Washington State
Psychological Association

2026 FALL CONVENTION

SPONSORSHIP & EXHIBITOR PROSPECTUS

Annual Convention & Exhibition
October 23 - 24, 2026

Lynnwood City Event Center
Lynnwood, WA

SUMMARY

The WSPA 2026 Annual Convention, **Collective Strength, Collective Courage**, brings together psychologists and behavioral health leaders from across Washington State to explore the issues shaping the future of psychological practice.

This prospectus introduces a sponsorship model that moves beyond traditional exhibitor opportunities by inviting organizations to participate in meaningful, psychologist-led conversations about emerging topics including artificial intelligence, digital health, ethical marketing, and professional visibility. Through CE-accredited educational programming, sponsors have the opportunity to engage directly with psychologists, practice owners, clinical leaders, and decision-makers in an environment grounded in ethics, evidence-based practice, and professional collaboration.

Designed to foster thought leadership rather than product promotion, this sponsorship framework creates meaningful value for attendees while offering organizations a unique opportunity to build relationships, demonstrate expertise, and contribute to the future of psychological practice.

REACH WASHINGTON'S PSYCHOLOGY LEADERS

The Washington State Psychological Association (WSPA) Annual Convention brings together licensed psychologists and behavioral health professionals from across Washington State for two days of continuing education, networking, and professional development. Attendees come to learn, evaluate new ideas, and make informed decisions about the future of psychological practice.

For organizations serving the behavioral health community, this is an opportunity to connect directly with the professionals who influence clinical care, practice operations, technology adoption, and patient outcomes.

Psychologists occupy a unique position within the healthcare landscape. They are clinicians, supervisors, educators, researchers, consultants, and practice owners. Many are responsible for selecting electronic health records, documentation tools, assessment platforms, telehealth solutions, practice management software, continuing education resources, and referral partnerships. Their decisions influence not only their own practices, but also colleagues, trainees, healthcare systems, and the clients they serve.

Unlike broad healthcare conferences, WSPA provides focused access to a highly engaged audience actively seeking practical, evidence-informed solutions to improve patient care and professional practice. Through CE-accredited educational programming, sponsors become part of meaningful conversations about the future of psychology—building credibility, fostering relationships, and demonstrating a commitment to ethical, evidence-based practice.

OUR AUDIENCE

- 200+ licensed psychologists, postdoctoral fellows, graduate students, and behavioral health professionals expected to attend
- Professionals representing private practice, hospitals, academic medical centers, universities, community mental health, integrated healthcare, schools, government agencies, and forensic settings
- Attendees from across Washington State
- A substantial proportion of attendees serve as practice owners, supervisors, clinical leaders, faculty, or organizational decision-makers
- All attendees participate in continuing education designed to advance professional competence and improve clinical care

Keynote: Dr. Laura Brown

Dr. Laura S. Brown, PhD is an internationally recognized psychologist, author, educator, and leader whose work has shaped the fields of trauma, ethics, feminist psychology, and culturally responsive care. A former President of multiple divisions of the American Psychological Association and elected member of the APA Executive Committee on Culture, Ethnicity, and Race, Dr. Brown has authored numerous influential books, including Decolonizing Trauma Healing. Her keynote will set the stage for the 2026 convention theme, Collective Strength, Collective Courage, inspiring attendees to advance ethical, courageous, and culturally responsive psychological practice.

PROPOSAL

Two-panel topic options with sponsor alignment strategy

A four-tier sponsorship structure built upward from a universal exhibit table baseline

Named event sponsorship opportunities, including lunch, happy hour social, or ECP event

SPONSORSHIP TIERS

The sponsorship structure builds upward from a universal floor: every tier includes a physical exhibit table in the convention space. From there, each tier adds visibility, naming rights, and engagement opportunities. A 10% early bird discount is available to all returning sponsors who confirm within 30 days of receiving this proposal.

Tier overview:

- Bronze ($650) — Exhibit table, program listing, 50% discount off a ticket, and event recognition. The accessible entry point for smaller practices, solo consultants, and aligned community organizations.
- Silver ($1,250) — Everything in Bronze, plus logo on all event materials, digital presence (convention website and attendee emails), and 1 complimentary registration.
- Gold ($2,250) — Everything in Silver, plus named lunch or social event, Thought Leadership Panel Participation, 2 complimentary registrations, and 3 social media posts.
- Presenting ($4,000) — Everything in Gold, Thought Leadership Panel Participation, plus named lunch or social event, full social media campaign, and 4 complimentary registrations
- Digital Sponsor ($500) - Company logo and recognition on the WSPA Convention sponsorship webpage, company logo included in the digital convention program, recognition in one pre-conference attendee email, recognition in one post-conference thank-you email, recognition on the sponsor slideshow displayed throughout the convention, company website link included in the online sponsor listing

SPONSORSHIP TIERS

Benefit	Presenting $4,000	Gold $2,250	Silver $1,250	Bronze $650	Digital $500
Exhibit table (all tiers)	✓	✓	✓	✓	–
Program listing & recognition	✓	✓	✓	✓	✓
Logo on event materials	Prominent	✓	✓	–	✓
Digital presence (website + emails)	✓	✓	✓	–	✓
Complimentary registrations	**4**	**2**	**1**	–	–
Named Lunch or Social Event sponsorship	✓	✓	–	–	–
Thought Leadership Panel Participation	✓	✓	–	–	–
Dedicated influencer post	✓	–	–	–	–
Early bird discount (10%)	$3,600	$2,000	$1,125	$585	$450
50% discount off a ticket	–	–	–	✓	–

Why Should My Company Sponsor or Exhibit at the WSPA Fall Convention?

- Reach licensed psychologists and behavioral health leaders in one location.
- Connect directly with professionals responsible for purchasing and recommending clinical tools and services.
- Engage with attendees in an educational environment built on trust, ethics, and evidence-based practice.
- Build relationships before, during, and after the convention through exhibit opportunities, sponsored events, educational panels, and the Convention Ambassador Program.
- Demonstrate your organization's commitment to advancing psychological science, clinical excellence, and the future of mental healthcare

PARTNER WITH US AT THE WSPA 2026 FALL CONVENTION

The WSPA 2026 Fall Convention provides a unique opportunity to connect with psychology professionals, support continuing education, and help advance the important work of our professional community. We invite organizations, businesses, and community partners to participate as sponsors and gain valuable visibility while demonstrating their commitment to the field of psychology.

Sponsorship opportunities are available at a variety of levels to suit different goals and budgets. Whether you are looking to increase brand awareness, build meaningful connections, or showcase your support for the profession, we encourage you to explore the sponsorship options available.

To purchase a sponsorship package, please follow the link below!

***PLEASE NOTE EARLY BIRD SPONSORS: Please apply the discount code at checkout for 10% reduced rate: EARLYBIRD[LEVEL]**

Sponsor Now

Thank you for considering a partnership with the WSPA 2026 Fall Convention. Your support—through sponsorship or a charitable contribution—helps strengthen our professional community and ensures a meaningful experience for all participants.

If sponsorship is not the right fit for your organization at this time, we welcome and greatly appreciate contributions in support of the convention. Donations of any amount help enhance programming, expand opportunities for attendees, and contribute to the overall success of the event.

Donate HERE

For sponsorship inquiries or to make a contribution, please contact: sponsorship@wspapsych.org