



2020 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 2020 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 80,000 subscribers

Join us March 19-22, 2020
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 19-22, 2020!**

All best,

Mike McKenna

Advertising Director / Exhibit Show Manager | Psychotherapy Networker

(202) 885-5277 or (888) 396-1257 | mmckenna@psychnetworker.org | psychotherapynetworker.org

Exhibitor Sponsorships*

EXHIBIT BOOTH SPACES

Element	Size	Rate	Platinum	Gold	Silver	Bronze	Associate
Premium Double Corner	8' x 20'	\$4,775	X	X			
Premium Double Booth	8' x 20'	\$4,525					
Double Booth	8' x 20'	\$3,975					
Premium Single Corner	8' x 10'	\$2,850			X		
Premium Single Booth	8' x 10'	\$2,725				X	X
Single Booth	8' x 10'	\$2,275					

PRINT ADVERTISING RATES

Element	Rate	Platinum	Gold	Silver	Bronze	Associate
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Symposium Program (Mails to 100,000 therapists in late November 2019)

Full Page 4-Color	\$2,995	X	X	X		
Half Page 4-Color	\$2,275				X	X

Onsite Guide (Distributed to our 4,000 attendees in March 2020)

Full Page 4-Color	\$1,575	X	X	X		
Half Page 4-Color	\$925				X	

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

One flyer/brochure (Exhibitor Rate)	\$525	X	X			
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ONLINE ADVERTISING RATES

Element	Rate	Platinum	Gold	Silver	Bronze	Associate
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Symposium App

Premium Featured Exhibitor	\$895	X				
Standard Featured Exhibitor	\$675		X	X		
Lead Generation	\$295	X				

Online at psychotherapynetworker.org

Ad on Sym Wkshp Web Pages Six Months	\$1,350	X	X			
Ad on Main Website for Three Months	\$1,275	X				

eNewsletter (sent to 80,000 subscribers)

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

SYMPOSIUM 2020

Element	Rate	Platinum	Gold	Silver	Bronze	Associate
Complimentary Workshop Registrations	\$750	6	5	4	3	2

* Inquire about **EARLY BIRD** Exhibitor Rates

Exhibitor Sponsorships* CONTINUED

ADDITIONAL SPONSOR OPPORTUNITIES	
Element	Rate
Main Symposium App Sponsor (two)	\$2,250
Tote Bag Logo (Exclusive)	\$11,000
Lunch or Dinner (Exclusive)	\$11,000
Symposium Reception (Exclusive)	\$11,000
Badge Lanyard (Exclusive)	\$6,500
GoTo Card Sponsors (twelve)	\$395
Breakfast Healthy Foods Sponsor (up to three)	\$7,500
Rejuvenation & Relaxation Center Sponsors (up to three)	\$795

Package Pricing

Platinum
Price \$14,000 valued at \$20,135
Gold
Price \$12,000 valued at \$16,435
Silver
Price \$7,000 valued at \$11,885
Bronze
Price \$6,000 valued at \$8,965
Associate
Price \$5,000 valued at \$7,290

Join us
at our Symposium on March 19-22, 2020

Exhibit setup: Thursday, March 19 8:00 am to 1:30 pm
Exhibit teardown: Saturday, March 21 6:30 pm to 8:30 pm
Exhibit Hours: Thursday, March 19 3:00 pm to 6:30 pm
 Friday, March 20 7:30 am to 7:00 pm
 Saturday, March 21 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

*** Inquire about EARLY BIRD Exhibitor Rates**

2020 NETWORKER SYMPOSIUM

Sponsorship Opportunities

EXHIBIT BOOTH SPACES		
Type	Price	Details
Tote Bag Logo	EXCLUSIVE Rate: \$11,000	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 2020 App, including Main Sponsors, Featured Exhibitors, and Lead Generation. See details in attachment.
Luncheon or Dinner Speaker Sponsors	EXCLUSIVE for each Lunch or Dinner Rate: \$11,000	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: \$11,000	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.
Badge Lanyard Sponsorship	EXCLUSIVE Rate: \$6,500	This is an excellent opportunity to ensure that your company's name will literally be in front of every attendee. This high-visibility branding will feature your company logo around the necks of all attendees—worn all day and seen by everyone. The Badge Lanyard Sponsorship offers one of the best brand-recognition opportunities at the Symposium. Your company's logo will be integral to the design of the lanyards, printed by the Networker Symposium.
Rejuvenation & Relaxation Center Sponsors	Up to Three Sponsors Rate: \$795 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: \$1,275 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	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	Twelve Sponsors Rate: \$395 each	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 2020 GoTo Card. GoTo prizes must be worth at least \$200.
Tote Bag Insert Sponsors	Exhibitor Rate: \$525 each Non-Exhibitor Rate: \$795 each	Supply up to 3,500 of your own flyers/brochures by March 6, 2020, and we'll place them in each of the official conference tote bags.

2020 NETWORKER SYMPOSIUM

Mobile App

Our “personal concierge” for those attending & exhibiting at the 2020 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



Symposium 2020 App Sponsorship Opportunities

1 (Two) Main Sponsors @ \$2,250 each

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
- 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 NetworkerTwitter will mention them during conference updates
- One Push Notification to attendees

2 Featured Exhibitors (\$675) for Standard – 1 Edition; (\$895) for Premium – 2 Editions

- Featured Exhibitors section will be in PRINT editions of January/February and March/April 2020 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** (\$295 each)
 - 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 Seek & Find** (no cost to participating Exhibitors)
 - Daily Prizes provided by Exhibitors, with winners announced through the App

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 2020

Reservation Deadlines

- **Main Sponsors:** only two sponsors, reserve EARLY
- **Featured Exhibitors:** reserve by November 19, 2019
- **Lead Generation Sponsors:** reserve by February 1

For further information, contact:

Mike McKenna

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2020 NETWORKER SYMPOSIUM

Featured Exhibitors

EXPANDED LISTINGS for 2020 Symposium in Print, on our APP, and in our Symposium Onsite Guide

Featured Exhibitors section will appear in the print editions of January/February 2020 and March/April 2020 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 2020 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:
 - **\$895** Premium Featured Exhibitor, two editions
 - **\$675** 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 2020

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.

2020 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 \$895

INCLUDES

- Premium Featured Exhibitor Listing appears in print edition of **BOTH** Jan/Feb and Mar/April 2020 issues
- 50-word description in the Onsite Guide & new Symposium App
- Appear first in Exhibitor Listings on the App

Standard \$675

INCLUDES

- Standard Featured Exhibitor Listing appears in print edition of **ONE** either Jan/Feb or Mar/April 2020 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

Due by November 19, 2019

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 _____

2020 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 (\$14,000)
- Gold Package (\$12,000)
- Silver Package (\$7,000)
- Bronze Package (\$6,000)
- Associate Package (\$5,000)

EXHIBIT BOOTH OPTIONS

- Premium Double Corner (\$4,775)
- Premium Double Booth (\$4,525)
- Double Booth (\$3,975)
- Premium Single Corner (\$2,850)
- Premium Single Booth (\$2,725)
- Single Booth (\$2,275)

ADVERTISING OPTIONS

Symposium Program

- Full Page 4-color (\$2,995)
- Half Page 4-color (\$2,275)

Onsite Guide

- Full Page 4-color (\$1,575)
- Half Page 4-color (\$925)

Online / eNewsletter

- Online ad (6 mos.) on Symposium Web Pages (\$1,350)
- Online ad (3 mos.) on main Networker website (\$1,275)
- 6 Weeks eNewsletter ad (\$1,950)
- 2 Weeks eNewsletter ad (\$790)

SPONSOR OPTIONS

- Main App Sponsor (\$2,250)
- Premium Featured Exhibitor (\$895)
- Standard Featured Exhibitor (\$675)
- Lead Generation (\$295)
- Tote Bag Insert (\$525) – Exhibitor
- Tote Bag Insert (\$795) – Non-Exhibitor
- GoTo Card Sponsor (\$395)
- Badge Lanyard Sponsor (\$6,500)
- Lunch or Dinner Sponsorship (\$11,000)
- Symposium Reception Exclusive (\$11,000)
- Other (specify) _____

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 _____

Packages only: 50% deposit due at signing, remainder due by 9/15/19

EXHIBIT BOOTH CANCELLATION / REFUNDS: Cancellations received prior to January 10, 2020: 100% refund; Cancellations received from January 10 – January 31, 2020: 50% refund; Cancellations received after January 31, 2020: No refund