NUESTRA LUCHA CONTINÚA

EMBRACING OUR STRENGTHS TO TEAR DOWN WALLS OF DISCRIMINATION & SYSTEMIC OPPRESSION

2019 CONFERENCE

October 17 - October 20, 2019
Miami Marriott Dadeland

SPONSORSHIP OPPORTUNITIES
Submission Deadline - August 1, 2019

nlpaconference.org
WHO ARE WE?

The National Latinx Psychological Association (NLPA) is a vibrant national organization of mental health professionals, academics, researchers, students, and policy makers representing a rich diversity of national backgrounds, ethnic and cultural origin, sexual orientation, religious traditions, and political ideology. NLPA members advocate for the physical, psychological, socio-political and economic wellbeing of the Latinx globally.

WHAT TO EXPECT AT OUR CONFERENCE?

The conference will include a pre-conference (Oct. 17) & two conference days (Oct. 18 & Oct. 20).

PAST YEARS KEYNOTE SPEAKERS

Celia Jaes Falicov, Ph.D. is a renowned family therapy author, teacher, and psychologist. She is widely respected for her expertise on immigrant families and particularly Latinx families. She is Clinical Professor at the University of California, San Diego where she also directs the mental health services for the Student Run Free Health Clinics.

Ed Morales is an author, journalist, filmmaker, and poet who teaches at Columbia University. He is the author of The Latin Beat and Living in Spanglish. He has written for the Village Voice, Nation, New York Times, Rolling Stone, and other publications and is a regular commentator on NPR. His new book, Latinx: The New Force in American Politics and Culture, is now available!
HOW WILL YOUR FUNDS MAKE AN IMPACT?

Your sponsorship will help our organization support research grants, fund various scholarships for NLPA students, and help cover conference expenses.

HOW MANY VIEWS WILL YOUR AD HAVE?

Take advantage of the multiple sponsorship, exhibitor, and ad options we offer your company/organization. Advertisements reach our more than 600 members and 1,000 social media followers!

SOME OF OUR PREVIOUS SPONSORS
### CORE SPONSORSHIP PACKAGES AVAILABLE

**Friends of NLPA**  
(Open Amount)

Sponsors are both people within and outside of psychology, but only those within the mental health field can have tables and advertise at the conference.

**As a supporter you will receive:**
- An acknowledgement and a brief description of your organization in the conference program book

<table>
<thead>
<tr>
<th>Package Description</th>
<th>BRONZE $400</th>
<th>SILVER $700</th>
<th>GOLD $1,000</th>
<th>PLATINUM $2,500</th>
<th>DIAMOND $5,000</th>
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</thead>
<tbody>
<tr>
<td>Company logo, description, and link on conference website and Facebook page</td>
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<td>Additional link on NLPA site up to 1 year after conference</td>
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<tr>
<td>Advertisement in conference program</td>
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<td>Full Page Color Ad</td>
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<td>Listing in the conference program</td>
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<tr>
<td>A full page color ad in NLPA’s newsletter</td>
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<td>2 year Ad</td>
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<td>Logo recognition on all event publicity materials</td>
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<td>Corporate signage display</td>
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<tr>
<td>Two complimentary conference registrations</td>
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<tr>
<td>Two complimentary Noche de Gala tickets with VIP seating</td>
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<tr>
<td>Promotional item inside conference tote bag</td>
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<tr>
<td>Advertisement during general sessions</td>
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<tr>
<td>Advertisement during special events* and logo in Noche de Gala program</td>
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<tr>
<td>Complimentary Exhibitor Table</td>
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</table>

*Bienvenida, Cultural Event, and Noche de Gala receptions*
Bienvenida: Welcoming and Networking Reception  $600
Our Bienvenida will be on Thursday, October 18th. Attendees will enjoy hor d’oeuvres, cocktails, and entertainment at this event.

As a sponsor you will receive:
- Special recognition at the Bienvenida
- Your organization logo on event program
- Special listing in the Conference Program

Cultural Event, Cocktail and Networking Reception  $600
Our Cultural Event will be on Friday, October 19th. Attendees will enjoy hor d’oeuvres, cocktails, live entertainment

As a sponsor you will receive:
- Special recognition at the Cultural Event
- Your organization logo on event program
- Special listing in the Conference Program

Noche de Gala: Awards & Dinner  $1,500
This is our big event. Attendees will enjoy a plated dinner, recognition of NLPA members and entertainment.

As a sponsor you will receive:
- Special recognition at Noche de Gala
- Advertisement in the event program
- A half page color advertisement in the Conference program
- Two complimentary tickets to the Noche de Gala with VIP seating

Noche de Gala: Special Recognition  $500
As a sponsor you will receive:
- Special recognition at Noche de Gala
- Your organization logo on event program
- Special listing in the Conference Program

General Sessions and Keynote Addresses  $1,000
Conference attendees will have the privilege to hear two distinguished experts during our plenaries.

As a sponsor you will receive:
- Special recognition at the General Session and Keynote Addresses
- Your organization logo in the Conference Program
- Complimentary Exhibitor Table
EXHIBITION OPPORTUNITIES

One 6 foot table dressed in linens will be provided per table fee listed below.
An additional table is available for $35 each
(maximum of 1 additional table allowed, subject to space availability).

TABLE FEES

Information Table $625
Available to “for-profit” organizations

Information Table $325
Available to universities or non-vendor

Community Member Vendor Table $90
Available to local artisan vendors

Community Based Organization Table $100
Available to non-profit organizations (proof of status required)

EXHIBITION SCHEDULE

Thursday, October 17, 2019

3:00 PM Exhibitor Set Up
6:00 PM - 8:00 PM Open Exhibition Time
8:00 PM Exhibitor Breakdown

Friday, October 18, 2019

7:00 AM Exhibitor Set Up
8:00 AM - 8:00 PM Open Exhibition Time
8:00 PM Exhibitor Breakdown

Saturday, October 19, 2019

7:00 AM Exhibitor Set Up
8:00 AM - 8:00 PM Open Exhibition Time
8:00 PM Exhibitor Breakdown
The Conference Program’s size is 8.5” (w) x 11” (h). Advertisement should be designed by the organization submitting the advertisement. The file should be in black and white (or color if purchased) and in one of the following file types: jpg, gif, png, pdf, ai, or psd.

All image files should be submitted via e-mail to conference@nlpa.ws along with appropriate contact information. Please ensure the subject line reads: NLPA 2019 Sponsorship Submission.

TIPS FOR PRINT FILE PREPARATION:
- Avoid submitting color graphics in RGB mode. This will alter the colors in your ad when printed.
- The colors should be set as 4 colors (CMYK) as this is how the ads will be printed.
- Color & Greyscale scans should be at least 300 dots per inch (pixels per inch).
- Resolutions of a higher ppi will reproduce with better quality.
- The resizing of graphics can decrease the overall resolution, thus lowering the quality of output.
- Graphics taken from web pages are almost always low resolution & do not reproduce well in print.
- Graphics created in programs like Adobe Illustrator can create scalable graphics that will reproduce with the best quality at any size.

PLEASE NOTE: NLPA will not be held responsible for any spelling or design errors in files submitted for print.
Submit your artwork to conference@nlpa.ws
Please ensure the subject line reads: NLPA 2019 Sponsorship Submission.
Advertisement should be designed by the organization submitting the advertisement.
The file should be in black and white (or color, if purchased) and in one of the following
file types: jpg, gif, png, pdf, ai, or psd.

Payment for sponsorship requests will be accepted via postal mail with a check.

NLPA is a 501c3 organization. NLPA’s Federal Tax ID# is 20-0455079.

Please complete the order form on the last page of this media kit and mail it to:
Owl Springs Consulting, LLC
PO Box 1721
Bernalillo, NM 87004

DEADLINES
No sponsorship requests will be accepted after August 1, 2019.

CANCELLATION POLICY
In the event that your organization has to withdraw its sponsorship request, the refund policy below will take effect:
- After May 1, 2019—25% of your sponsorship fee will be refunded.
- After July 1, 2019—No refund will be granted.

QUESTIONS
- Questions related to the Conferencia and sponsorship opportunities can be directed to the Conferencia Chair at conference@nlpa.ws

THANK YOU FOR YOUR ANTICIPATED SPONSORSHIP!!!
**SPONSORSHIP ORDER FORM**  
**CHECK ALL THAT APPLY. SUBMISSION DEADLINE: AUGUST 1, 2019**

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Friends of NLPA (Open Amount)</td>
<td>$ _______</td>
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<tr>
<td>Bronze Sponsorship Package</td>
<td>$400</td>
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<tr>
<td>Silver Sponsorship Package</td>
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<tr>
<td>Gold Sponsorship Package</td>
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<tr>
<td>Platinum Sponsorship Package</td>
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<tr>
<td>Diamond Sponsorship Package</td>
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<td>Bienvenida: Welcoming &amp; Networking Reception</td>
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<td>Noche de Gala: Awards &amp; Dinner</td>
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<td>Noche de Gala: Special Recognition</td>
<td>$500</td>
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<tr>
<td>General Sessions &amp; Keynote Speakers</td>
<td>$1,000</td>
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<tr>
<td>Information Table (for profit)</td>
<td>$625</td>
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<tr>
<td>Information Table (universities and non-profit)</td>
<td>$325</td>
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<tr>
<td>Community Member Vendor Table</td>
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<td>Community Based Organization Table</td>
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<tr>
<td>Business Size Ad (Black and White)</td>
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<td>Conference Program Quarter Page Ad (Black and White)</td>
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<td>Conference Program Half Page Ad (Black and White)</td>
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<td>Conference Program Full Page (Black and White)</td>
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<tr>
<td>Conference Website - Logo and organization link</td>
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<td>NLPA Facebook Page - Logo and organization link</td>
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<td>Business Size Ad (Color)</td>
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<td>Conference Program Half Page Ad (Color)</td>
<td>$550</td>
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<tr>
<td>Conference Program Full Page (Color)</td>
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