



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

## 2023 Sponsorship Package

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

May 4-6, 2023 | Dalhousie University  
Halifax, NS and Livestreamed Across Canada





## 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 treat a variety of mental health concerns, by identifying and changing maladaptive thinking patterns and behaviours, in order to improve quality of life. Given the pandemic's devastating effects on mental health, and a growing need to provide culturally responsive and evidence-based treatments, our mission to promote access to CBT is more important now than ever.**

CACBT members are looking for new opportunities and solutions to enhance their practices and meet this growing need. We welcome 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, we believe that agencies or businesses would benefit greatly by aligning themselves with improving access to and training in CBT.

The conference will spotlight cultural and individual difference needs in CBT. **Dr. Christine Padesky will provide our pre-conference workshop, *Engaging Clients in Collaborative Case Conceptualization***, highlighting the incorporation of cultural factors including experiences of cultural marginalization and/or trauma. Other speakers will discuss destigmatizing mental illness among faculty and trainees in mental health disciplines, racism, identity, and coping among Asian Canadians, and using CBT interventions to promote healing from minority stress among 2SLGBTQIA+ communities. The program additionally includes research-to-practice symposia and poster presentations highlighting CBT research from across Canada. Exhibitor booths and networking opportunities will be available on site at the conference, as well as virtually through our platform Swapcard.

Sponsors can gain significant recognition at this year's CACBT conference, including an advertisement in our program brochure, event recognition, email blasts to all members, 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: 2023 Virtual Conference).

Sincerely,

Dr. Jacquie Cohen  
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	Pre-Conference Workshop \$3,500	Clinical Workshops \$2,000	Poster Session \$1,500	Keynote Addresses \$1000	Symposia \$500
Number of events available	1	2	1	2	6
Recognition in program brochure	1 page	Half page	Quarter page	Quarter page	Quarter page
Recognition at event	Presentation to be branded as “sponsored by” – including logo and sponsor name Recognition to occur at the beginning and end of the presentation Recognition on all promotional materials related to the event Recognition will be available on Swapcard, which is hosting the virtual attendees				
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

To learn more about sponsorship opportunities in Swapcard, please see this informational [video](#).

## Our Speakers

### Pre-Conference Workshop:

**Dr. Christine Padesky** will present on “**Engaging Clients in Collaborative Case Conceptualization**”. Dr. Padesky is a leading cognitive behavior therapy innovator, lecturer and consultant to therapists worldwide. Along with Kathleen Mooney, PhD, Dr. Padesky is co-founder of the Center for Cognitive Therapy in Huntington Beach, California and co-creator of Strengths-Based CBT. Her clear, organized and compelling presentations integrate theory, empiricism, creativity, and practical skills. She has authored six books including *Mind Over Mood* (2016, [www.mindovermood.com](http://www.mindovermood.com)), *The Clinician’s Guide to CBT Using Mind Over Mood* (2020), and *Collaborative Case Conceptualization* (2009).

### Clinical Workshops:

**Dr. Taylor Hatchard** will present on “**Healing minority stress among the 2SLGBTQIA+ community through CBT**”. Dr. Hatchard is an assistant professor in the Department of Psychiatry and Behavioural Neuroscience at McMaster University and clinical psychologist at the Youth Wellness Centre at St. Joseph’s Healthcare Hamilton. His clinical work and research work is aimed at improving mental health disparities among the 2SLGBTQIA+ community

**Dr. Philippe Shnaider** will present on “**Improving your Socratic Dialogue Skills in the Treatment of PTSD**”. Dr. Shnaider is a clinical psychologist in private practice and an assistant professor (PT) in the Department of Psychiatry and Behavioural Neurosciences at McMaster University. His research and clinical interests focus on examining individual, couple, and group cognitive behavioural therapies for anxiety- and trauma-related disorders.

### Keynote Addresses:

**Dr. Nigel Mantou** will present on “**The dual pandemic of COVID and racism – Asian Canadian experiences**”. Dr. Mantou is an Assistant Professor at the Department of Psychology and a research fellow at the Centre for Youth and Society at the University of Victoria. His research focuses on motivation, identity, intercultural communications, and intergroup relations.

**Dr. Sarah Victor** will present “**From a Culture of Silence toward a Culture of Inclusion: Destigmatizing Mental Illness Among Psychology Faculty and Graduate Trainees**”. Dr. Victor’s research and clinical work is focused on understanding and addressing non-suicidal self-injury and suicide. Her work is particularly focused on understanding these experiences in high-risk and marginalized groups, such as people leaving inpatient psychiatric treatment and transgender and gender diverse individuals.

## Exhibitor Opportunities

### Exhibitor Table - \$300

**Join us in person at the conference to interact with conference attendees to demonstrate your products and answer questions!**

**We will also have opportunities for exhibitors to be recognized on Swapcard, which is our platform for virtual attendees. On this platform, exhibitors will be able to add information, and provide video demonstrations, of their product. Additionally, attendees can schedule appointments with you, at your convenience, to discuss your products and any questions that they may have.**

**To learn more about how to exhibit on Swapcard, please see this informational [video](#).**