

## **SOCIETY OF PSYCHOLOGISTS IN MANAGEMENT 2021 CONFERENCE SPONSORSHIP PROSPETCUS**

### **Background**

Over thirty years ago, a seasoned group of psychologists, who believed that their career paths would benefit from a unique professional association, founded the Society of Psychologists in Management (SPIM). Since the very beginning SPIM has attracted a diverse group of psychologists who serve as managers, executives, public sector administrators, academicians, and consultants. They are experienced professionals, many of whom have line authority and budgetary discretion.

The primary gathering for members is the annual conference held in the early spring. The theme of the conference changes every year, as SPIM members would expect. Some of the more recent conference titles are:

- 2016 Leading Institutional Change in Turbulent Times
- 2017 The Heart and Mind of Leadership
- 2018 Navigating Leadership and Organizational Transitions
- 2019 Lead the Way, Leveraging Psychological Science to Improve the Workplace
- 2020 Psychologist-Managers as the New Social Influencers: Sharpening the Performance Edge for Leaders and Organizations
- 2021 Leading Change: Through Change to Transformation

Conferences are relatively intimate events with attendance averaging about 100 professionals a year. There is a great deal of informal, professional discussion in addition to the professional breakout and general session presentations. Topics are often approached from an unusual perspective, sparking discussions that persist long after the sessions are over.

### **SPIM Conference 2021**

The 2021 conference, workshops, and institutes will be held virtually April 8-10, 2021. Speakers will cover topics such as:

- Civil Discourse in Uncivil Times
- How Will Millennials and GenZ Lead?
- Gig Workers: Highly Engaged and Leadership Independent
- Leadership in Academia During the Pandemic
- Wired This Way: Being a Creator
- Technology and Robotics in the Workplace

The conference is a key venue for engaging experienced professionals and sharing new ideas. It is an important professional home. In addition to its core membership, SPIM is expanding its reach through training-based conference workshops. This event draws psychologists who are just starting their managerial journey and are getting their first experience of SPIM fellowship and camaraderie.

SPIM conference attendees respect the products and services offered by conference sponsors. Attendees are an inquisitive, engaged group, interested in making themselves and the organizations they serve more effective. As such they are eclectic in outlook and open-minded to effective, innovative products and services.

Attendees are also truly appreciative of the contribution that sponsors make to the success of the conference. They respect the fact that a sponsor understands the value in reaching out to a relatively small but influential group of professionals. Sponsors who have attended the conference have commented favorably on the quality of the event and the people they have met.

## SPONSORSHIP PACKAGES

The Annual SPIM Conference has been made possible over the years by many generous sponsorships from SPIM members and supporters. As before, these contributions cover annual operating expenses for the SPIM Conference and its events and activities. We know it is important that our sponsors have recognition and visibility before and during the annual conference. Sponsors will receive the following benefits, based on the contribution level:

### Platinum Sponsorship - \$7,500

- Two complimentary conference registrations for company representatives
- Sponsorship of one evening networking session, including 3 minutes of virtual-podium time
- Verbal recognition in the opening session
- Full-page ad in the digital conference program book
- Company logo on final page of digital conference program book
- Logo on “waiting room” slideshow for all non-CE sessions
- Advance copy of 2021 attendee list (two weeks prior to event) and full list post-event
- Recognition with hyperlink on SPIM website and in two SPIM monthly newsletters
- Access to post job openings and events on SPIM website
- One promoted, dedicated e-mail blast sent to all SPIM members (sent by SPIM Administrator)

### Gold Sponsorship - \$5,000

- One complimentary conference registration for company representative
- Verbal recognition in the opening session
- Full-page ad in the digital conference program book
- Company logo on final page of digital conference program book
- Logo on “waiting room” slideshow for all non-CE sessions
- Advance copy of 2021 attendee list (two weeks prior to event) and full list post-event
- Recognition with hyperlink on SPIM website and in two SPIM monthly newsletters
- Access for posting job openings and events on SPIM’s web site
- One promoted, dedicated e-mail blast sent to all SPIM members (sent by SPIM Administrator)

### Silver Sponsorship - \$2,500

- Conference registration fee discounted to \$200 for one company representative
- Verbal recognition in the opening session
- Half-page ad in the digital conference program book
- Company logo on final page of digital conference program book
- Logo on “waiting room” slideshow for all non-CE sessions
- Recognition with hyperlink on SPIM website and in one SPIM monthly newsletter
- Access for posting job openings and events on SPIM’s web site

### Bronze Sponsorship - \$1,500

- Verbal recognition in the opening session
- Quarter-page ad in the digital conference program book
- Company logo on final page of digital conference program book
- Logo on “waiting room” slideshow for all non-CE sessions
- Recognition with hyperlink on SPIM website and in one SPIM monthly newsletter
- Access for posting job openings and events SPIM’s web site

We would be pleased to discuss these options and the benefits they provide at your convenience.

On behalf of the SPIM Board, thank you again for considering sponsorship of SPIM's 2021 Conference. To further discuss these options and the benefits they provide, please contact the SPIM Administrator, Amanda Reece, at [administrator@spim.org](mailto:administrator@spim.org).

## SPIM 2021 SPONSORSHIP CONFIRMATION FORM

Yes! I/We will sponsor SPIM's 2021 Annual Meeting at the following level:

\_\_\_\_ \$7,500 Platinum Sponsorship

\_\_\_\_ \$5,000 Gold Sponsorship

\_\_\_\_ \$2,500 Silver Sponsorship

\_\_\_\_ \$1,500 Bronze Sponsorship

### Payment Information:

- Enclosed is a check payable to *Foundation for the Advancement of Psychology in Management* in the amount of \$\_\_\_\_\_
- Please charge my Visa or Mastercard credit card: \$\_\_\_\_\_

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

### Contact Information:

Contact Name: \_\_\_\_\_

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### SPONSOR ADDENDUM

SPIM and \_\_\_\_\_ (insert sponsor name) agree that the following terms and conditions shall apply to the sponsored event, speaker, item, etc.

1. Any promotional materials or printed matter to be distributed by \_\_\_\_\_ (insert sponsor name) at the meeting must be communicated to SPIM before the event, and get prior approval from SPIM. It must not contain statements, which, in the reasonable judgment of SPIM, are illegal, immoral or contrary to the best interests of SPIM.

2. The Sponsorship Agreement and the Addendum constitute the entire agreement between SPIM and \_\_\_\_\_ (insert sponsor name), relating to the sponsorship specified therein. Neither party has relied upon any oral statements nor promises, and this Agreement may not be changed, modified or altered except by an instrument signed by both parties.

3. Any notice hereunder shall be in writing and sent to the addresses specified in the Sponsorship Confirmation.

4. Any dispute arising out of this Agreement that cannot be resolved by the parties by negotiation shall be determined by arbitration. Costs and fees may be assigned against the losing party, at the discretion of the arbitrators. The parties agree to be bound by the award of such arbitration, and judgment upon the award rendered by the arbitrators may be entered in any court having jurisdiction thereof.

Signature: \_\_\_\_\_



SOCIETY OF PSYCHOLOGISTS  
IN MANAGEMENT

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Please return this form by **March 15, 2021**

To Email:  
administrator@spim.org

To Mail:  
SPIM 2021 Annual Conference  
c/o FAPIM  
10340 S. Oakley Avenue  
Chicago, IL 60643

**Not all benefits will be available after March 15, 2021. Please confirm your sponsorship benefits package with Amanda Reece and Melissa Friedman at [administrator@spim.org](mailto:administrator@spim.org) as soon as possible.**

All contributions made to the Foundation for the Advancement of Psychology in Management are tax deductible to the amount permitted by law.