



# 2019 Psychotherapy NETWORKER SYMPOSIUM

## AD & EXHIBITOR PROSPECTUS

### Greetings!

I'm excited to let you know about our new package series of **Platinum, Gold, Silver, Bronze,** and **Associate Sponsorships**—giving you the best pricing and benefits for promoting your company at the 2019 Psychotherapy Networker Symposium, and going well beyond the event itself to capture our large international audience of mental health professionals.

These special opportunities are tailored to meet your budget and reach across platforms. Take advantage of all Psychotherapy Networker has to offer:

- advertising in our award-winning bimonthly magazine (40,000 paid subscribers, over 100,000 readers every issue)
- exhibiting at our Symposium, the largest annual gathering in our field
- advertising in our Symposium publications and mobile app
- placing an ONLINE ad campaign on our popular website (over 65,000 unique visitors a month)
- advertising in our WEEK IN REVIEW eNewsletter sent every Saturday to over 95,000 subscribers

**Join us** March 21-24, 2019  
Omni Shoreham Hotel  
Washington, DC

**Exhibitors:** Look beyond the booth space you occupy at the Symposium and engage with our attendees prior to the conference as they plan their time with us, at the event as they celebrate and mingle in the Exhibit Hall, and long after the conference is over.

**Our Exhibit Hall SELLS OUT every year**, so be sure to sign up early for Package deals, Premium positions, and advertising in the Symposium Program and Onsite Guide. For optimum marketing support, sign up as a Featured Exhibitor, Lead Generation sponsor, one of our two Main App Sponsors—or any of the attractive major Sponsorships we offer.

Psychotherapy Networker is dedicated to offering practical guidance, creative inspiration, and community support to therapists around the world. Please don't hesitate to contact me if you have any questions.

I look forward to seeing you at next year's Symposium in **Washington, DC, March 21-24, 2019!**

All best,

**Mike McKenna**

*Advertising Director / Exhibit Show Manager | Psychotherapy Networker*

(202) 885-5277 or (888) 396-1257 | [mmckenna@psychnetworker.org](mailto:mmckenna@psychnetworker.org) | [psychotherapynetworker.org](http://psychotherapynetworker.org)

# Exhibitor Sponsorships\*

| EXHIBIT BOOTH SPACES  |          |         |          |      |        |        |           |
|-----------------------|----------|---------|----------|------|--------|--------|-----------|
| Element               | Size     | Rate    | Platinum | Gold | Silver | Bronze | Associate |
| Premium Double Corner | 8' x 20' | \$4,420 | X        | X    |        |        |           |
| Premium Double Booth  | 8' x 20' | \$4,295 |          |      |        |        |           |
| Double Booth          | 8' x 20' | \$3,895 |          |      |        |        |           |
| Premium Single Corner | 8' x 10' | \$2,650 |          |      | X      |        |           |
| Premium Single Booth  | 8' x 10' | \$2,575 |          |      |        | X      | X         |
| Single Booth          | 8' x 10' | \$2,175 |          |      |        |        |           |

| PRINT ADVERTISING RATES |      |          |      |        |        |           |  |
|-------------------------|------|----------|------|--------|--------|-----------|--|
| Element                 | Rate | Platinum | Gold | Silver | Bronze | Associate |  |

**Symposium Onsite Guide** (Distributed to our 4,000 attendees in March 2019)

|                   |         |   |   |   |   |  |
|-------------------|---------|---|---|---|---|--|
| Full Page 4-Color | \$1,695 | X | X | X |   |  |
| Half Page 4-Color | \$995   |   |   |   | X |  |

**Tote Bag Insert** (hand-inserted into Symposium Tote Bag)

|   |       |   |   |  |  |  |
|---|-------|---|---|--|--|--|
| One flyer/brochure (Exhibitor Rate)     | \$525 | X | X |  |  |  |
| One flyer/brochure (Non-Exhibitor Rate) | \$795 |   |   |  |  |  |

**Psychotherapy Networker magazine** (Mails bimonthly to 40,000 paid subscribers)

|                   |         |   |   |   |   |   |
|-------------------|---------|---|---|---|---|---|
| Full Page 4-Color | \$3,375 | X | X | X |   |   |
| Half Page 4-Color | \$2,530 |   |   |   | X | X |

| ONLINE ADVERTISING RATES |      |          |      |        |        |           |  |
|--------------------------|------|----------|------|--------|--------|-----------|--|
| Element                  | Rate | Platinum | Gold | Silver | Bronze | Associate |  |

**Symposium App**

|                             |       |   |   |   |  |  |
|-----------------------------|-------|---|---|---|--|--|
| Premium Featured Exhibitor  | \$850 | X |   |   |  |  |
| Standard Featured Exhibitor | \$575 |   | X | X |  |  |
| Lead Generation Sponsor     | \$295 | X | X |   |  |  |

**Online at psychotherapynetworker.org**

|                                      |         |   |   |   |  |  |
|--------------------------------------|---------|---|---|---|--|--|
| Ad on Sym Wkshp Web Pages Six Months | \$1,200 | X | X |   |  |  |
| Ad on Main Website for Three Months  | \$1,185 | X |   |   |  |  |
| Ad on Main Website for One Month     | \$395   |   | X | X |  |  |

**eNewsletter** (sent to 95,000 subscribers)

|                               |         |   |   |   |   |  |
|-------------------------------|---------|---|---|---|---|--|
| Six weeks in "Week in Review" | \$1,950 | X |   |   |   |  |
| Two weeks in "Week in Review" | \$790   |   | X | X | X |  |

# Exhibitor Sponsorships\* CONTINUED

| ADDITIONAL SPONSOR OPPORTUNITIES                        |                      |
|---|----------------------|
| Element   | Rate                 |
| Main Symposium App Sponsor (two)                        | \$1,995              |
| Tote Bag Logo (Exclusive)                               | \$10,000 <b>SOLD</b> |
| Lunch or Dinner (Exclusive)                             | \$10,000             |
| Symposium Reception (Exclusive)                         | \$10,000             |
| Power Tower Charging Station (up to two)                | \$4,500              |
| GoTo Card Sponsors (ten)                                | \$395 <b>SOLD</b>    |
| Breakfast Healthy Foods Sponsor (up to three)           | \$7,500              |
| Rejuvenation & Relaxation Center Sponsors (up to three) | \$750                |

## Package Pricing

|  |
|--|
| <b>Platinum</b>                          |
| Price <b>\$12,000</b> valued at \$14,870 |
| <b>Gold</b>                              |
| Price <b>\$10,000</b> valued at \$12,645 |
| <b>Silver</b>                            |
| Price <b>\$7,000</b> valued at \$8,850   |
| <b>Bronze</b>                            |
| Price <b>\$5,000</b> valued at \$6,400   |
| <b>Associate</b>                         |
| Price <b>\$4,000</b> valued at \$4,770   |

### Join us at our Symposium on March 21-24, 2019

- Exhibit setup:** Thursday, March 21 8:00 am to 1:30 pm
- Exhibit teardown:** Saturday, March 23 6:30 pm to 8:30 pm
- Exhibit Hours:** Thursday, March 21 3:00 pm to 6:30 pm  
Friday, March 22 7:30 am to 7:00 pm  
Saturday, March 23 7:30 am to 6:30 pm

**For further information, contact:**

**Mike McKenna**

Advertising Director / Exhibit Show Manager | Psychotherapy Networker  
(202) 885-5277 or (888) 396-1257 | mmckenna@psychnetworker.org

# 2019 NETWORKER SYMPOSIUM

## Sponsorship Opportunities

| EXHIBIT BOOTH SPACES                      |   |   |
|---|---|---|
| Type                                      | Price   | Details   |
| Tote Bag Logo                             | EXCLUSIVE Rate:<br>\$10,000<br><b>SOLD</b>  | Promote your organization throughout the symposium and for years to come. Place your company name and logo on the official Symposium tote bags distributed free to each attendee. Attendees love our tote bags!   |
| Symposium App Sponsors                    | Various opportunities and pricing options to place your brand on the smart phone of every attendee! | Join us in welcoming our attendees through our 2019 App, including Main Sponsors, Featured Exhibitors, Lead Generation and Author Sponsors. See details in attachment.  |
| Luncheon or Dinner Speaker Sponsors       | EXCLUSIVE for each Lunch or Dinner Rate: \$10,000   | Align your company with one of the leaders in the field who'll be speaking during the lunchtime break or at dinner. You'll have distinctive signage at the event and receive recognition from the podium.   |
| Symposium Reception Sponsor               | EXCLUSIVE Rate: \$10,000  | Spotlight your organization at the conference's most popular evening event, the Exhibit Hall Wine and Cheese Reception. You'll receive distinctive signage in the hall, as well as recognition from the podium.   |
| Breakfast Healthy Foods Sponsor           | Up to three Sponsors Rate: \$7,500 each   | Spotlight your organization as one of the Healthy Foods sponsors for breakfast in the Exhibit Hall, and your company will receive distinctive signage in the Exhibit Hall, as well as recognition from the podium.  |
| Power Tower Charging Station              | Up to two Sponsors Rate: \$4,500 each   | Located either at your booth, in the Exhibit Hall/Café or in the Symposium Bookstore in the Exhibit Hall. The 7-Foot tall Power Tower Classic stands out and maximizes advertising visibility. It features exterior lighting on each section of the tower, with a CUSTOM BRANDED EXTERIOR. The exterior wrap gives you the option to submit custom artwork, with easily downloadable templates to create your own custom branded exterior. Offers you an opportunity to make presentations for up to 15 Symposium attendees at a time while their phones are being charged. |
| Rejuvenation & Relaxation Center Sponsors | Up to Three Sponsors Rate: \$750 each   | Special area of the Exhibit Hall devoted to massage therapy, Reiki, and reflexology. Align your company to the theme of Relaxation and Rejuvenation as our attendees come into the Exhibit Hall from workshops. Your company will receive distinctive signage in the Exhibit Hall, as well as in the Onsite Guide.  |
| Internet Café Sponsors                    | Up to Six Sponsors Rate: \$1,250 each   | Support the free wireless connection in the Exhibit Hall Café, and receive one free WiFi connection at your booth as well. Your company will receive distinctive signage in the hotel lobby, as well as recognition from the podium.  |
| Coffee /Tea Station                       | EXCLUSIVE Rate: \$14,500 Sponsor  | Your logo on 6,000 coffee/tea sleeves one side, with the Networker logo on other. Attendees receive FREE coffee / tea throughout the Exhibit Hall hours. Great way to promote your booth and name brand. Sponsor signage at coffee/tea stations and other signs in both the Exhibit Hall and Ambassador Ballroom, with recognition in Onsite Guide and Exhibit Hall intercom.   |
| GoTo Card Sponsor                         | Ten Sponsors Rate: \$395 each<br><b>SOLD</b>  | Encourage 3,500+ attendees to stop by your booth by being one of ten exhibitors offering special prizes to attendees who visit all the booths listed on the 2019 GoTo Card. NEW for 2019: GoTo prizes must be worth at least \$200.   |
| Tote Bag Insert Sponsors                  | Exhibitor Rate: \$525 each<br>Non-Exhibitor Rate: \$795 each  | Supply up to 3,500 of your own flyers/brochures by March 6, 2019, and we'll place them in each of the official conference tote bags.  |

# 2019 NETWORKER SYMPOSIUM

## Mobile App

### Our “personal concierge” for those attending & exhibiting at the 2019 Symposium in Washington, DC

We are encouraging all of our 4,000+ attendees and Exhibitors to download the new app prior to the Symposium for convenient details on schedule of events, speaker information, exhibitor listings, each individual attendee schedule, CE information, book signings, and prizes.

Used in conjunction with our print Symposium Onsite Guide, our Sponsors will be able to get their message to attendees before, during, and after the Symposium.

A quick look at the Sponsorship opportunities (see below for details):

- Up to two Main App Sponsors with logos on the App download page and rotating banner ads on the Main Menu of App
- Featured Exhibitors (in PRINT, in the APP and in the ONSITE GUIDE)
- Lead Generation Sponsors
- Author Sponsors



## Symposium 2019 App Sponsorship Opportunities

### 1 (Two) Main Sponsors @ \$1,995 each **SOLD**

Includes:

- Sponsor Logos displayed on the App Download Page
- Rotating Banner Ads on the Main Menu
- Sponsor Documents within App (PDF of flyer/brochures)
- Lead Generation (Sponsors ID attendee badges to gather information on attendees that the Networker will send after the conference)
- Featured Exhibitor listing – our Main Sponsors move to the top of the list of exhibitors within the App)
- Twitter Mention – Each sponsor can create a hashtag and Networker Twitter will mention them during conference updates
- One Push Notification to attendees

### 2 Featured Exhibitors (\$575) for Standard – 1 Edition; (\$850) for Premium – 2 Editions

- Featured Exhibitors section will be in PRINT editions of January/February and March/April 2019 issues of *Psychotherapy Networker* magazine (40,000 paid subscribers)
- Featured Exhibitors will have bonus 25 words in the Onsite Guide Exhibitor listing & App (Total of 50 words) in addition to contact info with name, address, phone, email address plus URL

# Mobile App CONTINUED

- 3 Lead Generation Sponsors** (\$295 each)
  - Sponsors ID attendee badges to gather information on attendees that the Networker will send after the conference
- 4 GoTo Card Sponsors** (\$395 each)
  - Attendees receive App reminders to make the rounds to GoTo Card Sponsors for stamp (at end of conference, drawings will be held for major prizes)
- 5 Authors** (\$135 each book)
  - Book Cover and Author Name with link to ordering information
  - Pricing includes ONLINE edition listing in BookShelf for 12 months
  - Information on Book Signing at the Symposium

## App Features for Psychotherapy Networker

- 1 Activity Feed Announcements**
  - The Networker will announce through the App, for example, book signings at booths and special events in the Exhibit Hall
- 2 Push Notifications**
  - The Networker will notify each individual daily prize winners through the App
  - Two Main Sponsors will be allowed one Push Notification each during Symposium 2019

### Reservation Deadlines

- **Main Sponsors:** only two sponsors, reserve EARLY
- **Featured Exhibitors:** reserve ASAP
- **Lead Generation Sponsors:** reserve by February 1
- **Author Sponsors:** reserve by February 1

### For further information, contact:

**Mike McKenna**

*Advertising Director / Exhibit Show Manager | Psychotherapy Networker*

(202) 885-5277 or (888) 396-1257 | [mmckenna@psychnetworker.org](mailto:mmckenna@psychnetworker.org)

# 2019 NETWORKER SYMPOSIUM

## Featured Exhibitors

**NEWLY EXPANDED** for 2019 Symposium in Print, on our APP, and in our Symposium Onsite Guide

**Featured Exhibitors** section will appear in the print editions of January/February 2019 and March/April 2019 issues of *Psychotherapy Networker* magazine (40,000 paid subscribers, over 100,000 readers)

- **Featured Exhibitors** will have bonus 25 words in the Onsite Guide Exhibitor listing & in the 2019 Symposium App (Total of 50 words) in addition to contact info with name, address, phone, email address plus URL
- **Featured Exhibitors** appear first in Exhibitor listings on the App
- **PRICING** – all-inclusive rate of:

- **\$850** Premium Featured Exhibitor, two editions
- **\$575** Standard Featured Exhibitor, one edition
- We typeset and design – send the following to us by November 19

**High resolution logo** (JPEG) plus up to 50 words description of organization and highlights of your booth at Symposium 2019

**Contact info** we'll include within the Print 1/5 page space a contact name and title, mailing address, city/state/zip, phone number and email address, if desired

**Web address**



Featured Exhibitors section as it appears in print, also on our APP.

# 2019 NETWORKER SYMPOSIUM

## Featured Exhibitors Reservation Form

Don't miss this chance to reserve your spot as a Featured Exhibitor! Please fax completed form to (202) 537-6869 or scan & send to mmckenna@psychnetworker.org

### PRICES

#### Premium \$850

##### INCLUDES

- Premium Featured Exhibitor Listing appears in print edition of **BOTH** Jan/Feb and Mar/April 2019 issues
- 50-word description in the Onsite Guide & new Symposium App
- Appear first in Exhibitor Listings on the App

#### Standard \$575

##### INCLUDES

- Standard Featured Exhibitor Listing appears in print edition of **ONE** either Jan/Feb or Mar/April 2019 issue
- 50-word description in the Onsite Guide & new Symposium App
- Appear first in Exhibitor Listings on the App

### Please send ad by email:

**High resolution logo** (JPEG) plus up to 50-word description of organization and highlights of your booth

**Contact Info** we'll include within the 1/5 page space: a contact name, title, mailing address, city/state/zip, phone number and email address, if desired

**Web address**

**Reserve ASAP**

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

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Check is in the mail for payment in full

Charge for payment in full to:  AmEx  Visa  MasterCard  Discover

Account # \_\_\_\_\_ Exp. \_\_\_\_\_ Security code \_\_\_\_\_



# 2019 Psychotherapy NETWORKER SYMPOSIUM

RESERVATION FORM | EXHIBITS, ADVERTISING, AND SPONSORSHIPS



## FAX

(202) 537-6869

or

## MAIL

Psychotherapy Networker  
5135 MacArthur Boulevard, NW  
Washington, DC 20016

or

## EMAIL

mmckenna@psychnetworker.org

### PACKAGES

- Platinum Package (\$12,000)
- Gold Package (\$10,000)
- Silver Package (\$7,000)
- Bronze Package (\$5,000)
- Associate Package (\$4,000)

### EXHIBIT BOOTH OPTIONS

- Premium Double Corner (\$4,420)
- Premium Double Booth (\$4,295)
- Double Booth (\$3,895)
- Premium Single Corner (\$2,650)
- Premium Single Booth (\$2,575)
- Single Booth (\$2,175)

### ADVERTISING OPTIONS

#### Symposium Program

- Full Page 4-color (\$3,375)
- Half Page 4-color (\$2,530)

#### Onsite Guide

- Full Page 4-color (\$1,695)
- Half Page 4-color (\$995)

#### Online / eNewsletter

- Online ad (6 mos.) on Symposium Web Pages (\$1,200)
- Online ad (3 mos.) on main Networker website (\$1,185)
- 6 Weeks eNewsletter ad (\$1,950)
- 2 Weeks eNewsletter ad (\$790)

### SPONSOR OPTIONS

- Premium Featured Exhibitor (\$850)
- Standard Featured Exhibitor (\$575)
- Lead Generation (\$295)
- Tote Bag Insert (\$525) – Exhibitor
- Tote Bag Insert (\$795) – Non-Exhibitor
- Power Tower Charging Station (\$4,500)
- Lunch or Dinner Sponsorship (\$10,000)
- Symposium Reception Exclusive (\$10,000)

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

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Check is in the mail for payment in full

Charge for payment in full to:       AmEx       Visa       MasterCard       Discover

Account # \_\_\_\_\_ Exp. \_\_\_\_\_ Security code \_\_\_\_\_

**EXHIBIT BOOTH CANCELLATION / REFUNDS:** Cancellations received prior to January 10, 2019: 100% refund; Cancellations received from January 10 – January 31, 2019: 50% refund; Cancellations received after January 31, 2019: No refund