



Revitalize
Your Practice



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, Virtually on PheedLoop

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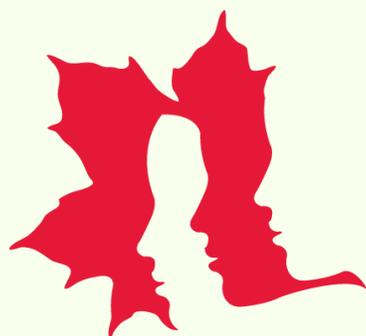
Who is the CCPA?

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 Virtual Conference Work?



Held **virtually** on Pheedloop, a virtual platform which aims to allow for the same (if not more) opportunities for **communication and networking**

Virtual and on-demand sessions aimed at **engaging** participants **across the country and around the world**



Some sessions will be held with a **live audience** (*via zoom*), others will be **pre-recorded and on-demand**. Many of the live presentations will be available **on-demand** following their live counter-part

 **LIVE**

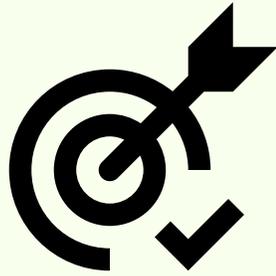
The logo for "Revitalize Your Practice" is set against a light green background with a jagged, mountain-like top edge. It features the text "Revitalize Your Practice" in a sans-serif font, with "Revitalize" in a larger, bold font. Below this is a stylized graphic of a person's head and shoulders in red and green. At the bottom, the text "Revitalisez votre pratique" is written in a smaller font, with "Revitalisez" in bold. The full name of the Canadian Counselling and Psychotherapy Association is printed in small text at the very bottom.

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Learn More About CCPA's 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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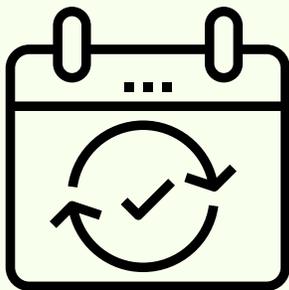
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What does the Virtual Conference Offer?

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 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 - Attend live from the comfort of your home or your office or watch the on-demand webinars at a time that suits you best

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 holding our conference **virtually** for the **second time**, we expect to maintain our current delegates and further grow the number of delegates in 2022! Last year was our first time going virtual and we have **learned a lot**; we hope to utilize this experience to create **an even better event this year!** Last year's virtual conference showed us how many people **across Canada and the world** wanted to join us for professional development.

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

Virtual or On-Demand Presentation Formats

Keynote Presenters

Teepa Snow - May 20th, 10am-11pm EST

Until There is a Cure: Aging in a Pandemic

Dr. Amir George Sabongui - May 21st 10am-11pm EST

Managing the Unmanageable—
Thriving Through Adversity

-This Session is Presented in French with Simultaneous Translation-

Jenna Robar - May 22nd 1-2pm EST

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 Opportunities as Exhibitors



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 **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.



Virtual Exhibitor Rates

Non-Profit Rates

Before Feb 28th - \$225

After Feb 28th - \$275

Regular Rates

Before Feb 28th - \$325

After Feb 28th - \$375

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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)

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

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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

15

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 at the start of the session to talk about your organization and present our keynote speaker, then speak "hand" them a gift virtually 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



- 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

Event Admin

Ccpa
Accp

Lobby / Hall
d'entrée

Backstage /
Couloirs

Session /
Séances

Exhibit Hall /
Salle d'exposition

Networking /
Réseautage

Account /
Compte

Help / Aide

Logout /
Déconnexion

465

367

490

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

Welcome / Bienvenue

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
-

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
- 

Sponsorship Opportunities

Recap & Costs

Sponsorship Type	Reach	Cost
Digital Recognition	25, 000	From \$300
Session Pre-Roll Video	450+	From \$600
Keynote Endorser	25, 000	\$1000 - 3 Available
Lobby Splash Video	450+	From \$550
Translation Services	450+	From \$550
Session Sponsor	450+	From \$125

Contact Us!

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Psychotherapy Association**

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Karina Albert



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Alene Holmes

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**Become a Sponsor
or Exhibitor Today!**

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