

Sponsorship Prospectus



62nd International Military Testing Association (IMTA) Conference

with the

2021 International Applied Military Psychology Symposium¹ (IAMPS)

hosted by the

Society for Military Psychology (APA Division 19)

25-28 October 2021²

Crabtree Marriott, Raleigh, NC

Overview

Opportunity. Sponsor the premiere military talent research and practice event of 2021 drawing military psychologists and professionals from over 30 countries. Be a part of this historic event—first joint IMTA-IAMPS event—and rare opportunity as IMTA has not been hosted in the United States since 2003. The event is being hosted by the Society for Military Psychology (APA Division 19) in Raleigh, NC, 25-28 October.

¹ New information. 2021 IAMPS will be integrated with 2021 IMTA.

² Main conference is 26-28 October. 25 October is opening reception, business meetings and workshops.

Organizations. Overview of the organizations/events involved.

IMTA. The International Military Testing Association (IMTA; <http://www.imta.info/home.aspx>) brings together psychologists and other professionals who conduct research focused on military talent/personnel systems and assessment and testing in military contexts and organizations. Military researchers and assessment and personnel professionals from 30+ countries attend IMTA. IMTA is a highly regarded, influential organization for international experts to congregate and present research on military assessment and testing, work and occupational analysis, selection and assignment, training and development, individual and team performance, human factors, leadership, manpower trends, technology, and organizational effectiveness and development.

IAMPS. The International Applied Military Psychology Symposium (IAMPS; <http://www.iamps.org/>) is an annual meeting of military psychologists from around the world aimed at identifying and developing best practice procedures concerning the field of applied military psychology. It enables a dialogue among international military psychologists to share the latest applied practice and research advances as well as share information on organization-specific procedures and lay the groundwork for collaboration. This event stimulates important dialogue resulting in significant advancements in practice and research.

Society for Military Psychology. The Society for Military Psychology (APA Division 19; <https://www.militarypsych.org/>) is the premiere professional organization for military psychologists. Division 19 is the host of the 2021 IMTA-IAMPS event. Division 19 encourages psychological research and the application of that research to address challenges in military populations, contexts, and organizations. Members are military psychologists are a diverse group of interdisciplinary psychologists who specialize in diverse military and national security contexts including research activities, management, providing mental health services, teaching, consulting, engaging in talent selection, development, and management research and practice, work with Congressional committees, and advising senior military commands.

Location

Raleigh, NC. Raleigh is one the fastest growing cities in the Southeastern United States. Known for its world-class universities, Research Triangle Park (RTP) and many international companies, Raleigh provides a culture of innovation and is a major business center in the Southeastern US. Raleigh is the home of many museums and cultural attractions. Raleigh has a vibrant restaurant and brewery scene. The Raleigh Greenway system, a network of public open spaces and recreational trails, has an access point nearby the conference hotel. Umstead State Park is 10 minutes away. For attendees who bring their families, there are many activities, such as Marbles Kid's Museum and the carousel and train at Pullen Park. The conference venue is well-situated for conference guests to enjoy all the region has to offer.

- **Raleigh video:** <https://www.youtube.com/watch?v=ERiyuY1xnH4>
- **Visit Raleigh website:** <https://www.visitraleigh.com/>
- **NCMA:** <https://ncartmuseum.org/>
- **NC Museum of Nature Sciences:** <https://naturalsciences.org/>
- **NC Museum of History:** <https://www.ncmuseumofhistory.org/>
- **Umstead State Park:** <https://www.ncparks.gov/william-b-umstead-state-park/trails>
- **Raleigh Greenway Map:** <https://cityofraleigh0drupal.blob.core.usgovcloudapi.net/drupal-prod/COR24/raleigh-greenway-map.pdf>
- **Marbles:** <https://www.marbleskidsmuseum.org/>

- **Pullen Park:** <https://raleighnc.gov/places/pullen-park>

North Carolina. North Carolina also offers both mountains and beaches within a half day's drive from Raleigh. We encourage you to check out what the state has to offer. Asheville in the mountains with its vibrant brewery and arts scenes and Wilmington on the coast with nearby beaches are just two options. Check out the USS North Carolina, WWII Battleship that is a floating museum in Wilmington.

- **Visit NC website:** <https://www.visitnc.com/>
- **Explore Asheville:** <https://www.exploreasheville.com/>
- **Visit Wilmington and Beaches:** <https://www.wilmingtonandbeaches.com>
- **USS North Carolina:** <https://www.battleshipnc.com/>

Travel to Raleigh. Many airlines fly into the Raleigh-Durham International Airport (RDU). There are direct flights to many cities in the US as well as international cities, such as Montreal, Toronto, Paris, and London. American Airlines has provided a 6% discount for conference attendees. Amtrak train service comes into Raleigh Central Station and the hotel is a short uber ride (not walkable). There are several daily trains from Charlotte, NC.

- **RDU Website:** <https://www.visitnc.com/>
- **American Airlines:** <https://www.aa.com/homePage.do>
- **Amtrak:** <https://www.amtrak.com/home>

Raleigh Weather. Raleigh weather in October typical of autumn in the Southeastern United States. October is a pleasant autumn month in Raleigh, North Carolina, with average temperature fluctuating between 70.9°F (21.6°C) and 53.6°F (12°C).

- **Temperature.** In Raleigh, the average high-temperature drops, from a moderately hot 81.7°F (27.6°C) in September, to an agreeable 70.9°F (21.6°C). The average low-temperature, in Raleigh, is 53.6°F (12°C).
- **Humidity.** In October, the average relative humidity in Raleigh is 75%.
- **Rainfall.** The month with the least rainfall is October when the rain falls for 10.1 days and typically collects 2.13" (54mm) of precipitation.
- **Snowfall.** In Raleigh snow does not fall in April through October.
- **Daylight.** In Raleigh, the average length of the day is 11.3h.
- **Sunshine.** In October, the average sunshine is 6.1h.
- **More details:** <https://weatherspark.com/m/20170/10/Average-Weather-in-October-in-Raleigh-North-Carolina-United-States>

Conference Information

2021 Topics. Although submissions are open to any relevant research and practice topics, IMTA and IAMPS encourage submission of papers, symposia, panels, and posters in the highlighted topic areas. Submissions will be organized into theme tracks. Topics include but are not limited to:

- **Future of Military Talent Management, Assessment and Development** (*IMTA 2021 focal topic*)
- **Impact of COVID-19 on Military Talent, Assessment and Development Practices** (*IMTA 2021 focal topic*)
- **Advances in Military Talent Technology** (*IMTA 2021 focal topic*) (broadly defined—AI, analytics, AR/VR, simulations, etc.—as defined to all aspects of military talent throughout the career lifecycle)
- **Human Performance Optimization** (*IAMPS focal topic*)

- **Best Practices in Operational Psychology** (*IAMPS focal topic*)
- **Diversity, Equity, and Inclusion (DEI) in Military Organizations**
- **International and Cross-cultural Military Research, Practice, and Collaborations**
- **Selection and Assignment**
- **Leader Selection, Development, and Coaching**
- **Occupational and Work Analysis**
- **Training and Development**
- **Individual and Team Performance**
- **Organizational Effectiveness and Development**
- **Methods and Psychometrics Research and Advances**
- **New instrument Development and Validation for Use in Military Populations**
- **Resilience and Wellbeing**

COVID-19. IMTA will hold the conference in person with strict adherence to COVID-19 safety protocols. The conference planning committee is working with hotel, local, and state officials to ensure a safe conference. The IMTA Management Board believes the vaccine will allow for a modified in-person conference experience. Our primary goal is to provide a safe venue in which attendees can present their work, network, and discuss research and practice. At this time, a streaming option is not part of the plan, but it will be reconsidered if the situation warrants it. If a streaming option is made available, we will update our sponsors with additional tier-based benefits.

Expected Attendance. IMTA was last hosted in the United States in 2003. There is much interest among international and US attendees for this reason. IMTA is attended by researchers and practitioners in military organizations, defense contractors and vendors, research institutions, and universities. Each IMTA conference is hosted by a member organization in the host country. Division 19, based in the U.S., is the 2021 host organization and has 1400+ members (<https://www.militarypsych.org/prospective-members/>). Attendees at the conference will predominantly include Division 19 members, individuals from IMTA member organizations (<http://www.imta.info/About/Members.aspx>), and IAMPS participants (<http://www.iamps.org/>). We also expect draw attendees from the US Military and Defense community who are not members of these organizations. The conference currently has a cap of 400 in-person attendees due to COVID safety protocols. This cap is subject to change. If the attendance cap is raised/lowered or a virtual option is added, sponsors will be notified.

Conference Venue. IMTA 2021 is being held at the Crabtree Marriott Hotel and Conference Center in Raleigh, NC. The hotel is located across from Crabtree Valley Mall. The venue is easily accessible from major highways (e.g., I-40) and from RDU International Airport (15-20 minutes). The hotel is a short Uber ride to downtown Raleigh, to attractions such as the North Carolina Museum of Art (NCMA), and to universities.

- **Crabtree Marriott:** <https://www.marriott.com/hotels/travel/rdunc-raleigh-marriott-crabtree-valley/>
- **Crabtree Mall (across street):** <https://shopcrabtree.com/>
- **Hotel block information is below:**

Thank you for choosing to have your Event with us!

Here's your reservation link your guests can use to make reservations:

[**Book your group rate for IMTA 62nd Annual Conference**](#)

You will find the information for your online reservation link below. If you have questions or need help with the link, please do not hesitate to ask. We appreciate your business and look forward to a successful event.

Event Summary:

IMTA 62nd Annual Conference

Start Date: Friday, October 22, 2021

End Date: Wednesday, November 3, 2021

Last Day to Book: Monday, October 4, 2021

Hotel(s) offering your special group rate:

- Raleigh Marriott Crabtree Valley for 169 USD per night

[Book your group rate for IMTA 62nd Annual Conference](#)

Conference Schedule. The main conference will be held Tuesday-Thursday, October 26-28. Workshops, business meetings, and an opening reception are scheduled for Monday, October 25. The conference banquet will be on Thursday night. Friday is usually an optional excursion day. All events and times are tentative.

Monday	25 OCT	Registration 08:00-18:00
		Morning Workshops 09:00-12:00
		Afternoon Workshops 13:30-16:30
		IMTA Business and Board Meetings 13:00-17:00
		Opening Reception 17:30-19:30
Tuesday	26 OCT	Opening Session & Keynote 08:00-10:00
		Group Photo 10:30
		Special Presentation 11:00-12:00
		Lunch 12:00-13:20
		Theme Tracks 13:20-17:00
		International Beer Tasting Association (IBTA) 17:30-20:00
Wednesday	27 OCT	Keynote 0800-0900
		Theme Track Sessions 09:10-10:00
		Poster Session Coffee and Snack Break 10:00-11:00
		Theme Track Sessions 11:00-12:20
		Lunch Break 12:20-14:00
		Theme Track Sessions 14:00-17:20
Thursday	28 OCT	Keynote 08:00-09:00
		AM Theme Track Sessions 10:00-12:20
		Lunch Break 12:20-14:00
		PM Theme Track Sessions 14:00-16:20
		Closing Session 16:30-17:00
		Banquet 18:30-21:30
Friday	29 OCT	Optional excursions

Conference Fees. IMTA and IAMPS is a mostly fee-driven conference. All fees for IMTA/IAMPS 2021 are in USDs. Fees can be paid by credit card or bank transfer.

Conference Fees	Price
Professional	\$589.00 USD
Retiree ³ /Student	\$489.00 USD
Late/Onsite	\$689.00 USD
Spouse/Partner	\$149.00 USD

We are working to plan optional excursions for Friday, 29 October.

Optional Friday Trip	Price
Airborne and Special Operations Museum Trip in Fayetteville, NC	\$66.00 USD ⁴

Key Pre-conference Milestones. Dates are final. **Bold** items refer to sponsors.

Milestone	Date
Conference Hotel Block Open for Registration	ACTIVE
American Airlines Discount Code Active	ACTIVE
Revised Sponsorship Prospectus Released	1 JUL
Official IMTA Website Launches	Early JUL
Call for Proposals ⁵ Released	Early JUL
Conference Advertising Blitz Starts	Early JUL
Logos, copy from Sponsors for websites and announcements	ASAP
Periodic Announcements of keynotes, events, recognition of sponsors, new excursions, etc. to build interest and excitement	JUL-SEP
Promote heavily at APA virtual conference during Division 19's Program	12-15 AUG
Early Decision Submission Deadline for Papers, Symposia, Panels, and Posters	20 AUG
Notification of Early Decision for Papers, Symposia, Panels, and Posters and Workshops	30 AUG
Late date to Sponsor and receive advertising in programs/materials/signage⁶	1 SEP
Program Ad Copy Due from Sponsors	1 SEP
Signage Logos and Copy Due from Sponsors	1 SEP
Regular Submission Deadline ⁷ for Papers, Symposia, Panels, and Posters	20 SEP
Notification for Regular Submission Decision for Papers, Symposia, Panels, and Posters	30 SEP
Last Day for Presenters to Confirm Attendance and Register	4 OCT
Conference Registration "Late" Rates Begin	9 OCT
Digital Program Released to Registrants and on website	19 OCT

³ Retiree means retired from "professional life" not retired from the military and in a civilian job.

⁴ Does not include lunch. There are several lunch locations and shops in the area. We may stop at a veteran-owned brewery as well. Does not include the simulator at the museum (\$10.00 per person paid at museum). Does not include any donations to the museum. There are up to 114 spots open for this trip.

⁵ Submission requires only an abstract for most session types. Panels require short panelist bios in addition to the abstract.

⁶ Sponsors who sign up after this date are not guaranteed to have their logos include in printed materials or the program.

⁷ Note, we may choose to open a "late submission deadline" of OCT 1.

Sponsorship Information

Sponsorships Opportunities. The IMTA-IAMPS event has tiered sponsorship packages as well as specific sponsorship opportunities. If there is something you want to sponsor that is not listed (e.g., IMTA challenge coins), contact us (IMTA2021RaleighNC@gmail.com or esurface@alpsinsights.com).

Sponsor Publicity. Sponsors will receive publicity, contingent on their sponsorship tier, on event websites and in digital event communications as allowed by the American Psychological Association’s (APA) rules governing website, listserv, and social media advertising. There will be pages with parallel content on Division 19 and IMTA websites. #hashtags will be promoted for the event on social media. We may create FB, IG, Twitter, and LinkedIn pages/accounts for the conference. Sponsors must provide their logos in the requested format.

IMTA Sponsorship Packages. There are four tiers of sponsorship packages—Platinum, Gold, Silver, and bronze.

Platinum Sponsorship Package	4 of 6 Available	\$7,000.00
<ul style="list-style-type: none"> • Choice to be <u>exclusive</u> sponsor of one of the following events or items: <ul style="list-style-type: none"> ○ Opening Reception and Networking Event (Monday night October 25th); ○ International Beer Tasting Association (IBTA); [CLAIMED] ○ Main Conference Room⁸ (opening session, keynote sessions, and each day’s featured theme track sessions held in this room); ○ Conference Lunch with a keynote speaker you nominate⁹; [CLAIMED] ○ IMTA Banquet (Thursday, 28 OCT)¹⁰; ○ or create your own. • Listing as a Platinum Sponsor in the event program, on websites, and on conference materials, and acknowledgement at opening session and daily opening sessions as a Platinum Sponsor. Event and room sponsors will receive event/room specific signage and recognition. • Full Page ad inside conference program features. • Vendor table in break area. • 2 Full Registrations to IMTA (\$1178.00 USD value). • List of attendees¹¹. 		

Gold Sponsorship Package	5 of 5 Available	\$5,000.00
<ul style="list-style-type: none"> • Choice to be <u>exclusive</u> sponsor of one of the following events or items: <ul style="list-style-type: none"> ○ One of four concurrent session rooms¹² for theme track sessions; or ○ Wednesday’s Poster Session/Networking Event. • Listing as a Gold Sponsor in the event program, on websites, and on conference materials, and acknowledgement at opening session and daily opening sessions as a Gold Sponsor. Room sponsors receive recognition at the rooms and their sessions. • Half-Page ad inside conference program. • Vendor table in break area. • 1 Full Registration to IMTA (\$589 USD value). • List of attendees¹³. 		

⁸ Includes signage at room entrance with company logo.

⁹ Note, IMTA organizers must sign off on speaker and topic.

¹⁰ IMTA Banquet—sponsorship covers the partial cost of the event and designed to make ticket prices are much more affordable. Costs include food, event space, transportation (if offsite), arrival hors d’oeuvres, wine and beer, entertainment, AV, and food.

¹¹ This will only include participants who opted in to include their contact information per GDPR rules.

¹² Includes signage at room entrance with company logo.

¹³ This will only include participants who opted in per GDPR rules.

Silver Sponsorship Package	9 of 10 Available	\$2,500.00
<ul style="list-style-type: none"> • Choice to be <u>exclusive</u> sponsor of one of the following events or items: <ul style="list-style-type: none"> ○ One of 6 snack break stations with signage (two daily); ○ Conference coffee station sponsor (coffee stations available all day); ○ Conference Printed/Pdf Program sponsor (printing and design; Receives ad on Program Back Cover as well as an additional inside ad and acknowledge as program sponsor); ○ Bus Transportation to IBTA or Banquet (<u>1</u> of 2 available); [1 CLAIMED] ○ Conference Group Photo sponsor¹⁴; or ○ Conference Evaluation sponsor¹⁵. • Listing as a Silver Sponsor in program, on website, and on conference materials, and acknowledgement at opening session and daily opening sessions as a Silver Sponsor. Snack break sponsors receive signage at the snack stations. Coffee station sponsor receives signage at coffee stations. • Half-Page ad inside conference program. • Vendor table in break area. • 1 Full Registration to IMTA (\$589 USD value). • List of attendees¹⁶. 		

Bronze Sponsorship Package	9 of 10 Available	\$1,500.00
<ul style="list-style-type: none"> • Listing as a Bronze Sponsor in program, on website, and on conference materials, and acknowledgement at opening session and daily opening sessions as a Bronze Sponsor. • Half-page ad inside conference program. • Vendor table in break area. • 1 Full Registration to IMTA (\$589 value). • List of attendees¹⁷. 		

Conference Program Advertising and Restaurant/Brewery/Entertainment Venue listing. Please contact us if you are interested in program advertising or the local restaurants, breweries, and entertainment list.

Conference Program Ads	Available	\$150 Half Page; \$250 Full Page
<ul style="list-style-type: none"> • These are for ads inside the printed and pdf version of the conference program. • If you are interested in the back cover, see Silver Sponsorship Package for details of being the program sponsor. • Local restaurants, breweries, and entertainment venues that purchase an ad will also receive a listing in the guide (below) • For local businesses, we are willing to accept gifts-in-kind that are needed for the event. • Specific ad dimensions and specifications TBD. 		

¹⁴ Covers the photograph of the group photo, the printing of the photo and the photo envelop. Photography on Tuesday, Prints ready on Thursday. Sponsor logo can appear on the photo sleeve or envelop.

¹⁵ Note, this can be paying for the evaluation or a gift in kind that is greater or equal value from a company that does conference evaluation.

¹⁶ This will only include participants who opted in per GDPR rules.

¹⁷ This will only include participants who opted in per GDPR rules.

Restaurant Listings.

Listing in our Guide to Local Restaurants, Breweries, Entertainment venues	Available	\$25 per listing
<ul style="list-style-type: none">• We will include a list of local restaurants, breweries, and entertainment venues for participants.• List will accompany the conference program and will be sent (as pdf) ahead of time to all participants so they can make reservations.• Listing includes name, short description (25 words of restaurant, brewery, venue, event), address, phone number, and link for reservations. Identified on a map.• This does not include an ad in the program (see above for Half- and full-page ads).		

Additional Sponsorship Opportunities. Please contact the Organizing Committee if interested in additional sponsorship opportunities. These can be added to a sponsorship package tier as well. Please contact us if you have an idea for something else you would like to sponsor, such as a conference challenge coin.

Contact. Please contact the coordinator of IMTA 2021 with any questions or to commit to a sponsorship.

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