System"



Carol Allain - May 15, 2021

"The Generations and the Secondary Effects of
COVID-19 on Careers"



Lori Gill - May 17, 2021

"Intersections: Attachment, Adversity, and Health
Outcomes and Integrative Healing to Promote Repair"





What does a VIRTUAL CCPA Conference look like?



A unique opportunity

CCPA 2021 will take place on May 13-15

- Over 100 live and pre-recorded sessions to be available starting on May 1st
- Most sessions will be recorded and will be available for later viewing
- Online exhibit hall enabling video meetings, chat discussions, content exchanges & downloads and polling capabilities
- Ability to network with speakers, exhibitors and delegates during the live conference days

Our online venue will host both live and pre-recorded sessions, and a virtual exhibit space.

Schedule

Going virtual gives us the opportunity to expand the conference and schedule presentations taking into consideration participant time zones.

The 2021 Virtual Conference aims to:

- Develop the field of counselling and psychotherapy in Canada
- Facilitate the professional development of people working in the field
- Promote the exchange of theories and research in counselling
- Encourage the exchange of ideas and information among delegates, as well as between delegates and the CCPA Board of Directors.



Learn More about CCPA's VIRTUAL Conference



Our association provides an opportunity for these professionals working in the counselling and psychotherapy field to participate in an event that is tailored to their needs and gathers an otherwise diverse & dispersed group of people under one roof once a year.

Introduce your services & products to practitioners who:



Work in different health care
and educational settings



Are from diverse
backgrounds



Come from both rural
and urban settings
from coast to coast to coast



Are at different career stages



Work with different populations





What does the VIRTUAL Conference offer?



Key Benefits

Longer exposure - Visibility and interaction during the live event **PLUS** this event will feature live and recorded sessions being presented throughout the month of May, with a full schedule from the 13th to the 15th.

Expanded Market- Going virtual opens the door for a larger audience globally, learn from world-class speakers, industry leaders and other attendees.



Maximize time - No travel; Access the conference from the comfort of your office or home, on your own time - and save \$\$\$ by avoiding travel expenses.

Immediate visibility- Put your brand and company name directly in front of the attendees.



Spread awareness



Get exposure



Maximize time



Increase sales



Network



Get live feedback





Audience Profile / Attendees

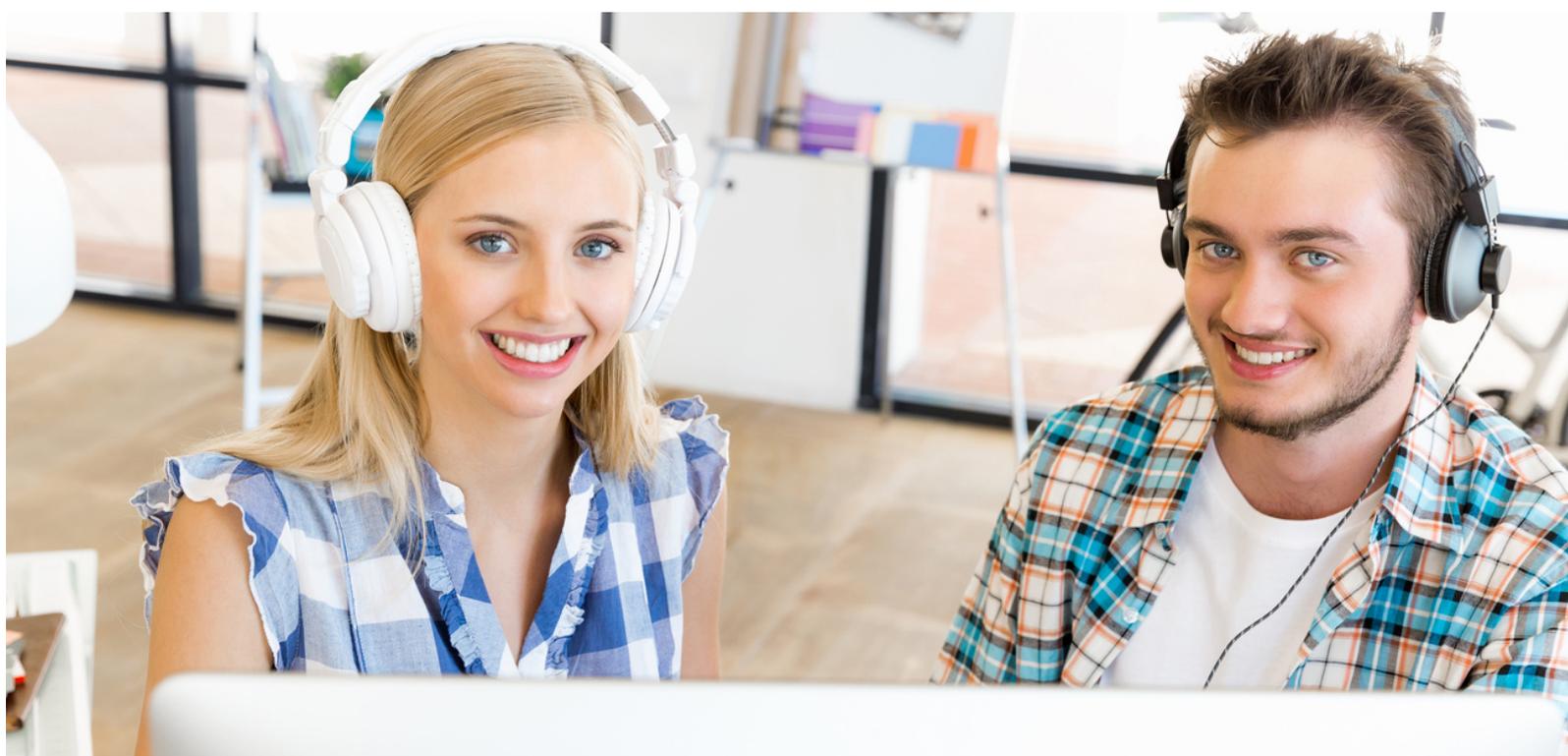


By going virtual, we expect to maintain, if not further grow the number of delegates in 2021! We see this as an **opportunity to expand access** to our members as well as those who are new to CCPA and tuning into this conference for their very first conference.

Attendees typically work in the following fields or in the following roles:

- Education
- Employment and Career Development
- Employment Assistance Programs (EAPs)
- Public service agencies
- Government (Federal, Provincial & Municipal)
- Hospitals & Clinics
- Multidisciplinary Teams
- Private Practice

Our membership includes experts and specialists in numerous mental health areas ranging from ADHD and learning disabilities; marriage counselling; eating disorders; stress, depression, and anger; grief and infertility; weight management and body image; addiction; Indigenous issues; family counselling; career development and management, and much more.





Pheedloop ...a Quality Virtual Conference Venue



There are many options to explore!

The conference will gather delegates online with the virtual event platform Pheedloop.

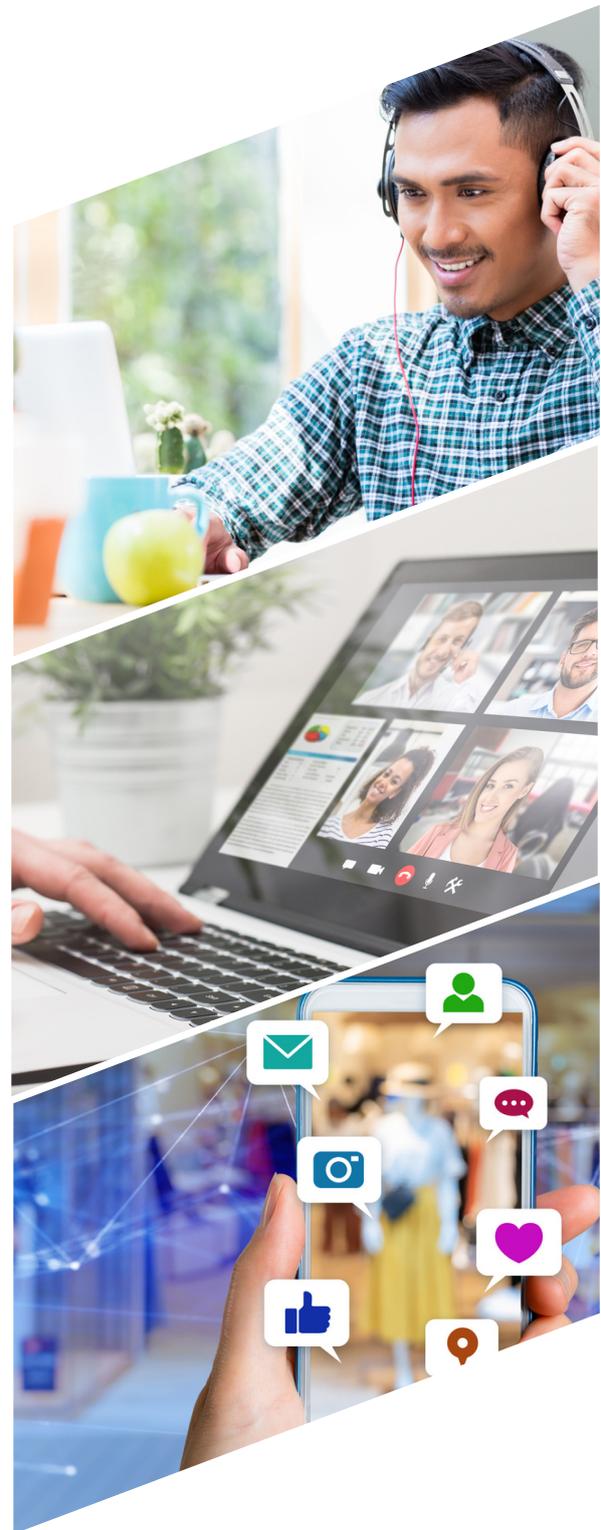
Think of Pheedloop as a virtual platform that is meant to cover all aspects of an in-person conference.

Conference attendees will navigate Pheedloop like any type of website: there is a homepage, or "lobby", navigation tools, and graphics and videos.

Pheedloop also functions similar to other virtual spaces, such as Facebook or LinkedIn. Attendees make their own personal, customizable profiles upon registering for the event.

This provides greater opportunities for networking and connecting with other speakers, attendees and exhibitors.

You can view attendee profiles, send mass messages in the networking section, participate in lobby chat room, and more!





Opportunities to Partner as an Exhibitor or Sponsor



As with face-to-face meetings of prior years, the virtual conference continues to provide an excellent venue for participation and marketing for our sponsors and exhibitors. The **Pheedloop** online platform provides numerous new and expanded opportunities for exhibitors to get involved and connect with attendees. Customize how you want to advertise and connect with attendees in the exhibit portal.

Virtual Exhibitor Rates

REGULAR RATES

\$325 + TAX BEFORE FEBRUARY 28

\$375 + TAX AFTER FEBRUARY 28

NON-PROFIT RATES

\$225 + TAX BEFORE FEBRUARY 28

\$275 + TAX AFTER FEBRUARY 28

*includes one conference registration





Virtual Exhibit Hall



For CCPA's first Virtual Conference they decided to use Pheedloop as our Virtual Platform for the **Conference on May 14-15, 2021**. We will have a Virtual Exhibit Hall giving exhibitors a great way to reach out to attendees.

Exhibitor automatically get to:

- Exhibitors will be able to see the list of attendees who visited their booth in real-time. (This list does not include contact information, but it does show who visited the booth.)
- The event organizer (Alene Holmes) can download a report summarizing virtual booth visitor data.
- Exhibitors have their booths open to visitors at any point during the event.
- Exhibitors receive messages from attendees in their booth throughout the event and engage in conversation when they notice someone enter their booth. They can also send poll questions.
- Exhibitors can host private one-on-one video meetings, and attach pre-recorded video content to their booths.
- Exhibitors can participate in Gamification by donating a prize and increase engagement and exposure (see more details on page 10).





Gamification Engagement Codes and Prizes



Promote your Exhibit and draw more traffic your way by creating sponsored prizes and giving them their own spot codes. Attendees find these codes, enter them into the gamification module in the virtual event system, collect points from a collection of prizes.



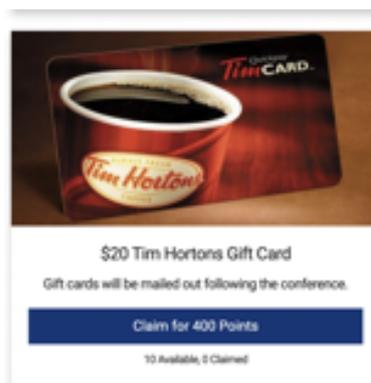
Gamification Engagement Codes - In Pheedloop's virtual event gamification system, attendees win points by entering codes that CCPA will sprinkle around the event experience.

- This is a powerful way to draw more exposure to our exhibitors and sponsors. Letting attendees know that they can win points by talking to exhibitors and sponsors in their booths in the exhibit hall, Winners can receive prizes from exhibitors or CCPA
- The gamification codes are placed in locations such as exhibit booths, within (or after) session streams, in announcements or push notifications, outside of Pheedloop on social media platforms such as Facebook & Twitter, and all creative locations.



\$20 McDonald's Gift Card

Gift cards will be mailed out following the conference.



\$20 Tim Hortons Gift Card

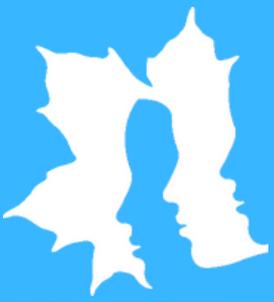
Gift cards will be mailed out following the conference.

Claim for 400 Points

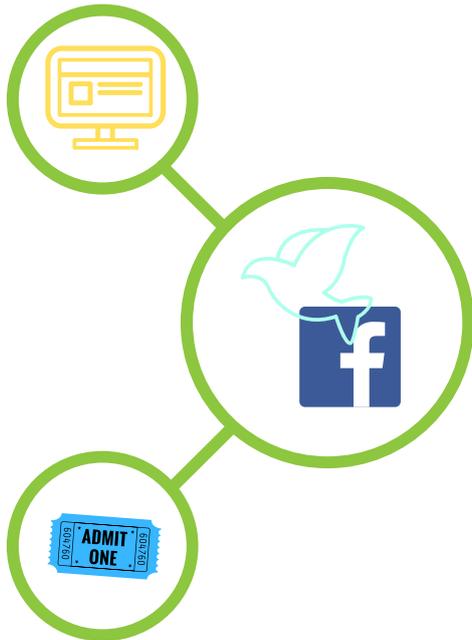
10 Available, 0 Claimed



Reach: 450+ people
\$100 + prizes



Conference Sponsorship



We have

AN OPTION FOR EVERY BUDGET

If we don't, call us! We'd love to work something out to help you meet your goals



BUILD YOUR OWN PACKAGE!

STARTING AT \$100

CCPA HAS OVER 8,500 MEMBERS
OVER 10,000 PEOPLE VISIT OUR CONFERENCE PAGE
IN THE YEAR LEADING UP TO EACH CONFERENCE



Sponsorship Opportunities



CONFERENCE AMBASSADOR



Digital Recognition

- Your logo with link to your website published on our conference page
- Your logo published in our conference program
- Your logo with a link to your website appearing in all conference Eblasts
- A post about your support for our conference on our social media platforms (which will remain in our feed indefinitely)

Reach: 25,500 people
From \$300

Session Pre-Roll Video (Per Session)

- Until a session goes live, you do not want to be bored looking at a boring blank screen.
- It is prime real estate to promote your brand!
- Upload a short 2-3 minute video playing in a loop to each session's Pre-Roll Video
- Your logo in the virtual event portal constantly rotating carousel that loops through sponsor logos, stopping to 10 seconds at a time on each logo

Reach: 450+ people
\$600



CCPA HAS OVER **8,500 MEMBERS**
OVER **10,000 PEOPLE** VISIT OUR CONFERENCE PAGE
IN THE YEAR LEADING UP TO EACH CONFERENCE



Sponsorship Opportunities



KEYNOTE ENDORSER

Keynote presented by...

- Pick the keynote presenter you wish to endorse (first-come, first-serve basis)
- Your logo with link to your website published on our conference page next to keynote
- Your logo next to mention of our keynote in our conference program
- Your logo with a link to your website appearing in all conference Eblasts announcing keynote
- A post about your support for the keynote and about your services on our social media platforms (remaining in our feed indefinitely)
- **One free 3-day conference registration for you**
- You get 1 minute to go on the virtual stage and talk about your organization and present our keynote speaker, then thank them on your behalf as well as CCPA's behalf at the end of the keynote plenary



Reach: 25,500 people

\$1,000

(3 available)

Visit the CCPA website for more information on our keynote speakers at: <https://www.ccpa-accp.ca/keynotes/>



KEYNOTE SPEAKERS ARE OUR MAIN ATTRACTION
LEVERAGE THEIR PRESENCE FOR YOUR OWN BENEFIT!



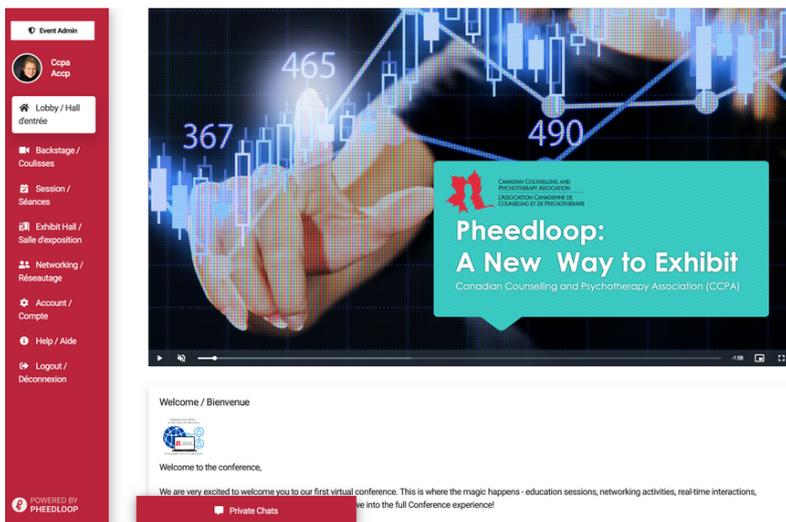
Sponsorship Opportunities



VIRTUAL SPONSORSHIP OPPORTUNITIES

Lobby Splash Video

CCPA / ACCP



- Under the lobby banner image is the virtual event lobby is the lobby splash video
- This is an awesome opportunity for a sponsor to have a 3-4 minute video, played in a loop, with audio.
- Promote a warm welcome message with your brand
- Your logo in the virtual event portal constantly rotating carousel that loops through sponsor logos, stopping to 10 seconds at a time on each logo
- Mention about your support during our opening plenary

Reach: up to 450+ people
\$550



Sponsorship Opportunities



TRANSLATION SERVICES SUPPORTER

- Your logo in the virtual event portal constantly rotating carousel that loops through sponsor logos, stopping to 10 seconds at a time on each logo
- Mention about your support during our opening ceremonies

Reach: 450+ people
\$550



Nice and simple

SESSION SPONSOR

- Sponsor a session of interest to your company and align your brand with the top thought leaders in our field
- Each session you sponsor will have your logo linked to promote a session - in the virtual program, on conference website and in the virtual event portal constantly rotating carousel that loops through sponsor logos, stopping to 10 seconds at a time on each logo

Reach: 450+ people
\$125 per session



MORE Information – We want to hear from you!



Contact us today!

- See something you would like to sponsor?
- Interested in discussing an alternative opportunity?



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