POSITIVE PSYCHOLOGY

is the scientific study of what makes individuals and communities thrive.

Positive psychology is an exciting new field of inquiry that has captured the interest of thousands of researchers, practitioners, and students from around the world. This burgeoning area of psychology focuses on the study and practice of the positive emotions, strengths, and virtues that make individuals and institutions flourish.

Since its inception in 1998, the field has seen an investment of tens of millions of dollars in research, the founding of several scientific journals, the development of masters and Ph.D. programs in key universities, and reports in major news outlets including cover stories in *Time*, *Newsweek*, and *U.S. News & World Report*. 
DEAR COLLEAGUES

IT IS OUR GREAT PLEASURE TO INVITE YOU TO PARTICIPATE IN THE FOURTH WORLD CONGRESS ON POSITIVE PSYCHOLOGY TAKING PLACE IN LAKE BUENA VISTA, FLORIDA ON JUNE 25-28, 2015.

In this upcoming meeting, we have created an exciting scientific program that presents a platform where research-based knowledge and practical experience can be shared by world-renowned experts in the field of positive psychology.

The basis of our Congress is steeped in our mission of promoting the science of positive psychology and its research-based applications; facilitating collaboration among researchers, teachers, students, and practitioners of positive psychology around the world and across academic disciplines; and sharing the findings of positive psychology with the broadest possible audience of academic researchers, licensed psychologists, and research-practitioners who have completed post-graduate education in positive psychology or a related discipline, consultants, educators, business owners, coaches, and other professionals who bring positive psychology research into their practice, members of the general public who are interested in learning more about the science and practice of positive psychology, and students enrolled in good standing in an academic program.

We are pleased to offer a comprehensive program for attendees. Practical and research-based workshops kick-off the Congress, followed by plenary sessions featuring well-known speakers from around the globe. Symposia, invited speakers, paper presentations, and discussion groups will fill the two and a half day program. Workshop and session presenters are leading experts in the field of positive psychology.

Companies just like yours are looking forward to engaging this active community, qualifying the short- and long-range potential to grow your business and advance new products and services. Let us know how IPPA can assist in your marketing initiatives while creating a memorial experience for Congress commercial interests. Our desire is that you capture new ideas, develop friendships, and support scientific collaborations within an environment of positive psychology.

With Best Wishes,

Kim Cameron, Ph.D.
Congress Chair
CONGRESS INFORMATION

FOURTH WORLD CONGRESS ON POSITIVE PSYCHOLOGY

What’s unique and new this year? One out of every two leaders in our community is directly influencing work and organizations and/or involved in basic research. Sources for books, training, e-learning and software capture the most interest of our audience. The Fourth World Congress on Positive Psychology is the place to make connections, meet current and prospective customers, gain valuable industry knowledge, and increase your visibility to remain competitive in the marketplace.

ANTICIPATED ATTENDANCE  1,000+ (professionals only)  DATES  June 25-28, 2015

CITY  Lake Buena Vista, Florida USA  VENUE  Disney’s Coronado Springs Resort


ORGANIZER  International Positive Psychology Association (IPPA), email: info@ippanetwork.org
14051 Burnhaven Drive, Suite 116, Burnsville, MN 55337
Phone 888-389-9687, Fax 888-389-9687
Kim Cameron, Ph. D., Professor, Congress Chair, cameronk@umich.edu
Chris Brown, Congress Director, Exhibition/Sponsorship, cbrown@ippanetwork.org

HOTEL ACCOMMODATIONS
Disney’s Coronado Springs Resort, 1000 W Buena Vista Dr, Lake Buena Vista, FL 32830

Online Reservations: http://www.ippanetwork.org/wcpp2015/registration
Phone Reservations: (407-939-4686 -- reference “Fourth World Congress on Positive Psychology”)

Accommodation Rates per Night: Registered Attendees $159.00,
Student Attendees: $124.00, Additional Person (18 years and up): $15.00

Terms: Complimentary wireless Internet access is available throughout the hotel (for general purpose emails, limited by increasing bandwidth demand such as video streaming, etc). Guests are offered complimentary airport transportation from/to Orlando International Airport via Disney’s Magical Express and advanced reservations are required. Complimentary transportation is also available to/from Walt Disney World theme parks and Downtown Disney from Disney’s Coronado Springs Resort.

Subject to room availability, these rates are available a) through June 2, 2015, increasing thereafter, b) June 20 and ending July 1, 2015 to extend your stay, c) Subject to sales and resort taxes, currently 12 ½% (subject to change) and d) rates provide IPPA with a $5 per night credit to help offset general Congress expenses.
AUDIENCE DEMOGRAPHICS

Your partnership with IPPA opens the doors to a growing membership community of over 1,500 individuals and organizational members from 64 countries.

Supporting IPPA initiatives gives your organization effective marketing power and valuable exposure. Your organization will be recognized by researchers and practitioners of positive psychology worldwide.

OUR COMMUNITY PARTICIPANTS

(16.8%) are entrepreneurs developing products or services
(24.4%) apply positive psychology in a clinical or therapeutic context
(25.6%) are professional writers, speakers and/or trainers
(26.5%) offer consulting services based on positive psychology research
(30.2%) use positive psychology in their coaching practice
(38.7%) conduct basic research
(41.8%) teach positive psychology
(45.1%) apply positive psychology research or perspectives at their job
(52.4%) study positive psychology

A survey conducted during November 2014 revealed that our community (IPPA members and others with whom we are in contact) represents:

- (52%) Work and Organizations
- (50%) Basic Research
- (49%) Education
- (44%) Coaching
- (42%) Health
- (35%) Clinical/Therapeutic Settings
- Additional fields include fitness/wellness and non-profit/social impact fit the vast majority of members, with additional arenas including humanities, government/policy/law, and technology
MEMBERS’ SIGNIFICANT BUYING POWER IS BEST DESCRIBED AS PROFESSIONALS WITH ANNUAL BUDGETS OF SPENDING ON POSITIVE PSYCHOLOGY RELATED PRODUCTS:

- 26.7% of Members spend $1,001-$5,000 annually on positive psychology-related products.
- 24.9% spend $501-$1,000.
- 14.4% spend $1-$500.
- 33.3% spend more than $5,001.

Six in ten Members regularly purchase positive-psychology-related products and services while an additional one in four Members influence the purchasing decisions of others.

The following products are most likely on Members’ shopping list within the next year:
- positive psychology books, 86.4%
- journal subscriptions, 33.2%
- training exercises, 32.6%
- curriculum materials, 25.3%
- e-Learning platforms, 19.9% and
- survey software/tools, 19.3%

SEVEN OF EVERY TEN PARTICIPANTS PLAN TO ATTEND THE FOURTH WORLD CONGRESS IN LAKE BUENA VISTA, FL JUNE 25-28, 2015.

While there, participants want to see:
- research centers (54.5%)
- organizations offering educational tools/curricula (49.4%)
- publishers (48.4%) and
- companies offering products or services based on positive psychology research (52.2%).
- Attendees also want to visit with
- higher education institutions (42.7%)
- funding organizations (35.6%)
- professional speakers/bureaus (42.0%)
- organizations offering certification programs (29.6%) or
- companies offering business development or technology services (19.4%)
ABOUT IPPA

The International Positive Psychology Association promotes the science of positive psychology and its research-based applications.

IPPA wants to facilitate collaboration among researchers, teachers, students, and practitioners of positive psychology around the world and across academic disciplines. The third mission of the organization is to share the findings of positive psychology with the broadest possible audience.

Our vision of the organization is of one that will integrate the positive psychology activities around the world. We strive to work with national and regional organizations, not supplant them, so that there is coordination of our activities.

IPPA hopes to support the global dialogue of both researchers and practitioners working in the field of positive psychology. In addition, the International Positive Psychology Association (IPPA) has grown to over 1,500 members from 64 countries!

IPPA is governed by a Board of Directors, which includes an Executive Committee. IPPA programs and events are managed by our administrative team and association volunteers.
Thank you for your interest in sponsoring and participating in the Fourth World Congress.

**Top reasons to exhibit and sponsor:**

- Connect with 1,000 positive psychology professionals focusing on the study and practice of the positive emotions, strengths, and virtues that make individuals and institutions flourish
- Cost-effective exhibitor and advertising opportunities
- 13.5 hours of dedicated exhibit time
- Engage with experts during scheduled receptions, breakfasts, luncheons, receptions and special events, all within the Exhibition Hall
- High attendee-to-exhibitor ratio of 40:1

### RECENT EXHIBITORS & SPONSORS

<table>
<thead>
<tr>
<th>Atria Books</th>
<th>Great Insights Press LLC</th>
<th>Passion Maps</th>
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<tbody>
<tr>
<td>Bridges to Recovery</td>
<td>Gurze Books</td>
<td>Peak Achievement Training</td>
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<tr>
<td>Case Western Reserve University</td>
<td>HAPACUS</td>
<td>Phillips Graduate Institute</td>
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<tr>
<td>Center for Consciousness and Transformation</td>
<td>Harnessing Happiness Foundation</td>
<td>Points of You</td>
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<tr>
<td>Center for Positive Organizational Scholarship</td>
<td>happier.com</td>
<td>Positive Acorn</td>
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<tr>
<td>Center for POS (University of Michigan)</td>
<td>HarperCollins Publishers</td>
<td>Routledge / Informa</td>
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<tr>
<td>Claremont Graduate University</td>
<td>Hogrefe Publishing</td>
<td>Sage Publications</td>
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<tr>
<td>Cliffside Malibu</td>
<td>Hopestudio 310</td>
<td>ShareHappiness.com</td>
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<tr>
<td>Donald Moores</td>
<td>IABA - North</td>
<td>Signal Patterns</td>
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<td>Drexel University</td>
<td>International Association of Applied Psychology</td>
<td>Smart Strengths</td>
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<td>Goodwin College</td>
<td>International Positive Psychology Association</td>
<td>Springer Science + Business Media</td>
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<td>Elsevier</td>
<td>Life Business Consultancy</td>
<td>Taylor &amp; Francis</td>
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<tr>
<td>Emotional Intelligence Worldwide</td>
<td>MAPP - University of Pennsylvania</td>
<td>The Monroe Institute</td>
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<tr>
<td>EXGRATIATIA Consulting</td>
<td>McGraw-Hill Professional UK/ Europe</td>
<td>The Flourishing Center</td>
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<tr>
<td>FastTrack Coach Academy</td>
<td>Multi-Languages Corporation</td>
<td>The Psych Store</td>
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<td>Free Press</td>
<td>New Ventures West</td>
<td>University of Pennsylvania</td>
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<td></td>
<td>Oxford University Press</td>
<td>VIA Institute on Character</td>
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<td></td>
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<td>Western Positive Psychology Association</td>
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Here are your opportunities to promote your products/services during the Fourth World Congress on Positive Psychology.

The following are options; we encourage your creative thinking in honing these ideas to better suit your marketing needs. Companies wishing to hold industry meetings with attendees greater than 20 participants must work through IPPA’s Congress Director.

## EXHIBITION HALL ACTIVITIES

<table>
<thead>
<tr>
<th>PROMOTIONAL THEATER*</th>
<th>IPPA GET TOGETHER RECEPTION</th>
</tr>
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<tbody>
<tr>
<td>$2,500 / 30 MINUTES</td>
<td>$8,000 AND UP</td>
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</tbody>
</table>

**Your company presents your product or services to attendees in an area in the Exhibition hall on Friday, June 26, 2015.**

Choices: 7:15 pm – 7:45 pm, 8:00 pm – 8:30 pm or 8:45 pm – 9:15 pm**.

“Info-mercials” are encouraged. The promotional theater will include set up for 40 people with standard A/V set-up (including screen, LCD projector, podium, and microphone). Make your reservation today.

- Promotional theater agenda inserted in the delegates’ bags
- Sponsor’s logo with hyperlink on Congress website
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide
- Food and beverage is additional

* Multiple companies must be obtained, each an exhibitor during this Congress.

** Slight schedule changes may occur with the times listed above.

## IPPA GET TOGETHER RECEPTION

**Your Company possesses the opportunity to promote itself through an IPPA networking reception on the second evening.**

The event’s location will be disclosed via promotion, likely a Disney attraction.

Hospitality and activities provided will offer a unique opportunity to network with the greatest number of attendees:

- Sponsor’s logo on sign at the entrance to the Get Together Reception
- 4 Complimentary tickets to the event
- Opportunity to provide items bearing company logo for use at the event, such as napkins
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide
## EXHIBITION HALL ACTIVITIES CONT’D

### WINE POUR DURING NETWORKING RECEPTION

**$800 / 5 BOTTLES OR $1500 / 10 BOTTLES**

Five or ten bottles of wine are selected from a predetermined wine list to be served during the networking reception on Thursday, June 25, 2015.

The wine is served from a special location during the Reception. In order to increase traffic and exposure even more, IPPA will only serve beer and soft drinks from their hosted bars.

- Includes your company listing on a Wine Pour menu distributed to all participants during the Reception
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide

### COFFEE BREAK

**$5,000**

Coffee will be served during breaks on each day of Congress sessions.

- Sponsor’s logo on sign at coffee stations
- Sponsor will be given opportunity to brand the napkins
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide

## MARKETING & PROMOTION ACTIVITIES

### LANGUAGE TRANSLATION SERVICES

**$2,500**

**Per language translator with headsets available.**

- Personal Meet / Greet with attendees needing language translation services
- Opportunity to include company name and/or logo on sponsored translated handouts
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide

### ATTENDEE GIFT CARDS

**COST + $2,500**

- Opportunity to purchase Disney gift cards at cost (e.g. $10, a pre-determined amount per attendee)
- Card inserted into branded envelope and distributed through on-site registration or may be handed to attendees at the entrance to the Welcome Reception
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide
MARKETING & PROMOTION ACTIVITIES CONT’D

DINNER (EXCLUSIVE)

COST + $3,500

- Saturday evening is an open night for attendees. IPPA sends dinner invitations to all pre-registered attendees and promotes the event. Plan a “reservation-only” dinner or one-hour reception
- Opportunity to include company name and/or logo on each table. Sponsor may print menu with their welcome message for each attendee.
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide

CONGRESS TOTE BAGS

$4,000 + BAGS

Sponsor will provide attendees with a custom Congress bag
- The bags will bear the sponsor’s logo and the Congress logo
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide

NOTEPADS AND PENS

$2,500 + NOTEPADS AND PENS

Sponsor provides notepads and pens for inclusion in Tote Bag
- The Notepads and Pens can bear the sponsor’s name/company logo
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide

HOSPITALITY MEETING ROOMS

PRICE DEPENDS ON ROOM SIZE

This is your opportunity to rent a hospitality meeting room at Disney’s Coronado Springs Resort. The sponsoring company will be able to host and entertain guests throughout the event.
- Opportunity to brand the hospitality meeting room
- Acknowledgement on directional signage
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide. Catering and A/V additional

CONGRESS LANYARDS

$2,100 + LANYARDS

- Opportunity to include company name and/or logo on lanyard
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide

CYBER CENTER

$5,500

A unique Cyber Center equipped with attendee workstations to check social media, print certificates of attendance, e-mails. Your company’s logo will be prominently displayed
- Opportunity to display company logo as a screen saver
- Opportunity to display company logo on screen background
- Opportunity to provide company-branded mouse pads to attendees via tote bag at company’s underwriting
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide
### PROMOTIONAL MATERIAL IN ATTENDEE TOTE BAG

**$1,500**

Inclusion of promotional material such as a flyer in the attendee Tote Bag. Brand your booth, incentivize attendees to see your company in the Exhibition Hall. Material must be provided by supporter and approved by the Congress organizer.

- Sponsor’s organization or product information will be available for all attendees
- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide

### ADVERTISEMENT IN THE FINAL PROGRAM GUIDE

<table>
<thead>
<tr>
<th>Placement</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,500</td>
</tr>
<tr>
<td>“Run of House” Full Page</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$900</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$500</td>
</tr>
</tbody>
</table>

The printed program guide will be distributed to all attendees in Lake Buena Vista, Florida. It contains useful information about the meeting and its events. This opportunity allows you to place color advertisements.

- Sponsor’s logo on Congress website, Sponsors’ Meter Board on-site, and Sponsor List in the Final Program Guide
- The Final Program also distributed electronically as a PDF to all attendees prior to the Congress and posted to our website
EXHIBITOR OPPORTUNITIES

The commercial/technical exhibition will be held in the Congress venue, specifically in the Pacific Concourse. The floor plan is designed to maximize exhibitors’ exposure to the delegates. The Exhibition Hall (Veracruz Exhibit Hall B & C) is a carpeted facility. The Floor Plan will be available online. A Technical Manual will be sent to all confirmed exhibitors three months prior to our event.

EFFECTIVE USE OF TIME IN 2015:
• Targeted exhibit hours to increase quality time with attendees
• Opening reception, lunch and breaks now served in the Exhibition Hall to increase traffic and improve your company’s networking opportunities

If you are not interested in making use of the pipe and drape or the furniture, please indicate on the Sponsorship and Exhibition Booking Form.

PROMOTIONAL PACKAGE
ONE 10X10 BOOTH + ONE FULL PAGE ADVERTISEMENT: $2,490 (REGULAR PRICE $3,150)

ALLOCATION OF ITEMS / SPACES
Until February 28, 2015, priority choice of exhibit space / sponsorship items will be given to IPPA’s major supporters. Thereafter, all requests will be allocated on a first come, first serve basis upon receipt of a completed Sponsorship and Exhibition Booking Form. IPPA reserves the right to add or remove booths if necessary.

BOOTH PRICES (PER 10X10)
COMMERCIAL: $1,150
NON-PROFIT OR PUBLISHER: $850

BOOTH PRICES INCLUDE:
• Company name and/or logo on Congress website
• Food offered in the Exhibition Hall
• A 7”x 44” identification sign
• One 6’ draped table, chair and wastebasket
• Access to main sessions **
• General cleaning of aisles
• 100-word company/product profile in the Final Program Exhibition Guide
• Company name and/or logo and link included in post-Congress “sponsor gratitude” email to all registered attendees
EXHIBITION HALL OPEN*

THURSDAY, JUNE 25, 2015:
Congress Welcome Reception, 7:30 pm – 9:30 pm

FRIDAY, JUNE 26, 2015:
Continental Breakfast, 7:00 am – 8:00 am
Refreshments, 9:15 am – 9:45 am and 10:45 am – 11:00 am
Lunch, 12:00 – 1:30 pm
Poster Session I & Refreshments, 2:30 pm – 3:30 pm
Mental Break, 4:30 pm – 4:45 pm
Entertainment, 5:45 pm – 7:00 pm
(Publishers and authors are encouraged to join our event by exhibiting.)
Delegate / Exhibitor Reception, 7:00 pm – 9:00 pm

SATURDAY, JUNE 27, 2015:
Continental Breakfast, 7:00 am – 8:00 am
Refreshments, 9:15 am – 9:45 am and 10:45 am – 11:00 am
Special Interest Groups Box Lunch Pick Up, 12:00 – 1:30 pm (Discussions start 12:30 pm)
Poster Session II & Refreshments, 2:30 pm – 3:30 pm
Exhibition Hall closes, 3:30 pm (dismantle until 7:00 pm)
*Subject to change. Please check website for updates: www.ippanetwork.org/wcpp2015

EXHIBITOR REGISTRATION **

Two (2) exhibitor badges are provided without charge for every 10’ X 10’ space. Additional exhibitor badge fee is $95.

Exhibitors are permitted to attend main meeting sessions at no charge; (priority seating to paid participants); standard registration fees must be paid for workshops, special events, etc.

Registration is required of all exhibitors. Badges display the staff member and company name.

EXHIBITORS’ TECHNICAL MANUAL

An Exhibitors’ Technical Manual outlining all technical aspects of exhibiting will be circulated 2-3 months prior to the Congress. It will include technical details about the venue, final decorator and service details with order forms.
APPLICATIONS

Applications for Sponsorship and/or Exhibition must be made in writing with the Sponsor and Exhibition Booking Form.

Once a Sponsorship and Exhibition Booking Form is received, a contract will be e-mailed to you for signature as well as an invoice. This contract should be signed and returned within five days; if check payment, 100% received within 30 days. Upon receipt of the Sponsorship and Exhibition Booking Form, the organizer will reserve the items listed in it. Acknowledgement of the Sponsorship and Exhibition Booking Form by IPPA shall be considered as a commitment to purchase the items.

PAYMENTS, CANCELLATION & MODIFICATION POLICY

All payments, cancellations and/or reductions in space or sponsorship must be sent in writing to the Congress Director.

Payments:
60% within 30 days upon receipt of the exhibition or sponsorship agreement
40% or final payment by March 02, 2015

Should the sponsor or exhibitor fail to complete payments prior to the March 02, 2015 deadline, the organizer will be entitled to cancel the reservation and cancellation will be subject to cancellation fees.

The organizers shall retain:
10% if the cancellation/ modification is made before March 15, 2015
50% if the cancellation/ modification is made from March 15, 2015 – March 30, 2015, inclusive
100% if the cancellation/ modification is made on or after March 31, 2015

QUESTIONS?

Contact Chris Brown CEM CMP, cbrown@ippanetwork.org or phone 888-389-9687