



# 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, LeadCapture 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 & Exhibit Show Director | 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'	\$4,775	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	
<b>Symposium Program</b> (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	
<b>Onsite Guide</b> (Distributed to our 4,000 attendees in March 2020)							
Full Page 4-Color	\$1,575	X	X	X			
Half Page 4-Color	\$925				X		
<b>Tote Bag Insert</b> (hand-inserted into Symposium Tote Bag)							
One flyer/brochure (Exhibitor Rate)	\$525	X	X				

ONLINE ADVERTISING RATES							
Element	Rate	Platinum	Gold	Silver	Bronze	Associate	
<b>Symposium App</b>							
Premium Featured Exhibitor	\$895	X					
Standard Featured Exhibitor	\$675		X	X			
LeadCapture	\$249	X					
<b>Online at <a href="http://psychotherapynetworker.org">psychotherapynetworker.org</a></b>							
Ad on Sym Wkshp Web Pages Six Months	\$1,350	X	X				
Ad on Main Website for Three Months	\$1,275	X					
<b>eNewsletter</b> (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	

# Exhibitor Sponsorships\* CONTINUED

ADDITIONAL SPONSOR OPPORTUNITIES	
Element	Rate
Main Symposium App Sponsor (two)	\$2,250
Friday Night Dance Party (up to six)	\$1,500
Lunch or Dinner (Exclusive)	Contact Exhibit Sales
Symposium Reception (up to three)	\$1,500
Badge Lanyard (Exclusive)	\$4,500
GoTo Card Sponsors (twelve)	\$395
Breakfast Sponsor (up to six)	\$1,500
Yoga Mat Sponsor (up to three)	\$1,500

## Package Pricing

<b>Platinum</b>
Price <b>\$14,000</b> valued at \$20,135
<b>Gold</b>
Price <b>\$12,000</b> valued at \$16,435
<b>Silver</b>
Price <b>\$7,000</b> valued at \$11,885
<b>Bronze</b>
Price <b>\$6,000</b> valued at \$8,965
<b>Associate</b>
Price <b>\$5,000</b> 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 & Exhibit Show Director | Psychotherapy Networker  
(202) 885-5277 or (888) 396-1257 | mmckenna@psychnetworker.org

**Sharon Sanders** | Sr. Advertising & Exhibit Sales Manager | Psychotherapy Networker  
(715) 855-5238 | ssanders@psychnetworker.org

# 2020 NETWORKER SYMPOSIUM

## Sponsorship Opportunities

EXHIBIT BOOTH SPACES		
Type	Details	Price
Tote Bag Logo <b>SOLD</b>	Promote your organization throughout the symposium—and for years to come. Place your company name and logo on the tote bags distributed free to each attendee. Attendees love our tote bags!	EXCLUSIVE Rate: \$11,000
Symposium Reception Sponsor	Spotlight your organization at the most popular evening event, the Annual Symposium Reception in the Exhibit Hall. You'll receive distinctive signage in the hall, as well as recognition from the podium. Sponsors can provide literature near the refreshment stations with booth # and any special offerings for our attendees.	Up to 3 sponsors Rate: \$1,500 each
Breakfast Sponsor	Spotlight your organization as one of the sponsors for all breakfast stations throughout the hotel. Your company will receive distinctive signage as well as recognition from the podium in the Exhibit Hall. Sponsors can provide literature near the breakfast stations with booth # and any special offerings for our attendees.	Up to 6 sponsors Rate: \$1,500 each
Luncheon or Dinner Event Sponsors	Align your company with one of the leaders in the field speaking during the lunch or dinner address. You'll have distinctive signage at the event and receive recognition from the podium. The Saturday night Storytelling Dinner event is a crowd favorite! Your logo will be included as a sponsor in the video of that evening, posted in the May/June digital issue of Psychotherapy Networker magazine.	EXCLUSIVE for each lunch or dinner <i>Contact Sales Managers for details</i>
Badge & Lanyard Sponsorship	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.	EXCLUSIVE Rate: \$4,500
Rejuvenation & Relaxation Center Sponsors <b>SOLD</b>	Special area of the Exhibit Hall devoted to chair massage therapy. 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.	Up to 2 sponsors Rate: \$795 each
Friday Night Dance Party Sponsor	Our ever-popular Friday night Symposium dance party in the Ambassador Ballroom is a perfect sponsorship opportunity for exhibitors interested in aligning their organizations with a lively fun-filled event. Your company will receive exclusive signage, recognition from the mic, and twenty free drink tickets to give out to potential clients for each sponsor.	Up to 6 sponsors Rate: \$1,500 each
GoTo Card Sponsor	Encourage 3,500+ attendees to stop by your booth by being one of 12 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.	Up to 12 sponsors Rate: \$395 each
Shuttle Bus Sponsor	We offer free Shuttle Bus rides to and from the Omni Shoreham Hotel, Marriott Wardman Park Hotel, and Washington Hilton. Your sponsorship welcomes our attendees as they make their way to and from the Symposium. Signage on the bus is included and your brochures are distributed.	Up to 2 sponsors <i>Contact Sales Managers for details</i>

# 2020 NETWORKER SYMPOSIUM

## Sponsorship Opportunities CONTINUED

Creativity Day Supply Sponsor	Interested in aligning your organization with Creativity Day offering, such as art and writing workshops? Special signage in Thursday rooms using art supplies offer exhibitors the first opportunity to promote their booth # and special offerings for attendees.	Up to 12 sponsors Rate: \$350 each
Tote Bag Insert Sponsors	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.	Exhibitor rate: \$525 Non-Exhibitor rate: \$795
Symposium App Sponsors	Join us in welcoming our attendees through our 2020 App, downloaded by attendees to get their personal schedules and stay up to date on Symposium events, with push notifications, maps, etc. Opportunities include: <ul style="list-style-type: none"> <li>■ Main App Sponsors</li> <li>■ Featured Exhibitors in App</li> <li>■ LeadCapture</li> </ul> <i>See details in attachment.</i>	Various opportunities and pricing options to place your brand on the smart phone of every attendee!
Educational Track Sponsors	Sponsors flyers or brochures will be placed on tables within select category workshop rooms, along with distinctive signage featuring your booth #. Also receive recognition in Onsite Guide. Categories include: <ul style="list-style-type: none"> <li>■ Anxiety, Depression &amp; Trauma</li> <li>■ Mind, Body &amp; Brain</li> <li>■ Couples, Kids &amp; Families</li> <li>■ Personal &amp; Professional Development</li> </ul>	Up to 2 sponsors for each category <i>Contact Sales Managers for details</i>
Yoga Mat Sponsor	We're looking for new Yoga mats for our attendees as they focus on breath work, vitality and inner calm. Sponsors logos will be placed on wrap around each Yoga mat, with special signage in rooms used for morning Yoga practice and evening meditation.	Up to 3 sponsors Rate: \$1,500 each
Keynote Session Sponsor	This is an opportunity to align your organization with one of our morning keynote sessions. <ul style="list-style-type: none"> <li>■ Logos displayed on screens with your booth # in the ballroom, along with signage outside the ballroom</li> <li>■ Shout out from the podium before the address</li> </ul>	EXCLUSIVE for each Keynote session <i>Contact Sales Managers for details</i>
Custom Sponsorship	Have a unique sponsorship idea? Custom sponsorship is an ideal way to highlight your company at the Symposium.	<i>Contact our Exhibit Hall Managers for more details and pricing.</i>

### Contact:

**Mike McKenna** | Advertising & Exhibit Show Director | (888) 396-1257 or (202) 885-5277 | [mmckenna@psychnetworker.org](mailto:mmckenna@psychnetworker.org)

**Sharon Sanders** | Sr. Advertising & Exhibit Sales Manager | (715) 855-5238 | [ssanders@psychnetworker.org](mailto:ssanders@psychnetworker.org)

**Psychotherapy Networker** | 5135 MacArthur Blvd. NW, Washington, DC 20016 | [www.psychotherapynetworker.org](http://www.psychotherapynetworker.org)

### Please join us at our March 19-22, 2020 Symposium in Washington, DC

**Exhibit setup:** Thursday, March 19, 2020 (8:00 am to 1:30 pm)

**Exhibit hours:** Thursday, March 19 (3:00-6:30 pm); Friday March 20 (7:30 am–7 pm); Saturday March 21 (7:30 am – 6:30 pm)

**Exhibit teardown:** Saturday, March 21, 2020 (6:30 pm to 8:30 pm)

# 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)
- LeadCapture 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)
- LeadCapture
- 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

- Featured Exhibitors section will be in PRINT edition of March/April 2020 issue 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 LeadCapture** (\$249 each)
  - Downloaded App allows scanning of attendee badges with real-time list reporting. You can access your scan list at any point during or after the show.
- 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 February 1, 2020
- **LeadCapture Sponsors:** reserve by February 1, 2020

#### For further information, contact:

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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 edition of March/April 2020 issue 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:

- **\$675** Standard Featured Exhibitor, one edition
- We typeset and design – send the following to us by February 1, 2020

**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**



<p><b>Booth #312</b></p> <p><b>Biofeedback Resources International</b></p> <p>Biofeedback Resources International provides Biofeedback &amp; Neurofeedback Equipment, Training, and Supplies. Visit us in the exhibit hall at the Psychotherapy Networker Symposium for these demonstrations, sign up for free online training and lock in a \$100 discount on BCIA Certification Training in Biofeedback of Neurofeedback. We make biofeedback simple.</p> <p>(877) 669-6463 / (914) 782-4846 info@biofeedbackinternational.com</p> <p><b>biofeedbackinternational.com</b></p>	<p><b>Booths #206-208</b></p> <p><b>TheraNest</b></p> <p>Theranest is an all-in-one practice management EHR designed specifically with mental health professionals in mind. We've helped thousands of counselors start and grow their practices with our easy to use and robust feature set—schedule appointments, complete notes, conduct telehealth sessions, submit insurance claims electronically, and so much more.</p> <p><b>PLATINUM SPONSOR</b></p> <p><b>theranest.com</b></p>
<p><b>Booths #107-109</b></p> <p><b>newharbingerpublications</b></p> <p>New Harbinger Publications is proud to be the leader in self-help psychology publishing for both professional and lay audiences. Visit us to receive a copy of our new catalog, take advantage of our on-site book discount, enter our exciting drawings, and meet our guest authors Julie Baron and Britt Rabinov, authors of <i>What Works with Teens</i>, <i>Parenting A Teen with Intense Emotions</i>, and <i>DBT for All-Ages-Adolescents</i> and author Alexandra Solomon, author of <i>Loving Bravely</i>.</p> <p><b>SILVER SPONSOR</b></p> <p><b>newharbinger.com</b></p>	<p><b>Booth #301</b></p> <p><b>simplepractice</b></p> <p>SimplePractice is the practice management platform for health and wellness professionals. The cloud-based platform and mobile app allow clinicians to manage their practices securely from anywhere, freeing up their time to focus on their clients instead of administrative tasks. It offers features such as online booking, therapy notes, credit card processing, electronic claims filing, secure messaging, paperless client intake, telehealth and more.</p> <p><b>simplepractice.com</b></p>

**FEATURED EXHIBITORS**

Our 80+ exhibitors welcome you to visit them in our newly expanded Exhibit Hall at the Omni Shoreham Hotel in Washington, DC. Meet all of our exhibitors:

[psychnetworker.org/2019/meet-our-2019-exhibitors](http://psychnetworker.org/2019/meet-our-2019-exhibitors)

**Exhibit Hall 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

PSYCHOTHERAPY NETWORKER 73

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](mailto:mmckenna@psychnetworker.org)

## PRICING

### **Standard \$675**

#### INCLUDES

- Standard Featured Exhibitor Listing appears in print edition of March/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 **February 1, 2020**

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

#### 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)
- Standard Featured Exhibitor (\$675)
- LeadCapture (\$295)

### SPONSOR OPTIONS – continued

- Tote Bag Insert (\$525) – Exhibitor
- Tote Bag Insert (\$795) – Non-Exhibitor
- GoTo Card Sponsor (\$395)
- Badge Lanyard Sponsor (\$4,500)
- Lunch or Dinner Sponsorship (Call Exhibit Sales)
- Symposium Reception (\$1,500)
- Friday Night Dance Party (\$1,500)
- Yoga Mat Sponsor (\$1,500)
- Electricity at Booth (\$125)
- 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 \_\_\_\_\_

**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