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

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Exhibitor & Sponsor Package

CCPA 2022 Annual Conference

May 19th-22nd, Charlottetown PEI, The Delta Hotel

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Special note:

The health and safety of our conference attendees, partners and staff is important to us. CCPA will follow guidelines provided by the province's health officials regarding safety measures surrounding the COVID-19 pandemic. If safety measures still require attendees to social distance, wear masks, have hand-sanitising stations & separately packaged food, for example, we will ensure these measures are respected and provide proper equipment to all attendees

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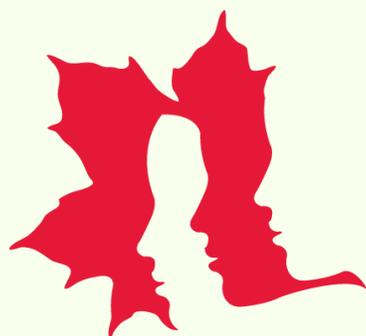
Who is the CCPA?

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.

The 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.

The CCPA presently has nearly **10,000 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.



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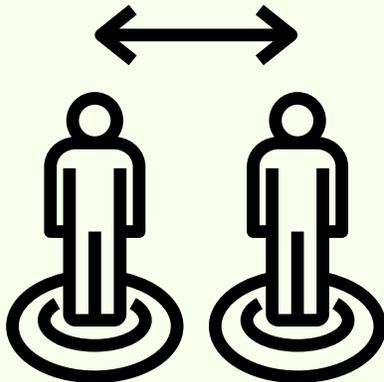
How does the CCPA Hybrid Conference Work?



A live **in-person** event held at the **Delta Hotel in Charlottetown, PEI** combined with a **virtual/online** component

Picture Taken From Marriott.com

In-person, virtual and on-demand sessions aimed at **engaging** participants **across the country and around the world**



All **in-person** sessions will follow **safety and social distance guidelines** in place at the time of the conference

Some sessions held **on-site at the Delta** will be streamed in **real-time** for those joining virtually (over **21** live-streamed sessions from the 19th to the 22nd)

 **LIVE**

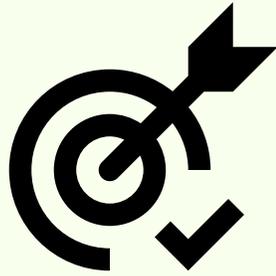
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Learn More About CCPA's Hybrid Conference



What is our aim?

- Develop the field of counselling 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
- Reunite professionals that use over 70 different titles in the counselling and psychotherapy field across the country and provide an opportunity for them to participate in an event that is tailored to their needs and gathers an otherwise diverse & dispersed group of people together 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

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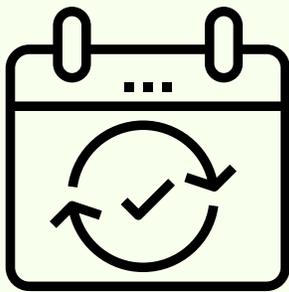
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What does the Hybrid Conference Offer?

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 19th to the 22nd.

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



Flexibility - The option to attend in person in Charlottetown or to stay in the comfort of your own home.

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

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Audience Profile/Attendees



By having both an **in-person** and a **virtual** aspect, we expect to maintain our current delegates and further grow the number of delegates in 2022! Last year's virtual conference showed us how many people **across Canada and the world** wanted to join for the conference. We hope to **expand** on this by allowing many options for tuning in!

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.

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2022 Conference

Pre-Conference - May 19th 2022

Conference - May 20th-22nd 2022

500 people expected

English and French Content Presented

In Person, Virtual or Hybrid Presentation Formats

Keynote Presenters



Teepa Snow - May 20th, 11am-12pm AST

Until There is a Cure: Aging in a Pandemic



Dr. Amir George Sabongui - May 21st 11am-12pm AST

Managing the Unmanageable—
Thriving Through Adversity

-This Session is Presented in French with Simultaneous Translation-



Jenna Robar - May 22nd 2-3pm AST

Nourishing Our Roots -
Wellness with an Indigenous Lens

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Pheedloop - A Quality Virtual Venue



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.

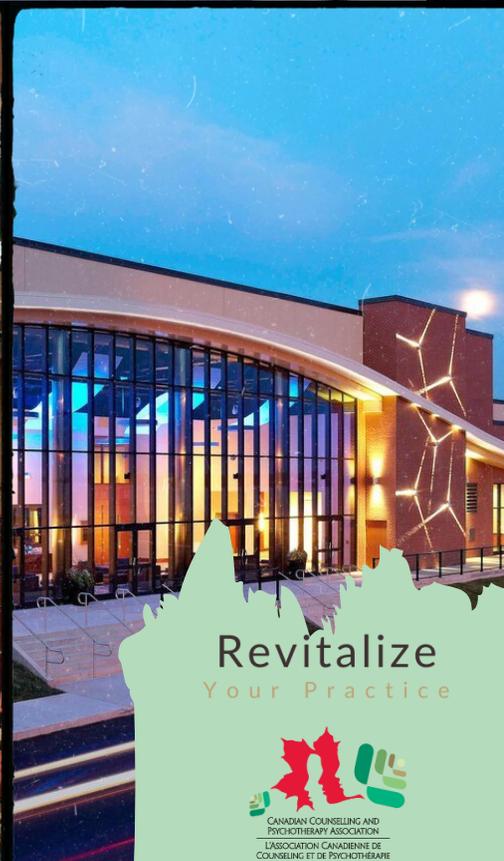
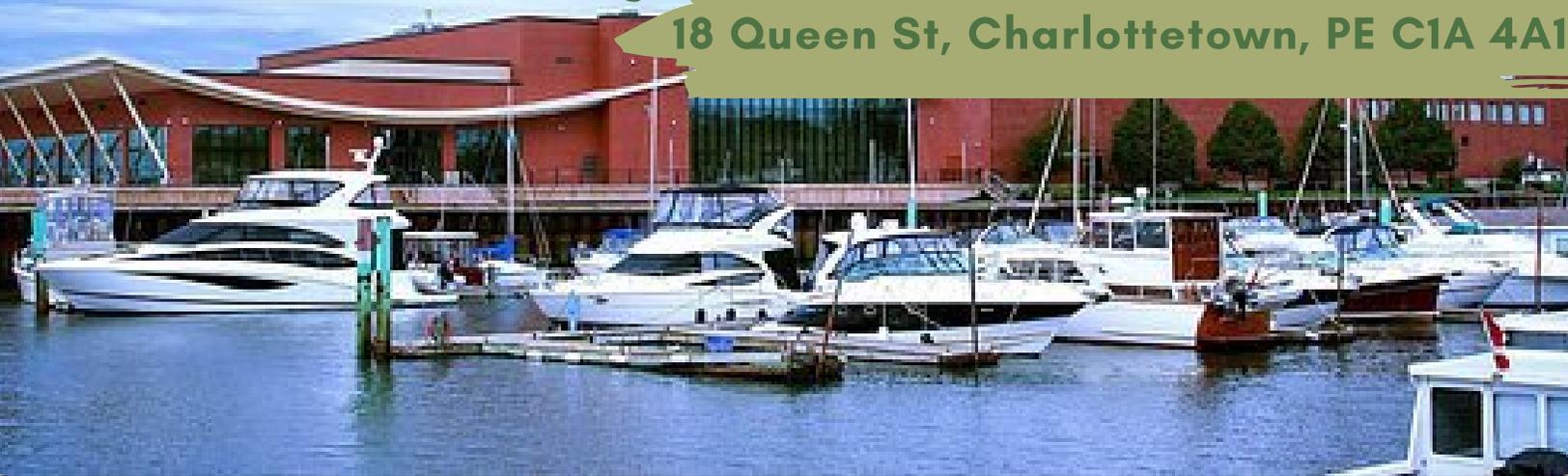
You can view attendee profiles, send mass messages in the networking section, participate in lobby chat room, and more!



10 The Delta - In Person Venue

The Delta by Marriot in Prince Edward Island

18 Queen St, Charlottetown, PE C1A 4A1



All Photos taken from [Marriott.com](https://www.marriott.com)

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11 Opportunities as Exhibitors

This year's conference has **more opportunities** for exhibitors than ever before! With the option to present either in-person, virtually or a bit of both the possibilities are **endless**.



The **Virtual Platform** allows you to customize how you want to advertise and connect with attendees in the exhibit portal. This acts just as face-to-face meetings by providing an excellent venue for participation and marketing for our sponsors and exhibitors.

The **In-Person Booths** allow for constant interaction during and after each session over 3 days. These booths are placed at the front and center and close to break stations.

These booths include:

- One conference registration
- Food & refreshments served during breaks
- Logo featured on CCPA's website and in the conference program
- 8 X 10 Table
- Up to two chairs
- Wireless internet
- Electrical outlets (if required)



Virtual	In-Person
Non-Profit Before Jan 31st - \$225 After Jan 31st - \$275	Non-Profit Before Jan 31st - \$550 After Jan 31st - \$650
Regular Before Jan 31st - \$325 After Jan 31st - \$375	Regular Before Jan 31st - \$650 After Jan 31st - \$750

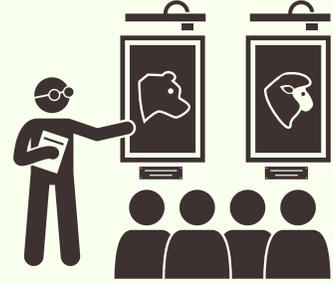
Access to the Virtual Platform is included in the In-Person price



Exhibit Plan

Virtual

Through PheedLoop



- Held in a Virtual Exhibit Hall
 - Exhibitors will have the ability to see the list of attendees who visited their booth (This does not include contact info)
 - A report summarizing booth visitor data can be downloaded
 - Exhibitors have their booths open to visitors at any point during the event
 - Exhibitors can send poll questions to visitors
 - Exhibitors can engage in conversation, through messages, with visitors
 - Exhibitors can host private one-on-one video meetings, and attach pre-recorded video content to their booths.
 - Exhibitors can participate in Gamification (see page 13 below)
-

In-Person

At The Delta

The Exhibitors will be located along the windows of the convention center. This is an open area where food will be served.

Showcase your high-quality products & services in an uncluttered environment that promotes interaction with participants at a competitive rate



Gamification Engagement Codes and Prizes

Virtual Only



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

Reach 450+ People
\$100+ Prizes

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Build Your Own Package!

Starting at 100\$

We have an option
for **every budget**
If we don't, give us a call!

The CCPA has over **10,000 members**
and over **10,000** visits to our
conference page each year!



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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, 000 People

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

On-Site Presence:

- Your logo on a banner in our registration area
- Your logo on our screens during breaks in the plenary room
- Your brochure at our registration area
- One free 3-day conference registration for you and a 1 minute speech about your organization during opening ceremonies

Reach 450+ People

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Sponsorship Opportunities



Key Note Endorser
Reach 25, 000 People

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 stage and talk about your organization and present our keynote speaker, then hand them a gift on your behalf as well as CCPA's behalf at the end of the plenary



Visit <https://www.ccpa-accp.ca/keynotes/> for more information

Sponsorship Opportunities

Entertainment Champion

Be the Life of the Party!

- **1 free 1 day conference registration on the day of the event**
- Introduce and thank the entertainment booked for the event and get 1 minute to talk about your organization with the delegates present, if you wish to do so
- Have your logo on signage and the screen during the event, clearly indicating the event is sponsored by you
- Your logo in our conference program next to information about the event
- Mention about your support during our opening plenary the day the event is taking place
- Your brochure at our registration desk during the whole conference



Reach 450+ People

Sponsorship Opportunities

Virtual Sponsorship Opportunities

- Under the lobby banner image is the virtual event 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 450+ People

The screenshot shows a virtual event lobby interface. On the left is a red navigation menu with the following items:

- Event Admin
- Ccpa Accp (with profile picture)
- Lobby / Hall d'entrée
- Backstage / Couloirs
- Session / Séances
- Exhibit Hall / Salle d'exposition
- Networking / Réseautage
- Account / Compte
- Help / Aide
- Logout / Déconnexion

The main area features a video player with a dark blue background. The video content includes a hand holding a glowing blue cube with numbers 367, 465, and 490. A teal overlay in the bottom right of the video contains the following text:

Pheedloop:
A New Way to Exhibit
 Canadian Counselling and Psychotherapy Association (CCPA)

Below the video player, there is a white banner with the text "Welcome / Bienvenue" and a small logo for the Canadian Counselling and Psychotherapy Association (CCPA).

19 Sponsorship Opportunities



Other
Reach 450+ People

Translation Services Supporter:

- **1 free 3-day conference registration**
 - 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
 - Your logo in our conference program & mention about your support for this service
 - Your brochure at our registration desk during the whole conference
-

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
-

Brochure Highlight:

- Your brochure at our registration desk during the whole conference

Sponsorship Opportunities

Recap & Costs

Sponsorship Type	Reach	Cost
Digital Recognition	25, 000	From \$300
Session Pre-Roll Video	450+	From \$600
On-Site Presence	450+	From \$600
Keynote Endorser	25, 000	\$1000 - 3 Available
Entertainment - Welcome	450+	\$250
Entertainment - Banquet	450+	\$1000
Virtual	450+	From \$550
Translation Services	450+	From \$550
Session Sponsor	450+	From \$125
Brochure Highlight	450+	From \$100

Contact Us!

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Karina Albert



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**Become a Sponsor
or Exhibitor Today!**

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