Organized by the Association for Psychological Science

WWW.ICPS2019.ORG
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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%
- 0.17% Other
- 13.62% Not Reported

AGE

- < 30: 38.27%
- 30-44: 23.61%
- 45-59: 21.51%
- 60+: 16.61%

MAJOR FIELD OF STUDY

- Biological/Neuro: 10.01%
- Clinical: 17.89%
- Cognitive: 17.63%
- Developmental: 10.86%
- Educational: 3.92%
- Experimental: 6.87%
- General: 4.66%
- Industrial/Organizational: 6.52%
- Personality/Social: 19.31%
- Quantitative: 2.33%

EMPLOYED BY

- University/College: 72.38%
- Other/Retired: 9.08%
- Not Reported: 7.45%
- Government/Non Profit: 4.61%
- Practice: 3.95%
- Research/Business: 2.53%
EXHIBIT OPPORTUNITIES

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

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.

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
Exhibit Hall Hours

**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.*
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 Specific Recognition</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>Recognition onsite at ICPS</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></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>
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<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></td>
</tr>
<tr>
<td>Promo slide in ICPS slideshow</td>
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<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>
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<tr>
<td>Mobile app rotating banner ad</td>
<td>✓</td>
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<tr>
<td>ICPS email banner ad</td>
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<td></td>
<td></td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Logo in all pre-ICPS promo emails</td>
<td>✓</td>
<td></td>
<td></td>
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</tbody>
</table>

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

Platinum
Travel Grant Program $25,000
Help send students and early career scientists to ICPS.

Keynote Address Series $15,000
Exclusive naming rights for all three keynote addresses.

Convention WiFi $15,000
Attendees will thank you for keeping them connected.

Gold
Convention Registration Bag $10,000
Your logo on this sought-after ICPS keepsake.

Lead Wine Program Sponsor $10,000
A unique program blending science and wine.

Lead Reception Sponsor $10,000
Get top billing for all three receptions, and provide a giveaway.

Lead Coffee Break Sponsor $7,500
Get top billing for both coffee breaks.

Silver
Volunteer T-Shirts $5,000
Your logo will adorn the shirts of 100+ volunteers.

Lanyards $5,000
Your logo front and center on every attendee.

Mobile App $5,000
Attendees use the app every day, all day.

Integrative Science Symposium $5,000
Sponsor an ISS that aligns with your organization’s mission.

Bronze
Reception Co-Sponsor $4,000
Co-sponsor a single reception.

Coffee Break Co-Sponsor $3,000
Co-sponsor a single coffee break.

Meeting Room Event Package $3,000
Includes meeting room, 1 digital ad, and signage.

Friends
Session Notepads (sponsor-provided) $1,250
Your branded notepads in every session room.

Session Pens (sponsor-provided) $1,250
Your branded pens in every session room.

Promo Giveaway (sponsor-provided) $1,250
Your promo item distributed in the registration area.

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.
ADVERTISING OPPORTUNITIES

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 SNAPSHOT

- 55,000+ Person Email List
- 48,000+ Twitter Followers
- 15,000+ Print Observer Subscribers
- 18,000+ ICPSMonthlyWebsiteViews(June18)
- 91.2% Attendees Use the Mobile App
Print Advertising

Print Program
Outside Back Cover $1,500
Inside Front Cover $1,250
Inside Back Cover $1,250
Full Page $1,000
Half Page $650

Schedule At-A-Glance
Outside Back Cover $1,500

Observer Magazine Full-Page Ad
Exclusive discount for exhibitors and sponsors
February $1,700 $1,275
March $1,700 $1,360
April $1,700 $1,190

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

Digital Advertising

Pre-ICPS
Pre-ICPS Email Ad $750
ICPS Homepage Static Tile Ad (30 days) $1,500
ICPS Subpage Rotating Banner Ad (30 days) $750

During ICPS
Mobile App Rotating Banner Ad $750
Mobile App Alert $750
“ICPS Daily” Email Ad $750
Big-Screen Slideshow Ad $750

Post ICPS
Post-Convention Email Ad $750

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

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

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 to process application)  □ I have read and agree to all the rules and regulations included in the partner prospectus.

Exhibit

<table>
<thead>
<tr>
<th>Booth Package</th>
<th>Single (3x4m)</th>
<th>Double (3x8m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eiffel Tower</td>
<td>$3,050</td>
<td>$4,950</td>
</tr>
<tr>
<td>Arc de Triomphe</td>
<td>$2,860</td>
<td>$4,760</td>
</tr>
<tr>
<td>The Louvre</td>
<td>$2,425</td>
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</tr>
<tr>
<td>Booth Only</td>
<td>$2,000</td>
<td>$3,900</td>
</tr>
</tbody>
</table>

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

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

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

Bronze Level
- Reception Co-Sponsor $4,000
- Coffee Break Co-Sponsor $3,000
- Meeting Room Event Package $3,000
  (Subject to VAT regardless of country of origin)

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

Sponsorship Subtotal $__________ US

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

apsmarketing@psychologicalscience.org
Advertising

Print Program
- Outside Back Cover $1,500
- Inside Front Cover $1,250
- Inside Back Cover $1,250
- Full Page $1,000
- Half Page $650

Observer Magazine Full Page Ad
- February $1,700
- March $1,700
- April $1,700
- All 3 Issues (includes 20% savings) $5,100

Schedule At-A-Glance
- Outside Back Cover $1,500

Exclusive discount for exhibitors and sponsors

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

Payment

Exhibit Subtotal $_______________US
Sponsorship Subtotal $_______________US
Advertising Subtotal $_______________US
Subtotal $_______________US
20% VAT if applicable* $_______________US
Total $_______________US

Charge my:  
- Visa  
- MasterCard  
- American Express

Cardholder Name ____________________________________________________________________________
Account Number ____________________________________________________________________________
Expiration Date ____________________ Security Code _____________________________________________
Authorized Signature _________________________________________________________________________

*You will be billed by the Association for Psychological Science (APS). Final invoices (receipts) for reclaimation of VAT are issued by VMC, 1 Rond-point de l’Europe, 92250 La Garenne-Colombes/ France; FR VAT number: FR7552398614, a French based company. Invoices for exhibitors/sponsors/advertisers based in France are subject to French VAT at 20%. All other companies are generally excluded from French VAT. For more information, please see “Payment of VAT” on p. 13.

Digital Advertising

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

Advertising Subtotal $_______________US

Charge my:  
- Visa  
- MasterCard  
- American Express

Cardholder Name ____________________________________________________________________________
Account Number ____________________________________________________________________________
Expiration Date ____________________ Security Code _____________________________________________
Authorized Signature _________________________________________________________________________

Submit applications and payment to APS by email, fax, or mail:
Association for Psychological Science
1800 Massachusetts Avenue NW, Suite 402
Washington, DC 20036-1218 USA
Phone: +1 202.293.9300  Fax: +1 202.293.9350
apsmarketing@psychologcialscience.org

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

General Information
The Association for Psychological Science (APS) International Convention of Psychological Science (ICPS) general sessions, exhibit space, and poster sessions will be held at the Palais des Congres de Paris ("Venue"), Paris, France. Exhibit booth assignments will be made in the order they are received. APS reserves the right to alter the floor plan and assign booth space at any time if deemed in the best interest of the exhibition.

Booth Equipment
All standard 3-meter deep x 4-meter wide booths include standard hardwall booth shell, ID sign, and lockable closet. Furniture, specialty carpet, internet, and other accessories must be rented from the exposition service company using the appropriate order forms. 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 Venue. Any property destroyed or damaged by the exhibitor must be replaced in its original condition at the exhibitor's expense.

Payment and Cancellation Policy
Full payment must accompany all reservations. Exhibitors and advertisers canceling space and notifying APS in writing prior to 31 October 2018, will receive a 50% refund. Cancellations received on or after 31 October 2018 will not be refunded. There are no refunds issued for booth space or registrations of no-show exhibiting organizations and/or booth personnel.

Payment of VAT
Final invoices (receipts) are issued by VMC, 1 Rond-point de l’Europe, 92250 La Garenne-Colombes/France; FR VAT number: FR75523098614, a French based company. Invoices to exhibitors/advertisers:
- based in France are subject to French VAT at 20%;
- based outside France but in the European Union are issued in reverse charge (without French VAT) if a valid VAT number is supplied, otherwise, are subject to French VAT at 20%;
- based outside the European Union:
  - are issued in reverse charge (without French VAT) for sponsorship and advertising items;
  - are issued in reverse charge (without French VAT) for exhibits if the exhibitors have a commercial activity in their country, otherwise, are subject to French VAT at 20%.

Fire Regulations
All materials to be used in the Exhibit Hall must be nonflammable and conform to the fire regulations of the city of Paris, France. Materials 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 Venue.

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. Any exhibitors found to be engaging in unethical conduct or detrimental behaviors, as determined at the sole discretion of ICPS 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 Venue 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 Venue 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 Venue 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, the Venue, 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, venue, 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 17:00 on Thursday 7 March.

Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes on Saturday 9 March at 22:00 and must complete teardown by 23:59 that same day.

Exhibitor Qualifications
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.

APS reserves the right to restrict or remove any exhibit which it deems objectionable or inappropriate at the cost of the Exhibitor. Refunds will not be granted to ejected exhibitors.

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

Alcohol Policy for Exhibitors
Exhibitors are not permitted to serve alcohol in ICPS Exhibit Hall booths without prior permission from APS. Requests for advance permission to serve alcohol must be submitted a minimum of 8 weeks before the first day of ICPS. A fee may apply to the distribution of alcohol in ICPS Exhibit Hall booths.

Rules and regulations may be updated. In this case, exhibitors will be notified.

apsmarketing@psychologicalscience.org
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

SEE YOU IN PARIS
7–9 MARCH 2019