

The Best Swag at Convention

June 13, 2012

CHICAGO — Who had the best swag at the 24th APS Annual Convention? As APS attendees sought out exhibitor trail markers in their Scavenger Hunt quest to win a collection of APS prizes, their journey led them to some of the best giveaways in Chicago. Dozens of book publishers, software companies, device manufacturers and non-profits showcased their products at the biggest APS Convention ever! Some of the best swag included:

OVERALL WINNER:



The butterfly imprinted screen cleaner [from Jones & Bartlett Learning](#), promoting their Learning Series' Psychology course.

WHY IT'S GREAT: Can clean your smartphone. Folds up really, really small. It's a great visual reminder of the product. And it has a pretty butterfly!

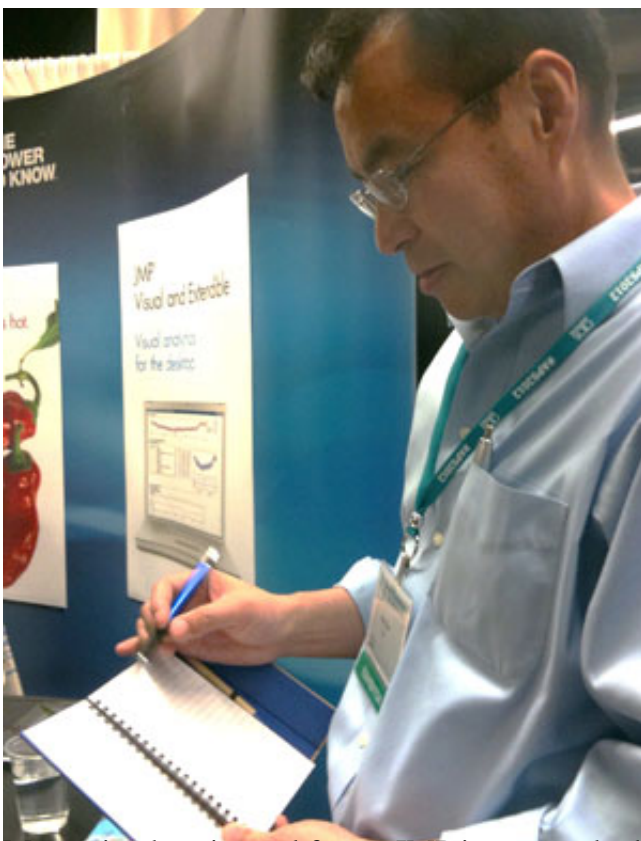
SCIENTIFIC EQUIPMENT MANUFACTURER GADGET:



Light-up magnifier from [Thought Technology Ltd](#), a manufacturer of biofeedback measuring and data analysis devices.

WHY IT'S GREAT: You can see that it is science from several feet away. The magnifier has a faceted surface and a teeny LED that turns on by pushing a tab inwards. And the whole thing fits in your wallet.

FOR SCIENTISTS ON THE GO:



Magnetic-close journal from . JMP is a super-looking data analysis software tool that produces maps, scatter plots, and customized reports.

WHY IT'S GREAT: A high-quality journal that has a magnetic flap that closes to keep in your pen, scribbled notes, poetry, and latest research idea that fits nicely in your briefcase or pocketbook.

FOR EXTROVERTS:



"I Love Research Methods" pin from , publishers of textbooks and online study aids.

WHY IT'S GREAT: You're a nerd and you're proud of it! Wear this pin to your next faculty meeting or Psi Chi event, and it's practically guaranteed someone will laugh out loud. Is that a good thing?

FOR IRONICAL HIPSTERS:



"Quiet Please, Experiment in Progress" door hanger from Cedrus Corporation, which makes this candy-colored response-time equipment, the [RB Series Response Pad](#).

WHY IT'S GREAT: You can hang it on the lab door when you don't want interruptions. Or, when your roommate comes home late to find this on the doorknob, they'll know you're... uh, experimenting.