

# Counseling Connections



**2022**

**Sponsorship/Exhibitor  
Package**



# Our Annual Event



The Connecticut Counseling Association's Annual Conference is the culminating event of the year – a memorable and enriching professional experience for licensed counselors and developing professionals from all over the state. Hundreds of mental health counselors, graduate students, professors, and other mental health professionals are offered the opportunity to come together to focus on professional development, education, networking, and reconnection.

This informative and engaging event has reached hundreds of counselors every year, who in turn have supported the stability and mental wellbeing of hundreds of thousands of Connecticut residents.

**We invite you to support Connecticut's mental health counselors at this influential event by becoming a sponsor today!**

Mental health plays a vital role in everyone's life. All of us experience distress at some point in our lives, from countless reasons. Recent events, including the COVID-19 pandemic, political conflicts abroad, and instances of mass-violence and racial injustice have exacerbated the fact that support for mental health is surely needed, now more than ever. We are proud to recognize that counselors have remained resilient and steadfast in their care for Connecticut residents, despite these intense adversities.

Further, these experiences emphasize the perpetual need to lift these individuals, their communities, and our society through effective mental health supports. The Connecticut Counseling Association's Annual Conference addresses these needs by creating space for professional and developing counselors to self-empower through continued education, intentional engagement, and reconnection with each other, after a long absence.

**Thus, the apt theme for the Connecticut Counseling Association's Annual Conference this year is: "Counseling Connections 2022: Harvest Revival – Reimagining and Reconnecting" and will take place on Friday, October 14, 2022, at Holiday Inn in Norwich, CT, located at 10 Laura Blvd, Norwich, CT 06360.**

The day-long event will include an inspirational Keynote Speaker, engaging Professional Workshops, innovative Student Poster Presentations, and enthralling Panel Discussions

Please review our various sponsorship opportunities to identify and select your level of support, which will directly support the mission of the Connecticut Counseling Association.

We are excited to partner with your organization, and your sponsorship is greatly appreciated. Please contact us at [ccasponsorships@gmail.com](mailto:ccasponsorships@gmail.com) or visit [www.ccacounseling.com](http://www.ccacounseling.com) to learn more about the 2022 Connecticut Counseling Association Annual Conference.

Warmly,  
Karla Troesser  
CCA Executive Director

Brett Santo  
CCA Sponsorship Coordinator

# Mission

The mission of the Connecticut Counseling Association (CCA) is to support and advocate for counselors and the counseling profession through promoting professional identity, providing opportunities for professional development and networking, and offering resources to better support those we serve.

# Strategic Priorities

## Professional Identity

Provide clarity in who we are as counselors, why we do what we do and what we have to offer

## Professional Development

Provide cutting-edge seminars and events

## Networking

Provide frequent high-quality career focused connections with fellow professionals

## Advocacy

Provide a forum to track current events and trends and share information with key decision-makers

## Membership

Develop and implement strategies to increase CCA membership

# Sponsorship Levels

## **PARTNER \$2,500**

- Podium time at main stage
- Company mention before Keynote
- Company logo on all Expo badges
- Company logo on conference program and event website
- Two Sponsorship Mentions on Social Media
- One 6' tables, 4 exhibitor badges
- Four conference registrations, including lunch
- Full-page advertisement in event program
- Product or promo item displayed at every attendant seat

## **COLLABORATOR \$1,000**

- Company name mention on main stage
- Company logo on conference program and event website
- One Sponsorship Mention on Social Media
- One 6' table, 2 exhibitor badges
- Two conference registrations, including lunch
- Half-page advertisement in event program
- Product or promo item displayed at every attendant seat

## **FRIEND \$500**

- Company logo on conference program and event website
- One Sponsorship Mention on Social Media
- One 6' table, 1 exhibitor badge
- One conference registration, including lunch
- Quarter-page advertisement in event program

## **EXHIBITOR TABLE \$300**

- Company logo on conference program and event website
- One 6' table, 1 exhibitor badge
- One conference registration including lunch

**\*\*Please note: To take advantage of sponsorship benefits, organization advertisements will need to be provided via email to [ccasponsorships@gmail.com](mailto:ccasponsorships@gmail.com) by Friday, September 30, 2022\*\***

# Further Exhibitor Opportunities

Connecticut Counseling Association members work in a myriad of settings, such as private practice, schools, universities, hospitals, government agencies, & community agencies.

The Exhibit Area will be open throughout the day.  
Setup begins at 7:30am.

## **PROGRAM INSERT \$150**

- Submit an 8.5" x 11" advertisement for distribution to all conference attendees!

## **"TAKE-ONE" TABLE \$100**

- If you cannot physically attend, you can still have a presence at our event.
- We will proudly display brochures and business cards at our "Take-One" Exhibitor Table during the conference!

## **SPECIAL NON-PROFIT DISCOUNTS**

- Any non-profit organization may apply for a 25% discount off of any exhibitor/sponsor option.
- Call 888-818-1110 to process this discounted rate.

Your support bolsters the the professional lives of our members and  
the personal lives of all Connecticut residents