Organized by the Association for Psychological Science

WWW.ICPS2019.ORG
THE VALUE OF PARTNERING WITH APS

Partnering with APS on the 3rd Biennial International Convention of Psychological Science (ICPS) gets your services and products in front of APS’s vast network of scientists from around the globe. ICPS attendees span the entire spectrum of scientific, applied, and teaching specialties. They study psychological science, neuroscience, genetics, sociology, economics, anthropology, linguistics, and related fields.

TOP 5 REASONS TO PARTNER WITH APS

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

MEETING SNAPSHOT

55,000+ Person Email List
33,000+ APS Members
2,500+ ICPS Attendees
115+ Attendees per Exhibitor
WHO ATTENDS

ICPS attendees come from the fields of psychological science, neuroscience, genetics, sociology, economics, anthropology, linguistics, and related areas.

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

WHO IS APS? A look at the makeup of the organizing body

**GENDER**

- Male: 38.09%
- Female: 48.12%
- Other: 3.17%

**AGE**

- <30: 16.41%
- 30-44: 23.41%
- 45-59: 38.27%
- 60+: 21.51%

**MAJOR FIELD OF STUDY**

- Biological/Neuro: 10.01%
- Clinical: 17.89%
- Cognitive: 17.63%
- Developmental: 3.92%
- Educational: 10.86%
- Experimental: 6.87%
- General: 4.66%
- Industrial/Organizational: 4.62%
- Personality/Social: 3.92%
- Quantitative: 2.33%
- Other/Retired: 10.86%
- Not Reported: 2.33%

**EMPLOYED BY**

- University/College: 72.38%
- Government/Non-Profit: 4.46%
- Research/Business: 4.46%
- Other/Retired: 3.99%
- Not Reported: 0.08%
- Practice: 2.33%

apsmarketing@psychologicalscience.org
EXHIBIT OPPORTUNITIES

Included in All Booth Packages
- 24.5 hours of exhibit time, including 3 receptions, 2 coffee breaks, and several poster sessions
- 2 exhibitor registrations per 12 sq. meters of space
- Discounted additional registrations
- Standard hardwall booth shell, ID sign, and lockable closet
- Expo hall security
- Company listing in the printed program
- Company listing and description on the ICPS website
- Company listing and description in the mobile app
- Discounted advertising rates in the February, March, and April issues of Observer magazine
- Exclusive Exhibitor opportunities

All amounts shown are in US dollars and are VAT excluded. 20% French VAT may be applicable.

BEST VALUE!
Eiffel Tower Booth Package
- Booth of your choice
- Full-page ad in print program
- Big-screen slideshow ad
SINGLE (3x4 METERS) $3,050 | DOUBLE (3x8 METERS) $4,950

Arc de Triomphe Booth Package
- Booth of your choice
- Half-page ad in print program
- Big-screen slideshow ad
SINGLE (3x4 METERS) $2,860 | DOUBLE (3x8 METERS) $4,760

The Louvre Booth Package
- Booth of your choice
- Big-screen slideshow ad
SINGLE (3x4 METERS) $2,425 | DOUBLE (3x8 METERS) $4,325

Booth Only
- Booth of your choice
SINGLE (3x4 METERS) $2,000 | DOUBLE (3x8 METERS) $3,900

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 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

Thursday 7 March
Exhibit Hall Open 18:00–21:30
Coffee Break 18:15–18:45
Poster Session 20:00–21:00
Opening Reception 20:00–21:30

Friday 8 March
Exhibit Hall Open 10:00–19:00, 20:00–21:30
Coffee Break 11:00–11:30
Reception 20:00–21:30
Poster Sessions Throughout

Saturday 9 March
Exhibit Hall Open 10:00–19:00, 20:00–21:30
Coffee Break 11:00–11:30
Reception 20:00–21:30
Poster Sessions Throughout

Setup & Teardown
Setup Thursday 7 March, 13:00–17:00
Teardown Saturday 9 March, 22:00–23:59

Schedule subject to change.

apsmarketing@psychologicalscience.org

SPONSORSHIP OPPORTUNITIES

The true value of ICPS 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 on a global scale.

Sponsor Benefits

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Platinum ($15,000+)</th>
<th>Gold ($10,000+)</th>
<th>Silver ($5,000+)</th>
<th>Bronze ($2,500+)</th>
<th>Friends ($1,250+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Specific Recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition onsite at ICPS</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Org. Name</td>
</tr>
<tr>
<td>Recognition on ICPS website</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Org. Name</td>
</tr>
<tr>
<td>Recognition in a pre-ICPS email</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Org. Name</td>
</tr>
<tr>
<td>Recognition in a post-ICPS email</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Org. Name</td>
</tr>
<tr>
<td>Recognition in Observer magazine</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Org. Name</td>
</tr>
<tr>
<td>Recognition in ICPS print program</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Org. Name</td>
</tr>
<tr>
<td>Recognition in mobile app and online planner</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Org. Name</td>
</tr>
<tr>
<td>Logo in ICPS slideshow</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Org. Name</td>
</tr>
<tr>
<td>Promo slide in ICPS slideshow</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad in ICPS print program</td>
<td>Full Page</td>
<td>Half Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mobile app rotating banner ad</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>ICPS email banner ad</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in all pre-ICPS promo emails</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

All amounts shown are in US dollars and are VAT excluded. 20% French VAT may be applicable.

Sponsorship Options

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Travel Grant Program</th>
<th>Keynote Address Series</th>
<th>Convention WiFi</th>
<th>Convention Registration Bag</th>
<th>Gold Convention WiFi</th>
<th>Lead Wine Program Sponsor</th>
<th>Lead Reception Sponsor</th>
<th>Lead Coffee Break Sponsor</th>
<th>Silver Volunteer T-Shirts</th>
<th>Silver Lanyards</th>
<th>Mobile App</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum ($15,000+)</td>
<td>$25,000</td>
<td>Exclusive naming rights for all three keynote addresses.</td>
<td>Attendees will thank you for keeping them connected.</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold ($10,000+)</td>
<td>$15,000</td>
<td></td>
<td></td>
<td>$15,000</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Silver ($5,000+)</td>
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<tr>
<td>Bronze ($2,500+)</td>
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</tr>
<tr>
<td>Friends ($1,250+)</td>
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</tr>
</tbody>
</table>

IN-BOOTH RECEPTION

Want to direct traffic straight to your booth? Sponsor a refreshment break or reception right at your booth. Contact apsmarketing@psychologicalscience.org for options and pricing.

For more details on sponsorship opportunities or to discuss sponsorship ideas not listed here, email apsmarketing@psychologicalscience.org.

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Reach the best and brightest in the field. Promote your presence at ICPS 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 OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,250</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$650</td>
</tr>
</tbody>
</table>

**Schedule At-A-Glance**

<table>
<thead>
<tr>
<th>Month</th>
<th>Outside Back Cover Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>$1,700</td>
</tr>
<tr>
<td>March</td>
<td>$1,750</td>
</tr>
<tr>
<td>April</td>
<td>$1,190</td>
</tr>
</tbody>
</table>

Advertise in all 3 issues and save an additional 20%.

**Observer Magazine Full-Page Ad**

Exclusive discount for exhibitors and sponsors

<table>
<thead>
<tr>
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<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$1,750</td>
</tr>
<tr>
<td>April</td>
<td>$1,190</td>
</tr>
</tbody>
</table>

**Digital Advertising**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-ICPS Email Ad</td>
<td>$750</td>
</tr>
<tr>
<td>ICPS Homepage Static Tile Ad (30 days)</td>
<td>$1,500</td>
</tr>
<tr>
<td>ICPS Subpage Rotating Banner Ad (30 days)</td>
<td>$750</td>
</tr>
<tr>
<td>Mobile App Rotating Banner Ad</td>
<td>$750</td>
</tr>
<tr>
<td>Mobile App Alert</td>
<td>$750</td>
</tr>
<tr>
<td>“ICPS Daily” Email Ad</td>
<td>$750</td>
</tr>
<tr>
<td>Big-Screen Slideshow Ad</td>
<td>$750</td>
</tr>
<tr>
<td>Post-Convention Email Ad</td>
<td>$750</td>
</tr>
</tbody>
</table>

**Post ICPS**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Post ICPS Email Ad</td>
<td>$750</td>
</tr>
</tbody>
</table>

**Digital Advertising Pick 3**

Pick any three digital ads and save an additional 20%.

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ADVERTISING SNAPSHOT

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>55,000+</td>
<td>Person Email List</td>
</tr>
<tr>
<td>48,000+</td>
<td>Twitter Followers</td>
</tr>
<tr>
<td>15,000+</td>
<td>Print Observer Subscribers</td>
</tr>
<tr>
<td>18,000+</td>
<td>ICPS Monthly Website Views (June 18)</td>
</tr>
<tr>
<td>91.2%</td>
<td>Attendees Use the Mobile App</td>
</tr>
</tbody>
</table>

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apsmarketing@psychologicalscience.org
ABOUT PARIS

Visiting Paris is on the bucket list of people the world over, so you can expect a big turnout.

For centuries Paris has been one of the world’s most important and attractive cities. It is appreciated for the opportunities it offers for business and commerce, study, culture, and entertainment. Its gastronomy, haute couture, painting, literature, and intellectual community enjoy an especially enviable reputation. Earned during the Enlightenment, its sobriquet “the City of Light” (“la Ville Lumière”) remains appropriate, for Paris has retained its importance as a center for education and intellectual pursuits.

ICPS VENUE

Palais des Congrès de Paris

ICPS 2019 will convene at the Palais des Congrès de Paris, a bustling, easily-accessible venue in the heart of Paris.

Address: 2 Place de la Porte Maillot, Paris, France 75017

Palais des Congrès de Paris

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Address: 2 Place de la Porte Maillot, Paris, France 75017


PARTNER APPLICATION FORM

Organization (as it should appear in print)___________________________________________________________
Contact Name ____________________________________________ Contact Title ________________________________
Street Address ____________________________________________________________
City ____________________________________________ State/Prov. __________ Zip/Postal Code __________ Country __________________________
Phone ____________________________________________ Email ________________________________________________
VAT/Tax ID ____________________________________________ (required for processed application)

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

Exhibit

Booth Package

Single (2x4m) $3,050 Double (3x6m) $4,950

Arc de Triomphe $2,860 Eiffel Tower $3,050

The Louvre $2,425 Arc de Triomphe $2,860

Booth Only $2,000 The Louvre $2,425

Booth Number(s) Preference:  
1st __________________________
2nd __________________________
3rd __________________________

Additional Booth Representatives

Exhibitors may purchase up to 2 additional registrations per 12 sq. meters of rented space at this discounted rate.

Qty: __________ x $150 = $______________ US

Exhibit Subtotal $______________ US

Sponsorship

Platinum Level

Travel Grant Program $25,000
Keynote Address Series (all three) $15,000
Convention WiFi $15,000

Gold Level

Convention Registration Bag $10,000
Lead Wine Program Sponsor $10,000
Lead Reception Sponsor (all three) $10,000
Lead Coffee Break Sponsor (both) $7,500

Silver Level

Volunteer T-Shirts $5,000
Lanyards $5,000
Mobile App $5,000
Integrative Science Symposium (single) $5,000

Sponsorship Subtotal $______________ US

Bronze Level

Meeting Room Event Package (Subject to VAT regardless of country of origin) $3,000

Friends Level

Session Notepads (sponsor-provided) $1,250
Session Pens (sponsor-provided) $1,250
Promo Giveaway (sponsor-provided) $1,250

Sponsorship Subtotal $______________ US

Note: Single booths may be combined to form double booths.

All amounts shown are in US dollars and are VAT excluded. 20% VAT may be applicable.

## EXHIBITOR RULES & REGULATIONS

### Advertising

<table>
<thead>
<tr>
<th>Print Program</th>
<th>Observer Magazine Full Page Ad</th>
<th>Exclusive discount for exhibitors and sponsors</th>
<th>$1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$1,250</td>
<td>$1,275</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,250</td>
<td>$1,275</td>
<td></td>
</tr>
<tr>
<td>Front Page</td>
<td>$1,250</td>
<td>$1,275</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>$650</td>
<td>$650</td>
<td></td>
</tr>
</tbody>
</table>

### Digital Advertising

| NEC/IPSS Email Ad | $750 |
| NEC Homepage Slide (Available 120 days) | $1,500 |
| NEC/Suppose Rotating Banner Ad (Available 10 days) | $750 |
| NEC/Gateway Rotating Banner Ad | $750 |
| NEC/Mobile Advertising | $750 |
| NEC/Email消化 | $750 |
| NEC/Social Slider Ad | $750 |
| NEC/Post-Convention Email | $750 |
| NEC/Exhibit Sub-Cnty in Digital Advertising | $750 |

### Exhibit Subtotal | $_______________ US |

### Total | $_______________ US |

### Payment

| Exhibit Subtotal | $_______________ US |
| Sponsorship Subtotal | $_______________ US |
| Advertising Subtotal | $_______________ US |

### Charge me...

- **Express**
- **VISA**
- **MasterCard**
- **American Express**

### Payment Information

- **Bank Name:**
- **Account Name:**
- **Expiration Date:**
- **Secure Code:**
- **Authorized Signature:**

### Additional Information

- A check made payable to Association for Psychological Science is included with this application.
- Bill me. Payment must be received before your booth assignment is confirmed.

### Submission and Application

Submit application and payment to APS by email, via fax, or mail. Association for Psychological Science.

<table>
<thead>
<tr>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>1830 Massachusetts Ave NW, Suite 402</td>
<td>202.230.3930</td>
</tr>
<tr>
<td>Washington, DC 20036-1218 USA</td>
<td>Fax: 202.230.3930</td>
</tr>
<tr>
<td><a href="mailto:apsmarketing@psychologicalscience.org">apsmarketing@psychologicalscience.org</a></td>
<td><a href="mailto:apsmarketing@psychologicalscience.org">apsmarketing@psychologicalscience.org</a></td>
</tr>
</tbody>
</table>

### General Information

The Association for Psychological Science (APS) International Convention to be held in Paris, France. All booth assignments are subject to French VAT at 20%. Invoices for exhibitors/sponsors will be issued by the exhibitor. Agencies and/or booth personnel. Organizers and/or booth personnel.

### Digital Advertising

- 20% discount on 3+ digital ads - $______________
- Big Screen Slideshow Ad - $750
- Mobile App Alert - $750
- ICPS Subpage Rotating Banner Ad (30 days) - $750
- ICPS Homepage Static Tile Ad (30 days) - $1,500

### Music

- All music must be registered under the guidelines of the city of Paris. French law requires that music played in any public space must be approved by APS and prepared by the catering services of the convention.
- Music is supplied, otherwise, are subject to French VAT at 20%.

### Staffing, Installation, and Dismantling

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

### Code of Conduct

- Exhibitors are prohibited from using language that is sexually explicit, discriminatory, or derogatory.
- Exhibitors are prohibited from playing copyrighted music or playing any music at a volume that disturbs neighboring exhibitors.

### Liability and Insurance

- Exhibitors are prohibited from using language that is sexually explicit, discriminatory, or derogatory.
- Exhibitors are prohibited from playing copyrighted music or playing any music at a volume that disturbs neighboring exhibitors.

### Refunds

- Refunds will not be granted to ejected exhibitors.
- Refer to their registration that is submitted. This can be done at any time if deemed the best interest of the exhibitor.

### Rules and regulations may be updated. In this case, exhibitors will be notified.
The International Convention of Psychological Science (ICPS), hosted by the Association for Psychological Science (APS), is an exciting and innovative scientific meeting featuring groundbreaking research in psychological science and its integrative connections with related fields, including neuroscience, genetics, sociology, economics, anthropology, linguistics, and related fields. Solutions to our most pressing scientific questions come from cross-cutting efforts in which investigators deploy diverse research methods and attack problems at multiple levels of analysis. ICPS showcases these efforts in an innovative format that encourages global collaborations.

For more information, please contact apsmarketing@psychologicalscience.org