



CANADIAN ASSOCIATION OF COGNITIVE AND
BEHAVIOURAL THERAPIES

ASSOCIATION CANADIENNE DES THÉRAPIES
COGNITIVES ET COMPORTEMENTALES

2021 Sponsorship Package

10th Annual Conference of CACBT | ACTCC

May 6-8, 2021 | Virtual Conference





Reach mental health professionals and organizations by sponsoring the premiere CBT conference in Canada!

Each year the CACBT conference draws **hundreds of delegates** with strong links to a large international network of experts in evidence-based practice. Conference sponsors will have access to professionals from a multitude of backgrounds, including psychologists, physicians and other allied health professionals.

At CACBT, we promote the use of evidence-based cognitive behavioural therapy (CBT), a highly efficacious treatment paradigm. CBT helps patients with a variety of mental health concerns identify and change maladaptive cognitive processes and behaviours to improve their quality of life. With the pandemics' devastating effects on mental health, our mission to promote CBT is more important now than ever. As a result, CACBT members are looking for new opportunities and solutions to enhance their practices and meet this growing need.

CACBT welcomes sponsors from municipal governments, universities, training institutions, professional associations, software companies, medical and health organizations, and private practices. The conference delegates are especially interested in organizations that can promote mental health and offer products or training to enhance their clinical work. In addition, agencies or businesses would benefit greatly by aligning themselves with improving access to and training in CBT, especially given the mental health needs during the pandemic.

Our extensive 2021 program promises to be one of our most exciting yet. **Our Keynote Workshop will feature Dr. David Tolin, a world-renowned expert in the treatment of anxiety disorders.** The conference will also feature numerous workshops and symposia on the treatment of anxiety, depression, substance use and psychosis. Our program will close with a keynote address by Dr. Timothy Caufield who will be discussing **Health Resilience in the Age of Fear and Misinformation.** Poster presentations, exhibitor rooms, and virtual social networking opportunities will be available through Gathertown, an online platform used for the conference to promote interaction with the delegates.

Sponsors have the opportunity to gain significant recognition at this year's CACBT conference. Our sponsorship opportunities include a CACBT brochure advertisement, event recognition, email blasts, and social media posts. The extent of recognition for your organization will be determined based on sponsorship level. Please see page 4 for a detailed outline of sponsorship benefits.

We would love the opportunity to speak with you about how your organization could best benefit from being a sponsor at this exciting event. For more information, please contact Noah Lazar (CACBT Member-At-Large) and Chair of the Sponsorship Committee at sponsorship@cacbt.ca (subject line: 2021 Virtual Conference).

Sincerely,

Dr. David Dozois
CACBT-ACTCC President

Dr. Noah Lazar
CACBT-ACTCC Sponsorship Char 2019-2020

About CACBT-ACTCC



The Canadian Association of Cognitive and Behavioural Therapies / Association Canadienne des Thérapies Cognitives et Comportementales (CACBT-ACTCC) is a **growing national organization focused on training, advancement of knowledge, advocacy, and credentialing** of cognitive and behavioural therapies (CBT). CBT includes approaches to treating a wide range of health and mental health problems. CBT is based in the science of thought, behaviour, emotion, and physiology.

CACBT provides:

Training by disseminating information about and providing training on CBT through conferences, courses, workshops and the printing, publication and circulation of information relating to CBT.



Knowledge advancement through promoting scientific research on CBT and related concepts, and providing a forum for discussion of matters relevant to both the science and practice of CBT among members of helping professionals.

Advocacy by working to educate and inform the public about CBT and to advocate in relation to matters pertaining to CBT and CACBT-ACTCC.

Credentialing through developing, maintaining and applying standards for eligible practitioners of CBT to meet and obtain an appropriate credential.

More information about CACBT and its work

can be found at www.cacbt.ca

Sponsorship Opportunities

SPONSORSHIP BENEFITS

- Opportunity to present your brand, company and products to our attendees and meet potential clients face to face.
- Access to exhibition space to demonstrate your services and products hundreds of potential partners and customers.
- Ability to network and connect with professionals in the industry.

Event and Cost	Keynote Workshop	Keynote Address	Poster Session	Clinical Workshops	Symposia
Benefits	\$3,500	\$2,000	\$1,500	\$1000	\$500
Number of events available	1	2	1	5	4
Recognition in program brochure	1 page advert (name & logo)	Half page advert (name & logo)	Quarter page advert (name & logo)	Quarter page advert (name & logo)	Quarter page advert (name & logo)
Recognition at event	Workshop to be branded as "sponsored by" Recognition to occur at the beginning and end of the workshop Recognition on all promotional materials related to the event	Address to be branded as "sponsored by" Recognition to occur at the beginning and end of the keynote address Recognition on all promotional materials	Event to be branded as "sponsored by" Recognition on all promotional materials related to the event	Workshop to be branded as "sponsored by" Recognition to occur at the beginning and end of the workshop	Recognition to occur at the beginning and end of the symposium
Social media messaging (includes Facebook and Twitter)	5 posts	3 posts	2 posts	1 post	N/A
Email advertisement to members	5 emails	3 emails	2 emails	1 email	N/A

Exhibitor Opportunities

Exhibitor Table - \$250

Join us in our virtual exhibitor room, in which you can interact with conference attendees live to demonstrate your products and answer questions!

