



**PSYCHOLOGY IN THE 21ST CENTURY:  
OPEN MINDS, SOCIETIES & WORLD**

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The 32<sup>nd</sup> International Congress of Psychology  
PRAGUE 2021 / Czech Republic

July 18 - 23, 2021  
“hybrid event”  
Prague, Czech Republic



**PARTNERSHIP & EXHIBITION  
PROSPECTUS**

[www.icp2020.com](http://www.icp2020.com)



## Table of Contents

1. ICP 2020+ President Message .....	5
2. 32 <sup>nd</sup> INTERNATIONAL CONGRESS OF PSYCHOLOGY DETAILS .....	6
3. PARTNERSHIP OPPORTUNITIES .....	12
3.1. PARTNERSHIP PACKAGES .....	16
3.2. INDIVIDUAL OPPORTUNITIES.....	26
Social Events .....	26
Educational Partnership .....	31
Delegate Reach Partnership .....	35
Advertising Opportunities .....	39
4. EXHIBITION OPPORTUNITIES .....	46



# ICP 2020 PRESIDENT MESSAGE



## Letter from the President of ICP 2020+



I speak to you as the president of the International Congress of Psychology with an invitation to become a partner of The International Congress of Psychology. ICP is a top world event in psychology which takes place only once in four years. It is a scientific congress and at the same time a unique networking opportunity. At this occasion, you can advertise your institution and its results not only to psychologists but also to experts from many related fields. Psychological applications encompass the spheres of industrial production, health, and education, among others.

We expect approximately 8.000 participating psychologists as well as experts from related fields from all continents. They are affiliated with various universities, colleges, research institutions, government bodies, consulting centers, humanitarian foundations as well as commercial industries.

Our Partnership Package presents a variety of on-line/on-site opportunities to increase the visibility of your institution in the international context.

The venue of ICP 2020+ is an ideal location close to the center of Prague, the most beautiful city in Central Europe.

We offer you a professional as well as friendly and flexible approach of our organizers so that you can make the best use of the opportunities in our portfolio. The ICP 2020+ offers a wide variety of options for sponsoring partnerships which will provide you not just with benefits during the Congress itself but which will involve you well before the Congress opens and will keep you in the minds of the participants long after the Congress closes.

We trust that this portfolio will help you to find an ideal style of partnership with the ICP 2020+ and we are confident that we can help to tailor our partnership to the mutual advantage of both the Congress and your respected institution.

Do not miss the opportunity to be associated with this special event.

We are looking forward to working with you as the partner of the ICP 2020+ in Prague.

Yours truly,

Stanislav Štech





# 32<sup>ND</sup> INTERNATIONAL CONGRESS OF PSYCHOLOGY DETAILS



## **Conference Location:**

Prague, Czech Republic

## **Conference Format:**

ICP 2020+ will be a hybrid event with both options of attendance on-site & on-line

## **Conference Dates:**

July 18<sup>th</sup> – 23<sup>rd</sup>, 2021

## **Conference Motto:**

*“OPEN MINDS, SOCIETIES & WORLD”*

## **Conference Format:**

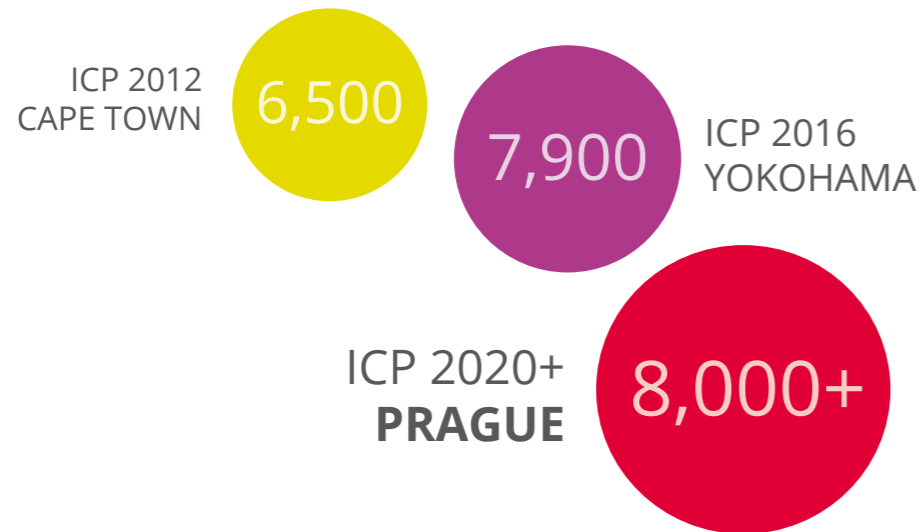
The 32nd ICP will be for the first time in a long history in a hybrid format. It means that there will be a possibility to choose between in-person or on-line attendance. It also means that we will offer to our Exhibitors & Partners the possibility to choose the form based on their preferences and needs. A combination of both is possible. You will find a list of opportunities on next pages and we are sure that the ICP 2020+ options bring you many opportunities to connect with the participants and exhibit your company, products and services.



## INTERNATIONAL CONGRESS OF PSYCHOLOGY

The International Congress of Psychology is one of the biggest international events of Psychology in the world. It is organised every four years under the auspices of the International Union of Psychological Science. The first ICP was held in 1889 in Paris, France and the 32<sup>nd</sup> ICP Congress is coming to Prague in July 2021. Do not miss this extraordinary event and promote your company there.

### ICP IN NUMBERS:



### Conference Programme:

The conference programme will include:

- Business meetings
- Workshops
- Keynote Addresses presentations
- State of the Art Lectures
- Controversial Debates
- Plenary sessions
- Poster Sessions
- Welcome reception
- Congress Party
- Exhibition

### Attendees at ICP 2020+

The Congress will attract more than 8,000 representatives from:

- Universities
- Schools
- Research agencies and institutes
- Medical research institutes
- Research centres
- Government departments
- Funding Bodies
- Industrial bodies
- Service providers
- Commercial bodies and consultancies



### **Promotion of ICP 2020+**

The Congress has a marketing strategy that will ensure the benefits of supporting the Congress widely known before, during and after the event including:

- Extensive direct mail campaigns
- Website and electronic promotions
- Social media campaigns
- Promotion at other related conferences
- Promotion at special interest group meetings

### **Benefits of Partnering with ICP 2020+**

ICP 2020+ will provide a wide variety of standard and tailored options for partners and exhibitors to maximize the ability to showcase their services and products. The Congress aims to receive over 8,000 participants from across the world and a wide variety of institutions. A wide and intense marketing campaign ensures that ICP 2020+ will be one of the biggest to date – providing substantial benefits for you as a partner and exhibitor.

- Receive wide visible acknowledgement via ICP 2020+ marketing leading up to, during and after the Congress
- Raise your profile in the industry and add value to your brand
- The opportunity to relay your key message to a captive and relevant audience who have the dedicated time during the Congress
- Inform and update delegates on new initiatives and developments within your organization
- The opportunity of your key staff to connect face to face with the most influential people, bodies and organizations in research, research management, universities etc.



ICP 2020+ offers a wide variety of options enabling sponsored partnerships with substantial benefits starting well before, and continuing after the Conference has closed, and naturally with fantastic exposure during the Conference itself.

### **Partnership & Exhibition Forum**

Partners and exhibitors can actively participate in the Partnership & Exhibitors Forum within the Congress programme. To increase your exposure and visibility, we provide the opportunity to present your product or service in a 3 minute presentation. As this is very popular, space is limited and will be booked on a “first come first serve” basis.

Packages for partners are created according to the level of sponsorship and associated benefits. More detail and other packages on the following pages. If you are interested in any of these, or would like to discuss a tailored package for your specific needs, please contact us at:

### **32<sup>nd</sup> International Congress of Psychology**

Congress Secretariat  
Computer System Group a.s.  
5. května 65  
140 21 Prague  
Czech Republic  
[secretariat@icp2020.com](mailto:secretariat@icp2020.com)



# PARTNERSHIP OPPORTUNITIES



## PARTNERSHIP AND EXHIBITION OPPORTUNITIES AT A GLANCE

	Number Available	Investment EUR inclusive VAT
<b>Individual Opportunities</b>		
<b>Social Media Package (FB, TW, IG, LI)</b>		
Pre-congress	6 posts April till July	EUR 1 000
During the congress	1 post per congress	EUR 800
Post-congress	2 post after the Congress	EUR 500
<b>Newsletter - banner 600 x 250 px</b>		
Pre-congress	8 newsletters April - May	EUR 1 000
	8 newsletters June - July	EUR 2 200
	1 newsletter April - May	EUR 200
	1 newsletter June - July	EUR 400
Post-congress	1 newsletter	EUR 400
<b>Congress Online App Announcements</b>		
1 Pre-congress		EUR 300
1 During congress		EUR 600
1 Post-congress		EUR 300
<b>Virtual studio (shared on the web, social media, and newsletter)</b>		
Logo in one interview with special congress hosts		EUR 1 000
15 sec sponsored spot before an interview with special congress hosts		EUR 1 500
<b>Webpage banners</b>		
Pre-congress	for one week	EUR 300
	for one month	EUR 600
Post-congress	for one week	EUR 300
	for one month	EUR 600
<b>One day partnership during the congress</b>		
Premium web banner, logo on the online platform, announcement	Limited to 2 per day	EUR 1 450
Standard web banner	Limited to 3 per day	EUR 630



<b>Social Events</b>		
Welcome Reception	Exclusive	EUR 7 500
Congress Presidential Evening	Exclusive	EUR 5 000
ICP 2020+ Congress Party	Exclusive	EUR 7 500
Business Breakfast	Limited to 5 only	EUR 1 500
Sponsored Social Lounge /up to 25 people/	Limited 2 per day	EUR 1 500
<b>Educational</b>		
International State of the Art Speaker	Limited opportunities	EUR 2 500
Local State of the Art Speaker	Limited opportunities	EUR 1 500
Partner recognition (Invited components Keynote Address or Invited Symposium)	Limited opportunities	EUR 1 800
Sponsored Live session - 15 min	Limited opportunities	EUR 2 500
Sponsored Content - 3 min spot included within the programme	Limited opportunities	EUR 2 000
ICP 2020+ Virtual Studio Interview	Limited opportunities	EUR 3 000
<b>Delegate Reach</b>		
Congress Bag Partner	Exclusive	EUR 5 000
Name Badge and Lanyard Partner	Exclusive	EUR 5 000
Congress App Partner	Exclusive	EUR 6 500
Congress Note Pads and Pens/Pencils	Exclusive	EUR 3 000
<b>Advertising</b>		
Bag Insert	Multiple	EUR 1 300
Advertisement in Congress Book 1 page	Limited	EUR 1 500
Advertisement in Congress Book 1/2 page	Limited	EUR 800
<b>Exhibition</b>		
Exhibition space 6m2 on-site+on-line	Multiple	EUR 2 000
Virtual Exhibit Booth 6 months	Multiple	EUR 1 500



<b>Partnership Opportunities</b>		
Platinum	Exclusive	EUR 25 000
Gold	3 opportunities	EUR 19 000
Silver	Limited opportunities	EUR 12 000
Bronze	Multiple	EUR 7 500
Academic Partner (academic institution)	Limited opportunities	EUR 2 000





## PARTNERSHIP PACKAGES

### PLATINUM

Exclusive opportunity  
Investment EUR 25,000

- Workshop or Symposium – two 90 minutes sessions that will be a part of the congress programme (Rental fee of the room with standard AV equipment. The workshop or symposium content will need to be approved by the ICP 2020+ programme committee prior to inclusion in the programme. You will choose the subject of the symposia or workshops and invite the speakers and moderators. The setup and organization are at the partner's discretion. Costs of speakers and moderators (travel, accommodation and registration fee) participating in your events are your responsibility. All attendees to your events need to be registered as paying participants. Catering is not included. For catering you have to contact Congress Secretariat separately).

#### Partner Recognition

- Organisation logo on the congress staff t-shirt (one colour print process)
- Organisation acknowledgement on the Congress website with hyperlink to company website
- Organisation acknowledgement and logo on literature and signage relating to the Congress, highlighting the level of partnership
- Organisation acknowledgment on Conference partner slides in Plenary Sessions
- Organisation logo and 200 words Promotional paragraph in Congress handbook
- Organisation logo on regularly distributed electronic newsletters
- Platinum Partner acknowledgement at opening and closing of the Congress
- Organisation provided banner on display near Congress Registration
- Promo Video from the congress with your logo

#### Partner Promotion

- 1 Full-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- Four delegate bag inserts included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)
- Opportunity to present your product or service in a 3 minute presentation as part of the Partnership & Exhibition Forum
- Pre-event email delivered to all participants and marketing groups promoting you and your support of the congress.  
Virtual studio interview

#### Registration Inclusion

- 4 Congress registration passes including social function tickets

#### Exhibition Inclusion

- An exhibition space (2) 3x2m in the ICP 2020+ Exhibition Area/ Virtual booth
- 4 Exhibition staff passes including four welcome reception tickets
- Free rental of 2 Interactive Multimedia Touch Panels for the partner presentation purposes at the congress at no additional cost



## GOLD

Limited to 3 opportunities  
Investment EUR 19,000

- Workshop or Symposium – one 90 minutes sessions that will be a part of the congress programme (Rental fee of the room with standard AV equipment. The workshop or symposium content will need to be approved by the ICP 2020+ programme committee prior to inclusion in the programme. You will choose the subject of the symposia or workshops and invite the speakers and moderators. The setup and organization are at the partner´s discretion. Costs of speakers and moderators (travel, accommodation and registration fee) participating in your events are your responsibility. All attendees to your events need to be registered as paying participants. Catering is not included. For catering you have to contact Congress Secretariat separately).

### Partner Recognition

- Organisation acknowledgement on the Congress website with hyperlink to company website
- Organisation acknowledgement and logo on literature and signage relating to the Congress, highlighting the level of partnership
- Organisation acknowledgment on Conference partner slides in Plenary Sessions
- Organisation logo and 150 words Promotional paragraph in Congress handbook
- Gold Partner acknowledgement at opening and closing of the Congress
- Organisation provided banner on display near Congress Registration

### Partner Promotion

- 1 Full-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- Three delegate bag inserts included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size).
- Opportunity to present your product or service in a 3 minute presentation as part of the Partnership & Exhibition Forum  
Virtual studio interview

### Registration Inclusion

- 2 Congress registration passes including social function tickets

### Exhibition Inclusion

- An exhibition space (1) 3x2m in the ICP 2020+ Exhibition Area/ Virtual booth
- 2 Exhibition staff passes including four welcome reception tickets





## SILVER

Limited opportunities  
Investment EUR 12,000

- Workshop session that will be a part of the congress programme (Rental fee of the room with standard AV equipment. The workshop or symposium content will need to be approved by the ICP 2020+ programme committee prior to inclusion in the programme. You will choose the subject of the symposia or workshops and invite the speakers and moderators. The setup and organization are at the partner's discretion. Costs of speakers and moderators (travel, accommodation and registration fee) participating in your events are your responsibility. All attendees to your events need to be registered as paying participants. Catering is not included. For catering you have to contact Congress Secretariat separately).

### Partner Recognition

- Organisation acknowledgement on the Congress website with hyperlink to company website
- Organisation acknowledgment on Conference partner slides in Plenary Sessions
- Organisation logo and 100 words Promotional paragraph in Congress handbook
- Silver Partner acknowledgement at opening and closing of the Congress



### Partner Promotion

- 1 Full-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- 2 delegate bag inserts included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)
- Opportunity to present your product or service in a 3 minute presentation as part of the Partnership & Exhibition Forum

### Registration Inclusion

- 1 Congress registration passes including social function tickets

### Exhibition Inclusion

- An exhibition table in the ICP 2020+ Exhibition Area/Virtual booth
- 1 Exhibition staff pass including four welcome reception tickets



## BRONZE

Multiple opportunities  
Investment EUR 7,500

### Partner Recognition

- Organisation acknowledgement on the Congress website with hyperlink to company website
- Organisation acknowledgment on Conference partner slides in Plenary Sessions
- Organisation logo and 50 words Promotional paragraph in Congress handbook
- Silver Partner acknowledgement at opening and closing of the Congress

### Partner Promotion

- 1 Half-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 8,000 are required (definite number to be specified closer to the congress date, A4 size)
- Opportunity to present your product or service in a 3 minute presentation as part of the Partnership & Exhibition Forum

### Exhibition Inclusion

- An exhibition table in the ICP 2020+ Exhibition Area/Virtual Booth
- 1 Exhibition staff pass including four welcome reception tickets







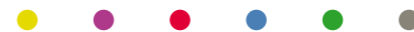
## ACADEMIC PARTNER (academic institution only)

Limited opportunities  
Investment EUR 2,000

- Partner Symposium session that will be a part of the congress programme (Rental fee of the room with standard AV equipment. The workshop or symposium content will need to be approved by the ICP 2020+ programme committee prior to inclusion in the programme. You will choose the subject of the symposia or workshops and invite the speakers and moderators. The setup and organization are at the partner's discretion. Costs of speakers and moderators (travel, accommodation and registration fee) participating in your events are your responsibility. All attendees to your events need to be registered as paying participants. Catering is not included. For catering you have to contact Congress Secretariat separately).

### Partner Recognition

- Organisation acknowledgement on the Congress website with hyperlink to company website
- Organisation acknowledgment on Conference partner slides in Plenary Sessions
- Organisation logo and 150 words Promotional paragraph in Congress handbook
- Academic Partner acknowledgement at opening and closing of the Congress



### Partner Promotion

- 1 Full-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- 1 delegate bag inserts included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 8,000 are required (definite number to be specified closer to the congress date, A4 size)
- Opportunity to present your product or service in a 3 minute presentation as part of the Partnership & Exhibition Forum

### Registration Inclusion

- 3 Congress registration passes including social function tickets
- Opportunity to nominate 15 students from the Academic institution as volunteers at ICP 2020+

### Exhibition Inclusion

- An exhibition table in the ICP 2020+ Exhibition Area/ Virtual Booth
- 1 Exhibition staff pass including Welcome reception



## INDIVIDUAL OPPORTUNITIES / Social Events

### WELCOME RECEPTION

Exclusive opportunity  
Investment EUR 7 500

The welcome reception offers an exclusive opportunity to market your organisation at the initial opening event of the Congress.

#### Partner Recognition

- Acknowledgement as Welcome Reception Partner
- Opportunity to market your organisation by providing a welcome address at the Welcome Reception
- 2 organisation banners displayed at the welcome reception (supplied by partner)
- Organisation acknowledge on the Congress website with hyperlink to the company website

#### Partner Promotion

- 1 Half-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)

#### Registration Inclusions

- One Congress registration including social function tickets
- Six welcome reception tickets



### CONGRESS PRESIDENTIAL EVENING

Exclusive opportunity  
Investment EUR 5 000

The Presidential Evening is organised for the Invited Speakers by the President of the Congress. This time the evening will be held in the historical building of Karolinum at Charles University – the oldest university in Europe. You will have the opportunity to visit the historical premises including the ceremony for the Invited Speakers.

#### Partner Recognition

- Acknowledgement as Presidential Evening Partner
- Opportunity to market your organisation by providing a welcome address at the Presidential Evening reception
- 2 organisation banners displayed at the welcome reception (supplied by partner)
- Organisation logo on Inviting cards and evening Menu
- Organisation acknowledge on the Congress website with hyperlink to the company website

#### Partner Promotion

- 1 Half-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)
- Opportunity to provide promotional gifts for attendees at the Presidential evening reception (subject to prior approval)

#### Registration Inclusions

- One Congress registration including social function tickets



## ICP 2020+ CONGRESS PARTY PARTNER

Exclusive opportunity  
Investment EUR 7 500

The Congress Party is the social highlight of the Congress. This event will provide you with an opportunity to sponsor the main social function that brings delegates together to network in a relaxed and fun environment.

### Partner Recognition

- Acknowledgement as Congress Party Partner
- Opportunity to market your organisation by providing a welcome address at the Congress Party
- 2 organisation banners displayed at the Congress Party (supplied by partner)
- Organisation logo on Inviting cards and evening Menu
- Organisation acknowledge on the Congress website with hyperlink to the company website

### Partner Promotion

- 1 Half-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)
- Opportunity to provide promotional gifts for attendees at the Presidential evening reception (subject to prior approval)

### Registration Inclusions

- One Congress registration including social function tickets
- Six Congress Party tickets



## BUSINESS BREAKFAST

LIMITED TO 5 ONLY  
Investment EUR 1 500

Take the opportunity to host your own business breakfast onsite at the Congress. ICP 2020+ will reserve a meeting room with basic facilities and organise the delegates to directly register to your breakfast.

### Partner Recognition

- Acknowledgement as Business breakfast Partner
- Organisation logo displayed on signage next to catering stations (supplied by partner)
- Opportunity to display brochures and flyers at catering stations during the selected break
- Opportunity to provide self-branded napkins (to be provided by the partner)
- 1 company logo on the Congress website

### Meeting Inclusions

- 1 meeting room
- Basic AV facilities
- Assistance by ICP 2020+ staff for breakfast registrations

*Note: Speakers costs, catering, additional AV are at the partner's expense. The programme for your meeting is further subject to approval by the Congress Committees.*



## Virtual Sponsored Social Lounge /up to 25 people/

LIMITED 2 PER DAY  
Investment EUR 1 500

Take the opportunity to host your own business breakfast onsite at the Congress. ICP 2020+ will reserve a meeting room with basic facilities and organise the delegates to directly register to your breakfast.

### Partner recognition

- Acknowledgement as Partner of the Social Lounge.
- Organisation logo displayed during the whole session.
- Verbal acknowledgement at the start and at the end of the virtual session.

### Partner promotion

- One delegate bag insert included, the partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 2,000 are required (definite number to be specified closer to the congress date, A4 size)
- One congress announcement with the invitation sent to all delegates.

*Note: Possible Speakers costs, are at the partner's expense. The programme for your meeting is further subject to approval by the Congress Committees.*



## INDIVIDUAL OPPORTUNITIES / Educational Partnership

## INTERNATIONAL STATE OF THE ART SPEAKER

Limited to 1 partner per speaker  
Investment EUR 2 500

ICP 2020+ will have a range of high profile speakers to deliver plenary presentations. The partnership of a keynote speaker will provide the opportunity for maximum exposure of your brand. Keynote speakers are expected to be identified in late 2019.

### Partner Recognition

- Acknowledgement as International State of the Art Speaker partner
- Verbal Acknowledgement or partnership at the start and finish of the relevant session
- Organisation's name and logo on holding slides during the relevant session
- 1 company logo on the Congress website
- Company logo in Congress handbook
- Organisation provided banner displayed at the session where the speaker is appearing

### Partner Promotion

- 1 Half-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)





## LOCAL STATE OF THE ART SPEAKER

Limited to 1 partner per speaker  
Investment EUR 1 500

ICP 2020+ will have a range of high profile speakers to deliver plenary presentations. The partnership of a State of the Art speaker will provide the opportunity for maximum exposure of your brand.

### Partner Recognition

- Acknowledgement as Local State of the Art Speaker partner
- Verbal Acknowledgement or partnership at the start and finish of the relevant session
- Organisation's name and logo on holding slides during the relevant session
- 1 company logo on the Congress website
- Company logo in Congress handbook
- Organisation provided banner displayed at the session where the speaker is appearing

### Partner Promotion

- 1 Half-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)



## PARTNER RECOGNITION (INVITED COMPONENTS KEYNOTE ADDRESS OR INVITED SYMPOSIUM)

Limited opportunity  
Investment EUR 1 800

Conference Invited components include Keynote Speakers and Invited Symposia for each of the 42 Thematic Areas.

### Partner Recognition

- Acknowledgement as an Invited Component partner
- Verbal Acknowledgement or partnership at the start and finish of the relevant session
- Organisation's name and logo on holding slides during the relevant session
- 1 company logo on the Congress website
- Company logo in Congress handbook
- Organisation provided banner displayed at the session where the speaker is appearing

### Partner Promotion

- 1 Half-page colour advertisement in the printed congress programme booklet (artwork supplied by partner)
- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)



#### INDIVIDUAL OPPORTUNITIES / Delegate Reach Partnership

### CONGRESS BAG PARTNER

Exclusive opportunity  
Investment EUR 5 000

Each delegate will receive a bag upon registration at the Congress. The bag offers you lasting brand exposure on an item of a high quality to encourage use by delegates well after the Congress has finished.

#### Partner Recognition

- Acknowledgement as Congress Bag Partner
- Organisation logo printed (one colour) on the front of the bag (together with the ICP 2020+ Congress logo)
- Organisation logo in Congress book
- Organisation acknowledge on the Congress website with hyperlink to the company website

#### Partner Promotion

- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)



## NAME BADGE AND LANYARD PARTNER

Exclusive opportunity  
Investment EUR 5 000

Each delegate will receive a name badge and lanyard upon registration to wear for the entire duration of the Congress. This partnership provides an exclusive, highly visible level of exposure during the event.

### Partner Recognition

- Acknowledgement as Name Badge and Lanyard Partner
- Organisation logo printed (one colour) on all name badges and lanyards together with ICP 2020+ Congress logo (branded lanyards may be supplied by the partner)
- Organisation acknowledge on the Congress website with hyperlink to the company website

### Partner Promotion

- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)



## CONGRESS APP PARTNER

Exclusive opportunity  
Investment EUR 6,000

Delegates gain access to the ICP 2020+ App which can be downloaded to smartphone devices offering wide exposure. App content includes information on the programme, speakers, maps and exhibition and is offered to delegates prior to the Congress.

### Partner Recognition

- Acknowledgement as Congress App Partner
- Prominent organisation branding on the ICP 2020+ Congress App
- Organisation bio featured on the app
- Opportunity to have documents available for delegates to download via the App (subject to prior approval and App capabilities)
- Organisation acknowledge on the Congress website with hyperlink to the company website

### Partner Promotion

- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)



## CONGRESS NOTE PADS & PENS/PENCILS PARTNER

Exclusive opportunity  
Investment EUR 3 000

A note pad and a pen/pencil are included in every congress bag. Approximately 8,000 are required (definite number to be specified closer to the congress date, A4 size). Pads and pens, complete with company logo/inscription are provided by the partner.

### Partner Recognition

- Acknowledgement as Congress Note pads and Pens/Pencils Partner
- Organisation acknowledge on the Congress website with hyperlink to the company website

### Partner Promotion

- One delegate bag insert included, partner needs to provide the printed material/sample product. Subject to prior approval. Each delegate will receive one congress bag with inserts. Approximately 1,500 are required (definite number to be specified closer to the congress date, A4 size)



## INDIVIDUAL OPPORTUNITIES / Advertising Opportunities

### BAG INSERT

Multiple opportunities  
Investment EUR 1,500

Opportunity to include a promotional insert or item into the delegate bag (subject to prior approval).

### ADVERTISEMENT IN THE CONGRESS BOOK

Limited opportunity  
Investment EUR 1,500 Full Page Advertisement  
Investment EUR 800 Half Page Advertisement

The Congress book will be given to all delegates/exhibitors/partners attending the Congress.





## INDIVIDUAL OPPORTUNITIES / Advertising Opportunities

### Social Media Package (FB, TW, IG, LI)

Multiple opportunities

Investment

Pre-congress	6 posts April till July	EUR 1 000
During the congress	1 post per congress	EUR 800
Post-congress	2 post after the Congress	EUR 500

#### Partner recognition

- Acknowledgement as Social Media Partner.
- Graphic and text in maximum length and size for each social media channel. Subject to prior approval.

#### Partner promotion

- Through our social media post, you can reach up to 3,000 viewers by one post.



### Newsletter - banner 600 x 250 px RGB

Limited opportunities to 3 only

Investment

Pre-congress	8 newsletters April - May	EUR 1 000
	8 newsletters June - July	EUR 2 200
	1 newsletter April - May	EUR 200
	1 newsletter June - July	EUR 400
Post-congress	1 newsletter	EUR 400

#### Partner recognition

- Acknowledgement as Newsletter Partner.
- Clickable banner 600 x 250 px RGB. Subject to prior approval.

#### Partner promotion

- Overall email reach access to over 17,000 users with an open rate of 40% and 2% clicks.



## Congress Online App Announcements

Multiple opportunities

Investment

1 Pre-congress	EUR	300
1 During congress	EUR	600
1 Post-congress	EUR	300

ICP 2020+ will be accessible through the online application for desktop and mobile devices. The App Announcement will be sent to all congress delegates.

### Partner recognition

- Text of the announcement provided by the Partner

### Partner promotion

- The straight reach is to all delegates.



## Virtual studio (shared on the web, social media, and newsletter)

Multiple opportunities

Investment

The Virtual studio will be running prior, during and after the Congress. The output will be sent via our newsletters, published social media channels, and on the congress websites.

### Partner recognition

- Acknowledgement as Virtual Studio Partner for one interview.
- Logo during the whole interview on the screen.
- Possibility to buy an additional 15-sec spot before and after the interview.

### Partner promotion

- The total reach is up to 25,000 viewers.



## Webpage banners

Limited to 3 only  
Investment

Pre-congress	for one week	EUR 300
	for one month	EUR 600
Post-congress	for one week	EUR 300
	for one month	EUR 600

### Partner recognition

- Acknowledgement as Webpage Banner Partner.
- Banner with the link to partner website or the virtual booth of ICP 2020+.

### Partner promotion

- The webpage banner of the size XXX x XXX px will be displayed on the homepage website of ICP 2020+.
- Average daily visitors up to XXXX.



## Webpage banners- One day partnership

Limited opportunities to 3 only for Standard and to 2 for Premium.  
Investment

One day partnership during the congress

**Premium web banner, logo on the online platform, announcement**  
Limited to 2 per day EUR 1 450

**Standard web banner** Limited to 3 per day EUR 630

### Partner recognition

- Acknowledgement as Daily Partner.
- Banner in case of Standard and additional logo on the online platform and announcement for Premium package linked to the partner's website or the virtual booth of ICP 2020+.

### Partner promotion

- With Standard reach to XXXX websites visitors.
- With Premium reach to all congress delegates.



## Virtual Exhibition Booth

Listing on Exhibitors Landing Page on the online platform

Can Upload:

Company Information

- Logo
- Product Information
- Social Media Links
- One Promo Video
- Photos
- PDF with marketing materials
- Staff Information
- URLs for Live showcases
- Raffle Prizes
- Coupons

Video Chat Rooms

Lead Retrieval

Analytics

Listing and URL link on icp2020.com

Listing and URL link on the printed program book

Search attendee profiles based on their area of interest

Reach out to every attendee

Arrange 1:1 meet-ups with individual attendees

Gather leads and Track visitors: Add a unique link from your virtual booth to your organization's website

Leave comments in discussions or answer attendee questions on the Community Board

Post articles in the Article Sharing area of the Community Board

Participate in the Networking Table Sessions



Exhibiting at the Prague ICP 2020 + conference gives you access and exposure to a very wide variety of executives, professionals, and leaders in various disciplines that you would not normally be able to reach – and they are eager to hear and see what you can offer. The conference creates the right atmosphere to engage at multiple levels and provides you with many options to maximize your visibility and attract visitors to your booth.

**ICP 2020+ will give you, the Exhibitor, the ideal platform and audience to showcase your products and services. You will also have the option to choose from a wide variety of exhibit types that suit your scope and scale.**

## Why would you want to exhibit at ICP 2020+?

- ICP attracts global leading professionals in a broad range of Psychology disciplines
- Conference attendees have invested in the event and thus are in “listening and learning” mode ideal for you as Exhibitor
- A constant stream of participants moving between events and activities over several days giving you a steady visitor base
- Participants will also be showing interest on the latest topics as published and presented at the Conference
- Enables networking for future opportunities
- Give yourself the opportunity to see latest industry trends



A high percentage of conference attendees browse the exhibits between program sessions. The diverse nature of the program means you will see a constant stream of visitors from a wide range of disciplines.

- Universities, colleges and schools
- Research agencies, institutes and centres
- Government departments
- Funding bodies
- Industrial bodies
- Service Providers
- Commercial bodies
- Consultancies

Early confirmation of your booth/table will enable you to select your preferred space on the floor plan.

<b>Exhibition space 6m2 on-site+on-line</b>	<b>Multiple</b>	<b>EUR 2 000</b>
<b>Virtual Exhibit Booth</b>	<b>6 months</b>	<b>Multiple</b>
		<b>EUR 1 500</b>

This means that the booth site will be given without any prefabricated walls, installations, furniture, electricity, carpet and furnishings or any other technical supplies and facilities. The exhibitor must personally take care of the set-up and installation of the actual booth.

**If you want to discuss a tailored exhibition package please contact Congress office for more details:**

32<sup>nd</sup> International Congress of Psychology  
 Congress Secretariat  
 Computer System Group a.s.  
 5. května 65  
 140 21 Prague  
 Czech Republic







PSYCHOLOGY IN THE 21ST CENTURY  
OPEN MINDS, SOCIETIES & WORLD

The 32<sup>nd</sup> International Congress of Psychology  
PRAGUE 2021 / Czech Republic



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