

EXHIBITOR & SPONSORSHIP PROSPECTUS

32nd APS Annual Convention

Hyatt Regency Chicago

Chicago, IL, USA

aps

CHICAGO

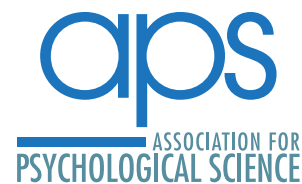
May 21-24, 2020





32nd APS Annual Convention

The APS Convention brings together over 4,000 psychological scientists from disciplines spanning the full spectrum of the field.



ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

APS is the leading international organization dedicated to advancing scientific psychology across disciplinary and geographic borders. Our 35,000+ members provide a richer understanding of the world through their research, teaching, and application of psychological science. We are passionate about supporting psychological scientists in these pursuits, which we do by sharing cutting-edge research across all areas of the field through our journals and conventions; promoting the integration of scientific perspectives within psychological science and with related disciplines; fostering global connections among our members; engaging the public with our research to promote broader understanding and awareness of psychological science; and advocating for increased support for psychological science in the public policy arena.

Exhibitor & Sponsorship Prospectus 2020



What's inside?

Who Attends	4
Past Attendees	5
Exhibit Opportunities.....	6
Who Should Exhibit.....	7
Past Exhibitors & Supporters	8
Exhibit Hall Information	9
Program At-A-Glance.....	10
How to Rent A Booth	11
Tentative Exhibitor Schedule.....	12
Exhibitor Priority Points Program	13
Sponsorship and Marketing Opportunities	14
Social Events.....	15
Meeting Space	16
Brand Promotions	17
Print Advertising.....	18
Digital Advertising.....	19
Advertising Snapshot.....	20
Observer Magazine Advertising	21
About Chicago, IL, USA	22



“

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

”

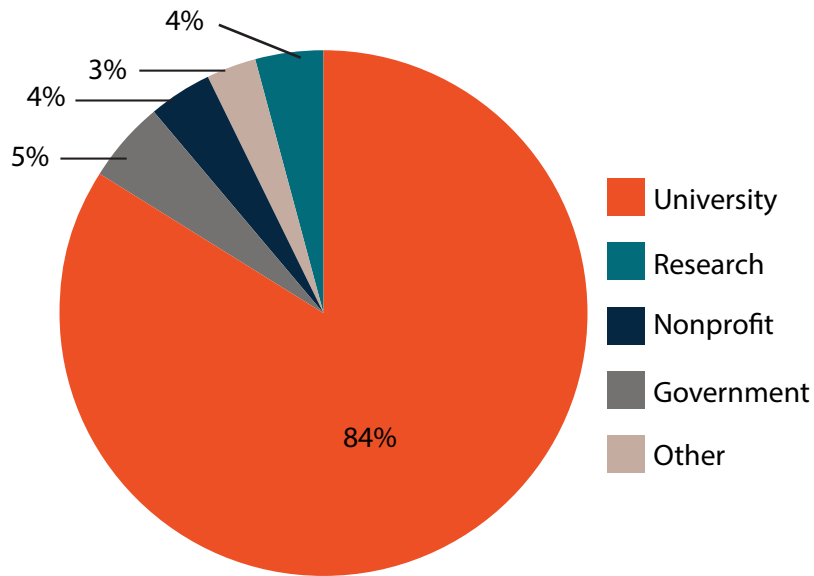
Who Attends?

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

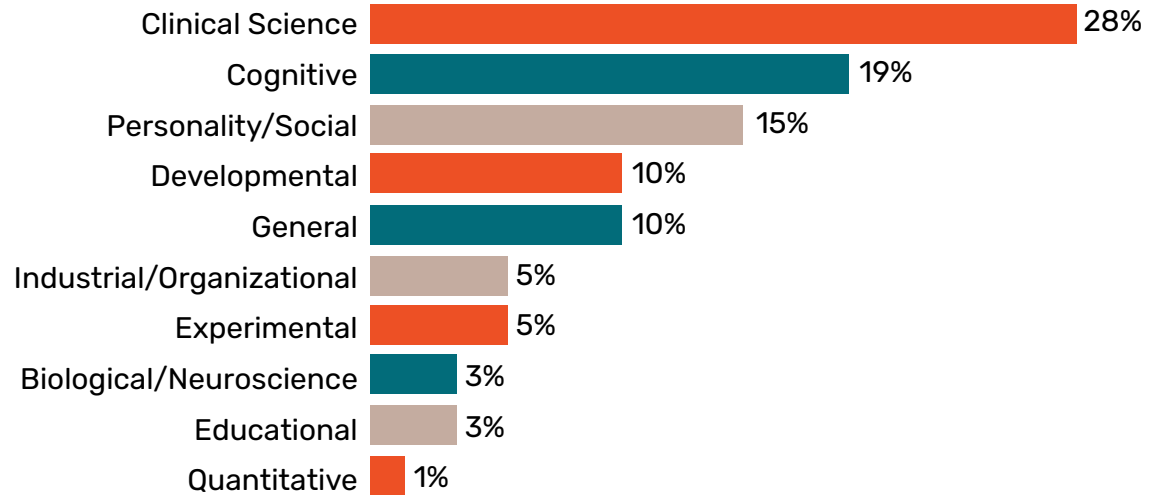
- Distinguished Researchers and Educators
- Academic Administrators
- Faculty at Top Colleges and Universities
- Clinical Researchers
- Data Specialists
- Project Managers
- Business and Management Consultants
- Students – the Future Leaders

Past Attendees

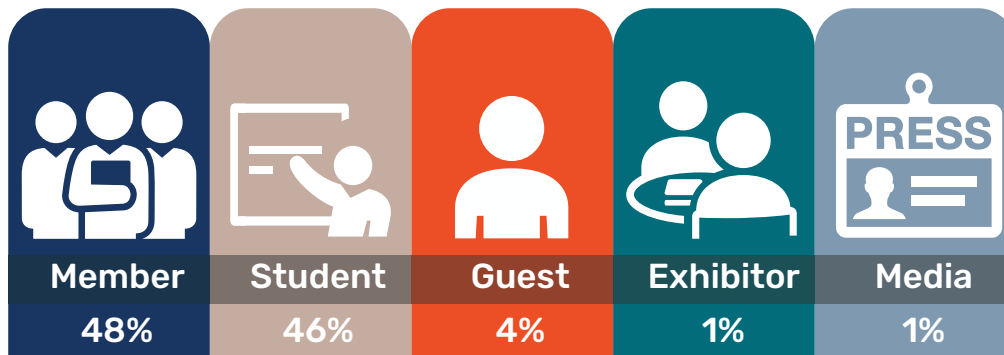
Employment Sector



Major Field



Attendee Category



Sample Specialties

- Addiction
- Behavioral Neuroscience
- Developmental Psychopathology
- Forensic Psychology
- Health Psychology
- Language Acquisition
- Organizational Behavior
- Psycholinguistics
- Spatial Cognition
- Visual Neuroscience

Exhibit Opportunities

“

The entire APS process 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

”

Why Exhibit?

- **Meet** face-to-face with current and prospective customers.
- **Access** the leading experts in Psychological Science.
- **Build** your reputation as a leader in the field.
- **Gain** visibility and strengthen your brand.
- **Learn** what important trends you should be following.

APS 2020 Exhibit Hall will feature:

- 18.5 hours of exhibit time
- Poster presentations surrounding the exhibits
- Open Science Pavilion
- The HUB Events Area
- Opening Reception on Thursday night
- Coffee breaks in the Hall



Who Should Exhibit

Types of organizations that should exhibit:

- Book and Journal Publishers
- Classroom Technology Solutions
- Foundations and Think Tanks
- Funding Foundations and Grantmakers
- NGOs and Government Organizations
- Online Universities
- Polling and Data Centers
- Recruiters and Job Services
- Research Databases
- Research Tools and Analytics
- Software & Technology Companies
- Survey Tools and Programs
- Textbook Publishers
- University Graduate Programs
- University Presses

Past Exhibitors & Supporters

Association for Advanced Training in the Behavioral Science
Berkeley Initiative for Transparency in the Social Sciences
BIOPAC Systems, Inc.
Brain Vision, LLC
California Correctional Healthcare Service
Cambridge University Press
Cedrus Corporation
Center for Deployment Psychology
Center for the Study of Traumatic Stress
Elsevier
Frontiers
Harvard University Press
Health and Retirement Study (University of Michigan)
iWorx Systems Inc.
Journal of Studies on Alcohol and Drugs
MacMillan Learning
Millisecond Software
National Institute on Alcohol Abuse & Alcoholism (NIAAA)
NIRx Medical Technologies LLC

Noldus Information Technology Inc.
Psi Chi
Psychology Software Tools Inc.
Psychonomic Society
Random House Penguin Group
Roger Williams University
Routledge/Taylor & Francis Group
SAGE Publishing
Salimetrics
Society for Personality and Social Psychology (SPSP)
Springer Nature
Stens Corporation
The Focus Foundation
The Psych Store
Top Hat
TurkPrime
University of Michigan Program in Survey Methodology
W. W. Norton & Company, Inc.

Exhibit Hall Information

APS provides substantial benefits as part of your booth package.

Exhibit Booth Package

The Exhibit Booth Package Includes:

Booth

- 10' x 10' booth space
- Identification sign
- 8' high back drape and side rails in show colors
- Security when exhibits are closed

Registration

- 2 full conference registrations
- Discounted additional Convention registrations, maximum 2

Marketing

- Company name, logo, and description printed on the website, onsite program, and mobile app
- Pre-registered attendee list at least two (2) weeks prior to Convention (mailing address only)
- Complimentary post-conference attendee list (mailing address only)

Exhibitor Pricing

Booth Size	Rate
10 x 20 Premium	\$4,595
10 x 10 Premium	\$2,495
10 x 10 Standard	\$2,295

Payment Terms:

100% payment is required with the booth rental. Credit cards accepted online via the booth rental portal. Checks must be in USD and payable to Association for Psychological Science.

All international bank fees are the responsibility of the exhibitor.

Cancellation Policy:

APS agrees that an Exhibitor may cancel or reduce the amount of space applied for on this agreement in writing up to and including December 31, 2019, and that if it does so, APS will charge a cancellation processing fee equal to 50% of the full price of the exhibitor's booth space.

Any exhibitor who cancels or reduces their booth space after December 31, 2019 will forfeit 100% of the full price of exhibitor's booth space. Cancellation and reduction notices must be submitted in writing to the Exhibits Manager.

Terms and Conditions:

All contract exhibitors must follow APS's rules, regulations, and policies. These can be found at the last step of the online booth rental process.

Program At-A-Glance

Wednesday, May 20

6:00 PM – 8:00 PM APS-STP Teaching Institute Workshop

Thursday, May 21

9:00 AM – 12:00 PM Morning Sessions – Workshops

9:00 AM – 6:00 PM APS-STP Teaching Institute

1:00 PM – 5:30 PM Afternoon Sessions

5:30 PM – 6:00 PM Coffee Break

6:00 PM – 7:30 PM Fred Kavli Keynote Address

7:30 PM – 9:00 PM Opening Reception*

7:30 PM – 9:00 PM Poster Session*

9:00 PM – 11:59 PM APSSC Student Social

Friday, May 22

8:30 AM – 9:00 AM Coffee Break*

8:30 AM – 4:50 PM Poster Sessions*

9:00 AM – 12:00 PM Morning Sessions

1:00 PM – 5:30 PM Afternoon Sessions

2:30 PM – 3:00 PM Coffee Break*

5:30 PM – 6:00 PM Coffee Break

6:00 PM – 7:30 PM Presidential Symposium

7:30 PM – 9:00 PM Friday Night Reception

Saturday, May 23

8:30 AM – 9:00 AM Coffee Break

9:00 AM – 10:00 AM Bring the Family Address

10:00 AM – 10:30 AM Coffee Break*

10:30 AM – 5:00 PM Poster Sessions*

10:30 AM – 12:00 PM Morning Sessions

1:00 PM – 5:30 PM Afternoon Sessions

2:30 PM – 3:00 PM Coffee Break*

5:30 PM – 6:00 PM Coffee Break

6:00 PM – 7:00 PM Saturday Keynote Address

7:00 PM – 8:00 PM Saturday Night Reception

Symposium Sunday, May 24

8:30 AM – 9:00 AM Coffee Break*

8:30 AM – 1:30 PM Poster Sessions*

9:00 AM – 11:50 AM Workshops

9:00 AM – 1:30 PM Symposium Sunday

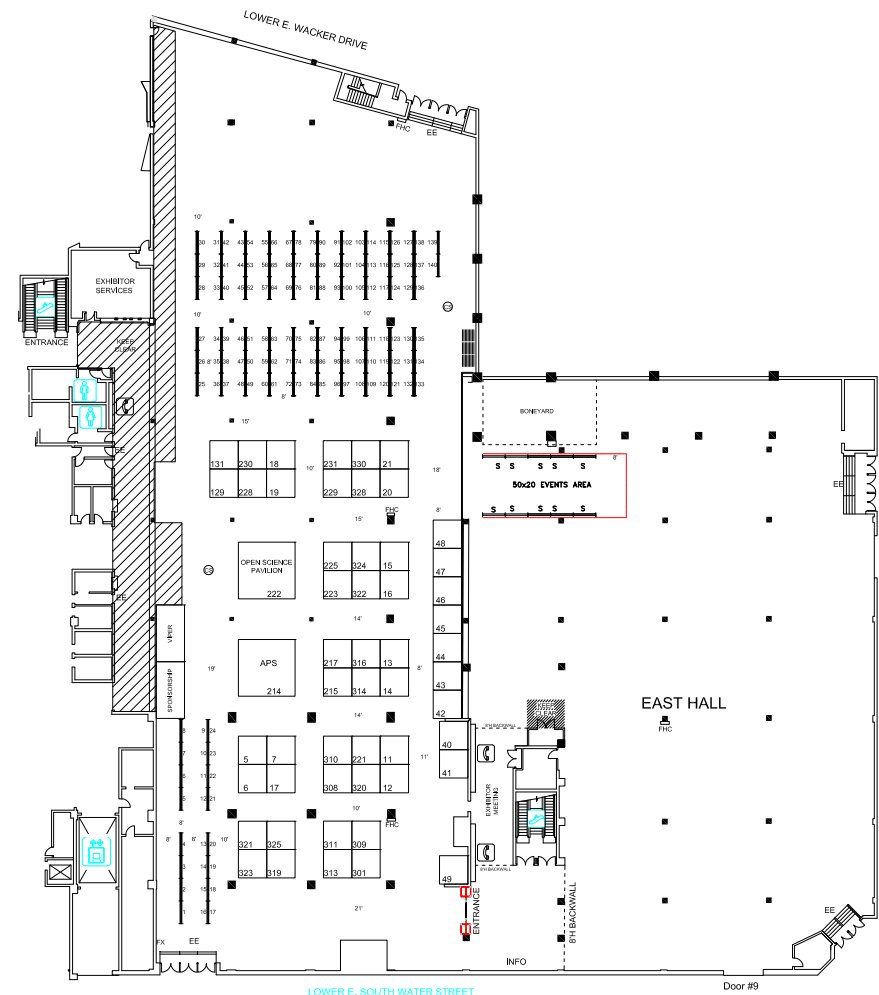
This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. A final schedule will be included in your Exhibitor Services Manual and posted on the APS website.

* Event takes place in the Exhibit Hall

How To Rent A Booth

1. Visit the exhibit sales website to view the floor plan: www.eventscribe.com/2020/aps/exhibitors
2. Select "Rent Booth."
3. Type your organization's name.
4. Add or verify the administrative booth sales contact information.
5. Indicate the booth you would like to rent.
6. Enter the payment information to submit payment.
7. An email confirmation of your contract submission will automatically be sent to the booth sales contact.

Through the online portal, you will also be able to download invoices, upload directory information, make payments, and include insurance information.



This floorplan is subject to change. View the most up-to-date floorplan online.

Tentative Exhibitor Schedule

Installation

Thursday, May 21 12:00 p.m. – 5:00 p.m.
Booth inspections at 5:00 p.m.

Exhibit hall hours

Thursday, May 21 7:30 p.m. – 9:00 p.m.
(Opening Reception and poster presentations)

Friday, May 22 8:30 a.m. – 5:00 p.m.

Saturday, May 23 10:00 a.m. – 5:00 p.m.

Dismantle

Saturday, May 23 5:30 p.m. – 8:30 p.m.

Posters

Posters presentations are an integral part of APS 2020 and will be presented in the exhibit hall.

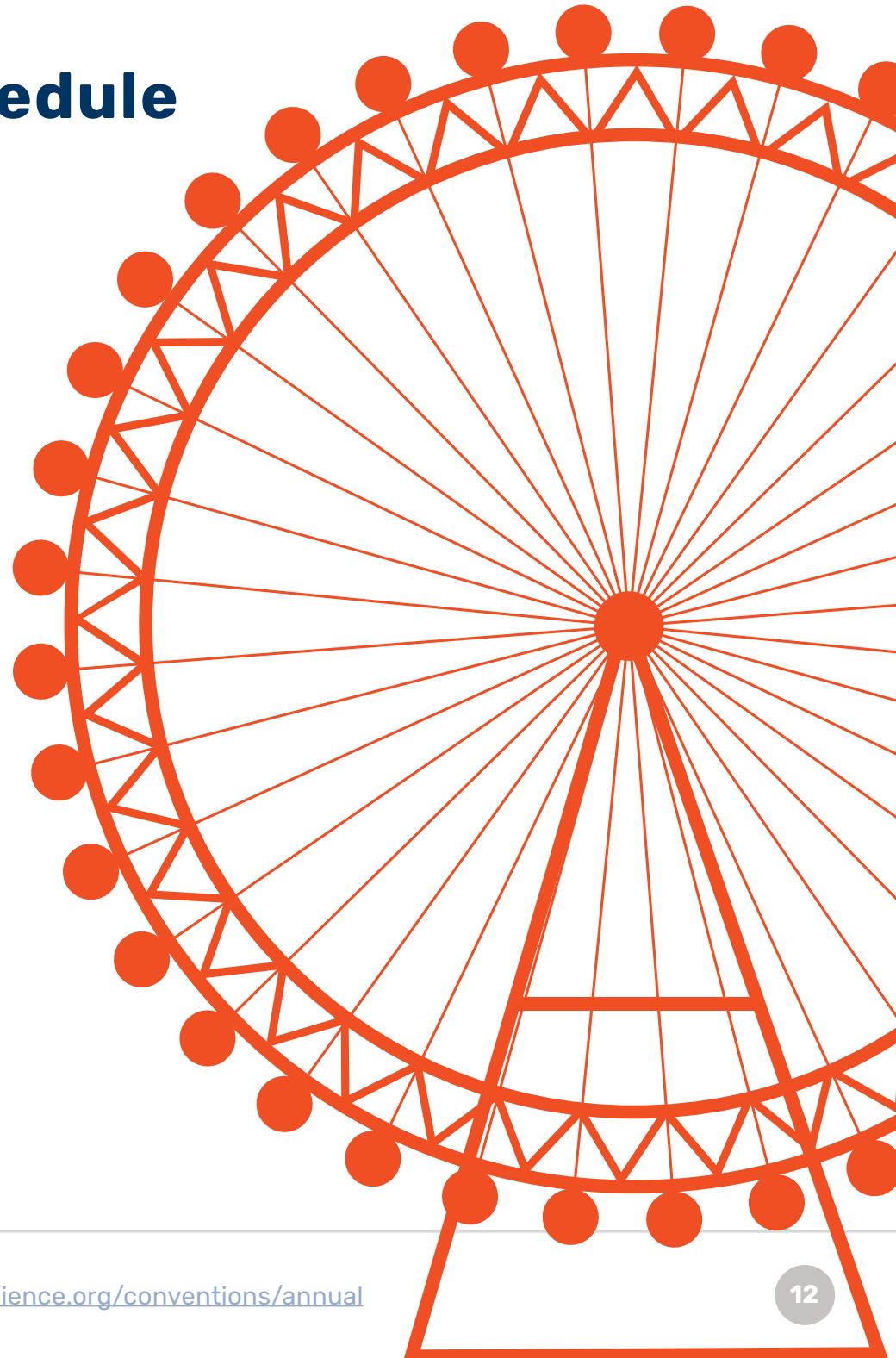
Poster presentations:

Thursday, May 21 7:30 p.m. – 9:00 p.m.

Friday, May 22 8:30 a.m. – 5:00 p.m.

Saturday, May 23 10:30 a.m. – 5:00 p.m.

Sunday, May 24 8:30 a.m. – 1:30 p.m.



Exhibitor Priority Points Program

The Association for Psychological Science offers a participation and loyalty reward system for APS exhibitors, Priority Points. The system ensures a fair and transparent process for all parties. As APS continues to grow and develop, we want our valued partners to grow with us.

These points are used in processing the space selection order for the following year's APS exhibit hall. As an added benefit for investing in sponsorship and advertising, exhibitors will receive bonus priority points.

In the case of two or more exhibitors with the same number of priority points, the exhibitor with the highest dollar amount of sponsorship contribution of the current year will be given priority.

Criteria	Points Allowed
Booth Size 5-yr total	5 (per 10x10)
Revenue Points:	The sponsorship and advertising revenue will be totaled and awarded points for each year based off the following table:
\$1,500 or less	5 points
\$1,501 - \$2,499	10 points
\$2,500 - \$4,999	15 points
\$5,000 - \$7,499	20 points
\$7,500 - \$9,999	25 points
\$10,000 +	30 points

Terms & Conditions

- Show management has the right to remove points for not following show rules and regulations while participating in the meeting. Examples: Late setup or early tear down of booth, violation of height and space restrictions, and unauthorized use of attendee mailing list. Case by case -1 point for each violation.
- When companies are acquired, merged, or consolidated, APS will use the points from the company with the greatest amount accumulated, they will not be combined. The APS exhibition manager must be notified in writing in order for the acquiring company to assume the higher point total.
- Should a company sell or split into two separate companies and desire to exhibit as two organizations, all prior points will be split evenly between the two exhibitors, unless other terms are mutually agreed upon.
- APS show management shall be the final arbiter of all ties and disputes related to the priority point system.
- Priority points are neither property nor a license and cannot be transferred, sold or assigned by another exhibitor. The priority point system is subject to cancellation, change, or modification by APS at any time without prior notice.

Sponsorship and Marketing 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.

APS 2020 recognizes multiple levels of support; all conference advertising, sponsorships, and receptions are chosen individually but may be combined to achieve the listed sponsor levels.

Once you have chosen the conference support, sponsorships, promotions, and advertising options that best fit your marketing strategy, sponsorships levels will be assigned based upon the final total and will be recognized accordingly.

All Supporters Receive

- Logo recognition on APS Convention website, on-site program, on-site signage, and mobile app
- Logo recognition in on-site Convention walk-in slideshow in plenary sessions
- Name recognition in at least one pre-Convention and one post-Convention email
- Logo recognition in the APS *Observer* magazine
- Supporter ribbons for the Convention name badges

Platinum Level \$10,000+

- Full-page ad in the Convention program
- One pre-Convention email banner ad

Gold Level \$7,500+

- One half-page ad in the Convention print program
- One pre-Convention email banner ad

Silver Level \$5,000+

- One half-page ad in the Convention program

Bronze Level \$2,500+

- Quarter page

Friends Level <\$1,250+

Social Events

Opening Reception \$10,000

Begin the conference with a focus on YOU! Get in front of attendees at the start of the meeting by serving as the lead sponsor of the Opening Reception in the exhibit hall. The Opening Reception takes place on Thursday, May 21, following the Keynote Address.

- Opportunity to distribute a brochure or promo item on the reception tables.

Friday Night Reception \$10,000

Host an evening reception on Friday, May 22, following the Presidential Symposium for networking with a gathering of current and potential clients.

- Opportunity to distribute a brochure or promo item on the reception tables.

Saturday Night Reception \$10,000

Host an evening reception on Saturday, May 23, following the keynote address for networking with a gathering of current and potential clients.

- Opportunity to distribute a brochure or promo item on the reception tables.

Student Program \$10,000

Have your company name stand out amongst the next generation of professionals during any of the student-specific programs and events, hosted by the APS Student Caucus.

- Opportunity to distribute a brochure or promo item.

Pre-Plenary Coffee Break – 4 available \$3,000

Help us kick off the Opening Keynote Address, Presidential Symposium, Bring the Family Address, or the Saturday Keynote Address as a sponsor and your organization will be visible at one of (or more should you choose) of these widely attended events. Plenary sessions bring the entire convention delegation together to hear from prominent psychological scientists.

- Your logo will appear on signs at your selected coffee break.

General Coffee Break – 4 available \$2,500

Have your company name and logo associated with a morning or afternoon coffee break hosted inside of the exhibit hall on the onsite signage, website, brochures, onsite program, and app.



Meeting Space

Meeting Room/Hospitality Suite

\$2,500/day

Reserve space for your seminar or meeting. Reach attendees with events in your own style and format. Host a breakfast meeting for select clients or conduct a morning focus group—whatever makes sense for your goals. We will assign an appropriate meeting room based on your needs. Basic Audio/Visual equipment (screen, projector, and mic) may be provided complimentary on request. Food and beverage are not included, but we are happy to help you coordinate.

Brand Promotions

Convention Wi-Fi \$15,000

This opportunity keeps your company front and center with attendees as they utilize the Internet via Wi-Fi in the convention hotel. In addition to all Platinum Level sponsor benefits, the initial login splash page and the Wi-Fi network name can be branded for your company.

Convention Registration Bag \$8,500

Have your company name prominently displayed on the official conference tote bag. Provided to each attendee onsite, the tote bag will generate repeat visibility for your company during and after the conference.

Photo Lounge \$7,500

Sponsor a centrally located photo booth where APS participants can get a professional headshot and fun photos with colleagues. Participants will be encouraged to share their photos on social media using your handles and hashtags.

Volunteer T-Shirts \$5,000

Display your company logo on the t-shirt of approximately 100 volunteers before, during and after the conference.

Lanyards \$5,000

Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the Convention.

Branded Charging Station \$3,000/station

Provide attendees a quick "jump start" for their mobile devices, laptops and tablets. Your company name will appear on signage at the Charging Station. Two stations are in the exhibit hall—sponsor one or both.

Promo Giveaway (sponsor-provided) \$1,250

Get your promotional giveaway or brochure in front of attendees right when they register. Enjoy a high degree of brand visibility as attendees pick up their registration packets. Sponsors are responsible for providing the giveaway item—preapproval by APS is required—and, APS staff provide initial set up and maintenance to make sure you get great visibility throughout the Convention.





Print Advertising

Print Program

A comprehensive resource that includes the full program schedule. This resource is used extensively by Convention attendees on-site and throughout the year as a reference.

Outside Back Cover	\$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

Program at-a-Glance

This shorter program is a handy accessory for the attendee on the go.

Outside Back Cover	\$2,000
Quarter Page	\$700

On-Site Signs

Free-standing advertisements—approximately 84”h x 39”w and double-sided—will be placed in high-traffic areas of the Convention hotel, offering a **great opportunity to promote your company’s message and booth location.**

Walk This Way Directional Meter Board Sign	\$500
Company Promo Meter Board Sign	\$1,250

Digital Advertising

Pre-Convention

Pre-convention e-mail ad	\$750/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

Convention

Convention Daily E-mail ad	\$1,000/alert
Big Screen Slideshow	\$750/slide

Post-Convention

Post-convention E-mail ad	\$750/email
---------------------------	-------------

Mobile App

The Mobile App is a fantastic source of information on schedule, session descriptions, speakers, and exhibitors.

Landing Page **\$5,000**

The Mobile App Landing Page will be viewed by attendees every time they open the app. Your custom graphics and hyperlink of your choice will be displayed on this splash page.

Rotating Banner Advertising **\$1,000 each banner location**

Display your custom advertising on a banner inside the mobile app – multiple locations including educational sessions and exhibitor directory.

Push Notifications **\$350 per push notification – only 2 available per day**

Send out text alerts through the APS 2020 app. With 100 characters, you can remind attendees to stop by your booth.





Advertising Snapshot

60,000+

Person Email List

65,000+

Twitter Followers

8,000+

Digital *Observer* Subscribers

15,000+

Print *Observer* Subscribers

4,300+

Daily Convention Website Views

3,500+

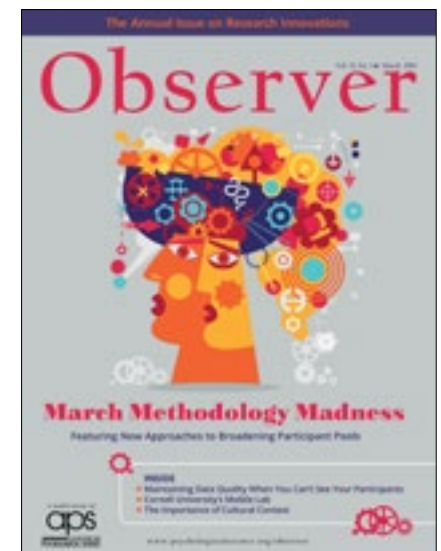
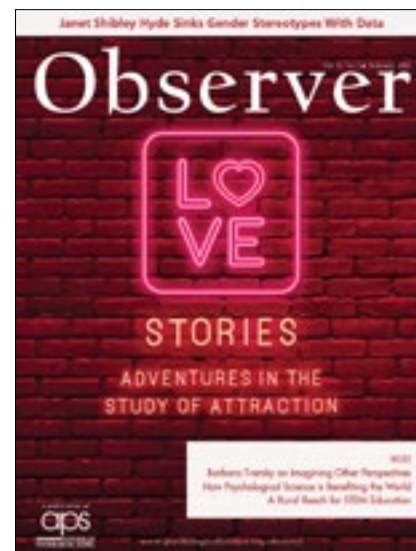
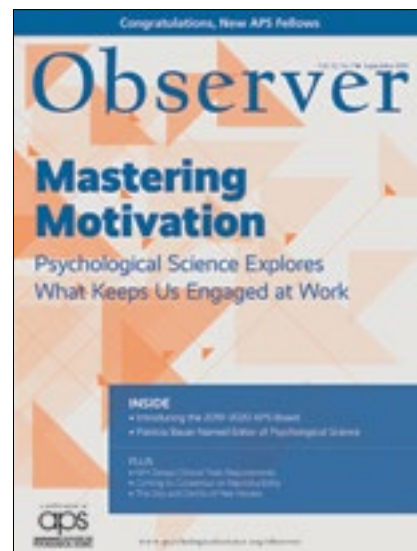
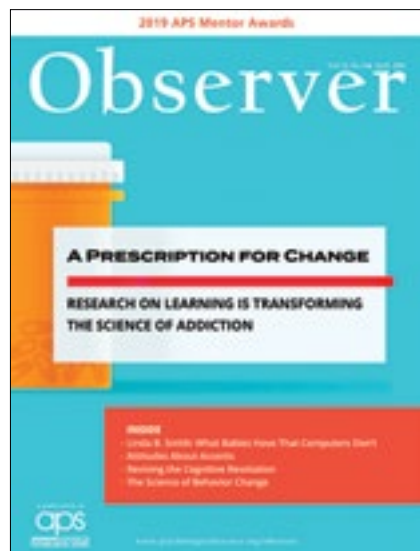
Mobile App Downloads

Observer Magazine Advertising

Observer Magazine educates and informs psychological scientists on matters affecting the research, academic, and applied disciplines of psychology; promotes the scientific values of APS Members; reports and comments on issues of national interest to the psychological scientist community; and more. Published 10 times per year.

Exclusive discount for exhibitors and sponsors

	Exhibitor/Sponsor	Non-Exhibitor/Sponsor
April	\$1,945	\$2,695
May/June (Onsite issue)	\$1,945	\$2,695
July/August (Convention recap)	\$1,945	\$2,695
Congratulatory Ads	30% off above rates	





Association for Psychological Science
Yolie Keck
Exhibit Sales and Sponsorship Manager
+1 301.200.4614 ext 107
Fax +1 202.293.9350
aps@sponsorshipboost.com

About Chicago

Chicago is home to world-class museums, iconic skyscrapers, and a host of entertainment options. Experience the city's can't-miss dining scene, stroll down the Magnificent Mile, or take in the famed architecture that lines the Chicago River. The windy city offers a rich history, miles of sandy beaches, and local charm.

Hyatt Regency Chicago
151 E. Wacker Drive
Chicago, IL 60601, USA
Tel: +1 312.565.1234

Book your room at the Hyatt Regency Chicago by Friday, May 1, 2020 to receive the APS discounted rate starting at just \$195/night plus applicable taxes and fees. Hurry, rooms may sellout before the deadline.
