

**new
beginnings:**

reimagining psychosis services
and systems in the US

iSPS-US ANNUAL CONFERENCE | NOV 1-3
UNIVERSITY OF PITTSBURGH | DUQUESNE UNIVERSITY
PITTSBURGH, PA | HYBRID ONLINE

SPONSOR & EXHIBITOR PROSPECTUS

iSPS-US



THE INTERNATIONAL SOCIETY
FOR PSYCHOLOGICAL AND SOCIAL
APPROACHES TO PSYCHOSIS
UNITED STATES CHAPTER



ISPS-US 2024 ANNUAL NATIONAL CONFERENCE

*New Beginnings: Reimagining
Psychosis Services and Systems
in the US*

November 1-3, 2024

November 1st Pre-Conference Workshop at University of Pittsburgh

November 2nd-3rd Full conference at Duquesne University

THE ISPS-US MISSION

We are the International Society for Psychological & Social Approaches to Psychosis – US Chapter

ISPS-US promotes psychological and social approaches to states of mind often called "psychosis" by providing education, training, advocacy, and opportunities for dialogue between service providers, people with lived experience, family members, activists, and researchers.





What we do

- We bring together a nationwide membership network of clinicians, peer workers, academics, people with lived experience, family members, and other supporters
- Facilitate educational, thought-provoking, and inspiring webinars
- Host an annual conference
- Provide discussion groups, book clubs, creative online sharing space, etc.
- Advocate for systemic change within the mental health system
- ISPS International publishes
 - The journal "*Psychosis: Psychological, Social and Integrative Approaches*"
 - The ISPS book series



About the Conference

Audience Profile:

- Diverse group of professionals, advocates and allies: psychiatrists, psychologists, nurses, social workers, counselors, therapists, psychologists, peer recovery specialists, researchers, people with lived experience, and family members
 - Hailing from a wide variety of organizations including healthcare, higher education, advocacy organizations, private practice, and other non-profits
 - Geographically diverse, from attendees local to Pittsburgh, to across the USA and globe, thanks to ISPS's international reach and the hybrid format
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Partnerships

Be part of an exceptional marketing opportunity at this premier annual gathering of mental health professionals, advocates, and allies. This robust conference is full of networking, brainstorming, and development opportunities and will focus on interaction between our members and you, our sponsors.

Sponsor live & enduring content

Sponsorship packages include visibility at the live event, as well as the enduring recorded content hosted online post-event on YouTube.

Align with mission-driven, change-oriented influencers

Our members and audience are pioneers who are rethinking the traditional mental health paradigm towards integrative, holistic and humane approaches.

Reach a national and even global audience

ISPS-US's expects a global live and virtual audience. As well as the contiguous US our audience reaches as far as Europe, Africa, Asia and Australasia.



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Our Reach

Mailing List

5,400+ engaged, passionate people sign up to ISPS-US's mailing list

Eventbrite

Over 9,400 people have attended our webinars, 1,100 people subscribe to our Eventbrite updates

YouTube

Over 249,700 views on YouTube. 6,600+ views of channel per month, 3,300+ people subscribe to our channel

Website

Approximately 2,000 visitors to ISPS-US website per month

Benefits

Complimentary Tickets

All sponsorship and exhibitor packages come with 1-10 complimentary tickets (virtual and/or in-person)

Branding visibility

On our event pages, website, physical and virtual mailings, "swag bag" items, on enduring YouTube content

Mailing List Access

Reach over 5,100 ISPS-US mailing list subscribers with your messaging

Physical and Virtual Booths

Interact with session attendees and form meaningful relationships and connections



Packages: Overview

BENEFIT	PRESENTING (<i>PLATINUM</i>)	PARTNER (<i>GOLD</i>)	SUPPORTER (<i>SILVER</i>)	EXHIBITOR	RESEARCHER
Named as presenting sponsor	Yes	No	No	No	No
Complimentary Tickets (in-person or virtual)	5	3	2	1	1
Presence on ISPS-US and Event Web Pages	Banner, and additional placement on ISPS-US homepage for 1 calendar year	Banner - event pages only	Logo - event pages only	No	No
Inclusion in ISPS-US electronic and physical mailings	Short ad (logo and text) in all pre-event mailings. Logo and hyperlink in mailings 6-months following event.	Logo and one sentence in all pre-event mailing list	Logo in pre-event mailing	No	No
ISPS-US mailing list	One dedicated promotional mailing to the entire ISPS-US email mailing list pre or post-conference	One shared promotional mailing to the entire ISPS-US email mailing list pre or post-conference	No	No	One shared promotional mailing pre or post-conference
Access to exhibitor booth in-person and/or virtual	Yes	Yes	Yes	Yes	Yes
Logo/Acknowledgement on printed signage and attendee badges	Large logo	Medium logo	Small logo	No	No
Brochure Advertisement	Full-page	Half-page	Quarter-page	Text	No
Opportunity to add promotional items to in-person attendee "swag bags"	Yes	Yes	Yes	Yes	Yes
Inclusion of branding at the beginning of all recorded session videos uploaded to YouTube	Full ad (e.g. logo and text) for 5 second reel	Medium logo, one sentence in description text	Small logo, company name in description text	No	No

PRESENTING | \$2,500

Pre/During Event

- Named as a presenting sponsor of the conference
- Your branding will be displayed under presenting status on ISPS-US's conference media channels which include event pages on Eventbrite, Facebook, ISPS-US website, and all marketing emailers sent to our database.
- Full-page advertisement in the conference brochure
- 5 in-person or virtual conference complimentary tickets
- Large logo on printed signage and attendee badges during the conference
- A pre-recorded marketing video on your online exhibitor booth
- Social media links of your company as part of your online exhibitor booth
- Opportunity to add giveaway and promotional items to participant "swag bags" at in-person event (300 pieces)

Post-Event

- A 5-second ad (e.g. logo and text, or image) the beginning of each recorded 2024 conference video uploaded to YouTube
- One dedicated promotional mailing to the entire ISPS-US email mailing list pre or post-conference
- 1-year company logo on ISPS-US website homepage
- 6-month hyperlinked company logo on ISPS-US mass-mailings post-event



PARTNER | \$1,500

Pre/During Event

- Your branding will be displayed under Partner status on ISPS-US's conference media channels which include event pages on Eventbrite, Facebook, ISPS-US website, and all marketing emailers sent to our database
- Half-page advertisement in the conference brochure
- 3 in-person or virtual conference complimentary tickets
- Medium logo on printed signage and attendee badges during the conference
- A pre-recorded marketing video on your online exhibitor booth
- Social media links of your company as part of your online exhibitor booth
- Ability to interact with and engage online attendees through your virtual exhibitor booth
- Opportunity to add giveaway and promotional items to participant "swag bags" at in-person event (300 pieces)

Post-Event

- Logo and company description featured at the beginning of each recorded 2024 conference video uploaded to YouTube
- One shared promotional mailing to the entire ISPS-US email mailing list pre or post-conference



SUPPORTER | \$1,000

Pre/During Event

- Your branding will be displayed under Supporter status on ISPS-US's conference media channels which include event pages on Eventbrite, Facebook, ISPS-US website, and all marketing emailers sent to our database
- Quarter-page advertisement in the conference brochure
- 2 in-person or virtual conference complimentary tickets
- Small logo on printed signage and attendee badges during the conference
- A pre-recorded marketing video on your online exhibitor booth
- Social media links of your company as part of your online exhibitor booth
- Ability to interact with and engage online attendees through your virtual exhibitor booth
- Opportunity to add giveaway and promotional items to participant "swag bags" at in-person event (300 pieces)

Post-Event

- Logo and company description featured at the beginning of each recorded 2024 conference video uploaded to YouTube



EXHIBITOR | \$VARIES

In-person: \$400 (discounts available)

Virtual: \$220 (discounts available)

Discounts: 50% discount for nonprofits <\$1m budget, 25% discount for nonprofits <\$2m budget, and/or 10% discount for ISPS-US members

Pre/During Event

- 1 in-person or virtual conference complimentary ticket
- A pre-recorded marketing video on your online exhibitor booth
- Social media links of your company as part of your online exhibitor booth
- Ability to interact with and engage online attendees through your virtual exhibitor booth
- Your business name in text within the conference brochure
- Opportunity to add giveaway and promotional items to participant "swag bags" at in-person event (300 pieces)



RESEARCHER | \$170 - \$350

In-person: \$350

Virtual: \$170

ISPS-US welcomes researchers whose studies align with our values to promote their research studies and recruit for study volunteers

Pre/During Event

- 1 in-person or virtual conference complimentary ticket
- Virtual and/or in-person booth to host information about your study
- Ability to interact with and engage online attendees through your virtual exhibitor booth
- Opportunity to add study information and/or promotional items to participant "swag bags" at in-person event (300 pieces)
- One shared promotional mailing to the entire ISPS-US email mailing list pre or post-conference with details of your study





Philanthropic Add-Ons

Add a donation to one of ISPS-US's scholarships to demonstrate your company's values and commitment to ISPS-US's mission

Suggested donations \$100 / \$200 / \$500 / \$1,000+

- **Rodney Waldron Scholarship** - benefiting BIPOC conference attendees
- **General Meeting Scholarship** - benefiting low-income conference attendees
- **ISPS-US Membership Scholarship** - benefiting low-income members of ISPS-US



Conference Add-Ons

Inspire additional goodwill by sponsoring food and drink at the conference. Your branding will be visible across the table displays and we will send a push-notification to in-person attendees promoting the break/meal and your company too!

- **Lunch Sponsor** - \$500 for each lunch session (Saturday, Sunday)
- **Reception Sponsor**- \$500 for the Saturday night reception event



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Organizational Values

ISPS-US prides itself on the strength of our mission. As such, it is important for us to work with organizations that align with our organizational values. ISPS-US reserves the right to decline to work with corporate sponsors that are not a good fit, and all content used for promotion is subject to pre-approval prior to being utilized through our corporate sponsorship agreement. Contact us to discuss further.

Contact Us

Leah Giorgini
Executive Director

We look forward to hearing from you to see how we can partner together and leverage the potential for the ISPS-US 2024 Conference to advance our mission and promote your company.



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