



**23<sup>rd</sup> Annual Convention | Washington, DC, USA | May 25-29, 2011**  
**2011 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> St. NW, Suite 1000, Washington, DC, 20005-2727 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) \$2,250  
 Inside Front Cover (color) \$1,750  
 Inside Back Cover (color) \$1,250

Interior Pages

Divider(color) \$1,450  
 Full Page (color) \$1,350  
 Full Page (B&W) \$1,110  
 Half Page (B&W) \$850 \_\_\_\_\_

**Poster Program**

Covers

Outside Back (color) \$1,500  
 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) \$750  
 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
<input type="checkbox"/> Reserve by Aug. 20, 2010	\$1,950	x _____	= _____
<input type="checkbox"/> Reserve by Feb. 4, 2011	\$2,150	x _____	= _____
<b>Save 10% off two (2) or more booths</b>	10%	- _____	
<b>Save \$50: Share your company's ad contact</b>		- _____	
Advertising Contact Name (required for discount) _____			
Advertising Contact Phone and E-mail (required for discount) _____			
		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"/> Event Area			
<input type="checkbox"/> 25-minute timeslot (exhibitor)	\$200		
<input type="checkbox"/> 3 25-minute timeslots (exhibitor)	\$450		
<input type="checkbox"/> Convention E-mail Promo Banner			
APS e-mail sent by APS			
<input type="checkbox"/> One E-mail	\$500		
<input type="checkbox"/> Three E-mails	\$850		
<input type="checkbox"/> Observer member magazine			
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**

<b>Receptions</b>		<b>Products</b>	
<input type="checkbox"/> Opening May 27	\$12,500	<input type="checkbox"/> Tote bags	\$12,500
<input type="checkbox"/> Presidential May 28	\$10,500	<input type="checkbox"/> Lanyards	\$4,500
<input type="checkbox"/> Saturday Night May 29	\$9,500	<input type="checkbox"/> Experimentals	\$3,750
		<input type="checkbox"/> Vol. T-shirts	\$1,750
		<b>Cyber Café</b>	
<b>Coffee Breaks</b>		<input type="checkbox"/> Exclusive	\$2,500
<input type="checkbox"/> Plenary	\$2,500	<input type="checkbox"/> Day	\$1,450
<input type="checkbox"/> General	\$2,050	Sponsorship Total	_____

**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 \_\_\_\_\_

# Exhibitor Rules and Regulations

## General Information

The APS 23<sup>rd</sup> Annual Convention general sessions, Exhibit Space, and Poster Sessions will be held in the Hilton Washington in Washington, DC, USA. 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 to Exhibitors in March 2011. 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 26, 2011: 7:30 PM to 9:30 PM

Friday, May 27, 2011: 8:00 AM to 5:00 PM

Saturday, May 28, 2011: 8:00 AM to 5:00 PM

**This schedule will be confirmed before November 1, 2010.** 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 is 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 Hilton Washington. 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 27 and Saturday, May 28, 2011. 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.

## 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 Hilton Washington 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 Event Area 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 4, 2011 will receive a 50% refund; cancellations received on or after February 4, 2011 will not be refunded.

## Sales Tax

Exhibitors are responsible for ensuring compliance with local and state sales tax laws in Washington, DC, 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 Washington, DC, 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 Hilton Washington.

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 Hilton Washington. 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 Hilton Washington 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 Hilton Washington maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Group shall cause all exhibitors to execute an Exhibit Agreement containing the following provision:

"Exhibitor hereby assumes entire responsibility and hereby agrees to protect, indemnify and save the Hotel, its owners, its operator, Hilton Hotels Worldwide, Association for Psychological Science and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

Exhibitor acknowledges that neither the Hotel, its owners, its operator, nor Hilton Hotels Worldwide, Inc. maintain insurance covering exhibitors property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor."

## 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 Hilton Washington (1919 Connecticut Ave., NW, Washington, District of Columbia, 20009 USA). Room rates at the Hilton Washington Hotel for guests attending Convention **will be available in fall 2010.**