2021 APS Virtual Convention 
Exhibitor & Sponsorship Prospectus 
May 26–27, 2021

Partnering with APS gets your services and products in front of the vast network of psychological scientists from around the globe. Our attendees span the entire spectrum of scientific, applied, and teaching specialties. They specialize in biological/neuroscience, clinical, cognitive, developmental, educational, experimental, general, industrial/organizational, personality/social, and quantitative research.

Program components from both the APS Annual Convention (APS) and the International Convention of Psychological Science (ICPS) that were scheduled to take place in 2021 will be combined into an interactive online two-day event.

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE
The Association for Psychological Science (APS) is the leading international organization dedicated to advancing scientific psychology across disciplinary and geographic borders. Our 30,000+ 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.
APS MEMBER PROFILE

Major Fields

- Quantitative
- Educational
- Biological/Neuroscience
- Experimental
- Industrial/Organizational
- General
- Developmental
- Personality/Social
- Cognitive
- Clinical Science

Employment Sectors

- University: 84%
- Research: 4%
- Nonprofit: 4%
- Government: 3%
- Other: 5%

Attendee Categories

- Member: 46%
- Student: 48%
- Guest: 4%
- Exhibitor: 1%
- Media: 1%

Sample Specialties

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

• Meet virtually 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 essential trends you should be following

Access
Connect with thousands of attendees that span the entire spectrum of scientific, applied and teaching specialties. The convention will deliver a diversified program in Psychological Science. Combining these two events will allow sponsors and exhibitors to collaborate, network, and engage with a larger, global audience. 70+ countries will be represented at the convention.

Engagement
The convention will provide many opportunities to engage with attendees through your virtual booth – live meeting rooms, text chat, to name a few. Exhibitors will be able to include a video, resources, and company information in their virtual booth to reach attendees.

Content
The convention will provide live and on-demand opportunities to present educational content and product or service content directly to attendees. This content will be present on the meeting platform for 30 days. This will allow your sponsored content to reach a broader market for a more extended period.

Analytics
The convention is complete with comprehensive analytics for exhibitors to gather those ever-important leads. Just as you would while onsite, your virtual booth will be able to provide you with detailed information from attendees that visit your booth. As an exhibitor, you will have access to your exhibitor dashboard, where you can pull reports and data. Your analytics will include the following:

• Number of attendees that visited your virtual booth
• Number of views of the opening video
• Number of times booth was favorited
• Number of visits to the live meeting room
• Lead Retrieval – profile information shared with exhibitors (name, company, title & email)
• Number of downloads for each promotional video and resources
• Number of meetings scheduled with attendees from your company booth staff with meeting details (date, time, attendees, answers to overall forms, and profile data)

WHY EXHIBIT?
## VIRTUAL BOOTH PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>Gold Level $3,750</th>
<th>Silver Level $2,750</th>
<th>Bronze Level $1,750</th>
<th>Virtual Booth Only $750</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Educational Content</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Theater - Live</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Theater – On Demand</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raffle Page Listing</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mini Theater - On-Demand</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Registration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Conference Registrations</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Conference Recognition</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lobby Logo Tile (links to exhibit booth)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Logo on Sponsor Wall</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Pre-conference Attendee List (mailing addresses only)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Post-conference Attendee list (mailing addresses only)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Virtual Educational &amp; Booth Content available on meeting platform for 30 days</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition in July/August 2021 issue of The Observer Magazine</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Virtual Booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Logo and Description</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Booth Representative Contact Information</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Resources (documents &amp; videos)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lead Generation Analytics</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Request Information Button</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Live Text Chat</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company Video</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Live Meeting Rooms</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Exhibit Theater-Live
Showcase your research, product, or services with a 30-minute pre-recorded educational presentation to all attendees! This presentation will be shown at an exclusive live session time in the schedule. Choose your speaker(s), content title, and description for a customized session that supports your marketing. The presentation will be available on the virtual platform for unlimited on-demand access by attendees for 30 days. Your moderator/host/speaker can be live on the chat to answer questions and direct attendees back to your booth for additional information. APS will need to approve all sessions.
*You must provide an MP4 format of the pre-recorded session*

Benefits include:
- Exclusive session time
- Ability to host a topic and speaker of your choosing
- Speaker biography and description on the website
- Analytics of attendees that attended the session, data to be provided after the conference

Available date/time options:
Wednesday, May 26th at 1:30 pm and 2:00 pm
Thursday, May 27th at 1:30 pm and 2:00 pm

Exhibit Theater -On Demand
Showcase your research, product, or services with a 30-minute pre-recorded educational presentation to all attendees! Choose your speaker(s), content title, and description for a customized session that supports your marketing. Direct attendees back to your booth for continued conversations via the live meeting room or live chat. The presentation will be available on the virtual platform for unlimited on-demand access by attendees for 30 days. APS will need to approve all sessions.
*You must provide an MP4 format of the pre-recorded session*

Benefits include:
- Ability to host a speaker and content of your choosing
- Speaker biography and description on the website
- Analytics of attendees that attended the session, data to be provided after the conference
VIRTUAL BOOTH EXAMPLE

Custom Video

Join a live meeting room

Attendee to Exhibitor Live Chat

Make booth a favorite

Logo / Graphics

Company contact information & description

Email link to send more information to attendees (lead retrieval)

Booth representatives with photo and link to profile

Resources (documents and videos)

QUESTIONS? Contact APS Exhibits & Sponsorship Sales Manager at 301-850-1043 or aps@sponsorshipboost.com
ADDITIONAL SPONSORSHIP OPPORTUNITIES

Session Branding

Plenary Session Sponsor (4 available) $3,000
This opportunity is a great way to make a great impression with attendees. Align your company with the valuable education that APS provides by sponsoring a plenary session.

Benefits include:
• A brief video introduction of speaker (1-minute max) – pre-recorded (MP4 format)
• Logo on session description on the website

Round Tables $1,000
Use your expertise to moderate a 60-minute discussion among APS attendees on select topics. The sponsor will select a topic for discussion with APS’s approval, and as a sponsor, you will be able to facilitate the discussion. These chats are not available for viewing later.

Benefits Include:
• Choice of a content topic for discussion pending APS’s approval
• Moderate discussion among participants (Moderator provided by sponsor)
• Analytics of those participating in the discussion, data to be provided after the session

Advertising

Convention Digital Program and Observer Magazine

Digital Convention Program*
Outside Back Cover $2,000
Inside Front Cover $1,500
Inside Back Cover $1,500
Full Page $1,100
Half Page $850

*4/15 deadline for Convention digital program ads

Observer Magazine
2 Page Spread $4,585
Full Page $2,695
Half Page $1,945
Third Page $1,670
Quarter Page $1,395
### Brand Awareness – Email / Eblast /Videos

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eblast</td>
<td>$1,500</td>
<td>Include your custom message as a banner ad in a newsletter to APS members and virtual convention registrants. APS will schedule these in the immediate six weeks before the meeting.</td>
</tr>
<tr>
<td>Registration Conference Banner (exclusive)</td>
<td>$2,500</td>
<td>Put your logo and custom graphic banner at the bottom of every conference registration sent out. Your information will be prominently placed at the end of the registration confirmation mailed/ emailed to every attendee. With more than 1,000 attendees, your company banner will reach them all.</td>
</tr>
<tr>
<td>“Know Before You Go” Email Banner</td>
<td>$2,000</td>
<td>Display your company’s custom graphics (can be linked to a website) and logo on a banner to be displayed at the top of the “Know Before You Go” email sent to APS / ICPS registrants. This helpful how-to will include all of the necessary information needed to ensure all attendees have a successful virtual experience.</td>
</tr>
<tr>
<td>Daily update email (3 each day)</td>
<td>$1,000</td>
<td>APS will be sending out a daily update via email to all attendees each evening, recapping the day and reminding attendees of the events taking place the following day. Include your custom graphic with a link out to your website.</td>
</tr>
<tr>
<td>Commercial Video</td>
<td>$500 each</td>
<td>Participants waiting for a session to start are a captive audience. Create a 30-second video to be played during the convention. You must provide an MP4 of the pre-recorded video.</td>
</tr>
</tbody>
</table>

### Upgrade Your Experience

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raffle Page Listing</td>
<td>$250</td>
<td>If you’re giving away a prize to draw attendees to your booth, APS will promote all giveaways on a dedicated page so attendees can easily find raffles. The listing includes your logo and a brief description of the prize. By clicking on your listing, the attendee will automatically be taken to your booth, where they can enter your prize giveaway.</td>
</tr>
</tbody>
</table>
Carpet Sponsorship (Exclusive)  $5,000
Have your company logo visible for all attendees to see. The logo is placed below the entrance to the Expo Hall.

Directional Tiles (2 available)  $2,000
The directional tile is located in the conference lobby and linked to your website or exhibit booth. Your logo will be displayed where all attendees can see it. APS will determine placement in the lobby.
Show Management
The virtual expo is organized and managed by the Association for Psychological Science (APS). Any matters not covered in these Rules and Regulations are subject to the interpretation of the APS Board of Directors and the APS Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Show Management. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors.

Cancellation Policy
Any exhibitor or sponsor who cancels any purchased exhibit space / sponsorship will forfeit the total of the agreement.

Arrangement of Virtual Exhibits
The show management reserves the right to inspect the quality of the appearance of each virtual exhibit prior to beginning of the virtual event. APS Show Management may request removal of any unapproved content.

Virtual Exhibit Design
Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual exhibit space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Virtual Exhibitor Guidelines.

Subleasing of Virtual Space
Virtual exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

Virtual Exhibitor Conduct and Relevance
All virtual exhibits will be to serve the interest of the APS members and must be pertinent to the attendees’ professional interests. APS reserves the right to restrict virtual exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the virtual event.

Exhibitor’s Personnel
Virtual Exhibitors are prohibited from sharing registrations or their assigned link to APS’s virtual conference and expo. Violating this condition may result in loss of admittance for the person(s) sharing the registration. During specific hours or chat times available each participating exhibitor must be staffed by company specialists who are qualified to discuss details of their company’s products or services.

Virtual Handout Materials
Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. APS reserves the right to disallow any material that they believe to be inappropriate.

Platform Policy
In the event of a severe platform or technical issue outside of APS’s control that prevents fulfillment of the exhibit deliverables, APS will make every effort to provide the same exhibit opportunity on a different date/time proposed by APS.

Trademarks
APS will be held harmless for any trademark, trade name, copyright or patent infringement on any virtual materials belonging to or distributed by any exhibitor.

Violations
Violation of any of these Rules and Regulations by the exhibitor/sponsor of his/her employees or agents shall at the option of APS forfeit the exhibitor’s right to occupy virtual space or sponsor opportunity and such exhibitor/sponsor shall forfeit to APS all monies paid or due. Upon evidence of violation, APS may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages that APS may incur thereby.

For questions or more information, please contact the Sales Manager at 301-200-4616 ext 113 or mwescott@sponsorshipboost.com.