

Exhibit Booths Advertising Partner Packages

2027 SPA Convention



With 1,050 international members, we are the largest organization in the world focused exclusively on the advancement of the practice, science, and impact of the field of personality assessment. Our membership is varied and includes clinicians in private practice, forensic assessors, researchers in private and public setting, undergraduate and graduate students interested in this subject matter, and educators in academic settings.



Vision

SPA is the indispensable resource & advocate for personality assessment internationally.



Mission

To advance the evidence-based practice and impact of personality assessment through research, education, training, and advocacy.

395 2026 In-Person &
Virtual Attendees

60% Student & Early
Career Members

18 Countries
Represented



PARNTER PACKAGES

OPTIONS	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE
EXHIBITOR TABLE	✓	✓	✓
FLYER AT REGISTRATION	✓	✓	✓
HALF PAGE AD IN PROGRAM BOOK	✓	–	–
QUARTER PAGE AD IN PROGRAM BOOK	–	✓	–
BLURB IN CONVENTION NEWSLETTER	✓	✓	✓
(1) SOCIAL MEDIA POST	✓	–	–
LOGO APPEARANCE	✓	✓	✓
TOTAL =	\$1630 (SAVE \$544)	\$1264 (SAVE \$420)	\$1050 (SAVE \$350)

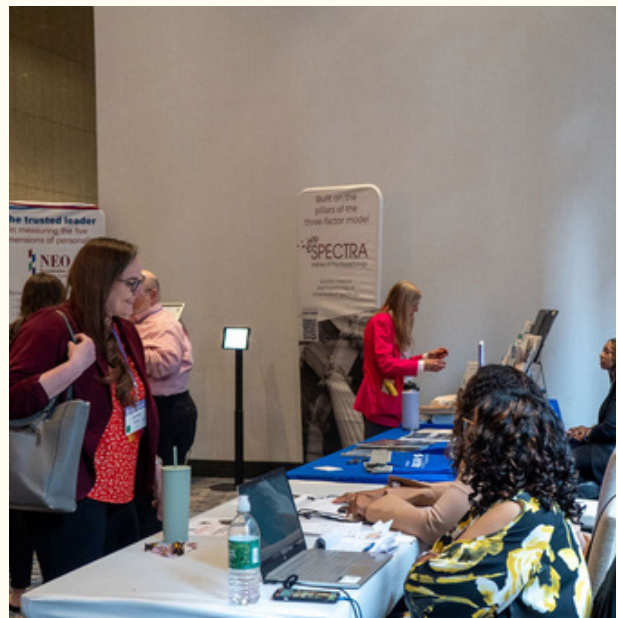
OPTIONS	PRICING
EXHIBITOR TABLE	\$965
EXHIBITOR ADD-ON REGISTRATION	\$195
PROMO VIDEO - OPENING SESSION	\$1975
PROMO VIDEO - CLOSING SESSION	\$1375
PROMO VIDEO - EMAIL	\$655
1.5 HOUR CONVENTION PRESENTATION (IN-PERSON ONLY)	\$825
1.5 HOUR CONVENTION PRESENTATION (IN-PERSON & VIRTUAL)	\$1395
WIFI SPONSOR	\$3100
WEDNESDAY NIGHT NETWORKING EVENT PARTIAL SPONSOR	\$1995
SNACK BREAK SPONSOR (IN-PERSON ONLY)	\$1200
FULL PAGE AD IN PROGRAM BOOK	\$895
HALF PAGE AD IN PROGRAM BOOK	\$550
QUARTER PAGE AD IN PROGRAM BOOK	\$285

OPTION	PRICING
LOGO APPEARANCE IN PROGRAM BOOK	\$135
GRAPHIC WITH TRACKING ON SPA WEBSITE (1 MONTH)	\$825
FLYER AT REGISTRATION DESK	\$105
(3) EMAILS BEYOND CONVENTION	\$1400
(1) EMAIL TO CURRENT MEMBERSHIP	\$595
BLURB IN CONVENTION NEWSLETTER	\$195
SOCIAL MEDIA POST	\$225

For a comprehensive package or for further information on participating as an exhibitor, advertiser, or sponsor, contact Nathan Victoria at nvictoria@personality.org.



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 personality.org