

EXHIBITOR & SPONSORSHIP PROSPECTUS



aps
2023
ANNUAL CONVENTION
WASHINGTON, D.C.
MAY 25-28, 2023

ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

**WASHINGTON HILTON
WASHINGTON D.C.
MAY 25 - 28, 2023**

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THE VALUE OF PARTNERING WITH APS



The APS Annual Convention is the premier global event in psychological science, providing a forum to share scientific findings and ideas. The program features invited and submitted content from all areas of the field.

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.

WHO ATTENDS?

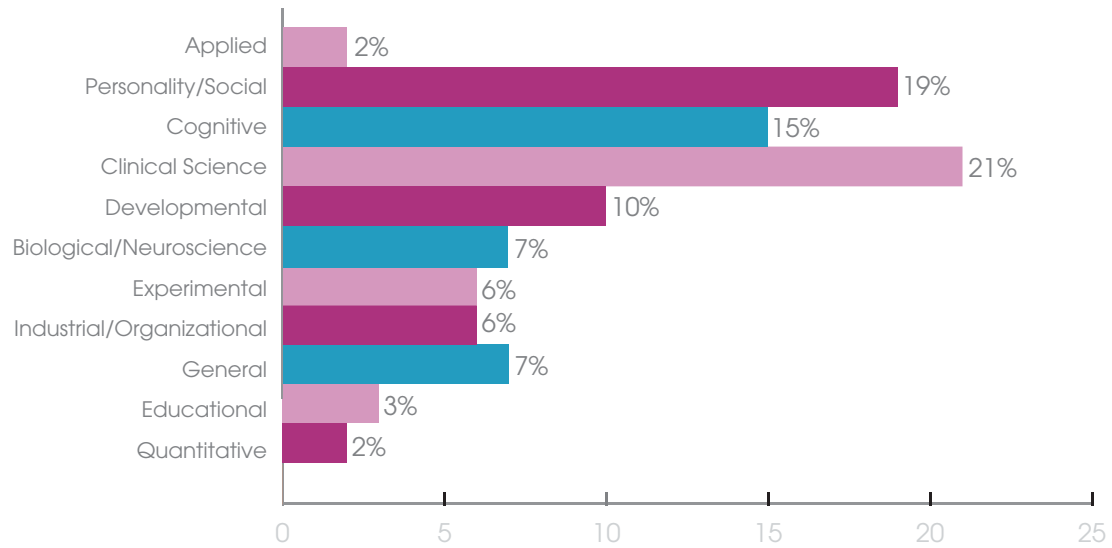
APS Members and Convention attendees are leading psychological scientists, including academics, clinicians, researchers, teachers, and administrators.

- Distinguished Researchers & Educators
- Data Specialists
- Academic Administrators
- Project Managers
- Faculty at Top Colleges & Universities
- Business & Management Consultants
- Clinical Researchers
- Students - The Future Leaders

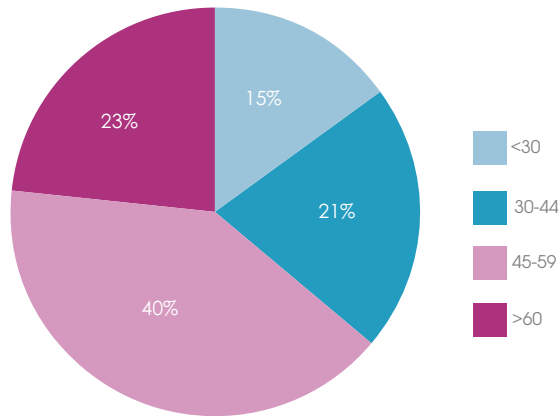


WHO IS APS?

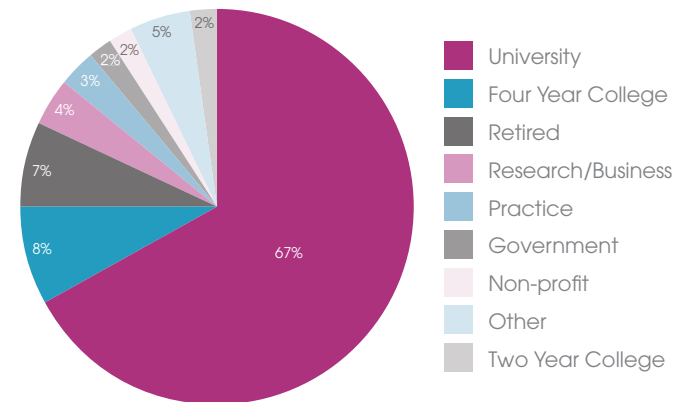
APS Members by Primary Field of Study



APS Members by Age



APS Members by Employment Sector



Questions? Contact Michelle Wescott at aps@discoverSB.com or 301-200-4616 ext 113

WHY EXHIBIT?

- Meet face-to-face with current and prospective customers
- Get access to the leaders in psychological science
- Build your reputation as a leader in the field
- Gain visibility and strengthen your brand
- Learn what important trends you should be following

APS 2023 EXHIBIT HALL WILL FEATURE:

- 21 hours of exhibit time
- Poster presentations surrounding the exhibits
- Events Area
- Receptions on Thursday and Friday Nights
- Coffee breaks in the Exhibit Hall

WHO SHOULD EXHIBIT?

Types of organizations that should exhibit:

- Book & Journal Publishers
- Classroom Technology Solutions
- Fellowships
- Foundations & Think Tanks
- Funding Foundations & Grantmakers
- NGOs & Government Organizations
- Online Universities
- Polling & Data Centers
- Recruiters & Job Services
- Research Databases
- Research Tools & Analytics
- Survey Tools & Programs
- Textbook Publishers
- University Graduate Programs
- University Presses

PAST EXHIBITORS & SUPPORTERS

Alliant International University
Artinis Medical Systems
Association for Advanced Training in
the Behavioral Science
American Psychological Association
Berkeley Initiative for Transparency in
the Social Sciences
BIOPAC Systems, Inc.
Brain Vision, LLC
California Correctional Healthcare Service
Cambridge University Press
Cedrus Corporation
Center for Deployment Psychology
Center for the Study of Traumatic Stress
CloudResearch
Elsevier
Ewing Marion Kauffman Foundation
Frontiers
Harvard University Press
Health and Retirement Study (University of Michigan)
iWorx Systems Inc.
Journal of Studies on Alcohol and Drugs
MacMillan Learning
Millisecond Software
Movisens GmbH
Multidisciplinary Digital Publishing Institute
National Institute on Alcohol Abuse
& Alcoholism (NIAAA)
NIRx Medical Technologies LLC
Noldus Information Technology Inc.
Nova Southeastern University
Prolific
Psi Chi
Psychology Software Tools Inc.
Psychonomic Society
Random House Penguin Group
Roger Williams University
Routledge/Taylor & Francis Group
Sage Publishing
Salimetrics
Society for Personality and Social Psychology (SPSP)
Sona Systems Ltd
Springer Nature
Stens Corporation
The Focus Foundation
The Kavli Foundation
The Psych Store
Top Hat
TurkPrime
University of Connecticut
University of Michigan Program in Survey Methodology
W. W. Norton & Company, Inc.

EXHIBIT HALL INFORMATION

Exhibit Booth Package

The Exhibit Booth Package Includes:

- 10' x 10' booth space
- Identification sign
- 6' table, 2 chairs and waste basket
- 8' high back drape and side rails in show colors
- Security when exhibits are closed
- Two full conference registrations
- Discounted additional Convention registrations, maximum 2
- Company name, logo, and description on the website and mobile app
- Complimentary post-conference attendee list (mailing address only)

EXHIBITOR PRICING

Booth Size	Price
10 x 10	\$2,500
Corner Fee	\$150

Payment Terms:

100% payment is required with the booth rental. Credit cards are accepted online via the booth rental portal. Checks must be in USD and payable to Association for Psychological Science. All international bank fees are the responsibility of the exhibitor.

Cancellation Policy:

APS agrees that an Exhibitor may cancel or reduce the amount of space applied for on this agreement in writing up to and including January 25, 2023, and that if it does so, APS will charge a cancellation processing fee equal to 50% of the total price of the exhibitor's booth space.

Any exhibitor who cancels or reduces their booth space after January 25, 2023, will forfeit 100% of the total price of the exhibitor's booth space. Cancellation and reduction notices must be submitted in writing to the Exhibits Sales Manager at aps@discoverSB.com.

Terms and Conditions:

All contract exhibitors must follow APS's rules, regulations, and policies. These can be found at the last step of the online booth rental process.

TENTATIVE EXHIBITOR SCHEDULE:



Installation

Thursday, May 25

10:00 am – 4:00 pm

Exhibit Hall Hours

Thursday, May 25

7:00 pm – 9:00 pm

(Opening Reception and poster presentations)

Friday, May 26

10:00 am – 8:30 pm

(Hall will be closed 6pm-7pm)

Saturday, May 27

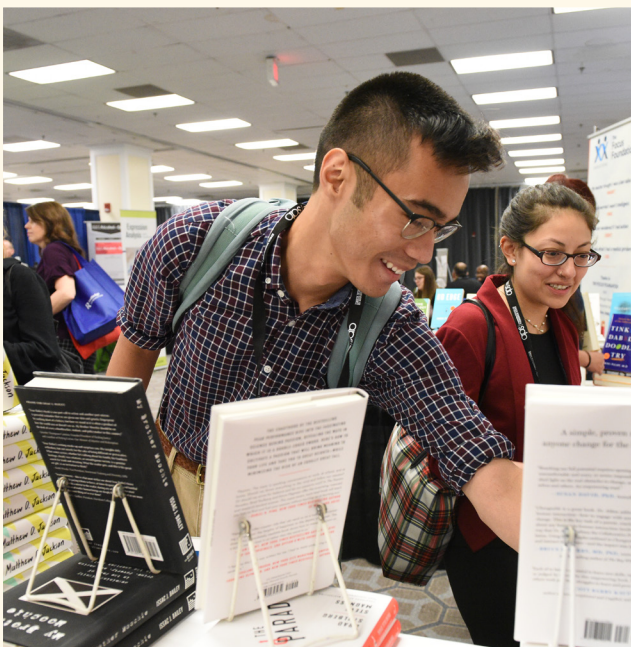
10:00 am – 6:00 pm

Dismantle

Saturday, May 27

6:00pm

This schedule is tentative and subject to change. If the official Exhibit Hall schedule changes, all exhibitors will be notified in writing. A final schedule will be included in your Exhibitor Services Manual and posted on the APS website.



FLOOR PLAN



Booth Reservation Procedure

- Step 1 View the Floorplan [here](#)
- Step 2 Choose an available booth.
(If you wish to combine booths, please contact the Exhibits Sales Manager)

- Step 3 Rent the booth online

Through the online portal, you will be able to download invoices, upload directory information, make payments, and include insurance information.

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.

APS 2023 recognizes multiple levels of support; all Convention advertising, sponsorships, and receptions are chosen individually but may be combined to achieve the listed sponsor levels.

Once you have chosen the Convention support, sponsorships, promotions, and advertising options that best fit your marketing strategy, sponsorships levels will be assigned based upon the final total and recognized accordingly.

All Supporters will receive...

- Logo recognition on APS Convention website, on-site signage, and mobile app
- Logo recognition in on-site Convention walk-in slideshow in plenary sessions
- Name recognition in at least one pre-Convention and one post-Convention email
- Sponsor ribbons for the registration badge

Platinum Level \$15,000+

- One (1) Pre-Convention email banner ad
- Pre-registration attendee list at least two (2) weeks before Convention (mailing address only)
- Floor Sticker in front of your exhibit booth in Exhibit Hall with sponsorship level
- Two (2) Convention Registrations

Gold Level \$10,000+

- One (1) Pre-Convention email banner ad
- Floor Sticker in front of your exhibit booth in Exhibit Hall with sponsorship level
- One (1) Convention Registration

Silver Level \$7,500+

- One (1) Convention Registration

EVENTS

Networking Sessions

**\$10,000 per session /
4 available**

Reach APS attendees in a social setting with events meant to promote networking. Support attendees as they interact with each other. Networking Sessions are limited (see below for days and times available).

Sessions:

Thursday, May 25

7:00pm to 8:30pm

Opening Reception
in Exhibit Hall

9:00pm to 11:59pm

APSSC Student Social

Friday, May 26

7:00pm to 8:30pm

Evening Reception in Exhibit Hall

Saturday, May 27

7:00pm to 8:30pm

Evening Reception in
Heights Courtyard

Benefits Include:

- Logo on website, app, and on-site signage
- A pre-registration list of Convention attendees (mailing addresses only) will be provided to sponsoring companies

- Before the Convention, APS will distribute an email to all attendees with details about the networking session, listing your company as the sponsor. In addition, reminders will be sent out throughout the Convention
- Opportunity to distribute a brochure or promo item on the reception tables
- Your logo will appear on signs at your selected networking session
- Event listing with company information in the meeting app

Poster Session Sponsorship

\$4,000 Exclusive

Sponsor a highly popular poster session and reach APS attendees as they participate in the poster presentations. Physical posters will be in the Exhibit Hall. The poster sessions take place on Thursday, May 25, Friday, May 26 and Saturday, May 27.

Benefits Include:

- Logo on website, app and on-site signage
- Company logo on all signage promoting the poster session
- Three (3) floor stickers with company logo and APS logo in poster area
- Event listing with company information in the meeting app

EVENTS (CONT.)

Subject Area Networking

**Minimum
\$1,500/ 9 available**

Have your company name and logo associated with our Subject Area Networking events: Biological/ Neuroscience, Clinical Science, Cognitive, Developmental, General, Industrial/Organizational, Methodology, Personality/Emotion and Social.

Contact us for package options.

Thursday, May 25

4:30pm to 6:00pm

Various locations

Coffee Breaks

\$1,500 each

Have your company name and logo associated with our coffee breaks (Exhibit Hall).

Friday, May 26

Morning, afternoon, and evening

APS Exhibit Hall

Saturday, May 27

Morning, afternoon, and evening

APS Exhibit Hall

Benefits Include:

- Logo on website, app and on-site signage
- Your logo will appear on signs at your selected coffee break
- Event listing with company information in the meeting app

Meeting Room/Hospitality Suite

\$500 per hour

Reserve space for your workshop, seminar, or other meetings. Reach attendees with events in your own style and format. Host a breakfast meeting for select clients or conduct a morning focus group—whatever makes sense for your goals. We will assign an appropriate meeting room based on your needs. Audio Visual Equipment and Food and Beverage are not included, but we are happy to help you coordinate.

EVENTS (CONT.)

Educational Events

Events Area

\$2,500 / 6 available

Inside one of the meeting rooms located by the Exhibit Hall, we will offer the opportunity to showcase your expertise by providing educational content to attendees in a theater-style setting. These presentations are 15 minutes and are yours to customize how you would like to convey your message. You will have the ability to host a speaker of your choosing. APS will distribute an email to all attendees before the convention with details about the Exhibitor Theater programs. Reminders will be sent out to the attendees via the meeting app.

Benefits Includes:

- Logo on website, app and on-site signage
- Select your own speaker, topic and content
- Event listing with company information in the meeting app



BRAND PROMOTIONS

Convention Wi-Fi

\$15,000 Exclusive

This opportunity keeps your company front and center with attendees as they utilize the Internet via Wi-Fi in the hotel. Your logo or company name will appear on all signage, ads, and Wi-Fi promotions. The Wi-Fi passcode can be branded for your company.

Photo Booth

\$7,500 Exclusive

Sponsor a centrally located photo booth where APS participants can get fun photos with colleagues. Participants will be encouraged to share their photos on social media using your handles and hashtags. Sponsorship signage will be placed at the photo booth with your company name and logo, along with company logo on the photo sheets.

Lanyards

\$7,500 Exclusive

Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the Convention.

Branded Masks

\$5,000 Exclusive

Show your support with your company logo, along with the APS logo, on the branded masks.

Branded Hand-Sanitizing Stations

\$3,000 each / 4 available

Showcase your brand on hand-sanitizing stations placed in the Exhibit Hall and registration area. Your company name and logo will be displayed at each station.

Branded Charging Station

\$3,000 each / 2 available

Provide attendees a quick "jump-start" for their mobile devices, laptops, and tablets. Your company name will appear on signage at the Charging Station. Two stations are available—one in the registration area and one in the Exhibit Hall—sponsor one or both.

Branded Mini Sanitizer Bottles or Pocket-Sized Sanitizer Wipes

\$2,000 Exclusive

Have your logo on mini bottles of hand sanitizer or packs of sanitizer wipes distributed to all attendees at the APS booth in the Exhibit Hall. The sponsor is responsible for ordering the item and having it shipped to the hotel.

BRAND PROMOTIONS (CONT.)

Exhibit Hall Advertising and Booth Traffic Generators

Floor Clings **\$2,500 per package** **/3 available**

Place your custom message in front of attendees as they enter the Exhibit Hall area. These floor stickers will feature your custom graphic along with the APS Logo. This package includes a total of three (3) floor stickers with an approximate size of 2'x2.

Gamification **\$500 each**

Drive more attendees to your exhibit booth by participating in the Event Game. Create a secret code that they will need to get from visiting your booth.

Push Notifications **\$500 per push notification** **/2 per day**

Send out text alerts through the APS 2023 app. With 150 characters, you can remind attendees to stop by your booth.

On-Site Signage & Branding

Meter Board Advertising **\$1,500 each**

Your branding has a captive audience as attendees navigate through the convention space and see your custom message. Your custom graphic and message will appear on both sides of the meter board. (approx. size 3' w x 6' tall)

DIGITAL ADVERTISING

Pre-Convention

Pre-convention e-mail Banner ad (600px x 150 px)	\$750/email
Pre-Convention Homepage Static Tile ad (800px x 500px)	\$2,500/30 days
Pre-Convention Site Rotating Banner ad (800px x 500px)	\$1,250/30 days
Pre-Convention Page Rotating Banner ad (600px x 150 px)	\$700/30 days

Convention

Convention Daily E-mail ad (600 x 150px)	\$1,000/alert
Walk-in PowerPoint Slide (16:9)	\$750/slide

Post-Convention

Post-convention E-mail banner ad (600 x 150px)	\$750/email
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MOBILE APP ADVERTISING

The Mobile App is a fantastic source of information on schedule, session descriptions, speakers, and exhibitors.

Splash Screen

\$5,000 Exclusive

Branding the mobile app splash screen is a great option for visibility. Your custom graphic will be seen by all attendees each time they open the app.

Rotating Banner Ad

\$1,250 each / 2 available

Display your custom advertising on a banner inside the mobile app – the banner will be located on the homepage of the App. Banner is 950 pixels wide by 380 pixels tall.

TERMS & CONDITIONS

General Information:

The Association for Psychological Science (APS) Annual Convention general sessions, Exhibit Space, and Poster Sessions will be held at the Washington Hilton, Washington, District of Columbia. Exhibit booth assignments will be made in the order in which reservations are received. 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 January 25, 2023, will receive a 50% refund. Cancellations received on or after January 25, 2023 will not be refunded.

Sponsorships are non-refundable.

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.

Exhibitor shall be fully responsible to pay for any and all damage to property owned by Washington Hilton, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Washington Hilton, Sponsorship Boost, Association for Psychological Science, and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include 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 which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of Washington, DC; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/ operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before May 25 - May 30, 2023 which shall include

exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the Annual Convention. (c) Other insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

Staffing, Installation and Dismanting:

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 4:00pm on Thursday, May 25th. Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes on Saturday, May 27th at 6:00pm.

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 aps@discoverSB.com.

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.

Association for Psychological Science
Michelle Wescott
Sales Manager - Exhibits and Sponsorships
Office: 301-200-4616 ext 113
aps@discoverSB.com

APS INSISTS ON SCIENCE

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**For more information, please contact Michelle Wescott, 301-200-4616
ext 113 aps@discoverSB.com**