What’s Inside

The Value of Partnering with APS ................................. 1
Who Attends .................................................................... 2
APS Member Profile .......................................................... 3
Exhibit Opportunities ....................................................... 4
Sponsorship Opportunities ............................................... 6
Advertising Opportunities ............................................... 8
About San Francisco ....................................................... 10
Partner Application Form ............................................... 11
Exhibitor Rules & Regs ................................................... 13
THE VALUE OF PARTNERING WITH APS

Partnering with APS gets your services and products in front of APS’s vast network of psychological scientists from around the globe. Our attendees span the entire spectrum of scientific, applied, and teaching specialties. They specialize in areas such as biological/neuroscience, clinical, cognitive, developmental, educational, experimental, general, industrial/organizational, personality/social, and quantitative research.

MEETING SNAPSHOT

- **50,000+** Person Email List
- **33,000+** APS Members
- **4,000+** Convention Attendees
- **113** Attendees per Exhibitor in 2017

TOP 5 REASONS TO PARTNER WITH APS

1. Meet Face-to-Face with Current and Prospective Customers
2. Get Access to the Leaders in Psychological Science
3. Build Your Reputation as a Leader in the Profession
4. Gain Visibility and Strengthen Your Brand
5. Find Out What Important Trends You Should Be Following
WHO ATTENDS

The APS membership and Convention attendance are comprised of leading psychological scientists, including academics, clinicians, researchers, teachers, and administrators.

- Distinguished Researchers and Educators
- Academic Administrators
- Faculty at Top Colleges and Universities
- Clinical Researchers
- Business and Management Consultants
- Students — The Future Leaders

APS does a fabulous job bringing in key leaders in the field, and in turn, we are able to connect with researchers, authors and professionals to ensure they have access to the APS journals portfolio as well as the latest SAGE resources. The APS staff is extremely organized, making exhibiting a smooth and engaging process.

-Lisa LaMont, SAGE Publishing
APS MEMBER PROFILE

**GENDER**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>42%</td>
</tr>
<tr>
<td>Not reported</td>
<td>9%</td>
</tr>
</tbody>
</table>

**AGE**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 30</td>
<td>40.46%</td>
</tr>
<tr>
<td>29-44</td>
<td>29.06%</td>
</tr>
<tr>
<td>45-59</td>
<td>14.35%</td>
</tr>
<tr>
<td>60+</td>
<td>16.13%</td>
</tr>
</tbody>
</table>

**MAJOR FIELD OF STUDY**

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biological/Neurologist</td>
<td>10%</td>
</tr>
<tr>
<td>Clinical</td>
<td>18%</td>
</tr>
<tr>
<td>Cognitive</td>
<td>18%</td>
</tr>
<tr>
<td>Developmental</td>
<td>11%</td>
</tr>
<tr>
<td>Educational</td>
<td>4%</td>
</tr>
<tr>
<td>Experimental</td>
<td>7%</td>
</tr>
<tr>
<td>General</td>
<td>4%</td>
</tr>
<tr>
<td>Industrial/Organizational</td>
<td>7%</td>
</tr>
<tr>
<td>Personality/Social</td>
<td>7%</td>
</tr>
<tr>
<td>Quantitative</td>
<td>2%</td>
</tr>
</tbody>
</table>

**EMPLOYER**

<table>
<thead>
<tr>
<th>Employer Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University/College</td>
<td>72%</td>
</tr>
<tr>
<td>Other</td>
<td>28%</td>
</tr>
</tbody>
</table>

apsmarketing@psychologicalscience.org
EXHIBIT OPPORTUNITIES

What’s Included

• 19 hours of exhibit time, including 4 coffee breaks, 15 poster sessions and the opening reception
• Two (2) APS Convention registrations per 100 sq. ft. of space
• Discounted additional Convention registrations
• Pre-registered electronic attendee mailing list at least two (2) weeks prior to Convention
• Standard draped 8 ft. back wall, 3 ft. side rails, and booth identification sign
• Expo hall security
• Final electronic attendee mailing list post-Convention
• Company listing and description in the printed program
• Company listing and description on the APS 2018 Convention website
• Company listing and description in the mobile app
• Discounted rates for Events Area time slots
• Discounted advertising rates in the April, May/June, and July/August issues of Observer magazine
• Exclusive exhibitor opportunities

TRAFFIC DRIVER ADD-ON

• Logo in the print program, mobile app and online
• Mobile app rotating banner ad
• Scavenger hunt stop
• “Walk this Way” meter board sign

$2,000  $1,600

EVENT SPOTLIGHT ADD-ON

• Logo in the print program, mobile app and online
• 25-minute Events Area time slot
• Convention email promo banner
• Full-page ad in the print program
• Meter board sign promoting your event

$2,050  $2,150

DRINK TICKETS

Buy attendees a drink and drive traffic to your booth. Includes branded drink tickets and promotions via email, online, mobile app and on-site signage.

• 100 Tickets $1,500
• 50 Tickets  $1,000
• 25 Tickets  $750

These packages are available exclusively to APS exhibitors.

www.psychologicalscience.org/conventions/annual

Because of APS’s commitment to support me and my team, I was able to successfully manage two back-to-back shows, one in Ireland, with ease. The entire APS processes was straight forward and made for a very pleasant experience. I am sure we will continue to exhibit as it was a huge success for our company.

-Andrew Damico, MindWare Technologies
Booth Category | Price
---|---
10x10 Standard | $2,150
10x10 Premium | $2,350
10x20 Premium | $4,300
20x20 Premium | $8,600

Exhibit hall floor plan and hours are subject to change.

**Thursday, May 24**
- Exhibit Hall Setup | 12:00 PM – 5:00 PM
- Exhibit Hall Open | 7:30 PM – 9:30 PM
- Poster Sessions & Events | 8:00 PM – 8:50 PM
- Opening Reception | 8:00 PM – 9:30 PM

**Friday, May 25**
- Exhibit Hall Open | 8:30 AM – 5:00 PM
- Coffee Break | 8:30 AM – 9:00 AM
- Coffee Break | 2:30 PM – 3:00 PM
- Poster Sessions & Events | Continuous

**Saturday, May 26**
- Exhibit Hall Open | 8:30 AM – 5:00 PM
- Coffee Break | 8:30 AM – 9:00 AM
- Coffee Break | 2:30 PM – 3:00 PM
- Poster Sessions & Events | Continuous
- Exhibit Hall Teardown | 5:30 PM – 8:30 PM

apsmarketing@psychologicalscience.org
SPONSORSHIP OPPORTUNITIES

The true value of APS sponsorship is that your organization is recognized as a supporter of the sciences. Your affiliation with APS and its members shows that your organization is dedicated to the advancement of psychological science.

Sponsor Benefits

Friends Level $1,250
• Name recognition on APS Convention website
• Name recognition in at least one pre-Convention and one post-Convention email
• Name recognition in Observer magazine
• Name recognition in Convention print program
• Name recognition in Convention mobile app and online planner
• Name recognition in on-site Convention slideshow

Bronze Level $2,500
All previous benefits, PLUS...
• Upgrade to logo recognition on all print and digital media listed above

Silver Level $5,000+
All previous benefits, PLUS...
• A promo slide in the Convention slideshow
• Your logo and link to your website in a rotating banner ad on the Convention website

Gold Level $8,000+
All previous benefits, PLUS...
• One half-page ad in the Convention print program
• One mobile app rotating banner ad
• Convention email banner ad

Platinum Level $10,500+
All previous benefits, PLUS...
• Upgrade to a full-page ad in the Convention print program
• Two pre-Convention email banner ads
• Mobile app full-screen ad
• Your logo in all pre-Convention promo emails

For more details on sponsorship opportunities, email apsmarketing@psychologicalscience.org.

www.psychologicalscience.org/conventions/annual
## Sponsorship Options

### Platinum Level
- Convention WiFi: $15,000
- Presidential Symposium: $12,500
- Bring the Family Address: $12,500
- Opening Reception (lead sponsor): $10,500
- Friday Evening Reception: $10,500

### Gold Level
- Convention Registration Bag: $10,000
- Host Hotel Room Drop: $10,000
- Student Program: $10,000
- Saturday Evening Reception: $8,500
- Volunteer Program: $8,000

### Silver Level
- Photo Lounge: $7,500
- Host Hotel Key Cards: $7,500
- Specialty Coffee Bar in the Exhibit Hall: $7,500
- Lanyards: $5,000
- Mobile App: $5,000/day
- Meeting Room/Hospitality Suite: $5,000/day
- Daily Raffle Giveaways: $5,000

### Bronze Level
- Branded Charging Station: $3,000
- Pre-Plenary Coffee Break: $3,000
- Session Notepads (sponsor-provided): $3,000
- Session Pens (sponsor-provided): $3,000
- General Coffee Break: $2,500

### Friends Level
- Promo Giveaway (sponsor-provided): $1,250
- Opening Reception (co-sponsor): $1,250

---

### EXHIBIT HALL EVENTS AREA

Hold a product demonstration, book signing, or other event in the Exhibit Hall Events Area. Your event will be listed in our print and online programs, as well as the mobile app.

**Exhibitors & Sponsors:** $500/25-minute slot  
**All Others:** $1,000/25-minute slot

---

Have a great sponsorship idea that you don’t see above? Let’s talk. Contact apsmarketing@psychologicalscience.org.

apsmarketing@psychologicalscience.org
ADVERTISING OPPORTUNITIES

Reach the best and brightest in the field. Promote your presence at the APS Convention before, during and after the event for maximum visibility. APS offers a variety of print and digital advertising options to fit your needs and your budget.

ADVERTISING SNAPSHOT

- 50,000+ Person Email List
- 48,000+ Twitter Followers
- 18,500+ Digital Observer Subscribers
- 15,000 Print Observer Subscribers
- 5,500+ Daily Convention Website Views
- 2,500+ Mobile App Downloads in 2017

www.psychologicalscience.org/conventions/annual
Print Advertising

Print Program
Outside Back Cover  SOLD  $2,000
Inside Front Cover  $1,500
Inside Back Cover  $1,500
Full Page  $1,100
Half Page  $850
Congratulatory Ads  30% off above rates

Schedule At-A-Glance
Outside Back Cover  $2,000
Quarter Page  $700

On-Site Signs
Walk This Way Directional Meter Board Sign  $500
Company Promo Meter Board Sign  $1,250

Observer Magazine Full Page Ad
Exclusive discount for exhibitors and sponsors
April  $1,700  $1,275
May/June (Convention issue)  $1,700  $1,360
July/August  $1,700  $1,190
Congratulatory Ads  30% off above rates

Advertise in all 3 issues and save an additional 20%

Digital Advertising

Pre-Convention
Pre-Convention E-mail Ad  $600/email
Convention Homepage Static Tile Ad  $2,500/30 days
Convention Site Rotating Banner Ad  $1,250/30 days
Convention Page Rotating Banner Ad  $700/30 days

During Convention
Mobile App Rotating Banner Ad  $1,000/ad
Mobile App Alert  $1,000/alert
Convention Daily E-mail Ad  $1,000/day
Big Screen Slideshow  $750/slide
Twitter Ad Display  $500/tweet

Post-Convention
Post-Convention E-mail Ad  $800/email

Digital Advertising Pick 3
Pick any three digital ads and save an additional 20%

apsmarketing@psychologicalscience.org
Famous for scenic beauty, cultural attractions, diverse communities and world-class cuisine, San Francisco’s landmarks include the Golden Gate Bridge, cable cars, Fisherman’s Wharf, Alcatraz, Chinatown, Union Square, North Beach, the Castro District, and Mission Dolores. The much-celebrated fog creates a romantic mood in this most European of American cities.

**Hilton San Francisco Union Square**

333 O’Farrell Street  
San Francisco, California 94102 USA  
Tel: +1-415-771-1400

Book your room at the Hilton San Francisco Union Square by Friday, May 4, 2018 to receive the APS discounted rate of just $189/night plus applicable tax and fees. Hurry, rooms may sellout before the deadline.
PARTNER APPLICATION FORM

Organization (as it should appear in print) ________________________________________________________________

Contact Name ____________________________________________________ Contact Title ________________________________

Street Address ______________________________________________________

City ____________________________ State ______ Zip ______ Country __________

Phone __________________________ Email ______________________________

☐ I have read and agree to all the rules and regulations included in the partner prospectus.

Exhibit

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Standard</td>
<td>$2,150</td>
</tr>
<tr>
<td>10x10 Premium</td>
<td>$2,350</td>
</tr>
<tr>
<td>10x20 Premium</td>
<td>$4,300</td>
</tr>
<tr>
<td>20x20 Premium</td>
<td>$8,600</td>
</tr>
</tbody>
</table>

Booth No. Preference:
1st ______________________
2nd ______________________
3rd ______________________

Note: Individual booths may be combined. Select the rate that matches your total requested size and provide the booth combinations in your booth preference.

Exhibitor Exclusive Add-Ons

☐ Traffic Driver Add-On $2,000 $1,600
☐ Traffic Driver Add-On $2,850 $2,150
☐ Add’l Booth Reps* $175 X ______ = $___________

Drink Tickets:

☐ 100 at $1,500 ☐ 50 at $1,000 ☐ 25 at $750

Exhibit Total $___________

Sponsorship

Platinum Level

☐ Convention WiFi $15,000
☐ Opening Reception $12,500
☐ Friday Evening Reception $10,500

Gold Level

☐ Convention Registration Bag $10,000
☐ Host Hotel Room Drop $10,000
☐ Student Program $10,000
☐ Saturday Evening Reception $8,500
☐ Volunteer Program $8,000

Silver Level

☐ Photo Lounge $7,500
☐ Host Hotel Key Cards $7,500
☐ Specialty Coffee Bar in the Exhibit Hall $7,500
☐ Lanyards $5,000
☐ Mobile App $5,000
☐ Meeting Room/Hospitality Suite $5,000/day
☐ Daily Raffle Giveaways $5,000
☐ Re-Charge Bar $5,000

Bronze Level

☐ Branded Charging Station $3,000
☐ Pre-Plenary Coffee Break $3,000
☐ Session Notepads (sponsor-provided) $3,000
☐ Session Pens (sponsor-provided) $3,000
☐ General Coffee Break $2,500

Friends Level

☐ Promo Giveaway (sponsor-provided) $1,250
☐ Opening Reception (co-sponsor) $1,250

Sponsorship Total $___________

Events Area

Exhibitors & Sponsors:

$500/25 minute slot x_________ slots = $________

All Others:

$1,000/25 minute slot x_________ slots = $________

Events Area Total $_________

*Exhibitors may purchase up to two (2) additional booth representative registrations per 100 sq. ft. of rented space at this discounted rate.

apsmarketing@psychologicalscience.org
Advertising

Print Program
- Outside Back Cover
  - $2,000
- Inside Front Cover
  - $1,500
- Inside Back Cover
  - $1,500
- Full Page
  - $1,100
- Half Page
  - $850
- Congratulatory Ad 30% discount
  - $__________

Schedule At-A-Glance
- Outside Back Cover
  - $2,000
- Quarter Page
  - $700

On Site Signs
- Walk This Way Directional Meter Board Sign
  - $500
- Company Promo Meter Board Sign
  - $1,250

Observer Magazine Full Page Ad
Exclusive discount for exhibitors and sponsors
- April
  - $1,700
  - $1,275
- May/June (Convention issue)
  - $1,700
  - $1,360
- July/August
  - $1,700
  - $1,190
- All 3 Issues (additional 20% savings)
  - $5,100
  - $3,060
- Congratulatory Ad 30% discount
  - $__________

Digital Advertising
- Pre-Convention E-mail Ad
  - $500/email
- Convention Homepage Static Tile Ad
  - $2,500/30 days
- Convention Site Rotating Banner Ad
  - $1,250/30 days
- Convention Page Rotating Banner Ad
  - $700/30 days
- Mobile App Rotating Banner Ad
  - $1,000/ad
- Mobile App Alert
  - $1,000/alert
- Convention Daily E-mail Ad
  - $1,000/day
- Big Screen Slideshow
  - $750/slide
- Twitter Ad Display
  - $500/tweet
- Post-Convention E-mail Ad
  - $800/email
- 20% discount on 3+ digital ads
  - $__________

Advertising Total
$__________

Payment

Exhibits Subtotal
$__________
Sponsorship Subtotal
$__________
Events Area Subtotal
$__________
Advertising Subtotal
$__________
Total
$__________

Check made payable to Association for Psychological Science

Charge
- Visa
- MasterCard
- American Express

Cardholder Name__________________________________________

Account Number__________________________________________

Expiration Date_________________________ Security Code_________________________

Authorized Signature_____________________________________

Submit applications and payment to APS by e-mail, fax or mail:
Association for Psychological Science
1800 Massachusetts Ave. NW, Suite 402
Washington, DC 20036-1218 USA
Phone: +1 202.293.9300  Fax: +1 202.293.9350
apsmarketing@psychologicalscience.org
EXHIBITOR RULES & REGULATIONS

General Information
The Association for Psychological Science (APS) 30th Annual Convention general sessions, Exhibit Space, and Poster Sessions will be held at the Hilton San Francisco Union Square ("Hotel"), San Francisco, CA, 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 Kit will be sent to Exhibitors in March 2018. The Association for Psychological Science reserves the right to alter the floor plan and reassign booth space at any time if deemed in the best interests of the exhibition.

Booth Equipment
All standard 10-foot deep x 10-foot wide booths include one draped back wall, two draped side rails, and one 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 Exhibit Hall without the written consent of the hotel. Any property destroyed or damaged by the exhibitor must be replaced in its original condition by the exhibitor or at the exhibitor’s expense.

Payment and Cancellation Policy
Full payment must accompany all reservations. Exhibitors and advertisers cancelling space and notifying APS in writing prior to December 31, 2017, will receive a 50% refund. Cancellations received on or after December 31, 2017 will not be refunded.

No Shows: There are no refunds issued for booth space and all registrations of no-show exhibiting organizations and or booth personnel.

Sales Tax
Exhibitors are responsible for ensuring compliance with local and state sales tax laws in San Francisco, CA, 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 San Francisco, CA, 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 hotel.

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.

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

Code of Conduct
Exhibitor representatives are responsible for maintaining a collegial and professional environment for attendees, APS staff, venue staff, other exhibitors, and others participating in the APS Convention. Any exhibitor found to be engaging in unethical conduct or detrimental behaviors, as determined at the sole discretion of convention management, will be evicted from the meeting and will forfeit booth rental and other exhibit-related payments.

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.

Liability and Insurance
Exhibitor assumes responsibility and agrees to indemnify and defend APS and the hotel 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 Hotel maintains insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel or APS or their owners or managers, that results from any act or omission of the Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless, Hotel, APS, and their respective owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from the Exhibitor’s use of the property. Exhibitor’s liability shall include, without limitation, all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees that arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, Hotel, or any part thereof.

Staffing, Installation and Dismantling
Each Exhibitor is required to have at least one (1) person monitoring its booth at all times during open hours. It is recommended that at least two (2) people be assigned to monitor each exhibit.

Exhibitors are expected to maintain their exhibit space during all open exhibit hours. Exhibit must be set and ready by 5:00pm on Thursday, May 24.

Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes on Saturday, May 26 at 5:30pm.

Exhibitor Registration
APS reserves the right to accept or decline each exhibitor registration that is submitted. This can be done at any time if deemed in the best interest of the exhibition, and refunds will be given as specified in the payment and cancellation policy.

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 hotel. For more information, please contact apsmarketing@psychologicalscience.org.

Alcohol Policy for Exhibitors
Exhibitors are not permitted to serve alcohol in APS Exhibit Hall booths. An exception may be made in the case of the Opening Night Reception, and requests will be considered on a case-by-case basis. Requests for advance permission to serve alcohol during the Opening Night Reception must be submitted 8 weeks before the first day of the Convention. A fee may apply to the distribution of alcohol in APS Exhibit Hall booths.

Rules and regulations may be updated. In this case, you will be notified.
APS, a nonprofit membership organization, was founded in 1988 to advance scientific psychology and its representation as a science on the national level. APS grew quickly, surpassing 5,000 members in its first six months. In 2018, we celebrate our 30th Anniversary and the now 33,000 members, who are psychological researchers and their students in more than 80 countries, and spanning the entire spectrum of scientific, applied, and teaching specialties.

The mission of the Association for Psychological Science is to promote, protect, and advance the interests of scientifically oriented psychology in research, application, teaching, and the improvement of human welfare.

For more information, please contact apsmarketing@psychologicalscience.org