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 Washington, DC....................................................... 10
Partner Application Form .................................................... 11
Exhibitor Rules & Regulations ........................................... 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.

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

MEETING SNAPSHOT

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>60,000+</td>
<td>Person Email List</td>
</tr>
<tr>
<td>35,000+</td>
<td>APS Members</td>
</tr>
<tr>
<td>4,000+</td>
<td>Convention Attendees</td>
</tr>
<tr>
<td>115</td>
<td>Attendees per Exhibitor in 2016</td>
</tr>
</tbody>
</table>
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
- Data Specialists
- Project Managers
- 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
EXHIBIT OPPORTUNITIES

What’s Included

• 18.5 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 (just $175 each)
• 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 2019 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

$2,850 - $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.

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 straightforward 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, May 23
Exhibit Hall Setup 12:00 PM–5:00 PM
Exhibit Hall Open 7:30 PM–9:00 PM
Poster Sessions & Events 7:30 PM–9:00 PM
Opening Reception 7:30 PM–9:00 PM

Friday, May 24
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 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
Exhibit Hall Teardown 5:30 PM–8:30 PM

Booth Category | Regular Rate
--- | ---
10x10 Standard | $2,195
10x10 Premium | $2,395
10x20 Premium | $4,390

Exhibit hall floor plan and hours are subject to change.
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 $7,500+**
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 $10,000+**
All previous benefits, PLUS…
- Upgrade to a full-page ad in the Convention print program
- Two pre-Convention email banner ads
- One mobile app rotating banner ad
- Your logo in all pre-Convention promo emails

For more details on sponsorship opportunities, contact Yolie Keck, 301-200-4616 ext. 107, aps@sponsorshipboost.com
SPONSORSHIP OPTIONS

Platinum Level
- Convention WiFi: $15,000
- Opening Reception Lead Sponsor: $10,000
- Friday Evening Reception Lead Sponsor: $10,000
- Student Program: $10,000

Gold Level
- Convention Registration Bag: $8,500
- Saturday Evening Reception Lead Sponsor: $7,500
- Volunteer T-Shirts: $7,500
- Photo Lounge: $7,500

Silver Level
- Lanyards: $5,000
- Mobile App: $5,000/day
- Raffle Giveaways (Saturday and Sunday): $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
- Reception Co-Sponsor: $2,500
- General Coffee Break: $2,500
- Meeting Room/Hospitality Suite: $2,500/day

Friends Level
- Promo Giveaway (sponsor-provided): $1,250

EXHIBIT EVENTS AREA

Hold a product demonstration, seminar, 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

For more information about the above sponsorships, or to chat about other sponsorship ideas contact Yolie Keck, 301.200.4616 ext. 107, aps@sponsorshipboost.com
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 budget.

<table>
<thead>
<tr>
<th>ADVERTISING SNAPSHOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>60,000+ Person Email List</td>
</tr>
<tr>
<td>56,000+ Twitter Followers</td>
</tr>
<tr>
<td>15,500+ Digital Observer Subscribers</td>
</tr>
<tr>
<td>14,500+ Print Observer Subscribers</td>
</tr>
<tr>
<td>5,500+ Daily Convention Website Views</td>
</tr>
<tr>
<td>3,400+ Mobile App Downloads in 2018</td>
</tr>
</tbody>
</table>
### PRINT 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 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: **$2,695** $1,945
- May/June (Onsite Issue): **$2,695** $1,945
- July/August (Convention Recap): **$2,695** $1,945
- 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: $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

**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

**Post-Convention**
- Post-Convention E-mail Ad: $750/email

**Digital Advertising Pick 3**
Pick any three digital ads and save an additional 20%
ABOUT WASHINGTON, DC

Washington, DC is home to the country’s finest monuments and memorials, world-class museums that you can enter for free, a wealth of retail, five professional sports franchises, acclaimed theater, and a dining scene packed with culinary talent and international cuisine. DC offers unique cultural diversity, pairing international influence with a distinct local identity.

Washington Marriott Wardman Park Hotel
660 Woodley Rd, NW
Washington, DC 20008
Tel: 202-328-2000

Book your room at the Washington Marriott Wardman Park Hotel by Wednesday, May 1, 2019 to receive the APS discounted rate of just $204/night plus applicable tax and fees. Hurry, rooms may sell out 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>Before July 31</th>
<th>After July 31</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Standard</td>
<td>$1,995</td>
<td>$2,195</td>
</tr>
<tr>
<td>10x10 Premium</td>
<td>$2,195</td>
<td>$2,395</td>
</tr>
<tr>
<td>10x20 Premium</td>
<td>$3,990</td>
<td>$4,390</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 $2,800
☐ Event Spotlight Add-On $2,850
☐ 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 Lead Sponsor $10,000
☐ Friday Evening Reception Lead Sponsor $10,000
☐ Student Program $10,000

Gold Level

☐ Convention Registration Bag $8,500
☐ Saturday Evening Reception $7,500
☐ Volunteer Program $7,500
☐ Photo Lounge $7,500

Silver Level

☐ Lanyards $5,000
☐ Mobile App $5,000
☐ 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
☐ Reception Co-Sponsor $2,500
☐ General Coffee Break $2,500
☐ Meeting Room/Hospitality Suite $2,500/day

Friends Level

Promo Giveaway (sponsor-provided) $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.
## ADVERTISING

<table>
<thead>
<tr>
<th>Print Program</th>
<th>Exclusive discount for exhibitors and sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>April</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>May/June (Convention issue)</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>July/August</td>
</tr>
<tr>
<td>Full Page</td>
<td>All 3 Issues (additional 20% savings)</td>
</tr>
<tr>
<td>Half Page</td>
<td>Congratulatory Ad 30% discount</td>
</tr>
<tr>
<td>On Site Signs</td>
<td></td>
</tr>
<tr>
<td>Walk This Way Directional Meter Board Sign $500</td>
<td>$2,695 $1,945</td>
</tr>
<tr>
<td>Company Promo Meter Board Sign $1,250</td>
<td>$2,695 $1,945</td>
</tr>
</tbody>
</table>

| Digital Advertising            |                                                |
| Pre-Convention E-mail Ad       | $750/email                                     |
| Convention Homepage Static Tile Ad $2,500/30 days | $2,695 $1,945 |
| Convention Site Rotating Banner Ad $1,250/30 days | $2,695 $1,945 |
| Convention Page Rotating Banner Ad $700/30 days | $2,695 $1,945 |
| Mobile App Rotating Banner Ad  $1,000/ad        | $2,695 $1,945 |
| Mobile App Alert              | $1,000/alert                                   |
| Convention Daily E-mail Ad    | $1,000/day                                     |
| Big Screen Slideshow          | $750/Slide                                     |
| Post-Convention E-mail Ad     | $750/email                                     |

### Exclusive discount for exhibitors and sponsors

- April: $2,695 / $1,945
- May/June (Convention issue): $2,695 / $1,945
- July/August: $2,695 / $1,945
- All 3 Issues (additional 20% savings): $2,695 / $1,945
- Congratulatory Ad 30% discount: $2,695 / $1,945

Advertising Total: $2,695 / $1,945

---

## PAYMENT

<table>
<thead>
<tr>
<th>Subtotal</th>
<th>$___________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibits</td>
<td>$___________</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$___________</td>
</tr>
<tr>
<td>Events Area</td>
<td>$___________</td>
</tr>
<tr>
<td>Advertising</td>
<td>$___________</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$___________</td>
</tr>
</tbody>
</table>

- Check made payable to Association for Psychological Science
- Charge: Visa, MasterCard, American Express
- Cardholder Name: _____________________________
- Account Number: _____________________________
- Expiration Date: _____________________________ Security Code: _____________________________
- Authorized Signature: ________________________

Payment due in full with application.
EXHIBITOR RULES & REGULATIONS

General Information
The Association for Psychological Science (APS) 31st Annual Convention general sessions, Exhibit Space, and Poster Sessions will be held at the Washington Marriott Wardman Park Hotel ("Hotel"), Washington DC, USA. Exhibit booth assignments will be made in the order in which reservations are received. The Exhibit Hall floor plan, booth assignments, and Exhibit 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, 2018, will receive a 50% refund. Cancellations received on or after December 31, 2018 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 Washington DC, 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 Washington DC, 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 exhibitors 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 23.

Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes on Saturday, May 25th 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 INSISTS ON SCIENCE

APS is the leading international organization dedicated to advancing scientific psychology across disciplinary and geographic borders. Our 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.

For more information, please contact Yolie Keck, 301-200-4616 ext. 107, aps@sponsorshipboost.com