



CANADIAN ASSOCIATION OF COGNITIVE AND BEHAVIOURAL THERAPIES  
ASSOCIATION CANADIENNE DES THÉRAPIES COGNITIVES ET COMPORTEMENTALES

# 2022 Sponsorship Package

## 12<sup>th</sup> Annual Conference of the CACBT | ACTCC

May 12-13, 2022 | 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 effective treatment paradigm.** CBT helps clients with a variety of mental health concerns identify and change maladaptive thinking patterns and behaviours to improve their quality of life. **Given the pandemic's devastating effects on mental health,** and a growing need to provide culturally responsive evidence-based treatments, 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 2022 program promises to be one of our most exciting yet. **Our full-day Featured Workshop will be given by Dr. Christopher Martell, who will present on Affirmative CBT: What to know when working with LGBTQ+ clients.** The conference will also feature clinical workshops by leading experts in the delivery of **CBT in the Virtual Environment** and **CBT for Health Anxiety**, which are extremely important and timely topics given the ongoing pandemic. We will also feature a workshop in French entitled **Manger en pleine conscience: réfléchir avant d'agir pour ne pas nuire**, as well as a Keynote Address by world renowned psychologist Dr. Steven Hayes on **Acceptance and Commitment Therapy, Psychological Flexibility and the Future of CBT.** The program additionally includes research-to-practice symposia and poster presentations highlighting CBT research from across Canada. Exhibitor rooms and virtual social networking opportunities will be available through Gather.town, an online platform used for the conference to promote interaction with the delegates.

Sponsors can 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 Dr. Noah Lazar (CACBT Member-At-Large) and Chair of the Sponsorship Committee at [sponsorship@cacbt.ca](mailto:sponsorship@cacbt.ca) (subject line: 2022 Virtual Conference).

Sincerely,

Dr. Karen Rowa  
CACBT-ACTCC President

Dr. Noah Lazar  
CACBT-ACTCC Sponsorship Chair

## 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 certification** 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.

**Certification** through developing, maintaining and applying standards for eligible practitioners of CBT to meet and obtain an appropriate certification.

More information about CACBT and its work  
can be found at [www.cacbt.ca](http://www.cacbt.ca)

## Sponsorship Opportunities

### SPONSORSHIP BENEFITS

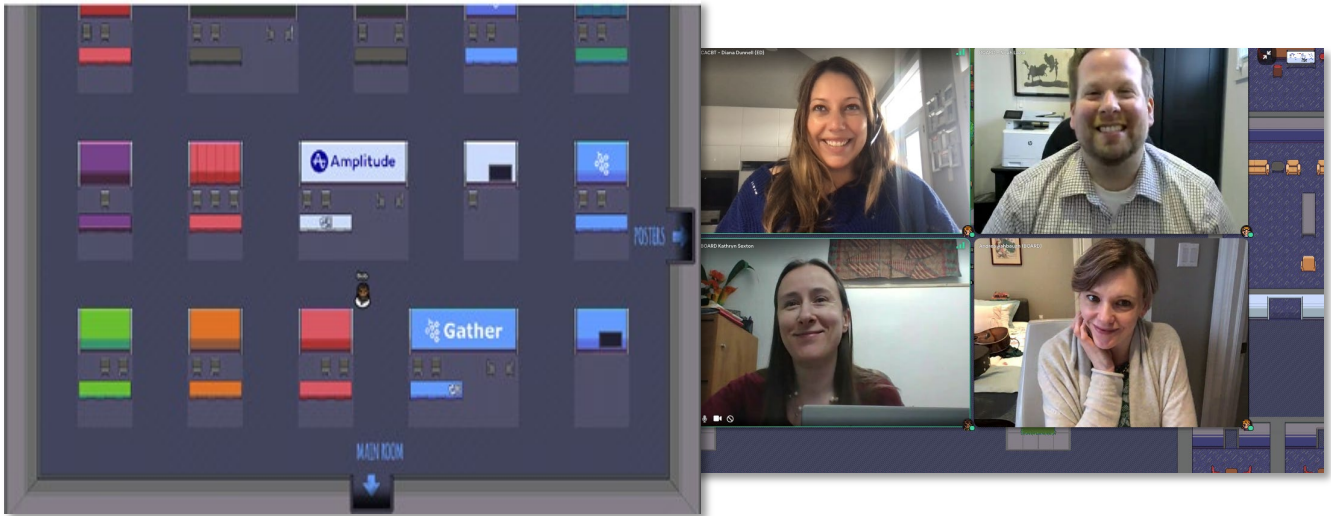
- Opportunity to present your brand, company and products to our attendees and meet potential clients face to face.
- Access to exhibition space to demonstrate your services and products hundreds of potential partners and customers.
- Ability to network and connect with professionals in the industry.

Event and Cost Benefits	Keynote Workshop \$3,500	Poster Session \$1,500	Clinical Workshops \$1000	Symposia \$500
Number of events available	1	1	3	4
Recognition in program brochure	1 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 on all promotional materials related to the event  Recognition of your sponsorship on our registration page	Event to be branded as "sponsored by"  Recognition on all promotional materials related to the event  Recognition of your sponsorship on our registration page	Workshop to be branded as "sponsored by"  Recognition to occur at the beginning and end of the workshop  Recognition of your sponsorship on our registration page	Symposium to be branded as "sponsored by"  Recognition to occur at the beginning and end of the symposium  Recognition of your sponsorship on our registration page
Social media messaging (Includes Facebook and Twitter)	5 posts	2 posts	1 post	N/A
Email advertisement to members	5 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 through videoconferencing to demonstrate your products and answer questions!**



**We will also have opportunities for exhibitors to be recognized as part of our online registration system to increase visibility for your company and product.**

## Exhibitors

 <p><b>Dunder Mifflin Paper Company</b> Scranton, PA</p> <p>The Best *** Paper Company</p> <p>More about us As a small enterprise that operated locally, Dunder Mifflin often struggled to compete against major monopolies such as Staples and Office Depot. The digital revolution further threatened the...</p> <p><a href="#">View More &gt;</a></p>	 <p><b>Michael Scott Paper Company</b> Scranton, PA</p> <p>Better Than Dunder Mifflin</p> <p>More about us "Michael Scott Paper Company" is the twenty-third episode of the fifth season of the television series The Office, and the 95th overall episode of the series. It originally aired on NBC in the...</p> <p><a href="#">View More &gt;</a></p>	 <p><b>Sabre</b> Tallahassee, FL</p> <p>Printers That Work And Don't Light On Fire</p> <p>More about us Sabre International, Inc. (Stock Symbol SBR) was a printer company that bought out Dunder Mifflin. Its owner and original CEO is Jo Bennett, who turned the CEO position over to Robert...</p> <p><a href="#">View More &gt;</a></p>
 <p><b>Vance Refrigeration</b> Scranton, PA</p> <p>Bob Vance Refrigeration Since 1994</p> <p>More about us Vance Refrigeration is a business that is located at 1725 Slough Avenue in Scranton, PA in the Scranton Business Park, Suite 210. It is on the same floor as Dunder Mifflin Scranton. When Dunder...</p> <p><a href="#">View More &gt;</a></p>	 <p><b>Wuphf</b> Scranton, PA</p> <p>The Last Name In Social Media</p> <p>More about us Wuphf was designed to be a revolutionary communication tool. The idea was initially pitched by Kelly Kapoor, though Ryan had taken over the project without Kelly's consent. When the site w...</p> <p><a href="#">View More &gt;</a></p>	