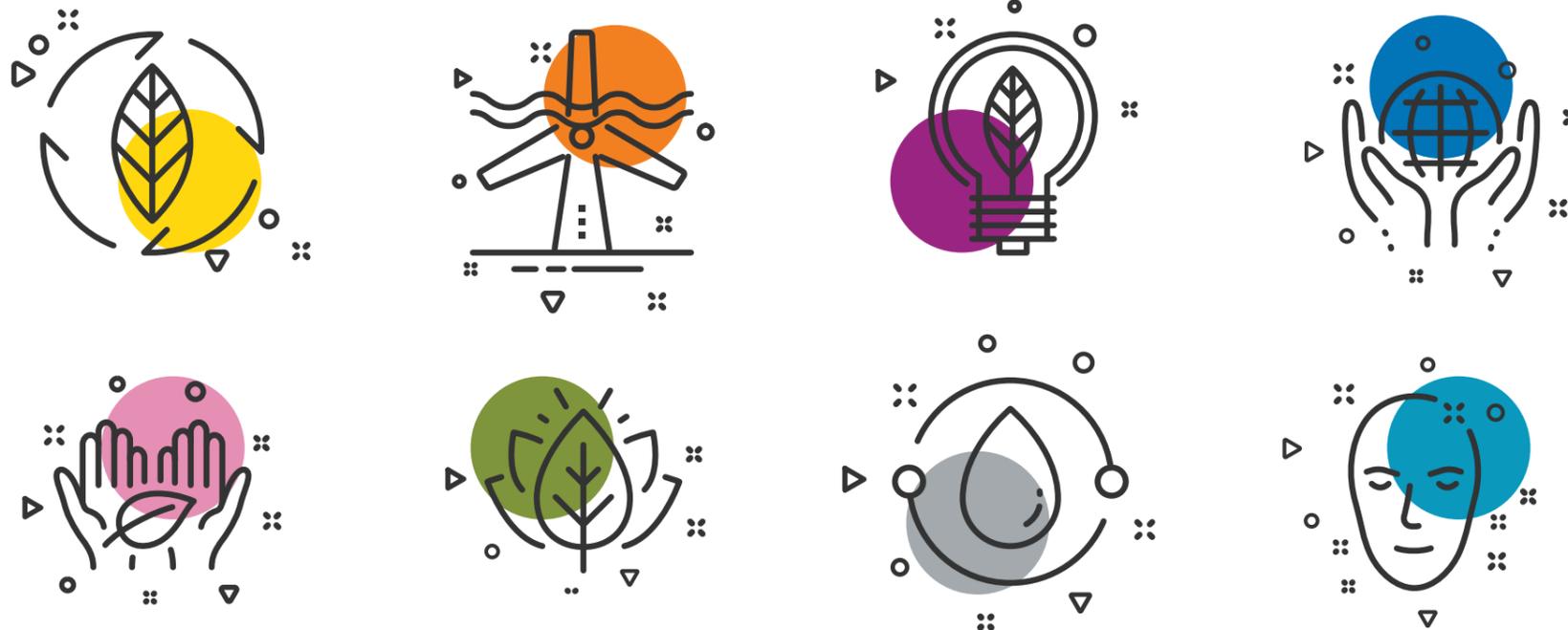


2023 EUROPEAN CONGRESS OF PSYCHOLOGY

Psychology: Uniting communities for a sustainable world

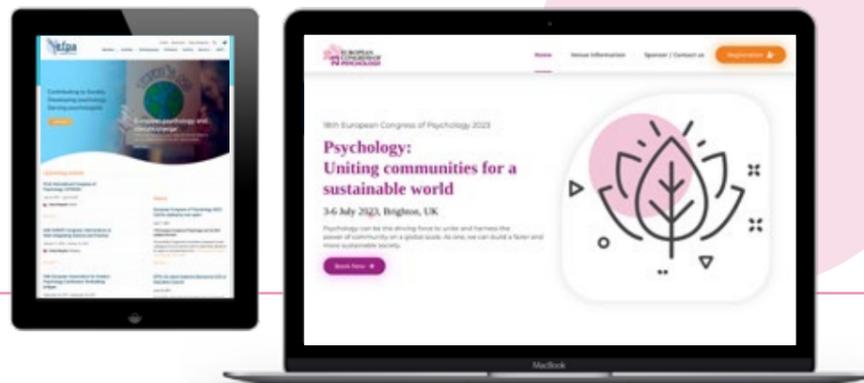
3 – 6 July 2023, Brighton Centre

SPONSORSHIP AND EXHIBITION OPPORTUNITIES



For more information on The European Congress of Psychology 2023
please contact: +44 (0)20 7880 7556 or email: ECPsales@redactive.co.uk





The European Congress of Psychology 2023 3 – 6 July 2023, Brighton Centre

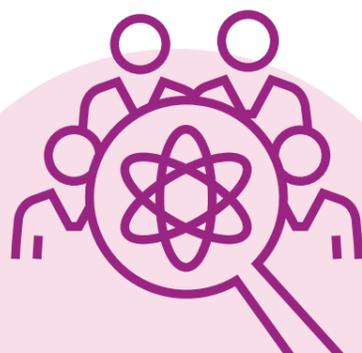
About the EFPA

EFPA is the umbrella organization in Europe for national psychologists' associations and currently comprises associations from 38 European countries, including all 27 member countries of the European Union.

Founded in 1981 EFPA has a long tradition of developing psychology (by enhancing scientific and professional standards), contributing to society (by using psychological knowledge and competences in support in particular of the UN sustainable development goals) and serving psychologists (by advancing, promoting and protecting the profession of psychologists at the national and European levels).

EFPA has a network of some 350,000 psychologists through its Member Associations (professional practitioner psychologists and researchers) and many stakeholders including associate member organisations that represent aspects of psychology at the European level, and affiliated member European teaching and student organisations. EFPA is a partner in many EU Commission funded research and development projects. EFPA sets a European standard of education, professional training and competence in psychology, EuroPsy.

More information on EFPA's strategy and aims can be found here: www.efpa.eu



About the 18th European Congress of Psychology

The celebrated ECP bi-annual event, established by EFPA, unites the largest audience of psychologists in Europe with each event hosted in a large European city.

- 1989 - Amsterdam
- 1991 - Budapest
- 1993 - Tampere
- 1995 - Athens
- 1997 - Dublin
- 1999 - Rome
- 2001 - London
- 2003 - Vienna
- 2005 - Granada
- 2007 - Prague
- 2009 - Oslo
- 2011 - Istanbul
- 2013 - Stockholm
- 2015 - Milan
- 2017 - Amsterdam
- 2019 - Moscow

In 2023, ECP will be in the picturesque seaside resort of Brighton, Sussex on the South Coast of England. Renowned for its colourful culture, Brighton is one of the UK's most forward thinking cities and a perfect location for ECP 2023 with it's theme: **Psychology: Uniting communities for a sustainable world.**

ECP has a strong tradition of bringing together thousands of delegates from across Europe. Since the first congress in Amsterdam in 1989 the ECP has grown in magnitude and reputation. It is known all over the world as the place where European psychology presents itself and where psychologists from Europe and from other continents can meet and share knowledge.

Comprehending all areas of the psychology and covering the whole of Europe, the ECP provides participants – whether psychologists, students, educators, policy makers and others with an interest in psychology – with a unique opportunity to inform themselves about psychology as a science and a profession. The ECP is not restricted to Europe, neither in scope nor in participation. In line with EFPA's view of psychology as a global science and profession, and its aim to promote international knowledge sharing and collaboration, it explicitly welcomes participants and experts from other parts of the world.

Brighton is recognised nationally and internationally as a leading and dynamic city, combining a seaside location with a vibrant city atmosphere. Brighton is a young in age city, with two major universities that are home to more than 38,000 students from over 100 different countries. Brighton is known for being open and welcoming to all, with one of the largest LGBTQ+ populations in the UK.

Brighton is located only 47 miles (75 km) south of London and just 30 minutes from Gatwick Airport via the Gatwick Express. There are direct flights from most European Countries to Gatwick or other London Airports.

As well as the formal programme, there will be a variety of social and networking events planned for delegates including fringe and fun events.



Headline Sponsorship - £30,000 / €35,000

The headline sponsorship package offers the highest level of visibility and profiling across the event, providing the perfect platform to communicate with all delegates. The sponsor will become a prominent part of the robust marketing campaign which extends out EFPA channels across BPS communication channels and *The Psychologist* magazine.

Pre-event publicity

- Sponsor logo to appear alongside ECP Congress logo billed as 'In association with'
- Promotion campaign via e-newsletters
- Sponsor logo to appear on marketing material (print and digital) leading up to the event, including:
 - Promotion campaign via EFPA e-newsletters
 - Regular ECP event promotional e-newsletters, print adverts and across all digital platforms
 - Advertising in *The Psychologist* magazine as part of ECP's marketing campaign
 - Acknowledgement of sponsorship in pre-event edition of *The Psychologist* magazine
- Listing on the ECP Congress website, including a 200-word profile, logo and links to website/email
- Sponsor logo to appear in prominent position on the ECP Congress website
- Sponsor logo to appear on ECP Congress e-newsletters
- Sponsor may use the 'Headline Sponsor' logo on own marketing collateral, throughout the contract period
- Full page, full colour advert in *The Psychologist* magazine during 2023 build up to event

During event

- Sponsor company logo and branding to appear on promotional material throughout the Congress venue, including printed and electronic media (alongside other sponsors). Including:
 - On stage graphics and venue signage (excluding speaker and individually sponsored workshop sessions)
 - Congress delegate information
 - Sponsor logo to feature alongside keynote/main stage sessions and will be billed as 'In association with' in all comms for overall Congress
 - Regular announcements through Congress app highlighting the headline sponsor
 - Push notifications (at least one per day) to drive awareness of headline sponsors' stand
 - Regular tweets and FB posts via ECP social media channels highlighting the headline sponsor
- Sponsor to receive a premier position exhibition stand (area 3m x 2m), in an agreed location in the Congress exhibition
- Additional exhibition stand sqm can be purchased at a discounted rate

THE HIGHEST
LEVEL OF
VISIBILITY AND
PROFILING
ACROSS THE
EVENT

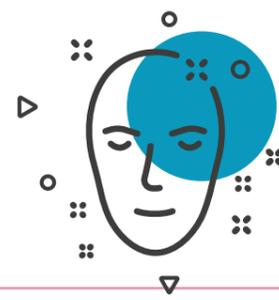
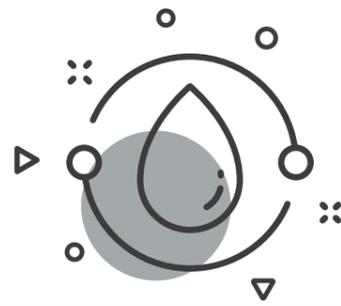


- Thank you from the Congress Chair during the main welcome speech
- Four Congress Passes for employees, clients and/or prospects for three days

Post event

- Editorial mention in post-Congress press releases created by Redactive and ECP
- Sponsor's logo to feature on post event e-newsletters
- Editorial mention in *The Psychologist* magazine post-Congress write up
- Full page 'Thank you' advert in follow up *The Psychologist* magazine

Please note that all prices will be invoiced in £ sterling and include VAT



Congress App Sponsorship package - £15,000 / €17,500

The App provides up-to-date information including news, speakers, an interactive programme, map of the venue and nearby facilities such as hotels, restaurants, stations.

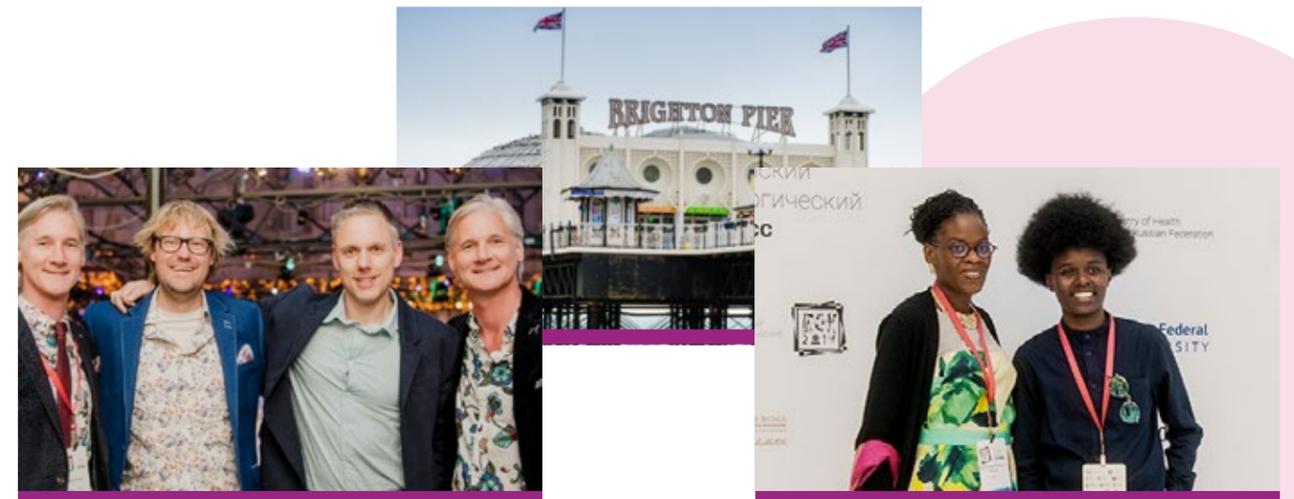
- Listing on the ECP Congress website, including a 200-word profile, logo and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor logo to appear on the branded splash page which will appear every time the app is opened (provided sponsorship is confirmed before app build deadline)
- Sponsor logo will appear on the splash screen graphics which will feature in the Apple and Google Play store
- Sponsor logo to sit alongside ECP Congress branding in the header of the navigation bar on the app internal menu feed
- Opportunity for a static/rotating banner ad that links to the sponsors page or directly to the sponsor website
- Three push notifications (140 characters) per day of Congress (text to be approved by ECP / Redactive in advance)
- Broadcast in-app messages to attendees
- Announcements will appear in the activity feed. Three sponsor announcements per day of Congress (text to be approved by ECP / Redactive in advance)
- Option to share a publication/report or research document (document to be approved by ECP / Redactive in advance)
- Sponsor logo to appear on app promotional material before and during the Congress (printed and digital media)
- Opportunity to supply a video to be embedded in the Congress app (to be approved by ECP / Redactive in advance)
- Two full Congress delegate place - opportunity to purchase additional delegate places at discounted rate
- Listing on the official Congress website including logo and 150-word company profile

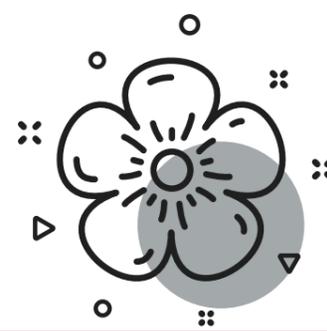
Social Event Sponsorship package (TBC) - price on application

The ECP Social event will be a highlight in the Congress programme, taking place on the world-famous Brighton Pier. The sponsorship package provides the opportunity for high profile brand presence across the networking reception for 3,000 delegates taking place on the second night of Congress.

- Listing on the ECP Congress website, including a 150-word profile, logo and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor company logo and branding to appear on promotional material throughout the event
 - Across graphics and venue signage
 - Branded welcome arch at venue entrances - TBC
 - All food provision at venue to include sponsor branding – envisaged street food traders - TBC
- Staff at venue to wear sponsor branded t-shirts - TBC
- Two full Congress delegate place - opportunity to purchase additional delegate places at discounted rate

Please note that all prices will be invoiced in £ sterling and include VAT





Opening Ceremony Sponsorship package - £15,000 / €17,500

The Congress Opening Ceremony sponsorship package provides the opportunity for high profile brand presence on the first night of Congress.

- Listing on the ECP Congress website, including a 150-word profile, logo, and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor company logo and branding to appear on promotional material throughout the event:
 - In room graphics and venue signage
 - Personalised centre tables with sponsor logo and company message
 - Sponsor branded napkins
 - Thank you from the Welcome Host
- Two full Congress delegate place - opportunity to purchase additional delegate places at discounted rate



Congress Strand sponsorship (eg, Students) package - £15,000 / €17,500

Key opportunity for sponsor to have high visibility across entire strand of Congress programme to target a specific audience sector.

Pre-Event Publicity

- Listing on the ECP Congress website, including a 150-word profile, logo and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor logo to appear prominently on all marketing, billed as 'Student Strand Sponsor'
- Sponsor logo to appear on marketing material (print and digital) leading up to the event
- Sponsor may use the 'Student Strand Sponsor' wording on own marketing collateral, throughout the contract period

During Event

- Sponsor company logo and branding to appear on promotional material on the virtual Student Stream sessions platform. Including:
 - on stage graphics and venue signage
 - Sponsor's logo to be displayed during session and prominently on holding pages in between speakers across the strand
- Sponsor to be name checked at beginning of each day and will provide a video or live speaker to introduce on first day and close the last
- Two full Congress delegate place - opportunity to purchase additional delegate places at discounted rate





The European Congress of Psychology 2023 3 – 6 July 2023, Brighton Centre

Workshop sponsorship package:

Bespoke content workshops provide an excellent way to position your brand in front of Congress delegates. Working with ECP / BPS team, you will have the opportunity to showcase a topic area relevant to your brand, delivering high quality thought leadership that will provide lead generation. Each session will be for 30 minutes (allocated on a first come, first served basis).

Pre-Event Publicity

- Workshop promotion
 - Workshop will be listed on the programme page on ECP Congress website
 - Workshop speakers will be listed on the speakers page of ECP Congress website
- Workshop and sponsor will be mentioned in pre-event digital marketing promotion, targeted to attendees
- Website listing
 - Workshop will be listed on the programme section of the ECP Congress website
 - Workshop speakers will be listed on the speakers section of the ECP Congress website
- Workshop branding must be agreed with Redactive events and sit within the overarching virtual Congress template
 - Branding will include presentation slides

During Event

- Sponsor company logo and branding to appear on promotional material on the Congress platform. Including:
 - Sponsor logo to feature on Workshop
 - Regular promotion in the run up to Congress

Post Event

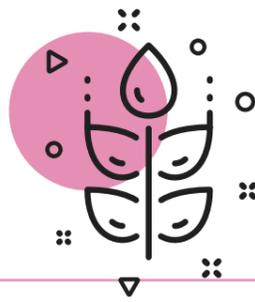
- Sponsors will receive opt-in data from both live and downloaded views

Keynote sponsorship package:

Keynote sessions are the pillars of a great Congress with strong speakers who attract high number of audiences who want to attend.

- Listing on the ECP Congress website, including a 150-word profile, logo and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor to be name checked at beginning of the session and will provide a video or live speaker to introduce and close the session
- Sponsor's logo to be displayed during session and prominently on holding pages in between speakers
- TBC- 'Meet-the Keynote' sessions in a less formal setting for delegates and keynote speakers - sponsor to have branding in this session
- One full Congress delegate place - opportunity to purchase additional delegate places at discounted rate

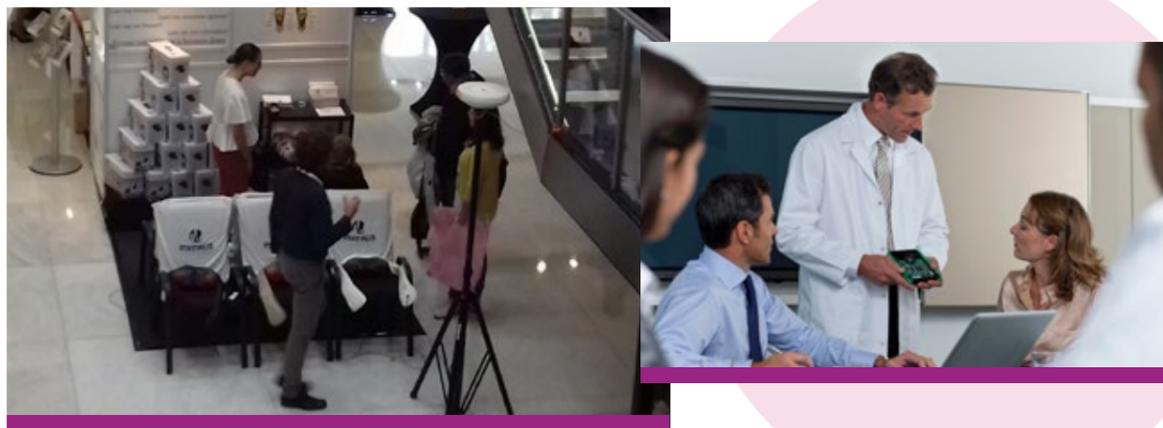




Sponsored product demonstrations:

The ECP Congress programme could allow for a number of vetted demonstrations to take place. These sessions would allow practical demonstrations of a product in 30-45 mins – there is expected to be minimal description and there must be an interactive element for the audience. Submissions for a commercial demonstration will need to be made and approved by BPS, justifying the inclusion in the programme and the expertise of the product / presenter.

- Listing on the ECP Congress website, including a 150-word profile, logo and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- A speaker slot on the speaker panel and the opportunity to provide other client/ case study speakers
- Session to follow ECP guidelines in terms of structure and delivery
- Sponsor company logo and branding to appear on promotional material throughout the demonstration
- One full Congress delegate place - opportunity to purchase additional delegate places at discounted rate



Poster Viewing Session Sponsorship package -£7,500 / €7,800

The popular Poster Viewing Sessions are planned within the Congress programme. The sponsor will be associated with these highly engaging sessions, enjoying prominent placing during the session as well as sponsoring the prizes.

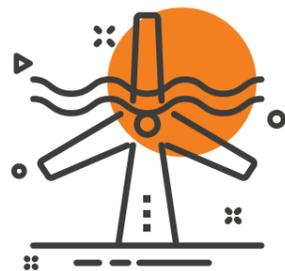
Pre-Event Publicity

- Sponsor logo to appear on the ECP Congress website page
- Sponsor may use the 'Poster Viewing Session Sponsor' wording on own marketing collateral, throughout the contract period

During Event

- Sponsor company logo and branding to appear on promotional material on the Congress platform. Including:
 - Sponsor logo to feature alongside Poster Viewing Session and will be billed as 'Sponsored by'
 - Sponsor to be acknowledged as awarding the cash prizes for each session:
 - 1 1st Place - £100
 - 2 2nd Place - £50
 - 3 3rd Place - £25
 - 4 Best student poster prize - £75
 - 5 Sponsor can provide additional prizes if desired – sponsor to provide (not in place of above)





Delegate Lunch Break Sponsorship packages (3 available) - price on application

There are three lunches served for 4,000 delegates on each day of the Congress. Sponsorship package provides the opportunity for strong impact for all delegates during the popular Congress breaks.

- Listing on the ECP Congress website, including a 150-word profile, logo, and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor company logo and branding to appear on promotional material with the lunch serving areas including:
 - In room graphics
 - Sponsor logo to appear on branded box lunch / lunch bag for all delegates
 - Personalised centre tables with sponsor logo and company message
 - Sponsor branded napkins
- Two full Congress delegate place - opportunity to purchase additional delegate places at discounted rate

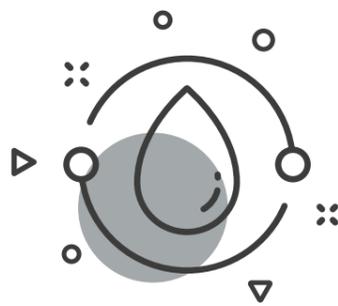


Tea / Coffee Break Sponsorship package (5 available) - price on application

Up to five refreshment breaks in the programme across the 3-day congress can be individually sponsored or taken as a whole. Sponsorship package provides the opportunity for strong impact for all 4,000 delegates during the popular Congress breaks.

- Listing on the ECP Congress website, including a 150-word profile, logo, and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor to appear on personalised centre table with logo and company message
- One full Congress delegate place - opportunity to purchase additional delegate places at discounted rate





NEW
FOR
2023

Career Lounge Sponsorship package - £15,000 / €17,500

This exciting Congress area will give one sponsor prime positioning as an leading Employer of Psychologists. The zone will be a Go To area for delegates who want advice and help on developing their career and discussing new opportunities.

- Listing on the ECP Congress website, including a 150-word profile, logo, and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor company logo and branding to appear throughout the Employer Zone, including:
 - Pop up Sponsor banners
 - Sponsor coloured cushions on sofas
 - Sponsor to display one piece of company literature table (sponsor to provide)
- One full Congress delegate place - opportunity to purchase additional delegate places at discounted rate



Chill out and Charge Zone Sponsorship package - £12,000 / €14,000

This new zone will allow delegates the opportunity to take a break from the bustle of the Congress and exhibition. With relaxing sofas and phone charging points, these will provide a relaxing space for respite giving the sponsor strong presence and visibility.

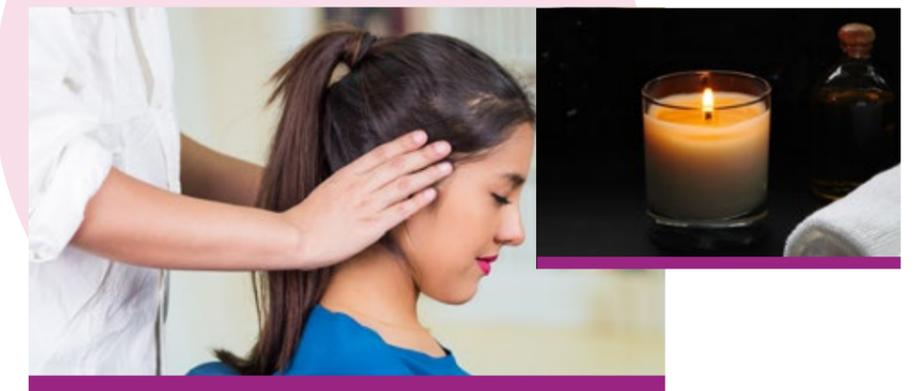
- Listing on the ECP Congress website, including a 150-word profile, logo, and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor company logo and branding to appear throughout the Chill out and Charge Zone, including:
 - Pop up Sponsor banners
 - Sponsor coloured cushions on sofas
 - Sponsor to display one piece of company literature table (sponsor to provide)
- One full Congress delegate place - opportunity to purchase additional delegate places at discounted rate

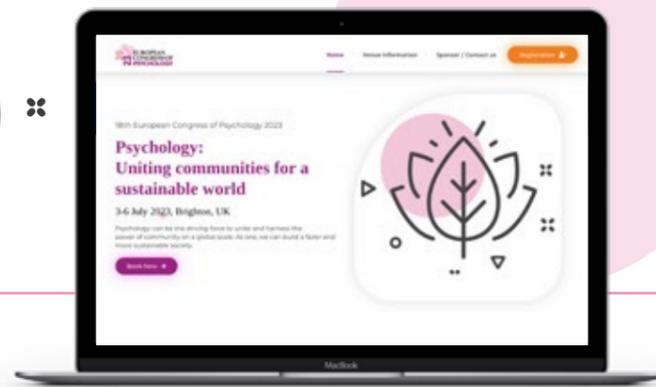


Well-being Area Sponsorship package - £12,000 / €14,000

The Well-being Area will allow delegates the opportunity to recharge themselves during the business schedule of Congress. Giving an opportunity to take 10 mins for a back massage or foot rub from a trained therapist, this area will give the sponsor the opportunity to mix with delegates in a more tranquil environment.

- Listing on the ECP Congress website, including a 150-word profile, logo, and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor company logo and branding to appear throughout the Well-being Area, including:
 - Pop up Sponsor banners
 - Sponsor branding across therapist clothing - TBC
 - Sponsor to display one piece of company literature table (sponsor to provide)
- One full Congress delegate place - opportunity to purchase additional delegate places at discounted rate





Lanyard Sponsorship package - £7,500 / €8,000

Sponsoring the 4,000 lanyards for the Congress gives ambient presence at all times across all delegates. Company logo is highly visible and in the hands of the delegate throughout.

- Listing on the ECP Congress website, including a 150-word profile, logo and links to website/email
- Sponsor logo to appear in relevant position on the ECP Congress website
- Sponsor company logo and branding to appear on the lanyard and delegate badge
- Sponsor to supply lanyards, ECP to supply delegate badges
- One full Congress delegate place - opportunity to purchase additional delegate places at discounted rate



Exhibition stands - £4,000 / €4,700

The exhibition hall is the central hub for Congress activity, with delegate registration (TBC), all refreshments, drinks and networking space taking place here. Exhibitors will have plenty of face to face time with delegates throughout the three days.

- Listing on the ECP Congress website, including a 150-word profile, logo, and links to website/email
- Exhibitor logo to appear in relevant position on the ECP Congress website
- 3m x 2m exhibition stand (spot light and electrics are included on site for easy set-up)
- Listing on the Congress App
- Two full Congress delegate place - opportunity to purchase additional delegate places at discounted rate



EASY SET-UP
ALL EXHIBITION STANDS INCLUDE SPOT LIGHT AND ELECTRICS

