



**22<sup>nd</sup> Annual Convention | Boston, MA | May 27-30, 2010**  
**2010 Exhibit, Advertising, and Sponsorship Application**

Submit applications to: [www.psychologicalscience.org/convention/exhibit](http://www.psychologicalscience.org/convention/exhibit) | [exhibit@psychologicalscience.org](mailto:exhibit@psychologicalscience.org)  
 APS, 1133 15<sup>th</sup> Street NW, Suite 1000, Washington, DC 20005 USA | Fax: +1 202.293.9350

Company/Organization Name (as it should appear in event program) \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Street Address \_\_\_\_\_ Contact Title \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone ( ) - \_\_\_\_\_ E-mail \_\_\_\_\_

**Advertising**

- General Program**
    - Covers
      - Outside Back Cover (color) **SOLD**
      - Inside Front Cover (color) **SOLD**
      - Inside Back Cover (color) **SOLD**
    - Interior Pages
      - Divider(color) \$1,350
      - Full Page (color) \$1,200
      - Full Page (B&W) \$1,000
      - Half Page (B&W) \$850 \_\_\_\_\_
  - Poster Program**
    - Covers
      - Outside Back (color) **SOLD**
      - Inside Front Cover (color) \$1,250
      - Inside Back Cover (color) \$1,000 \_\_\_\_\_
    - Interior Pages
      - Full Page (B&W) \$850
      - Half Page (B&W) \$550 \_\_\_\_\_
  - Quick Guide: Schedule At-A-Glance**
    - Outside Back Cover (color) **SOLD**
    - Half Page (color) \$250 \_\_\_\_\_
  - Tote Bag Insert** \$1,500 \_\_\_\_\_
  - Slideshow Slide (PowerPoint)** \$500 \_\_\_\_\_
  - Convention Website Banner Ads**
    - March \$150
    - April \$200
    - May \$200
    - June \$100
    - All 4 months \$400 \_\_\_\_\_
- Advertising Total \_\_\_\_\_

**Exhibits**

|   | Price/Booth | # Booths | Total               |
|---|-------------|----------|---------------------|
| One Booth = 8' x 10'  | \$1,950     | x _____  | = _____             |
| <p><b>Save 10% off two (2) or more booths</b> 10% - _____</p> <p><b>Save \$50: Share your company's ad contact</b> - _____</p> <p>Advertising Contact Name (required for discount) _____</p> <p>Advertising Contact Phone <b>and</b> E-mail (required for discount) _____</p> |             |          |                     |
|   |             |          | Subtotal _____      |
| <b>Exhibitor Promo Kit</b>  |             |          |                     |
| <input type="checkbox"/> Scavenger Hunt   |             |          | <b>FREE</b>         |
| <input type="checkbox"/> Logo in Program (Exhibitor Section)  | \$75        | _____    |                     |
| <input type="checkbox"/> Logo in Web Program (Exhibitor Section)  | \$75        | _____    |                     |
| <input type="checkbox"/> <b>Event Area</b>  |             |          |                     |
| <input type="checkbox"/> 25-minute timeslot (exhibitor)   | \$200       | _____    |                     |
| <input type="checkbox"/> 3 25-minute timeslots (exhibitor)  | \$450       | _____    |                     |
| <input type="checkbox"/> 25-minute timeslot (non-exhibitor)   | \$500       | _____    |                     |
| <input type="checkbox"/> <b>Convention E-mail Promo Banner</b>  |             |          |                     |
| APS e-mail sent by APS  |             |          |                     |
| <input type="checkbox"/> One E-mail   | \$500       | _____    |                     |
| <input type="checkbox"/> Three E-mails  | \$850       | _____    |                     |
| <input type="checkbox"/> <b>Observer member magazine</b>  |             |          |                     |
| Full-page, color booth invitation (regularly \$1,700)   |             |          |                     |
| <input type="checkbox"/> March  | \$600       | _____    |                     |
| <input type="checkbox"/> April  | \$600       | _____    |                     |
| <input type="checkbox"/> May/June (at meeting)  | \$750       | _____    |                     |
| <input type="checkbox"/> July/August (meeting coverage)   | \$500       | _____    |                     |
|   |             |          | Exhibit Total _____ |

**Sponsorship**

- |  |  |
|--|--|
| <p><b>Receptions</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Opening May 27 \$12,500</li> <li><input type="checkbox"/> Friday Night May 28 \$10,500</li> <li><input type="checkbox"/> Closing May 29 \$9,500</li> </ul> <p><b>Coffee Breaks</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Plenary \$2,500</li> <li><input type="checkbox"/> General \$2,050</li> </ul> | <p><b>Products</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Tote bags \$12,500</li> <li><input type="checkbox"/> Lanyards \$4,500</li> <li><input type="checkbox"/> Experimentals \$3,750</li> <li><input type="checkbox"/> Vol. T-shirts \$1,750</li> </ul> <p><b>Cyber Café</b></p> <ul style="list-style-type: none"> <li>Exclusive <b>SOLD</b></li> <li>Day _____ \$650</li> </ul> <p>Sponsorship Total _____</p> |
|--|--|

**Payment**

**Payment Total: \$** \_\_\_\_\_

Visa  MasterCard  American Express  Check

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

*I have read and agree to all the rules and regulations on the following page.*

Signature of authorized exhibitor representative \_\_\_\_\_ Date \_\_\_\_\_

Questions? +1 202.293.9300 | [exhibit@psychologicalscience.org](mailto:exhibit@psychologicalscience.org)

# Exhibitor Rules and Regulations

## General Information

The APS 22<sup>nd</sup> Annual Convention general sessions will be held in the Sheraton Boston Hotel. The Exhibit Hall and Poster Sessions (held during Exhibit Hall hours) will be located in the attached Hynes Convention Center. Exhibit booth assignments will be made in the order in which reservations are received. The Exhibit Hall floor plan, booth assignments, and Exhibitor Service Kits will be sent out to Exhibitors in March 2010. The Association for Psychological Science (APS) reserves the right to alter the floor plan and reassign booth space at any time if deemed in the best interests of the exhibition.

## Hours

Exhibit Hall hours are expected to be:

Thursday, May 27, 2010: 7:30 PM to 9:30 PM

Friday, May 28, 2010: 8:00 AM to 5:00 PM

Saturday, May 29, 2010: 8:00 AM to 5:00 PM

**This schedule will be confirmed before November 1, 2009.** Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes on the final day of the exhibition.

## Booth Equipment

All standard 8' deep x 10' wide booths include one 10' draped back wall, two 4' draped side rails, and one 7" x 44" sign identifying your organization. The Exhibit Hall in the Hynes Convention Center is **not carpeted**, but carpet of your choice may also be rented from the exposition service company. Furniture, carpet, electricity, Internet, and other accessories must be rented from the exposition service company using the appropriate order forms in the Exhibitor Service Kit. All booth equipment and furniture must be confined to the measured limits of the booth. Nothing may be taped, nailed, tacked or otherwise affixed to any part of the center without the written consent of the Hynes Convention Center. Any property destroyed or damaged by the exhibitor must be replaced in its original condition by the exhibitor or at the exhibitor's expense.

## Event Area

An Event Area is available during Exhibit Hall Hours on Friday, May 29 and Saturday, May 30, 2010. The Event Area is available to exhibitors for activities such as demonstrations, showing videos, and author book signings. Space is available for \$200 per 25-minute increment. Basic furniture (such as tables and chairs) and audio/visual equipment will be available at no additional charge. Presentations in the Event Area are subject to the rules and regulations of the Exhibit Hall and the Hynes Convention Center.

## Marketing

Exhibitors and Advertisers are encouraged to consider the various ways to market to APS Members and convention attendees. All advertising, sponsorships, receptions, and meetings at the Sheraton Boston Hotel and the Hynes Convention Center must be approved by APS prior to the start of the convention. Please contact [exhibit@psychologicalscience.org](mailto:exhibit@psychologicalscience.org) to inquire about more advertising and sponsorship ideas. Except Special Event programs, solicitations or demonstrations may not be conducted outside the exhibitor's booth space without APS approval.

## Payment and Cancellation Policy

Full payment must accompany all reservations. Exhibitors and advertisers cancelling space and notifying APS in writing prior to

February 5, 2010 will receive a 50% refund; cancellations received after February 5, 2010 will not be refunded.

## Sales Tax

Exhibitors are responsible for ensuring compliance with local and state sales tax laws in Boston, MA USA.

## Fire Regulations

All materials to be used in the Exhibit Hall must be nonflammable and conform to the fire regulations of the city of Boston, MA USA. Material not conforming to such regulations will be removed at the exhibitor's expense. Engines, motors, or any other kind of equipment may be operated only with the consent of the Hynes Convention Center.

All door openings and aisles must be kept clear by order of the Fire Marshall. Absolutely no storage of material of any type is allowed behind, beneath, or between booths. Exit signs, fire alarms, and fire extinguishers must be visible at all times.

## Food and Beverages

Any food or beverages dispensed or given away at booths must be approved by APS, and prepared by the catering services of the Hynes Convention Center. For more information please contact [exhibit@psychologicalscience.org](mailto:exhibit@psychologicalscience.org).

## Staffing

Each Exhibitor is required to have at least one (1) person monitoring its booth at all times during open hours. Because of the show hours, it is recommended that at least two (2) people be assigned to monitor each exhibit.

## Liability and Insurance

Exhibitor assumes responsibility and agrees to indemnify and defend APS and the Hynes Convention Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither APS nor the Hynes Convention Center maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

## Security

Although security guards may be provided at the discretion of APS, the Exhibitor agrees to retain the sole responsibility at all times for the security of all exhibit materials. Exhibitors are strongly encouraged not to leave items of value unattended in booths.

## Music

Exhibitors are prohibited from playing copyrighted music and/or playing any music at a volume that disturbs neighboring exhibitors.

## Exhibitor Registration and Housing

Each exhibit booth space includes two (2) complimentary registrations. Registration includes admission to the Exhibit Hall and general sessions; events that incur additional fees are not included. Additional registrations are available for \$75 each. The names of booth representatives must be sent to [exhibit@psychologicalscience.org](mailto:exhibit@psychologicalscience.org) before the convention. Exhibitors are responsible for making their own travel and housing arrangements.

Take advantage of APS's specially negotiated room rates at the Sheraton Boston Hotel (39 Dalton St., Boston, MA 02199 USA). Room rates at the Sheraton Boston Hotel for guests attending Convention are \$184.00 + tax per night. **This rate will be available in fall 2009.** For more information or to make a hotel reservation, please contact the Sheraton Boston Hotel directly at +1 617.263.2000 and ask for the APS special rate.