The in-person portion of the 2021 annual conference was cancelled on January 26, 2021.

The 2021 SIOP Annual Conference is now virtual and will be held entirely on the Whova platform, which is accessible through both a mobile app and on the web.

The SIOP annual conference will provide the same high-quality educational content as at previous SIOP conferences. There will be hundreds of sessions on hot I-O topics presented virtually. Some virtual presentations will be live and some will be pre-taped for viewing 24/7 from April 15-May 7.

Event content and virtual booths will be available to view by attendees from April 15-May 7.

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**SIOP Membership Profile**

**Professional Members:**
- 39% Members
- 18% Associate Members
- 4.5% Fellows
- 4.5% Retired

**Age Groups:**
- 43% 30-39
- 18% 40-49
- 11% 50-59
- 20% <29
- 8% >60

**Student Members:**
- 34% Student Members
The SIOP 2020 Virtual Conference

Time to Prepare for #SIOP21

The SIOP 2020 Virtual Conference

Attendance: 2,145
# Participating Organizations: 1,941
# of Countries: 39

- 3,400+ Messages on the Community Board
- 104 Discussion Topics Posted
- 102 Articles Shared
- 81 Photos Uploaded
- 62 Meet-Ups Organized (60% of attendees)
- 59 Job Postings

SIOP Attendee Demographics

Typical Attendee Demographics*

- 89% of registrants are SIOP members.
- Approximately 60% of attendees are professionals and 40% students.
- Of the professionals attending, 60% are practitioners and 27% are academics.
- 47% hold PhDs (77% in I-O psychology)
- 37% hold Masters degrees
- 36% are early-career (less than five years of work experience)
- 36% are mid-career (6-19 years of work experience)
- 26% are senior (20+ years of work experience)
- They typically come from all 50 U.S. states plus around 40 different countries.
- 41% are employed by For-Profit Companies
- 36% by Colleges/Universities
- 3% by U.S. Government/Military
- The rest are from Foundations, Hospital Systems/Medical Services, Local/County/State Governments, Non-profits, and Research.

* Source: 2019 annual conference attendees and

Typical Attendee Job Titles

Vice President, Director, Principal, or Manager of:
- Organizational Development
- Talent Management
- Human Resources
- Training & Development
- Learning & Performance

Full, Associate, Assistant Professor of:
- Industrial-Organizational Psychology
- Organizational Psychology
- Psychology
- Management
- Organizational Behavior

Other:
- Consultant
- HR Practice Leader
- Executive Coach
- President
- Owner
- Research Analyst
Who Advertises/Exhibits/Sponsors?

**Industries**
SIOP Partners come from a variety of industries:
- Human Resources (19%)
- Management Consulting (16%)
- Computer Software (12%)
- Higher Education (10%)
- Publishing (8.5%)
- Professional Training & Consulting (8.5%)
- IT Services (7%)
- Non-Profit (4%)
- Research (3%)

The remaining organizations are a mix of industries, such as Accounting & Financial Services, E-Learning & Education Management, Executive Search Firms, Governmental & Military, Health-Wellness-Fitness, Staffing & Recruiting, and Language Testing & Translation Services.

**Geography:**
- They are from:
  - United States (82%)
  - United Kingdom (8%)
  - Canada (4%)
  - Australia (2%)
- The remainder come from countries like Brazil, Denmark, France, Germany, India, and Norway.

**Public/Private:**
- Public Company (65%)
- Private Company (12%)
- Educational Institution (11%)
- Nonprofit (9%)
- Partnership (2%)
- Government (1%)

**Employee Size:**
- More than 1,001 EES (31.5%)
- 201—1,000 EES (10.5%)
- Less than 200 EES (58%)
<table>
<thead>
<tr>
<th>Benefits Prior to the Conference</th>
<th>Logo</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in registration promotional emails.</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Recognition on the main annual conference web page.</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Recognition on digital sponsor directory.</td>
<td>Logo, Description, and Link</td>
<td>Logo, Description and Link</td>
</tr>
<tr>
<td>Social media posts thanking partners</td>
<td>Individual Post</td>
<td>Group Post</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Benefits During the Conference</th>
<th>Premier</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary, full-conference registrations — can be used for either an in-person or virtual registration.</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Option to purchase a limited number of additional, full-conference registrations at $295 each (member rate).</td>
<td>Up to 3</td>
<td>Up to 2</td>
</tr>
<tr>
<td>Banner recognition of partner level on home page of Whova platform.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>One announcement during the conference in Whova from SIOP to all attendees on behalf of the partner (Premier-Level Only)</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
Banner Ads will be located on the annual conference home page.  
Top ad space is 300 px wide by 600 px high and is stationary.  
Middle three ad spaces (#2, #3, #4) are 300 px wide by 300 px high and are stationary.  
Bottom four ad spaces (#5, #6, #7 & #8) are 200 px wide by 200 px high.  
Ads purchased in 2020 will be posted starting on January 6, 2021.  
Ads purchased in 2021 will be added within one business day.  
The annual conference home page also will include a graphic thanking top partners.  
No refunds once an ad is posted.  
Send banner ad artwork to srogers@siop.org.

From June 2019 to June 2020, SIOP’s annual conference home page had more than 125,000 page views from 95,000+ unique visitors.

<table>
<thead>
<tr>
<th>Location</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Ad</td>
<td>300 W x 600 H</td>
<td>$7,500 Exclusive</td>
</tr>
<tr>
<td>Large Ad Space #4</td>
<td>300 W x 300 H</td>
<td>$5,000 Each Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 Sold (#2 &amp; #3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ONLY 1 SPACE LEFT!</td>
</tr>
<tr>
<td>Small Ads #7 &amp; #8</td>
<td>200 W x 200 H</td>
<td>$2,500 Each Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 Sold (#5 &amp; #6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ONLY 2 SPACES LEFT!</td>
</tr>
</tbody>
</table>
Thought-Leadership: Video Ad Stories

Video “Ad Stories”—Annual Conference

Looking for Something New to Increase Your Visibility?
Produce a thought-leadership video on a topic that highlights your organization’s expertise!
Tell a story about a client’s issue, how you solved it, and the lessons learned.

- This is not a commercial ad to sell your product or service, but a video that demonstrates your organization’s thought-leadership. The video is produced by your organization. Your organization is responsible for securing copyrighted agreements for content, music and images. Prior to posting in the Whova platform, SIOP will review your video for length and potential legal issues like copyright infringement.
- Links to your video ad stories will be posted in the same area of the Whova platform as the links to the educational sessions; however your video will be identified as “sponsored content.” Videos will be available for viewing by attendees April 15-May 7, 2021.
- Your video story should be a maximum three (3) minutes in length. Formats: .mp4 or .MOV. Frame size: s/b 1280x720. **Deadline to SIOP is March 15, 2021.**

**Annual Conference Video Ad Stories**  ●  **Limit 10**  ●  **5 Sold-5 Left**  ●  **$5,000 Each**

Sponsorships—Consortia

Be the exclusive sponsor of one of four consortium (see list below).
Add knowledge to the consortia by producing a thought-leadership video on a topic that appeals to a highly targeted audience. Tell a story about a client’s issue, how you solved it, and the lessons learned.

- This is not a commercial ad to sell your product or service, but a video that demonstrates your organization’s thought-leadership. The video is produced by your organization. Your organization is responsible for securing copyrighted agreements for content, music, and images. Prior to showing, SIOP will review your video for length and potential legal issues like copyright infringement.
- Video will be shown during the consortium that you—the exclusive sponsor—has chosen to support. After the consortia, the video will be posted on the Whova platform until May 7, 2021.
- Your video story should be a maximum three (3) minutes in length. Formats: .mp4 or .MOV. Frame size: s/b 1280x720. **Deadline to SIOP is March 15, 2021.**

**Early-Career Faculty Consortium**—Exclusive sponsorship
**Early-Career Practitioner Consortium**—Exclusive sponsorship **SOLD**
**Doctoral Graduate Student Consortium**—Exclusive sponsorship
**Masters Graduate Student Consortium**—Exclusive sponsorship

**Consortia Sponsorships**  ●  **Limit 1 Per Consortium**  ●  **$5,000 Each**

What is an “ad story”? Read this informative article by SIOP member and well-known I-O, Adam Grant, to learn why this vehicle is the best way to achieve both your marketing and thought-leadership goals:
[www.linkedin.com/pulse/ads-dont-have-suck-adam-grant](http://www.linkedin.com/pulse/ads-dont-have-suck-adam-grant)
Advertising: 2021 Show Daily

Three editions with eight ad spaces in each edition:
- Thursday, April 15, 2021
- Friday, April 16, 2021
- Saturday, April 17, 2021

- Each ad runs just one time in one edition.
- Each edition will remain on the annual conference website until May 7, 2021.
- Advertisers are limited to one ad per edition.
- Advertisers can purchase the same ad space in all three daily editions.
- Send artwork by March 15, 2021, to srogers@siop.org.

Distribution:
There will be a daily reminder email to visit each day's edition on the web to all attendees.
- Posted on annual conference website (HTML)
- Link posted on Whova

1 Premium Ad Per Issue
(300 x 600)
$3,500 Each Ad Per Issue

Up to 3 Large Ads Per Issue
(300 px x 300 px)
$1,750 Each Ad Per Issue

Up to 4 Small Ads Per Issue
(200 px x 200 px)
$750 Each Per Issue
The Program Summary will include the daily schedule of live events on the Whova platform and the in-person events at the hotel. It will be published in PDF format on the Whova platform for virtual and in-person attendees. It will remain on the Whova platform until May 7, 2021.

The 2021 SIOP Annual Conference Program will not be published this year. If advertising is part of your marketing plans for SIOP 2021, then advertising in the 2021 SIOP Program Summary will meet your needs.

All ads are in color. Submit artwork in JPG or PDF format by Monday, March 15, 2021, to srogers@siop.org. No bleeds.

Distribution:
- Posted online on the annual conference web pages in PDF format
- Posted on the Whova platform in PDF format from April 15-May 7, 2021.

### Advertising: 2021 Show Daily

<table>
<thead>
<tr>
<th>Location</th>
<th>Day</th>
<th>Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Space #1</td>
<td>Thursday Edition</td>
<td>Premium: 300 px W X 600 px H</td>
<td>$3,500 Exclusive</td>
</tr>
<tr>
<td>Ad Space #3, #4</td>
<td>Thursday Edition</td>
<td>Large: 300 px W x 300 px H</td>
<td>$1,750 Each Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 SOLD (#2), 2 LEFT</td>
<td></td>
</tr>
<tr>
<td>Ad Space #6, #7, #8</td>
<td>Thursday Edition</td>
<td>Small: 200 px W x 200 px H</td>
<td>$750 Each Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 SOLD (#5), 3 LEFT</td>
<td></td>
</tr>
<tr>
<td>Premium Space #1</td>
<td>Friday Edition</td>
<td>Premium: 300 px W X 600 px H</td>
<td>$3,500 Exclusive</td>
</tr>
<tr>
<td>Ad Space #4</td>
<td>Friday Edition</td>
<td>Large: 300 px W x 300 px H</td>
<td>$1,750 Each Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 SOLD (#2 &amp; #3), 1 LEFT</td>
<td></td>
</tr>
<tr>
<td>Ad Space #6, #7, #8</td>
<td>Friday Edition</td>
<td>Small: 200 px W x 200 px H</td>
<td>$750 Each Space</td>
</tr>
<tr>
<td>Premium Space #1</td>
<td>Saturday Edition</td>
<td>Premium: 300 px W X 600 px H</td>
<td>$3,500 Exclusive</td>
</tr>
<tr>
<td>Ad Space #3, #4</td>
<td>Saturday Edition</td>
<td>Large: 300 px W x 300 px H</td>
<td>$1,750 Each Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 SOLD (#2), 2 LEFT</td>
<td></td>
</tr>
<tr>
<td>Ad Space #6, #7, #8</td>
<td>Saturday Edition</td>
<td>Small: 200 px W x 200 px H</td>
<td>$750 Each Space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 SOLD (#5), 3 LEFT</td>
<td></td>
</tr>
</tbody>
</table>

### Advertising: Program Summary

- The Program Summary will include the daily schedule of live events on the Whova platform and the in-person events at the hotel.
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Distribution:
- Posted online on the annual conference web pages in PDF format
- Posted on the Whova platform in PDF format from April 15-May 7, 2021.

<table>
<thead>
<tr>
<th>Location</th>
<th>Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>40” H x 7.5” W</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Full Page</td>
<td>10” H x 7.5” W</td>
<td>$1,750.00 Each</td>
</tr>
<tr>
<td>Half-Page</td>
<td>5” H x 7.5” W</td>
<td>$750.00 Each</td>
</tr>
</tbody>
</table>
Virtual booths will be available to attendees from April 15 to May 7—
that’s **3 weeks** of visibility and connection!

2021 virtual exhibitor checklist:
- Set-up your virtual booth
  - Logo
  - Contact Info—Web URL, Email, Phone, HQ City & State
  - Organization and/or Product Description
  - Product Flyers & Media Reprints (PDFs)
  - Product Photos (post in the booth through the Whova mobile app only)
  - Product Video—A short sales video for attendees to view when it is convenient for them
  - Set-up a Live Video Showcase—either through Whova’s built-in software or ZOOM—and invite attendees to participate the event, e.g., demonstrate software or talk to the company’s senior officers about industry trends.
- Search attendee profiles to seek out those who match your prospect profile
- Reach out to every attendee to welcome them to the annual conference and promote your booth
- Arrange 1:1 meet-ups with individual attendees
- Communicate through your own private chat box
- 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 new Networking Table feature (like ZOOM rooms but in the Whova app)
- Gather leads by hosting a content or raffle or by offering a discount.

**Be present. Be visible. Be easy to find.**

**Booth Space ● $2,500**

Each virtual booth space includes up to two booth staff to build your
SAMPLE ONLY: What a conference looks like on the Whova Platform...

Welcome to the SIOP 2020 Virtual Conference!

Please view the SIOP 2020 Conference Overview video prepared by Program Chair Elizabeth McCone for insights on how to get the most out of the conference.

Opening just 50 days after the cancellation of the 35th annual event in Austin, Texas, this historic event illustrates the resilience and agility of the SIOP member community.

SIOP members rallied and put together a program of nearly 500 conference presentations, including more than 100 videos of panels and symposia, and over 300 PDF posters.

All presentations are shown on Tuesday, June 16 on the Agenda but are accessible for the duration of the conference June 18-30.

Featured Presentations (find these by filtering on tracks in the agenda)
- Plenary: welcome videos from SIOP leadership, awards and fellow information, and perspectives on possible futures of I-O from more than a dozen thought leaders in I-O, economics, sociology, political science, and popular culture
- COVID-19: through a series of short videos, I-O thought leaders share their view on the current pandemics impact on the future of work and how our field should respond.
- Methods Mafia & Modern HR: top-rated submissions covering important topics in methods and HR practice
- SIOP Select: sessions focused on advancing the mission of SIOP, curated by the SIOP Executive Board and Program Committee, including award presentations.
- Inclusion- Presidential Theme Track: five sessions focused on outgoing president Eden King’s theme of inclusion, covering the What, Who, How, Why and Where of inclusion in the workplace.

SIOP Searchable Program
If you are looking for sessions aligned to a particular content area, we encourage you to use the online searchable program.

Printable Agenda
Click the link to download a printable agenda.

Captioning
Captioning is available on selected videos and is indicated by the CC icon in the video player. Click the icon to turn on or off the captions.

Whova Features
The Whova mobile app is packed with features that add value to your registration.
Find out more in the Whova Tips section on the app home page or watch a Whova tutorial. Be sure to watch the SIOP 2020 Virtual Overview for tips and tricks for getting the most out of the conference using the Whova app.

Whova Web App
Find the best viewing experience on your computer with side by side video and discussion threads for viewing. Access and bookmark the app at whova.com/portal/webapp/siop_2020!

SIOP Anti-Harassment Policy
The policy is available under the “Policy” heading in the additional resources section of the Whova mobile app, and in the side tab navigation on the web app, as well as on the SIOP website.

If you wish to report inappropriate comments within the Whova app, send a private message to an administrator with information about the community board or agenda message thread, the name of the commenter, posting time, and brief synopsis of content.

Download Event App
Other Sponsorships

WANTED
Technology Sponsor = $25,000

- Premier partner-level benefits, including:
  - 3 full-conference registrations (and the ability to buy more at a discount)
  - Recognition in SIOP registration promotional emails, social media, conference web page.
  - One announcement from SIOP on behalf of partner in Whova during the conference.
  - And more… see list on page 5.
- Complimentary virtual booth on Whova platform (a $2,500 value)
- Full-page ad in the 2021 Program Summary (PDF) (a $1,750 value)
- Daily recognition in the new 2021 Show Daily (Thurs, Fri & Sat) (a $5,250 value)

SIOP Career Center
Looking to reach job seekers? Sponsor the virtual Career Center at the annual conference.

Frank Landy 5K Fun Run
A do-it-yourself-but-part-of-a-group event! Sponsorships available. Benefits include a logo on the Race Runner sign-up web page.

Plenary Closed Captioning
Sponsor closed captioning of a plenary presentation.

Contact Susan Rogers at srogers@siop.org if you are interested in learning more about these opportunities.
2021 SIOP Annual Conference: A Virtual Event  
March * April * May  

Partner Agreement

**Partnership Order Placement**  
SIOP annual conference partnerships are competitive. Partnerships are considered secured once they have been ordered and the SIOP Administrative Office (Susan Rogers) has acknowledged receipt. For this annual conference, all orders will be taken via email to srogers@siop.org. Once the order is processed, the purchasing organization has agreed to support the SIOP Annual Conference through participation in the partnership opportunities selected.

**Payment Policy**  
*All annual conference ads, virtual booths, videos, and sponsorship orders must be paid in full by Friday, April 2, 2021*, although payment within 30 days of original order placement is preferred and appreciated.

**Guarantee of Partner-Level Benefits**  
To ensure receipt of all benefits for the partner levels reached through your cumulative purchases, SIOP recommends that your *order be placed via email to srogers@siop.org by Wednesday, February 1, 2021.* Naturally, orders may be placed after that date. For orders received after February 1, 2021, SIOP will attempt to honor all benefits outlined in the sales prospectus.

**Meeting Cancellation**  
Benefits of a partner’s participation begin immediately; therefore, all advertising, virtual booth, and sponsored items are nonrefundable. If the virtual portion of the annual conference is cancelled, SIOP will determine within 30 days of cancellation a refund policy for those items purchased. Under no circumstances will a refund be provided once an ad or video is published or a virtual booth is posted on the Whova platform.

**Advertiser/Sponsor Video & Graphics Deadline**  
Partners selecting opportunities that include video or ads must provide the files to srogers@siop.org by *Monday, March 15, 2021.*

**Warning of Unsolicited Vendors**  
SIOP does not contract with companies claiming to handle mailing lists of our conference registrants or attendees. Partnering organizations contacted by such firms are encouraged not to conduct business with them and are asked to forward all such inquiries to srogers@siop.org.

**Changes in Partnership Opportunities**  
All SIOP partnerships are subject to change due to unexpected variations in venue requirements or availability. SIOP reserves the right to reject any partnership order for any reason.

**Key Dates**  
*February 1, 2021—Guarantee of Benefits Date*  
*March 15, 2021—Deadline for All Ad Artwork and Video Ad Stories.*  
*April 2, 2021—Deadline: All Payments Must Be Received*  
*April 15, 2021—Conference Opens on the Whova Platform.*  
*May 7, 2021—Conference Closes on the Whova Platform.*
Year-Round Opportunities

Reach our I-O psychology members all year round...

**SIOP I-O Product And Services Guide**

The SIOP Office receives phone calls and emails weekly asking us to identify and/or recommend companies that do X, Y or Z. SIOP is neutral and cannot recommend one partner company over another. SIOP needs a resource to send these people to—one that will give them an index of companies by name and by the type of products or services that they offer.

Also, graduate students and new I-Os ask us for the names of organizations who hire I-O psychologists. And, undergraduates ask us for graduate programs in I-O psychology.

SIOP solves these referral problems with the **SIOP I-O Product and Services Guide**.

Imagine a year-long presence with a large, color ad with your company or graduate program indexed in the back for easy reference by potential customers and students. This guide will give them a trusted, online resource focused on I-O products and services, graduate programs, AND it also will identify all the companies that hire I-O psychologists!

Note: The Guide is updated and re-posted with every new ad! Buy space year-round!

Learn more at [www.siop.org/Partners/Advertising-Overview/Guide](http://www.siop.org/Partners/Advertising-Overview/Guide).

**SIOP Weekly e-Newsletter: SIOP Source**

**SIOP Source** is published every Wednesday and distributed to approximately 8,000 readers interested in I-O news and related products, and services. Each issue has only four ad spaces—limited competition.

Learn more at [www.siop.org/Partners/Advertising-Overview/NewsBriefs-Advertising](http://www.siop.org/Partners/Advertising-Overview/NewsBriefs-Advertising).

**SIOP Quarterly TIP News Publication**

Reach SIOP members through one of our most popular member benefits!

*The Industrial-Organizational Psychologist (TIP)* is the official newsletter of the Society for Industrial and Organizational Psychology, Inc. *TIP* is published digitally on a quarterly basis and is available for SIOP members and the general public to view. Circulation approximately 10,000.

Learn more at [www.siop.org/Partners/Advertising-Overview/TIP-Advertising](http://www.siop.org/Partners/Advertising-Overview/TIP-Advertising).