

# APA 2019

**CHICAGO, IL**  
AUGUST 8-11

**EXHIBIT DATES**  
AUGUST 8-10

**EXHIBITOR  
PROSPECTUS**



**AUGUST 8-11**



### **Experience the APA Exhibit Hall**

An opportunity for in-person engagement with thousands of psychology professionals and students who rely on relevant products, resources, programs, and information to thrive in their careers. And your best opportunity for competitive leverage within the psychology market.

### **Experience Chicago**

A destination rich in culture and history. A city that boasts miles of lakefront paths and beaches, unparalleled dining (and pizza!), parks, baseball, the award-winning Chicago Riverwalk, museums, a delightful summer climate, and more!

**THE WINDY CITY AWAITS  
AND WE LOOK FORWARD TO SEEING YOU THERE!**

A handwritten signature in black ink that reads "Carol Hall".

**CAROL HALL**

Exhibit Sales Manager  
(202) 336-5627  
chall@apa.org

A handwritten signature in black ink that reads "Jodi Ashcraft".

**JODI ASHCRAFT**

Director, Advertising and Exhibit Sales  
(202) 336-5565  
jashcraft@apa.org



**APA EXHIBIT HALL: THE VALUE FOR EXHIBITORS**

**ABOUT APA CONVENTION ATTENDEES**

**APA CONVENTION ATTENDEES: WHO ARE THEY?**

**ABOUT APA MEMBERS**

**ABOUT APA MEMBERS WHO VISITED  
THE APA 2018 EXHIBIT HALL**

**KEY INFORMATION**

- Exhibit Hall Location and Schedule
- Exhibit Hall Location
- Exhibit Hall Official Dates and Hours
- Exhibitor Move-In Schedule
- Exhibitor Move-Out Schedule
- Acceptance of Exhibits and Exhibit Content
- Exhibit Space Application Submission and Review
- Exhibit Space Assignment and Payments

**EXHIBIT OPTIONS AND PRICING**

- 10'x10' Exhibit Booth, Standard
- 10'x10' Exhibit Booth, Technology Hub
- APA psycCareers LIVE Job Fair
- What Is and What Is Not Included with Booth Pricing

**APA 2019 EXHIBIT HALL FLOOR PLAN**

**EXHIBIT BOOTH SPECIFICATIONS**

- Linear Booth (in-line) and Corner Booth
- End-Cap Booth
- Island Booth
- Peninsula Booth

**APA 2019 OFFICIAL CONTRACTORS  
AND EXHIBITOR SERVICE MANUAL**

- Decoration and Drayage Services
- APA 2019 Exhibitor Service Manual
- Housing and Registration
- Exhibit Hall / Facility

**CONTRACTUAL AGREEMENT**

- APA Convention and Exhibit Hall Rules, Regulations, and Policies
- Exhibit Booth Staffing

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APA EXHIBIT HALL  
**The Value for Exhibitors**

**ATTENDEE NUMBERS**

**12,231**

**APA 2018**  
San Francisco, CA

**11,885**

**APA 2017**  
Washington, DC



**AN UNPARALLELED OPPORTUNITY**

**IN-PERSON ENGAGEMENT**

**CUSTOMER RELATIONS AND DEVELOPMENT**

**MARKET EXPANSION**

**PRODUCT DEMONSTRATION  
AND NEW PRODUCT LAUNCHES**

**BRAND ADVANCEMENT**

**COMPETITIVE INTELLIGENCE AND LEVERAGE**

**INDUSTRY INSIGHTS**

**10,891**

**APA 2016**  
Denver, CO

**8,921**

Number of attendees who visited  
the APA 2018 Exhibit Hall

**3 Hours**

Average amount of time  
that attendees spend in  
the APA Exhibit Hall

**13,405**

**APA 2002**  
Chicago, IL

**111**

Average number of leads obtained  
by APA 2018 exhibitors that  
rented lead retrieval devices



Exhibiting at the APA Convention gives you access to high-level executives and leaders that you normally couldn't reach, and they're in a listening and learning mode. Some of our top long-term accounts have come from APA contacts. A good investment!

**TOM BECKMAN**  
ASSOCIATE DIRECTOR

HEALTH PROFESSIONALS PROGRAM HEARTMATH



## ABOUT APA Convention Attendees

More than  
**71% of attendees**  
browse the APA  
Exhibit Hall between  
program sessions

2016 APA EXHIBIT HALL SURVEY

### WHAT DO THEY SEEK?

**TOOLS AND RESOURCES THAT SUPPORT  
THE ADVANCING TRENDS IN PSYCHOLOGY**

**TECHNOLOGY PRODUCTS / VIRTUAL REALITY SYSTEMS /  
BIOFEEDBACK EQUIPMENT**

**THERAPY PRODUCTS / TREATMENT PROGRAMS AND RESOURCES**

**EHR AND EMR MANAGEMENT SYSTEMS / BILLING SOFTWARE**

**PRACTICE MANAGEMENT RESOURCES / VIRTUAL OFFICE PLATFORMS**

**PSYCHOLOGICAL TESTS AND ASSESSMENTS**

**BOOKS, JOURNALS, AND OTHER PUBLICATIONS**

**LICENSURE AND CERTIFICATION RESOURCES**

**UNIVERSITY AND COLLEGE PROGRAMS / E-LEARNING PRODUCTS /  
CE PROGRAMS**

**CHILD AND ADOLESCENT PRODUCTS AND RESOURCES**

**ACADEMIC RESEARCH TOOLS**

**RESOURCES FOR ESTABLISHING A PSYCHOLOGY CAREER**

### What level of interest do they demonstrate in APA exhibitors?

- 65%** Inquired about new products
- 40%** Discovered new technology products
- 33%** Talked to exhibitors about future business

APA 2018 APA EXHIBIT HALL SURVEY

### Global Presence

- 93%** Domestic
- 7%** International—from 71 countries

APA 2018 REGISTRATION ANALYSIS, EXPERIENT, INC.

### What do they say about the APA Exhibit Hall?

**What was the singular best experience for you  
at APA 2018?**

- “Talking to knowledgeable exhibitors about new technologies for research that make the collection of physiological data easier. This could be very useful in my research.”
- “I loved the Exhibit Hall.”

**52% Agree** The products and services on display were relevant to my work

**55% Agree** The exhibitors were knowledgeable and informative

**46% Agree** I would recommend some of the products and services to colleagues

**40% Agree** I discovered new products and services

APA 2018 POST-CONVENTION SURVEY

APA CONVENTION ATTENDEES

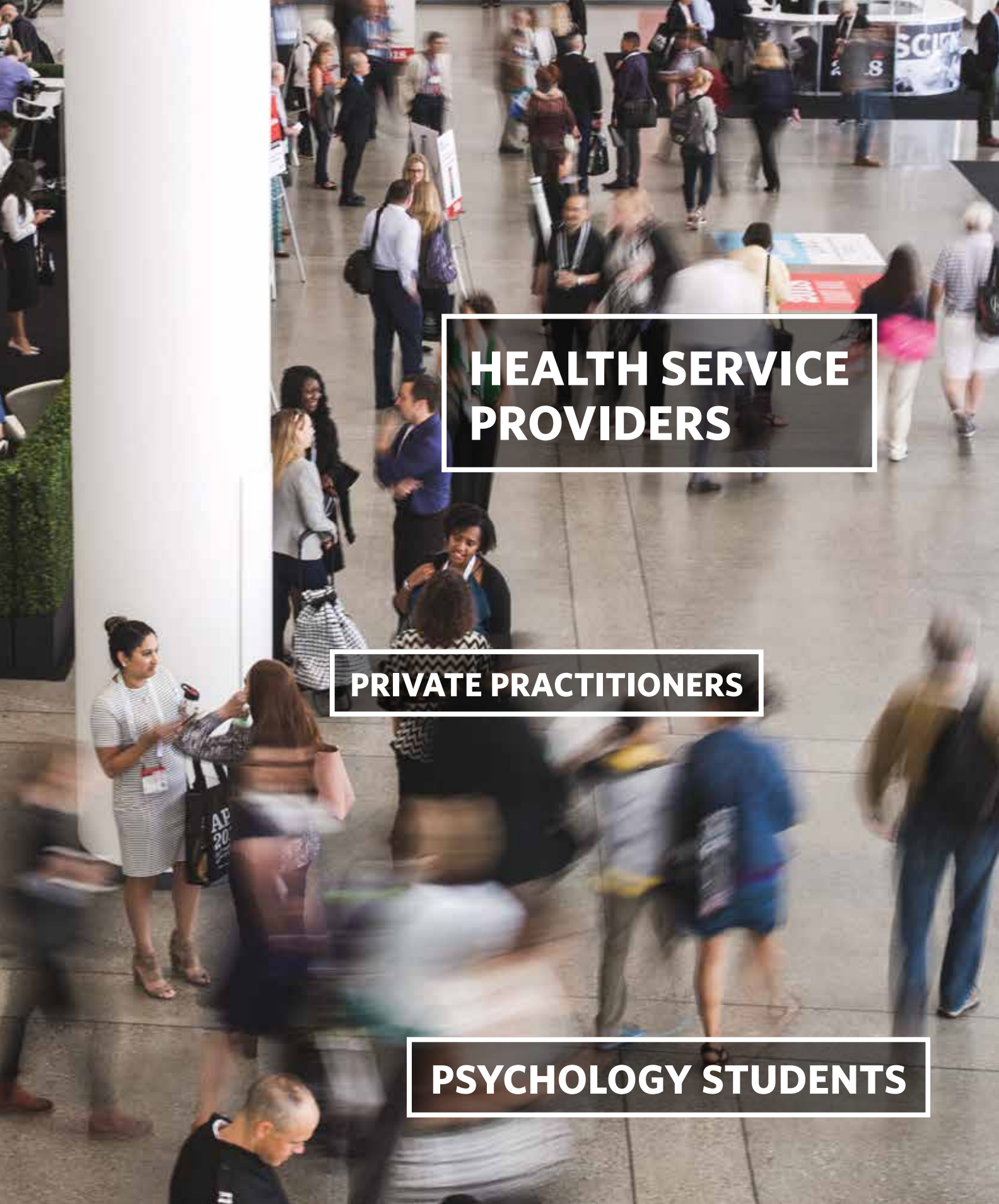
# Who Are They?

RESEARCHERS

EDUCATORS

EARLY CAREER  
PSYCHOLOGISTS





**HEALTH SERVICE  
PROVIDERS**

**PRIVATE PRACTITIONERS**

**PSYCHOLOGY STUDENTS**



## ABOUT **APA Members**

APA's Membership Total

# 115,700+ Members

### RESOURCES AND TOOLS THEY SEEK

**TECHNOLOGY**

**CAREER DEVELOPMENT**

**FINANCIAL PLANNING  
AND DEBT MANAGEMENT**

**TESTING AND ASSESSMENT**

**CONTINUING EDUCATION**

**PRACTICE TOOLS**

### 2019 Trends to Watch About the Work APA Members Do

Climate Change  
The Rise of Non-Drug Pain Treatment  
A Growing Demand For Sport Psychologists  
A Greater Role In Nutritional Health  
Re-Envisioning Long-Term Care  
Shining A Spotlight On Equity  
Big Data  
Designing Smarter Tech Tools  
Treating The Misuse of Digital Devices  
The Ascent of Digital Therapies

2019 TRENDS REPORT, APA MONITOR ON PSYCHOLOGY,  
NOVEMBER 2018

### Primary Work Settings and Activities

**41%** Health or Mental Health Services  
**36%** Research  
**35%** Academic Institutions  
**33%** Independent Practice  
**19%** Hospitals / Clinics  
**17%** Education

### Age

**24%** Millennial Adults  
**32%** Adults 35-54  
**39%** Adults 55+

### Career and Education

**86%** PhD or PsyD  
**59%** Licensed  
**23%** Early Career



ABOUT

# APA Members Who Visited The Exhibit Hall

“The Exhibit Hall always  
presents amazing  
**networking opportunities.**”

APA MEMBER AND CONVENTION ATTENDEE

## Gender

39% Male  
61% Female

## Age

14% Millennial Adults  
42% Adults 35-44  
41% Adults 55+

## EDUCATIONAL CHARACTERISTICS

96% PhD, PsyD, EdD  
34% 25+ Years Since Degree  
36% Early Career (within 10 years of doctorate)

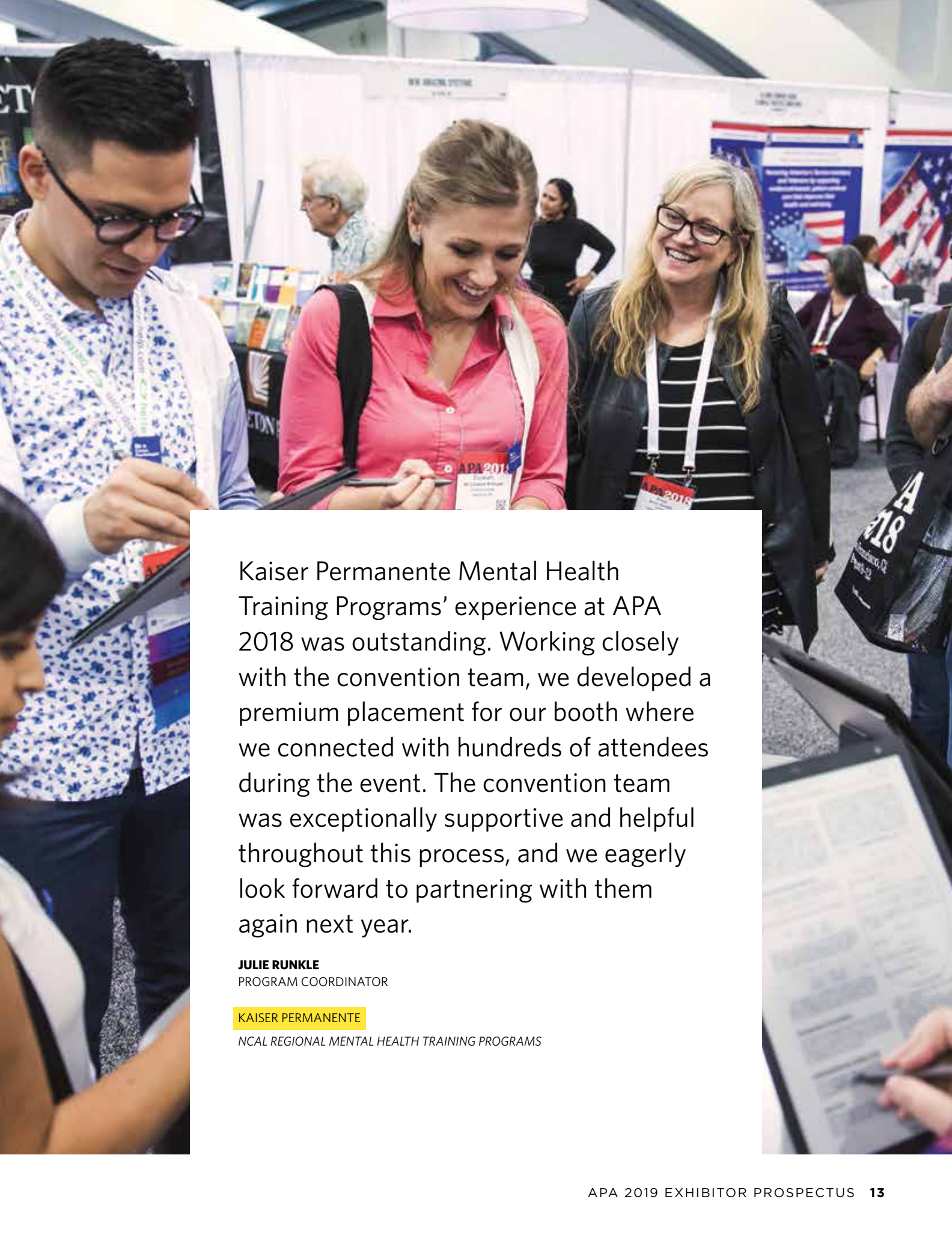
## LICENSURE STATUS

52% Licensed  
48% Not Licensed / Unknown

## CURRENT MAJOR FIELD

54% Health Service Provider  
*Clinical comprised 39% of this total*  
10% Research

ALLIANCE TECH RFID, APA 2018, SAN FRANCISCO, CA AND 2018 APA DIRECTORY,  
CENTER FOR WORKFORCE STUDIES



Kaiser Permanente Mental Health Training Programs' experience at APA 2018 was outstanding. Working closely with the convention team, we developed a premium placement for our booth where we connected with hundreds of attendees during the event. The convention team was exceptionally supportive and helpful throughout this process, and we eagerly look forward to partnering with them again next year.

**JULIE RUNKLE**  
PROGRAM COORDINATOR

**KAISER PERMANENTE**

NCAL REGIONAL MENTAL HEALTH TRAINING PROGRAMS

# APA 2019 EXHIBIT HALL

## Key Information

### Exhibit Hall Location and Schedule

#### Exhibit Hall Location

McCormick Place,  
West Building, Halls F1 and F2

#### Exhibit Hall Official Dates and Hours

THURSDAY, AUGUST 8

9:00 a.m.–5:00 p.m.

*First exhibits-only hour: 4:00 p.m.–5:00 p.m.*

FRIDAY, AUGUST 9

9:00 a.m.–5:00 p.m.

*Garrett Popcorn with APA exhibitors: TIME TBD*

SATURDAY, AUGUST 10

9:00 a.m.–5:00 p.m.\*

*Second exhibits-only hour: 12:00 p.m.–1:00 p.m.*

#### Exhibitor Move-In Schedule

WEDNESDAY, AUGUST 7

8:00 a.m.–8:00 p.m.

THURSDAY, AUGUST 8

6:00 a.m.–7:00 a.m.

*(Only for final booth preparation. Exhibit booth set-up must be completed by 7:00 a.m.)*

#### Exhibitor Move-Out Schedule

SATURDAY, AUGUST 10

5:01 p.m.\*–9:00 p.m.

SUNDAY, AUGUST 11

8:00 a.m.–12:00 p.m.

*(\*Ref. p. 25 for APA Convention and APA Exhibit Hall rules, regulations, and policies regarding exhibit booth staffing and exhibit booth dismantling)*

### Acceptance of Exhibits and Exhibit Content

Decisions regarding the acceptability of exhibits will be made in the first instance by the APA Chief Executive Officer, in consultation with the Board of Convention Affairs (BCA) chair. The APA, acting through its Chief Executive Officer, reserves the right and sole discretion to reject any proposed exhibit for any reason. Prospective APA exhibitors are advised that the acceptability of products or services for display at the APA Convention is based on legal, social, professional and ethical considerations.

Decisions on the acceptability of exhibits are made on an annual and case-by-case basis. Inclusion of an exhibit in a prior APA Convention is not determinative of the acceptability for future Conventions, as acceptability is reviewed annually.

Exhibits must be consistent with the professional nature of the APA Convention. Exhibit space is not intended for airing either side of a controversial social, political, or professional issue. APA exhibit space is not intended for the purpose of campaigning for APA president or any other APA governance office.

The American Professional Agency is APA's sole authorized and preferred provider of professional liability insurance to members. As such, no companies or businesses that offer any of these insurance products (or any insurance products that are included under the terms of the APA/American Professional Agency

agreement) will be allowed to advertise, exhibit, promote, discuss, or provide information on their products through the use of APA media, venues or events.

APA reserves the right to decline exhibitor requests to conduct non-APA surveys inside the APA Exhibit Hall, the APA Convention headquarter or supplemental hotels, or any area where an APA event or function is being held during the APA Convention.

APA reserves the right to require APA exhibitors to edit, amend, or eliminate parts of exhibits that in the Association's opinion are not in keeping with the Association's objectives or are otherwise inconsistent with APA policies.

APA exhibitors may not conduct contests, lotteries, raffles, and/or games of chance without prior approval of the APA Advertising and Exhibit Sales Department.

The exhibition of products or services at the American Psychological Association annual convention is neither an endorsement of the exhibiting organization nor of the products or services exhibited. APA is not responsible for any claims made by an APA exhibitor. In addition, APA exhibitors may not, without prior APA consent, incorporate in subsequent promotions the fact that a product or service has been exhibited at an APA Convention.



## Exhibit Space Application Submission and Review

### Exhibit Space Application Submission

APA 2019 Exhibit Space Applications may be submitted as follows and in accordance with the APA 2019 Exhibit Space Assignment Schedule:

#### VIA THE ONLINE APA EXHIBITOR PORTAL **RECOMMENDED**

<https://on.apa.org/apa-2019-exhibitor-portal>

#### VIA EMAIL

Send to Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org)

#### VIA OVERNIGHT OR U.S. MAIL

American Psychological Association  
Attn: Advertising and Exhibit Sales Dept.  
750 First St. NE  
Washington, DC 20002-4242

### Exhibit Space Application Review

APA 2019 exhibit space applications are subject to review as detailed in Acceptance of Exhibits and Exhibit Content. Additional information about the exhibiting company and/or the products/services to be displayed/promoted may be requested before a final decision is reached.

## Exhibit Space Assignment and Payments

### Exhibit Space Assignment

APA 2019 exhibit space applications that have been accepted by APA are processed and assigned on a first-come, first-served basis by the APA advertising and exhibit sales department on behalf of the Director, Convention and Meeting Services. Priority of space assignment will be based on the date and time that the application is received by APA. If multiple applications are received simultaneously then they will be sub-ranked according to the total number of booths/square footage requested.

#### FOR COMPLETE DETAILS, VISIT

<https://convention.apa.org/exhibitors/2019-rules-and-regulations>

Prior to assigning exhibit space, APA reviews and makes every effort to honor exhibitor requests regarding their booth location preferences—including requests to be located near or far from another exhibiting company. However, such requests are not guaranteed. After booth space has been assigned, APA exhibitors may view the online APA Exhibit Hall floor plan to confirm their neighboring exhibitors and, if concerns arise, may contact Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org), to request a move to a different booth location.

## Exhibit Space Assignment Schedule

### PRIORITY PERIOD FOR APA 2018 EXHIBITORS

12:00 P.M. EST DECEMBER 12, 2018 TO  
5:00 P.M. EST DECEMBER 27, 2018

During this time APA 2019 Exhibit Space Applications may be submitted only by APA 2018 exhibitors.

### GENERAL APPLICATION PERIOD

5:01 P.M. EST DECEMBER 27, 2018 TO JULY 26, 2019

APA 2019 Exhibit Space Applications may be submitted by all prospective APA 2019 exhibitors.

**APPLICATIONS RECEIVED AFTER JULY 26, 2019  
WILL NOT BE CONSIDERED OR ACCEPTED FOR  
PARTICIPATION IN THE APA 2019 EXHIBIT HALL.**

### Exhibit Space Payments: Policy and Schedule

Upon assignment of exhibit space APA exhibitors will receive a confirmation letter and an invoice. Payments must be submitted in accordance with the instructions provided on the invoice and with the following payment schedule:

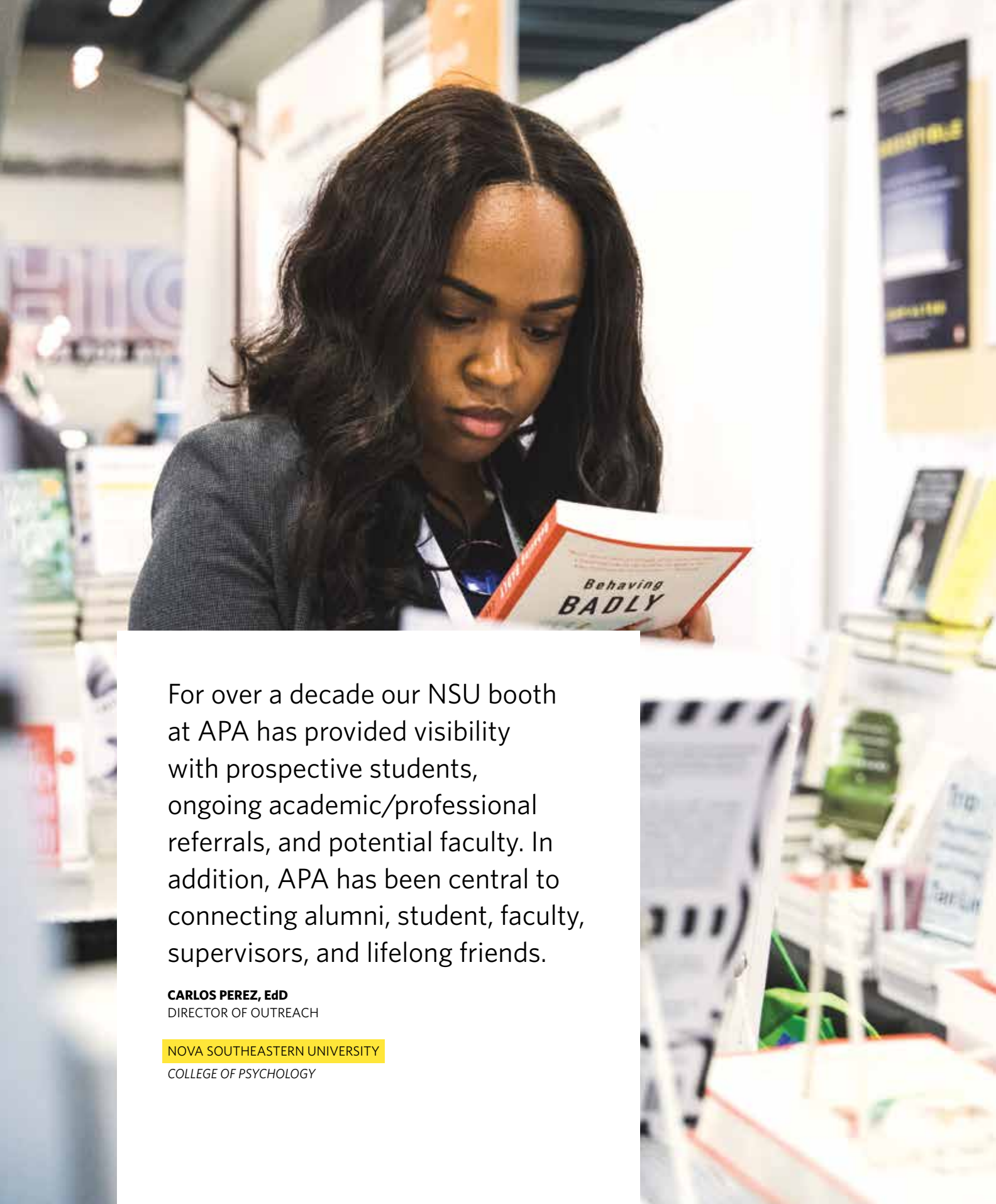
#### APPLICATIONS RECEIVED PRIOR TO MARCH 1, 2019

50% PAYMENT DUE UPON RECEIPT OF INVOICE  
50% BALANCE DUE BY OR BEFORE MAY 15, 2019

#### APPLICATIONS RECEIVED AFTER MARCH 1, 2019

100% PAYMENT DUE UPON RECEIPT OF INVOICE

APA reserves the right to cancel and return to open inventory booths for which timely payments have not been received. Exhibitors that are unable to provide payment by the deadline noted on their invoice should contact Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org), (202) 336-5627.



For over a decade our NSU booth at APA has provided visibility with prospective students, ongoing academic/professional referrals, and potential faculty. In addition, APA has been central to connecting alumni, student, faculty, supervisors, and lifelong friends.

**CARLOS PEREZ, EdD**  
DIRECTOR OF OUTREACH

**NOVA SOUTHEASTERN UNIVERSITY**  
COLLEGE OF PSYCHOLOGY

# Exhibit Options and Pricing

Exhibit space prices are determined by booth location and are non-negotiable. Discounts (of any type) are not provided for exhibit space.

## Standard 10'x10' Exhibit Booth

Standard exhibit booths are all those not located in the technology hub or the job fair.

### STANDARD EXHIBIT BOOTH PRICES

\$2,600, \$2,300, \$2,000, \$1,500

**NOTE** Standard exhibit booth prices do not include booth carpet, booth furnishings, WiFi, electrical, etc. For details, see p. 18 to confirm what is and what is not included with Standard exhibit space pricing.

## Technology Hub 10'x10' Exhibit Booth

Technology Hub booths are located in an area of the APA Exhibit Hall that is designated for technology products and services. Exhibitors with technology-related displays may secure exhibit space in this area, but they are not required to do so.

### TECHNOLOGY HUB BOOTH PRICE

\$2,000

**NOTE** Technology Hub exhibit booth prices do not include booth carpet, booth furnishings, WiFi, electrical, etc. For details, see p. 18 what is and what is not included with Technology Hub exhibit space pricing.

## APA psycCareers LIVE Job Fair

Designated only for recruitment purposes, this area of the exhibit hall is an interactive job fair for attendees and employers.

Job Fair Features:

- Centralized location inside the exhibit hall
- Recruiting employers in booths surrounding the job fair hub
- Career management speakers and activities
- 1-on-1 career coaching
- Booth giveaways and grand prize drawing

### JOB FAIR OPTIONS AND PRICING

Job Fair options are package-priced according to one of three tiered options, as follows:

\$4,999 Job Fair, Prime Package (with booth)  
\$2,199 Job Fair, Basic Package (with booth)  
\$1,499 Job Fair, Remote Package (without booth)

**NOTE** See p. 19 for details regarding what is and what is not included with Job Fair package options.



# APA 2019 EXHIBIT HALL

## What Is and What Is Not Included with Booth Prices: *Standard and Technology Hub*

	Standard Booth	Technology Hub
<b>EXHIBIT SPACE</b>		
<b>Booth Frame</b> <i>pipe and drape</i>	■	■
<b>2-Line Booth ID Sign</b> <i>INCLUDES Company Name, Booth Number, City, and State</i>	■	■
<b>10'x10' Booth Carpet and Booth Furnishings</b>	Not included	Not included
<b>Nightly Vacuuming of Individual Booth(s)</b>	Not included	Not included
<b>Trash Removal in Individual Booth(s)</b>	Not included	Not included
<b>Booth Decoration, Drayage, WiFi, Etc.</b> Labor, Shipping, Electricity, WiFi, Internet Service, Audio Visual Equipment, Floral Items; Booth Catering, Booth Display and Design Services, etc. Information, pricing, and order forms will be included in the APA 2019 Exhibitor Service Manual provided by Brede National Exposition Services. ( <i>available in May 2019</i> )	Not included	Not included
<b>EXHIBITOR LISTINGS</b>		
<b>Print Listing, APA 2019 PROGRAM</b> <i>for exhibitors confirmed by March 22, 2019</i> <b>OR</b> <b>APA 2019 PROGRAM SUPPLEMENT</b> <i>for exhibitors confirmed by June 7, 2019</i> <i>Exhibitors are responsible for completing their listing information via the APA Exhibitor Portal.</i>	■	■
<b>Exhibitor Online Listing, Basic and APA 2019 Mobile App</b> Company description to appear on the APA 2019 website, <a href="http://convention.apa.org/exhibitors">convention.apa.org/exhibitors</a> . This information is also uploaded to the APA 2019 Mobile App. <i>Exhibitors are responsible for completing and/or updating their online listing information via the APA Exhibitor Portal.</i>	■	■
<b>EXHIBITOR REGISTRATIONS AND GUEST PASSES</b>		
<b>Complimentary Exhibitor Registrations</b> <i>(per 10'x10' booth)</i>	4	4
<b>Complimentary Exhibitor Guest Passes</b> <i>for use only on Saturday, August 10</i>	5	5
<b>ONSITE: APA EXHIBIT HALL, MCCORMICK PLACE</b>		
<b>Exhibitor Lounge</b> Complimentary morning and afternoon beverages during official APA Exhibit Hall dates and hours	■	■
<b>Exhibit Hall Security</b> 24-hour security provided during the entire APA 2019 exhibit period, including exhibitor Move-In and Move-Out periods. <b>NOTE</b> <i>Neither the APA nor McCormick Place is liable for, or carries insurance on, exhibitor property, displays, or fixtures. For this reason, exhibitors are encouraged to carry insurance coverage on their goods, including transit to and from the show location.</i>	■	■
<b>General Cleaning of Common Areas</b> Daily cleaning of aisles, lounges, and public spaces within the APA Exhibit Hall	■	■

# APA 2019 EXHIBIT HALL

## What Is and What Is Not Included with Booth Prices: *Job Fair*

	Job Fair Prime Package \$4,999	Job Fair Basic Package \$2,199	Job Fair Remote Package \$1,499
<b>EXHIBIT SPACE</b>			
<b>10'x10' Job Fair booth</b> <i>INCLUDES 10' x 10' booth carpet; one (1) table; two (2) chairs; and one (1) wastebasket</i>	■	■	Not included
<b>2-Line Booth ID Sign</b> <i>INCLUDES Company Name, Booth Number, City, and State</i>	■	■	N/A
<b>Nightly Vacuuming of Individual Booth(s)</b>	■	■	N/A
<b>Trash Removal in Individual Booth(s)</b>	■	■	N/A
<b>Booth Decoration, Drayage, WiFi, Etc.</b> Labor, Shipping, Electricity, WiFi, Internet Service, Audio Visual Equipment, Floral Items; Booth Catering, Booth Display and Design Services, etc. Information, pricing, and order forms will be included in the APA 2019 Exhibitor Service Manual provided by Brede National Exposition Services. <i>(available in May 2019)</i>	Not included	Not included	N/A
<b>JOB FAIR EXHIBITOR LISTINGS</b>			
<b>Print Listing, 2019 APA psycCareers LIVE Program Guide</b>	■	■	■
<b>Print Listing, APA 2019 PROGRAM</b> for exhibitors confirmed by March 22, 2019 <b>OR</b> <b>APA 2019 PROGRAM SUPPLEMENT</b> for exhibitors confirmed by June 7, 2019 <i>Exhibitors are responsible for completing their listing information via the APA Exhibitor Portal.</i>	■	■	Not included
<b>APA 2019 Mobile App, Exhibitor List</b> Company description to appear in the listing of all exhibitors	■	■	Not included
<b>APA 2019 Mobile App, Job Fair Icon</b> Company description to appear within the Job Fair icon on the mobile app dashboard	■	■	■
<b>2019 APA PSYCCAREERS LIVE PROGRAM GUIDE ADVERTISING</b>			
<b>Full Page Color Ad</b> (Back Cover, Cover 2, Cover 3) <b>OR</b> interior B&W Spread	■	Not included	Not included
<b>Full Page B&amp;W Ad</b>	Not included	■	Not included
<b>Half-Page B&amp;W Ad</b>	Not included	Not included	■
<b>JOB FAIR PACKAGE BENEFITS, OTHER</b>			
<b>Jobs posted online through August 31, 2019</b>	Up to 5	Up to 2	Up to 2
<b>Resume database access through August 31, 2019</b>	■	■	■
<b>Job link in marketing emails</b>	■	■	■
<b>Company logo in marketing emails</b>	■	Not included	Not included
<b>1x inclusion in APA Member Job Network email</b>	■	Not included	Not included
<b>Company logo on APA psycCareers LIVE insert to be placed in attendee tote bags</b>	■	Not included	Not included
<b>Company logo on onsite booth signage</b>	■	Not included	Not included
<b>APA 2019 attendee pre-registrant mailing list</b>	■	Not included	Not included
<b>ONSITE: APA EXHIBIT HALL, MCCORMICK PLACE</b>			
<b>APA Exhibitor Lounge</b> Complimentary morning and afternoon beverages during official APA Exhibit Hall dates and hours	■	■	N/A
<b>Exhibit Hall Security</b> 24-hour security provided during the entire APA 2019 exhibit period, including exhibitor Move-In and Move-Out periods. <b>NOTE</b> Neither the APA nor McCormick Place is liable for, or carries insurance on, exhibitor property, displays, or fixtures. For this reason, exhibitors are encouraged to carry insurance coverage on their goods, including transit to and from the show location.	■	■	N/A
<b>General Cleaning of Common Areas</b> Daily cleaning of aisles, lounges, and public spaces within the APA Exhibit Hall	■	■	N/A

## APA EXHIBIT HALL

# Exhibit Halls F1 & F2 McCormick Place West Building

## APA 2019 Exhibit Booth Prices

### \$2,600

802, 804, 901, 902, 903, 904, 1001, 1002, 1003, 1004, 1101, 1103

### \$2,300

502, 504, 601, 602, 603, 604, 701, 702, 703, 704, 708, 710, 712, 714, 716, 801, 803, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1102, 1104, 1107, 1108, 1109, 1110, 1111, 1113, 1115, 1201, 1202, 1203, 1204, 1207, 1208, 1209, 1210, 1301, 1302, 1303, 1304, 1307, 1308, 1309, 1310, 1401, 1403, 1407, 1409

### \$2,000

201, 202, 203, 204, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 301, 302, 303, 304, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 401, 402, 403, 404, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 501, 503, 507, 509, 511, 513, 515, 1402, 1404, 1408, 1410, 1412, 1414, 1416, 1501, 1503, 1507, 1508, 1509, 1510, 1511, 1512, 1513, 1514, 1515, 1516, 1602, 1604, 1607, 1608, 1609, 1610, 1611, 1612, 1613, 1614, 1615, 1616

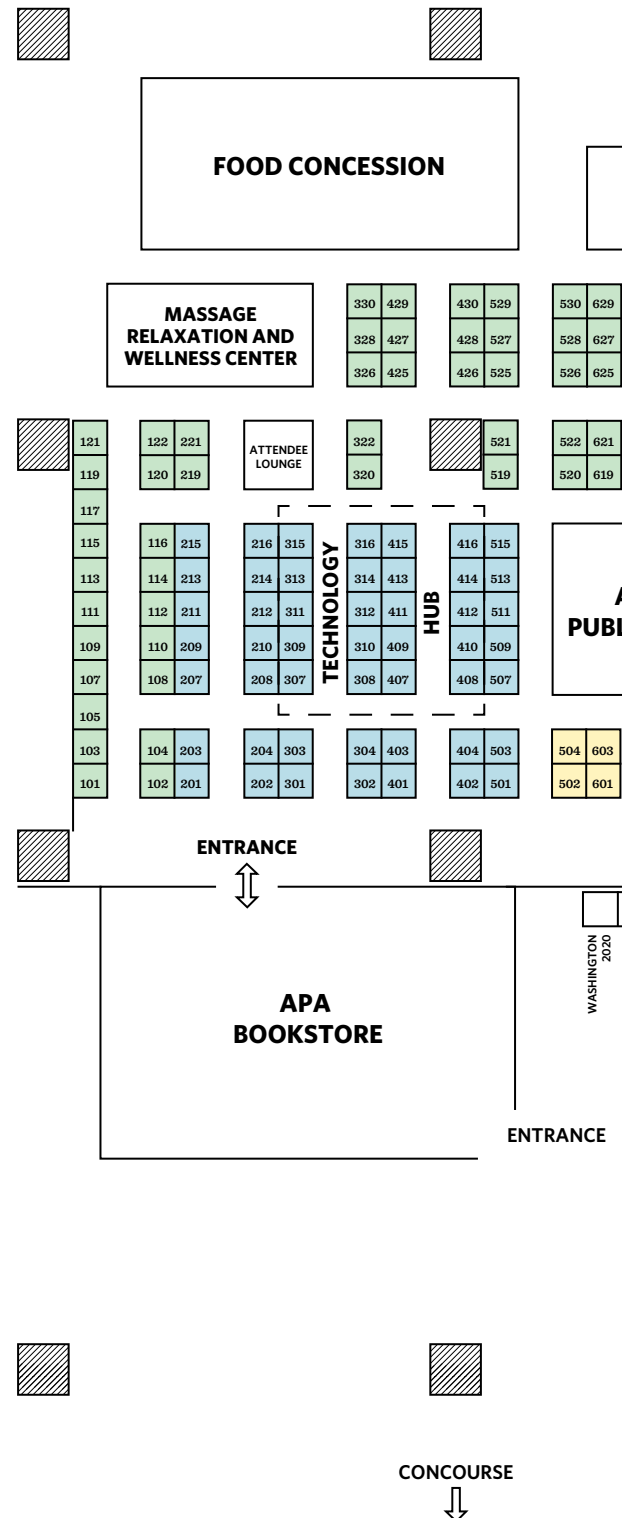
### \$1,500

101, 102, 103, 104, 105, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 119, 120, 121, 122, 219, 221, 320, 322, 326, 328, 330, 425, 426, 427, 428, 429, 430, 519, 520, 521, 522, 525, 526, 527, 528, 529, 530, 619, 620, 621, 622, 625, 627, 629, 1419, 1421, 1520, 1522

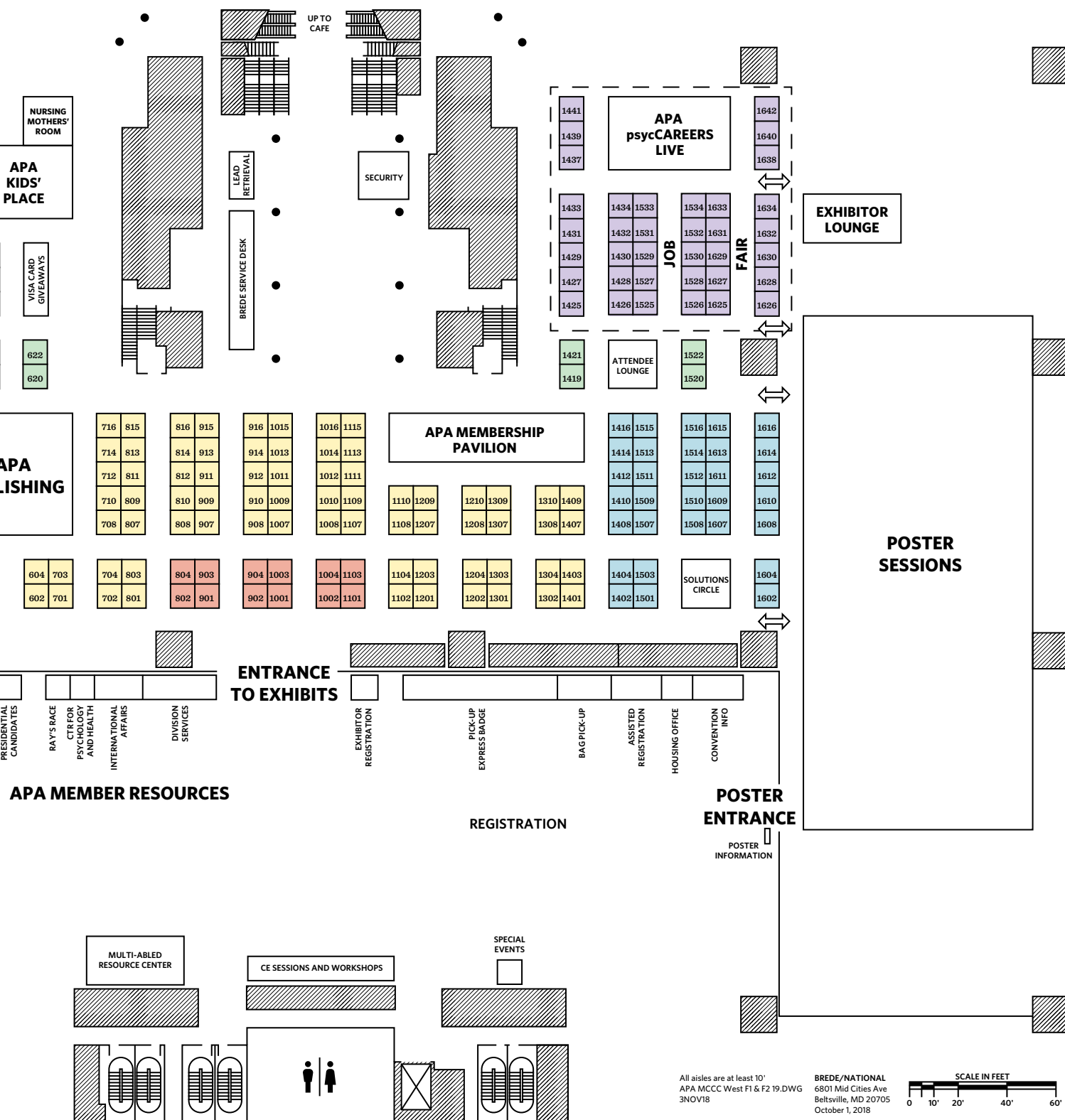
## JOB FAIR BOOTHS

See p. 17 of the APA 2019 Exhibitor Prospectus for Job Fair booth pricing or contact Nancy Onyewu, Manager, Recruitment Advertising Sales, [nonyewu@apa.org](mailto:nonyewu@apa.org), (202) 336-5866

1425, 1426, 1427, 1428, 1429, 1430, 1431, 1432, 1433, 1434, 1437, 1439, 1441, 1525, 1526, 1527, 1528, 1529, 1530, 1531, 1532, 1533, 1534, 1625, 1626, 1627, 1628, 1629, 1630, 1631, 1632, 1633, 1634, 1638, 1640, 1642







# Exhibit Booth Specifications

Booth dimensions indicated on the APA 2019 exhibit hall floor plan are believed to be accurate (but may be approximate). All booths are 10'x10'. The allowable floor load is 1,000 lbs. Per square foot.

All APA Exhibit Hall displays must provide adequate see-through visibility to neighboring exhibitors. No walls, partitions, signs, decorations, or other displays may be erected or positioned in ways that obstruct sight lines to neighboring exhibitors. Exhibitors that wish to use any non-standard booth equipment, signs, decorations, or display arrangements that in any way conflict with these regulations may not do so without prior review and approval by APA Convention management and must **submit by June 14, 2019** two copies of a proposed booth layout/rendering-detailed to include all dimensions of proposed display(s). Submit to: Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org).

Following are specifications for linear and corner, end-cap, island, and peninsula booth spaces—all of which align with the *Guidelines for Display Rules & Regulations, 2014 Edition* established by the International Association of Exhibitions and Events™ (IAEE).

## Linear (in-line) Booth and Corner Booth

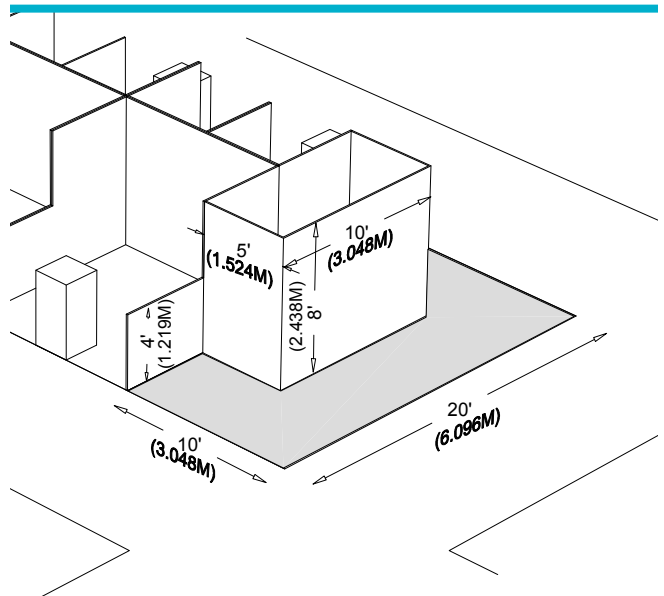
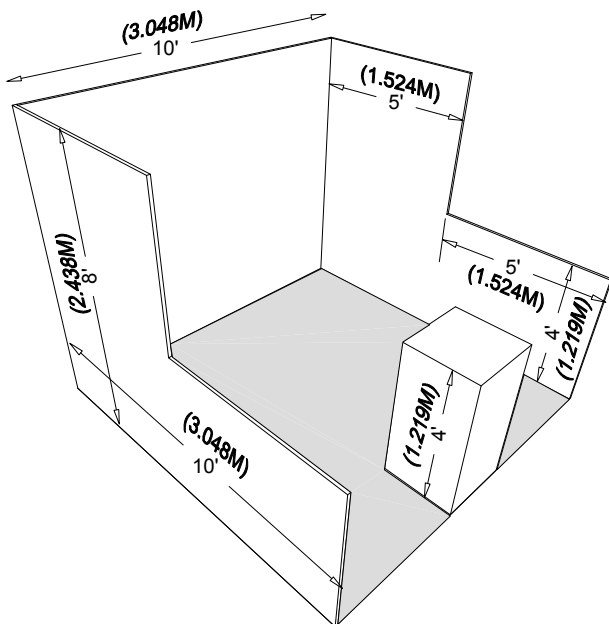
Linear (in-line) booths are 10'x10'. The maximum allowable height is 8' in the back and 4' on the sides. Displays may not in any way obstruct the line of sight to neighboring exhibitors. Displays that are more than 4' in height must be confined to the area of the exhibit booth that is within 5' of the back of the booth.

Corner booths are linear booths located at the end of a series of in-line booths with exposure to intersecting aisles on two sides. Exhibitors that secure corner booth space have the option of eliminating the pipe and drape railing on the aisle side but may not eliminate the pipe and drape divider that separates their booth from the neighboring booth. All other guidelines for linear booths apply.

## End-Cap Booth

End-cap booths are generally 10' deep by 20' wide and exposed to aisles on three sides. The maximum back wall height allowed is 8' and the maximum back-wall width allowed is 10ft at the center of the back-wall with a maximum 5' height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'. Exhibitors that secure end cap booth space must **submit by June 14, 2019 two copies of a proposed booth layout/rendering-detailed to include all dimensions of proposed display(s)**.

SUBMIT TO Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org)

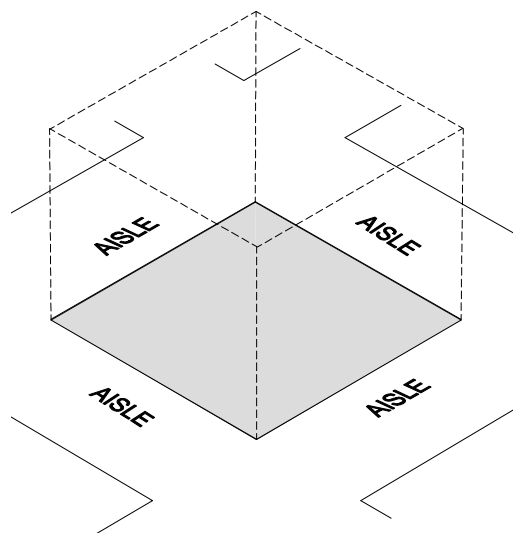




### Island Booth

An island booth is any size booth exposed to aisles on all four sides. The maximum height for an island booth is 20' which includes overhead hanging signage, if used. The maximum dimensions for overhead hanging signage is 10' wide by 4' high (and the 20' booth height maximum is measured from the top of the sign). Exhibitors that secure island booth space must **submit by June 14, 2019 two copies of a proposed booth layout/rendering-detailed to include all dimensions of proposed display(s).**

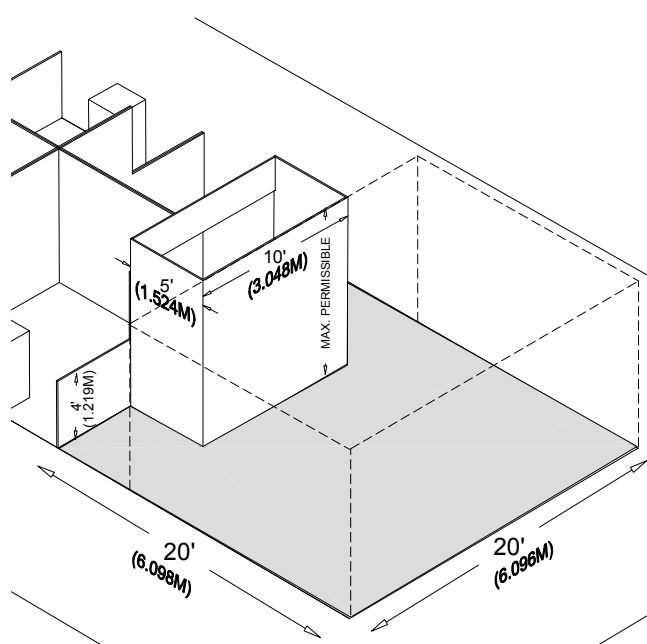
SUBMIT TO Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org)



### Peninsula Booth

A peninsula booth is usually 20' by 20' or larger. When a peninsula booth backs up to two linear booths, the back wall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining linear booths. The maximum height for a peninsula booth is 16', including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10' from adjacent booths. Exhibitors that secure peninsula booth space must **submit by June 14, 2019 two copies of a proposed booth layout/rendering-detailed to include all dimensions of proposed display(s).**

SUBMIT TO Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org)





## APA 2019 EXHIBIT HALL

# APA 2019 Official Contractors and Exhibitor Service Manual

## Decoration and Drayage Services

Brede National Exposition Services is the APA 2019 official contractor for decoration and drayage services.

Brede National Exposition Services  
6801 Mid-Cities Avenue  
Beltsville, MD 20705  
www.brede.com / (301) 937-8600  
Contact: Jan Alexander, [jalexander@brede.com](mailto:jalexander@brede.com)

## APA 2019 Exhibitor Service Manual

**AVAILABLE IN MAY 2019**

Approximately 90 days prior to the meeting, confirmed APA 2019 exhibitors will receive email notification from Brede National Exposition Services regarding the availability of the APA 2019 Exhibitor Service Manual that will provide information, pricing, order forms, and deadlines regarding the following: booth carpeting and furnishings; shipping details; union jurisdictions and regulations; WiFi, internet services; additional draping; booth catering; special work (e.g., carpentry, painting, additional signs, electrical work) Plant and floral options; audio-visual equipment rental; onsite lead retrieval; payment terms; and other relevant details.

**NOTE** Booth carpeting, booth furnishings, WiFi, internet services, electrical, etc. are not included in the price of Standard or Technology Hub exhibit booth space.

## Housing and Registration

**INFORMATION AVAILABLE IN APRIL 2019**

Experient Inc. is the official contractor for APA 2019 housing and registration.

**NOTE** Exhibitors should be aware of email and/or telephone solicitations received from companies other than Experient Inc. that falsely claim to have access to APA 2019 hotel room blocks/rates and/or APA 2019 attendee lists.

Experient Inc.  
www.experient-inc.com / (844) 779-7469

## Exhibit Hall / Facility

McCormick Place and its contracted vendors for services such as catering, WiFi, internet services, and telephone are official service providers for APA 2019. Information and order forms will be included in the APA 2019 Exhibitor Service Manual to be provided by Brede National Exposition Services in May 2019.  
<http://mccormickplace.com>



# APA 2019 EXHIBIT HALL

## Contractual Agreement

It is understood that the following information is accepted as part of the contract between the American Psychological Association (APA) and those who secure exhibit space in the APA 2019 Exhibit Hall.

It is agreed that the exhibitor will abide by all APA Convention and APA Exhibit Hall Rules, Regulations, and Policies (hereinafter collectively referred to as Rules or The Rules) before, during, and after APA 2019, and by other reasonable rules considered necessary by the American Psychological Association or McCormick Place, provided that The Rules do not materially alter the exhibitor's contractual rights. All matters and questions not covered by The Rules are at the decision of APA Convention management. The Rules may be amended at any time by APA Convention management and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original Rules. The APA 2019 Exhibit Space Application and any agreement incorporated in it shall be governed by the laws of the city of Chicago, Illinois.

### APA Convention and APA Exhibit Hall Rules, Regulations, and Policies

Upon submission of an APA 2019 exhibit space application and confirmation by APA of APA 2019 exhibit booth space, it is agreed that the APA exhibitor will abide by all APA Convention and APA Exhibit Hall Rules, Regulations and Policies, detailed at [convention.apa.org/exhibitors/2019-rules-and-regulations](http://convention.apa.org/exhibitors/2019-rules-and-regulations).

APA exhibitors are expected to plan their APA 2019 participation in accordance with all APA Exhibit Hall rules, regulations, and policies and with the official dates and times of the APA Exhibit Hall—including exhibitor move-in and move-out (e.g., exhibitor booth personnel, travel dates/times, flight and hotel reservations). At no time are APA exhibitors at liberty to adjust any portion of APA Convention or APA Exhibit Hall official hours, and/or rules, regulations, and policies to suit individual schedules or preferences. In the event of unexpected circumstances, exhibitors must notify Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org) or Jodi Ashcraft, Director, Advertising and Exhibit Sales, [jashcraft@apa.org](mailto:jashcraft@apa.org).

#### Exhibit Booth Staffing

APA Convention policy requires that exhibit booths be staffed by at least one exhibitor representative during all official dates and hours of the APA 2019 Exhibit Hall. At no time during official dates and hours should a booth be unstaffed. Neither APA nor McCormick Place is responsible for items removed from unstaffed exhibit booths.

#### Exhibit Booth Dismantling

At 5:00 p.m. on Saturday, August 10, 2019, an announcement will be made by APA to confirm the official close of the APA 2019 exhibit hall. Until that announcement by APA has been made, exhibitors are prohibited from vacating their exhibit space or dismantling any portion of their exhibit booth, including the packing of materials, removal of items from the exhibit booth, and so forth. Violations of this APA Convention policy impose significant liability risks and thus may negatively impact the exhibitors' opportunity to participate in the APA 2020 Exhibit Hall.

### Sale of Merchandise in the APA Exhibit Hall

#### APA EXHIBITOR SALES TRANSACTIONS

APA exhibitors that have completed the State of Illinois requirements for the sale of merchandise in the APA Exhibit Hall may accept checks or credit cards provided that all transactions are conducted in a manner consistent with the scholarly and professional nature of the APA Convention. Cash transactions are discouraged. For every transaction, APA exhibitors must provide the following to purchaser: 1) a sales receipt that includes the exhibitor's company name, address, and telephone number as submitted on the APA 2019 exhibit space application, and 2) confirming information regarding the return policy for the product(s) purchased.

#### STATE OF ILLINOIS REQUIREMENT

As required by the state of Illinois, all APA exhibitors that plan to sell merchandise or take orders from their booth in the APA Exhibit Hall must apply for a taxpayer identification number and register as an Illinois business. It is the responsibility of APA exhibitors to comply with this Illinois state requirement. For information, visit <http://tax.illinois.gov/#andpanel1-1> or contact the Illinois Department of Revenue, (800) 732-8866 or (217) 782-3336.

#### CHICAGO, IL SALES TAX

Sales tax must be collected by APA exhibitors for all merchandise sold inside the APA Exhibit Hall. For information, visit [http://www.tax-rates.org/Illinois/chicago\\_sales\\_tax](http://www.tax-rates.org/Illinois/chicago_sales_tax).

### Canvassing, Soliciting, Demonstrating, and Distribution of Materials

Canvassing, soliciting, demonstrating and/or the distribution of advertising or promotional materials by APA exhibitors is restricted to the APA exhibitors' booth inside the APA Exhibit Hall.

At no time during APA 2019 may APA exhibitors canvass, solicit, demonstrate, or distribute advertising or promotional materials in areas of McCormick Place that are outside of the APA Exhibit Hall or in hotels that have been contracted for APA 2019, including hotel meeting rooms, hallways, or other areas. Exhibits, displays, and/or advertising material of any kind are not allowed



in APA 2019 hotel rooms or hallways unless approved in advance by the Director, Convention and Meeting Services.

APA exhibitors should be considerate of neighboring exhibitors when soliciting attendees to visit their exhibit booths. Aisles in front of the exhibit booths must be kept clear. Enough space must be allocated within each exhibit booth for attendees to browse or watch product demonstrations. Any activity that causes attendees to congregate in the aisle or in adjacent exhibit booths will be curtailed or eliminated.

Violations of this APA Convention policy may result in the exhibitor's dismissal from the APA Exhibit Hall and/or negatively impact the exhibitors' opportunity to participate in the APA 2020 Exhibit Hall.

#### **Liability and Insurance / Hold Harmless Policy**

The APA exhibitor, upon contracting to exhibit, expressly releases the American Psychological Association (APA) or any of its officers, directors, employees, or committee members; the APA Board of Convention Affairs; or the owners, employees, or representatives of McCormick Place (hereafter collectively referred to as the APA and the Center) from any responsibility or liability for any injury, loss, or damage that may occur to the APA exhibitor or to the exhibitor's employees or property prior to, during, or subsequent to the period covered by the APA exhibitor's contract, including, but not limited to, any responsibility or liability for negligently caused injury, loss, or damage; and further, the APA exhibitor agrees to hold harmless and indemnify the APA and the Center against any and all claims made against the APA and/or the Center by any person and arising out of the APA exhibitor's acts or omissions.

#### **Accreditation Requirement for Educational Programs**

The exhibiting of educational programs in the APA Exhibit Hall is restricted to those schools or other institutions fully accredited by

regional or other institutional accrediting associations recognized by the U.S. Department of Education. In addition, for those areas of professional psychology where APA or CPA accreditation is currently provided (e.g., clinical, counseling, school, combined), APA will restrict exhibiting to only APA- and APA-accredited programs. Programs accredited by either the American Psychological Association or the Canadian Psychological Association must state in their exhibit materials that they are APA- or CPA-accredited and include contact information for the APA- or CPA accreditation office.

#### **FDA-Approval Requirement**

The following product types must conform to all federal regulations and policies of the Food and Drug Administration (FDA) to be displayed and/or sold in the APA Exhibit Hall. Exhibitors with products in these categories must include with their APA 2019 exhibit space application a copy of the FDA-approval certificate. Additionally, if the application is approved by APA and exhibit space is confirmed, then at all times during official APA Exhibit Hall dates and hours a copy of the FDA-approval certificate must be displayed in the exhibitor's booth and in a manner that is clearly visible to APA attendees that visit the exhibitor's booth.

- Medical devices that have been approved by APA for display in the APA Exhibit Hall
- Pharmaceutical products

**NOTE** The regulations of the Food and Drug Administration (FDA) provide exacting legal controls over the claims that drug manufacturers may make for their products and require them to state contraindications, hazards, etc. unless "reminder advertising" makes no product claims. Adherence to legal requirements concerning the content of drug advertising is the manufacturer's responsibility. The disorder or symptom for which a drug or other product is being recommended must be prominently stated in materials to be displayed in the exhibit space, except in reminder advertisements, as provided by the FDA regulations. Materials to be displayed may not in any



way suggest the use of medication or other substance for the relief of the tensions or problems of everyday life rather than for the relief of symptoms of illness or disorders. In pharmaceutical advertising copy, the full generic name of each active ingredient shall appear. Pharmaceutical products for which approval by the FDA of a new drug application is a prerequisite for marketing are not eligible for display in the APA Exhibit Hall until such approval by the FDA has been granted.

### Exhibit Hall Security

As a courtesy, APA will provide security for the APA Exhibit Hall on a 24-hour basis during the entire APA 2019 exhibit period. The furnishing of such service is in no way to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. Neither the APA nor McCormick Place is liable for, or carries insurance on, exhibitor property, displays, or fixtures. For this reason, exhibitors are encouraged to carry insurance coverage on their goods, including transit to and from the show location. After the official opening of the APA 2019 Exhibit Hall on Thursday, August 8, 2019, no one—including exhibitors—will be allowed access to the APA Exhibit Hall prior to 7:30 a.m. (this excludes the days designated for exhibit installation).

### Exhibit Space Cancellations and Refund Policy

Cancellations of APA 2019 exhibit space must be submitted in writing. Refunds for exhibit booth space cancelled by an exhibitor will be made in accordance with the following schedule:

#### CANCELLATIONS RECEIVED PRIOR TO MARCH 1, 2019

100% REFUND

#### CANCELLATIONS RECEIVED MARCH 1-MAY 15, 2019

50% REFUND

#### CANCELLATIONS RECEIVED AFTER MAY 15, 2019

NO REFUND

If the APA Exhibit Hall is canceled due to circumstances beyond the control of the American Psychological Association or McCormick Place, then all payments submitted by APA exhibitors for APA 2019 exhibit space will be refunded.

### Equal Employment Opportunity

The American Psychological Association (APA) endorses equal employment opportunity practices and accepts exhibit applications only from organizations that are not discriminatory on the basis of race, color, sex, religion, national origin, gender, age, sexual orientation, gender identity or expression, marital status, number of dependent children or the ages of the children, physical or mental disability (visible or non-visible), genetic information, status as a protected veteran, or any other basis on which discrimination is prohibited by federal or local law.





## APA 2019 EXHIBIT HALL

# Solutions For Building Booth Traffic

Exhibitors that plan and promote their participation in the APA Exhibit Hall consistently receive a greater flow of traffic to their booth and a greater return on their exhibit investment. APA provides numerous options for capturing the attention of APA Convention attendees in advance of, during, and after the convention.

**NOTE** To achieve maximum ROI APA encourages sponsors to promote their participation in APA 2019.

## APA 2019 Sponsorships

APA Convention sponsorships successfully enhance the attendee experience, elevate brand relevance, and generate a two-way conversation that results in valuable—and lasting—audience engagement.

### Tier Sponsorship

Select a premier sponsorship (Platinum, Gold or Silver) or participating sponsorship and receive the associated recognition and benefits within the selected tier. See p. 32-33 for details.

### Specialty Item Sponsorship

Select one or more of the specialty item sponsorship options and receive the associated recognition and benefits noted in the sponsorship description and the associated recognition and benefits within the sponsorship tier that aligns with the sponsor's total investment.

## APA 2019 Specialty Item Sponsorships

**SOLD!**

### APA 2019 ATTENDEE TOTE BAGS

**\$40,000**

PREMIER PLATINUM

As exclusive sponsor, your company logo will be prominently featured and seen throughout the duration of APA 2019 and beyond, as many attendees retain and reuse their tote bags after the meeting has ended. Attendee tote bags will be distributed to full registrants of APA 2019.

### LANYARDS

**\$20,000**

PREMIER GOLD

*Available to attendees only if sponsored. Deadline to secure sponsorship: March 1, 2019*

Imagine your company logo on badge lanyards worn by thousands of APA 2019 attendees as they travel to and from McCormick Place and convention events! If sponsored, 8,000 lanyards will be distributed on a first-come, first-served basis to full registrants of APA 2019 when they retrieve their tote bags onsite in Chicago.

### APA 2019 ATTENDEE WATER BOTTLES

**\$20,000**

PREMIER GOLD

*Available to attendees only if sponsored. Deadline to secure sponsorship: February 1, 2019*

A branding opportunity that will extend beyond APA 2019! If sponsored, 8,000 sport water bottles will be co-branded with the APA 2019 and sponsor logos, and distributed on a first-come, first-served basis to full registrants of APA 2019 when they retrieve their tote bags onsite in Chicago.

### APA 2019 MOBILE APP

**\$20,000**

PREMIER GOLD

More than 9,000 APA 2018 attendees downloaded the APA 2018 Mobile App to plan and navigate their participation in the convention. Get your message in the palm of their hands before, during, and for approximately one year after the meeting has ended. This interactive resource provides up-to-date information about APA exhibitors, APA Exhibit Hall activities, the APA psycCareers LIVE! Job Fair, APA 2019 program sessions, events, and schedules, CE Workshops, and more. Mobile App sponsorship exposure includes:

- **Secondary Opening Page** (appears after the app opening page)  
**NOTE** Secondary Opening Page design must be pre-approved by APA Convention management.
- **Schedule Page Watermark** (a watermark of sponsor's logo will appear on all app My Schedule calendar pages)
- **Rotating Banner Ad**  
**NOTE** Sponsor's banner ad will rotate among other ads at the top of the dashboard page, but will be weighted to be seen more frequently.

- **Full Screen App Landing Page** (which can re-direct to the sponsor's exhibitor listing or to a sponsor-provided webpage URL)
- **Multi-Media Video Message** (video is downloadable from the sponsor's exhibitor profile)
- **Exhibitor List Highlight** (background color on sponsor's listing in the APA 2019 exhibitor list in the app)

### APA MESSAGE RELAXATION AND WELLNESS CENTER

**\$15,000**

PREMIER SILVER

Located in the APA Exhibit Hall, the APA Message Relaxation and Wellness Center is a space in which attendees may escape from their busy convention schedules to enjoy a complimentary seated upper-body massage (provided by certified massage practitioners), foot massage (via foot massage units), a meditation break, and/or aromatherapy. Sponsor recognition includes sponsor name and logo on a banner sign hung above this activity area as well as on easel signage at its entrance. Sponsor may, at sponsor's expense, provide logoed shirts to be worn by the massage practitioners and/or provide promotional items for attendees to take with them after their visit. Additionally, sponsor may provide a custom survey to be completed by attendees who visit the activity area and retrieved by sponsor when the APA Exhibit Hall officially closes at 5:00 p.m. on Saturday, August 10.

**NOTE** Survey questions are limited to a total of five (5) and must be pre-approved by APA Convention management.

### GARRETT POPCORN WITH APA EXHIBITORS

**\$7,500**

PARTICIPATING

Homemade, gourmet popcorn from Chicago's well-known Garrett Popcorn Shops® will be available to APA 2019 attendees inside the APA Exhibit Hall on Friday, August 9 (*TIME TBD*). APA will work with the sponsor and McCormick Place to determine branding options. Sponsor recognition signage will be placed at each of the catering stations.

### HOTEL KEY CARDS

**\$20,000**

PREMIER GOLD

*Two APA 2019 headquarters hotels only. Deadline to secure: May 15, 2019*

Put your brand and message in the hands of APA 2019 attendees as they enter and leave their hotel rooms throughout the duration of their visit to Chicago. Design must be submitted by or before June 3, 2019 for review and approval by APA Convention management. Submit to Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org).



### **\$100 VISA GIFT CARD GIVEAWAYS**

**\$12,000**

PREMIER SILVER

*42 Drawings Total*

Held daily in the APA Exhibit Hall, the \$100 VISA Gift Card Giveaways are consistent crowd-drawing events that offer sponsors an opportunity for 1:1 engagement with attendees. At the time of each drawing, a sponsor representative may be present at the VISA Gift Card Giveaway booth to announce the winning name. Sponsor has the option of providing a maximum of three (3) questions to be included on the survey that attendees must complete to become eligible to win. Sponsor recognition includes sponsor name and logo on a banner sign hung above this activity area as well as on easel signage at the booth.

**NOTE** Survey questions must be pre-approved by APA Convention management. APA will provide survey data results to sponsor approximately 8-10 weeks after the convention.

### **2 AVAILABLE**

#### **APA EXHIBITS-ONLY HOUR**

**ONE: \$7,500;** PARTICIPATING

**BOTH: \$10,000;** PREMIER SILVER

Always well-attended, two APA Exhibits-Only hours are held during times at which there are no competing programming sessions, providing APA 2019 attendees an opportunity for unopposed time to visit the APA Exhibit Hall. Sponsor(s) may (at sponsor's expense) provide logoed cups and/or napkins and may have one company representative present at each of the food/beverage stations to engage with attendees. Sponsor recognition will be included on easel signage at the stations during the APA Exhibits-Only hours.

The APA Exhibits-Only hours will be held as follows:

- Thursday, August 8, 2019 4:00 p.m.–5:00 p.m.
- Saturday, August 10, 2019 12:00 p.m.–1:00 p.m.

### **APA MEMBER PROFESSIONAL HEAD SHOTS**

**\$15,000**

PREMIER SILVER

The availability of free professional head shots draws hundreds of APA members to the APA Membership Pavilion. At APA 2018 in San Francisco, more than 800 head shots were taken! Sponsor may provide a maximum of three (3) survey questions to be included on the APA member survey that is completed by attendees prior to having their photo taken and/or have a demo or sponsor message running on the iPads or screens while attendees wait in line to have their photos taken. Sponsor recognition will be included:

- on photographer business cards that include the URL and instructions for attendees to retrieve their photos
- in APA Membership Pavilion promotional emails sent in June 2019 and July 2019 to all APA members
- on a postcard sent to pre-registrants
- in social media posts before, during, and after the convention
- in an APA Membership Pavilion Booklet to be included in the APA 2019 attendee tote bags

- in an APA Member Professional Head Shots banner ad included in the APA 2019 Mobile App
- in a post-convention video
- on signage near the APA Member Professional Head Shots photo area

**NOTE** The APA Membership Pavilion is staffed by the APA Membership team who will coordinate with the sponsor to obtain materials in advance of the convention and to provide generated leads after the convention.

### **APA 2019 ATTENDEE NOTE PADS**

**\$5,000**

PARTICIPATING

Custom notepads (provided at sponsor's expense) will be included in APA 2019 registrant attendee tote bags for their use throughout the meeting.

### **APA PSYCCAREERS LIVE JOB FAIR**

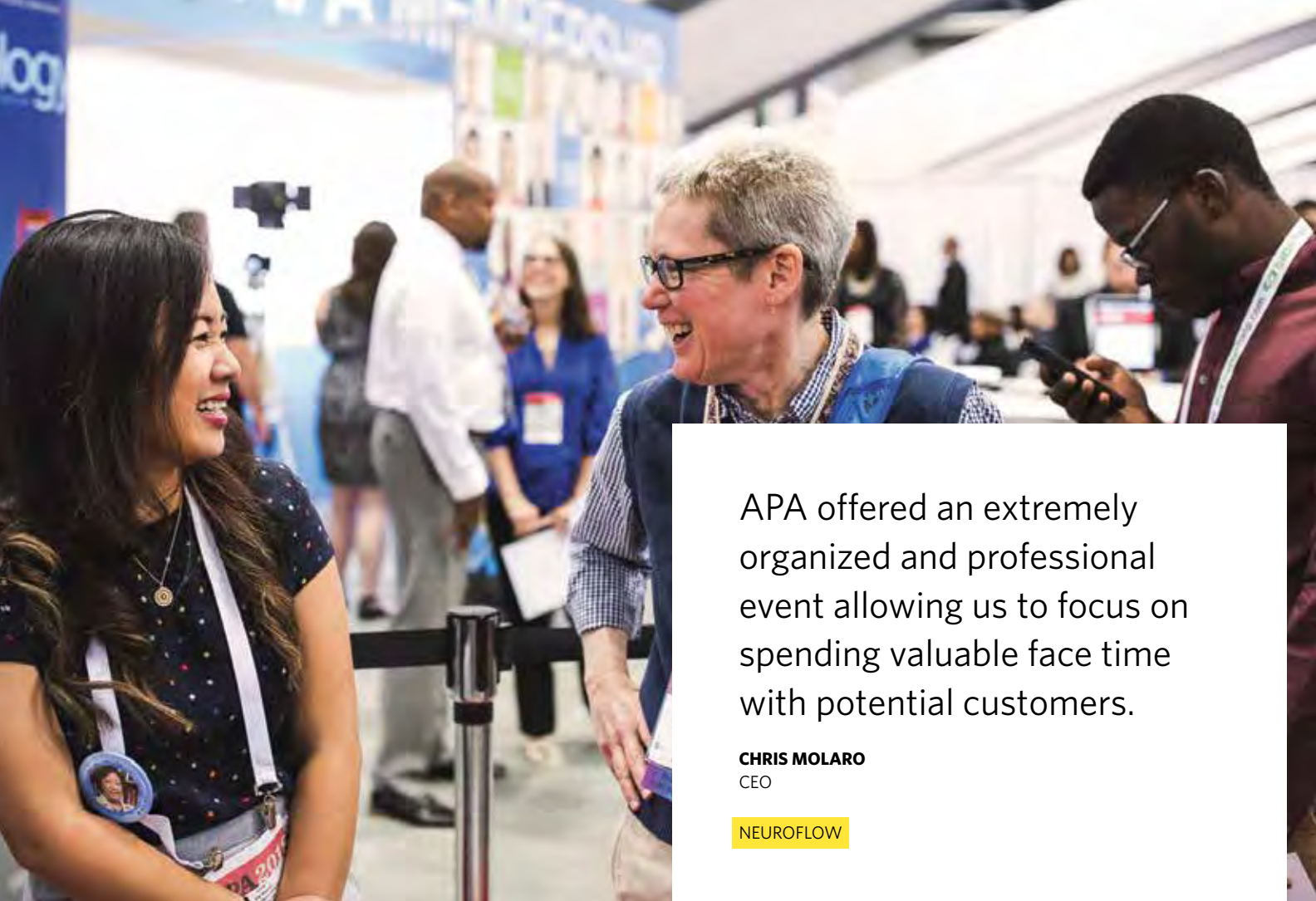
CUSTOM SPONSORSHIPS AVAILABLE

For information, contact Nancy Onyewu, [nonyewu@apa.org](mailto:nonyewu@apa.org), (202) 336-5866.

### **Custom Sponsorships**

**\$1,000+**

APA welcomes your idea(s) for a sponsorship that is custom-designed to achieve your marketing goals yet remains within your budget.



APA offered an extremely organized and professional event allowing us to focus on spending valuable face time with potential customers.

**CHRIS MOLARO**  
CEO

NEUROFLOW

## Sponsorship Procedures, Payments, and Policies

### Procedures

To view the online gallery of APA 2019 sponsorship options and submit an online APA 2019 Sponsorship Application, visit <https://on.apa.org/apa-2019-sponsorship-gallery>.

APA 2019 Sponsorship Applications are subject to review by APA Convention management. Applicants will be notified when the review has been completed and a final decision has been reached.

### Payments

Upon acceptance by APA of an APA 2019 sponsorship, the sponsor will receive a confirmation notice and an invoice with payment instructions. 100% payment is due upon receipt of invoice.

### Policies

- Each year, APA Convention management evaluates sponsorship agreements from the previous APA Convention to determine their level of success—for both the sponsor and for APA. Based on the result of the evaluation and contingent upon the availability of that sponsorship opportunity for the current

APA Convention year, APA may or may not grant First Right of Refusal to the previous year sponsor of that item.

- Except in cases where First Right of Refusal decisions have been granted by APA to previous year sponsors, APA Convention sponsorship requests are reviewed and determined on a first-come, first-served basis.
- APA Convention sponsors must comply with all relevant American Psychological Association policies, <https://on.apa.org/apaadpolicy> and all APA Convention policies.
- APA Convention sponsorships are non-refundable.

### Contact

**CAROL HALL** Exhibit Sales Manager  
chall@apa.org | (202) 336-5627

**JODI ASHCRAFT** Director, Advertising and Exhibit Sales  
jashcraft@apa.org | (202) 336-5565

# Sponsor Recognition and Benefits

SPONSOR RECOGNITION / BENEFIT	QUANTITY	VALUE	Premier Platinum \$40,000+	Premier Gold \$20,000-\$39,999	Premier Silver \$10,000-\$19,999	Participating \$1,000-\$9,999
<b>Monitor on Psychology</b>	One (1) Full-page ad in July/August 2019 or September 2019 issue	\$9,075	■	Not included	Not included	Not included
<b>APA.org</b>	One (1) 300x250 Medium Rectangle Banner ad	As noted	\$7,500 Three (3) 2019 months; 300,000 impressions	\$7,500 Three (3) 2019 months; 300,000 impressions	\$5,000 Two (2) 2019 months; 200,000 impressions	Not included
<b>American Psychologist or other APA journals</b>	A total of three (3) non-premium, Full-Page ads in 2019 issues	Dependent upon selected journal(s)	■	Not included	Not included	Not included
<b>APA 2019 Attendee Tote Bags</b>	One (1) insert (one- or two-sided; 8½"x11" maximum)	\$3,500	■	■	■	Not included
<b>APA 2019 Program (for sponsorships secured by March 22, 2019)</b>	One (1) 4-color Tab Divider Page ad (APA will determine placement)	\$3,600	■	Not included	Not included	Not included
	One (1) Special Full-Page Ad, B&W	\$1,700	Not included	■	Not included	Not included
	One (1) Regular Full-Page Ad, B&W	\$1,600	Not included	Not included	■	Not included
	Company logo on APA ad that recognizes all APA 2019 sponsors	Value-Add	■	■	■	■
<b>10'x10' Vinyl Floor Marker (if an APA 2019 exhibitor)</b>	One (1) sponsor-designed floor marker to be placed on the aisle carpet in front of the sponsor's exhibit booth	\$3,500	■	■	■	Not included
<b>APA 2019 Mobile App</b>	One (1) Multi-Media Video Package (includes one banner ad)	\$3,200	■	Not included	Not included	Not included
	One (1) Banner ad <b>NOTE</b> will appear in rotation with other APA ads, paid advertiser ads, and other APA 2019 sponsor ads	\$1,800	Not included	■	■	Not included
<b>APA 2019 Exhibit Booth Space</b>	One (1) 10'x10' APA 2019 Exhibit Booth	As noted	\$2,300	\$2,000	\$1,500	Not included



SPONSOR RECOGNITION / BENEFIT	QUANTITY	VALUE	Premier Platinum \$40,000+	Premier Gold \$20,000-\$39,999	Premier Silver \$10,000-\$19,999	Participating \$1,000-\$9,999
<b>Additional Complimentary Exhibitor Registrations (if an APA 2019 exhibitor)</b>	Complimentary Exhibitor Registrations at \$425 each (these are in addition to the four (4) complimentary Exhibitor Registrations that are included with the price of each 10'x10' exhibit booth space secured)	As noted	Ten (10) \$4,250	Six (6) \$2,550	Not included	Not included
<b>APA 2019 Pre- and Full-Registrant Lists (Hard addresses only; Email addresses are not provided)</b>	A total of two (2) APA 2019 Pre-Registrant Lists (one initial list and one supplemental list) AND one (1) APA 2019 Full-Registrant List (provided approximately one month after meeting has ended)	\$2,000	■	■	■	Not included
<b>APA 2019 Exhibitor Online Listing Upgrade</b>	Enhancements to exhibitor listing that appears online and in the APA 2019 Mobile App	As noted	Optimum \$495	Premium \$295	Standard \$195	Not included
<b>APA 2019 Opening Ceremony: VIP Seating</b>	Open seating in row/seats designated for APA 2019 sponsors	Value-Add	■	■	■	■
<b>Sponsor Ribbons for APA 2019 Badges</b>	Badge ribbons provided to APA 2019-registered sponsor representatives	Value-Add	■	■	■	■
<b>Sponsor Logo on APA 2019 website</b>	Logo and hyperlink to sponsor-provided URL on APA 2019 website (to appear from the time the logo and URL are provided to APA by sponsor until after the event has ended)	Value-Add	■	■	■	■
<b>Easel Signage for Exhibit Booth (if an APA 2019 exhibitor)</b>	Sponsor recognition signage to be placed on easel at exhibit booth	Value-Add	■	■	■	■
<b>Additional Recognition</b>	Sponsor logo included in an APA Exhibit Hall Activities booklet to be placed in the APA 2019 attendee tote bags; on the APA Exhibit Hall entrance unit; and in other areas of McCormick Place to be utilized by APA for APA 2019 (not guaranteed; contingent upon facility options and policies)	Value-Add	■	■	■	■

# APA 2019 Advertising and Promotion Options

## APA 2019 Program

### ADVERTISING.APA.ORG/EVENTS

On average, 7,000 APA Convention attendees opt-in to receive a printed copy of the *APA 2019 Program*—a key information source as they plan their convention schedule and a valuable opportunity for APA exhibitors to promote their presence and invite attendees to visit their booth.

Space Reservations	March 22, 2019
Ad Materials	April 5, 2019

## APA 2019 Program Supplement

### ADVERTISING.APA.ORG/EVENTS

This supplemental guide to the *APA 2019 Program* provides important updates and other information. Advertising space is limited and only black and white are available.

Space Reservations	June 7, 2019
Ad Materials	June 21, 2019

## APA 2019 Mobile App

### ADVERTISING.APA.ORG/EVENTS

The APA 2019 Mobile App includes all *APA 2019 Program* information—including APA Exhibit Hall activities, program sessions, keynote speakers, poster sessions, CE workshops, convention events, a list of APA 2019 exhibitors and profiles (uploaded from the online APA 2019 exhibitor list), the APA Exhibit Hall floor plan, and more.

Scheduled Launch	May 2019
Space Reservations	April 5, 2019
Ad Materials	April 19, 2019

**NOTE** Ad space may be secured after the initial launch and through July 26, 2019.

### APA 2018 Mobile App Stats

for period 05/18/18–09/10/18

Total Downloads	9,132
Total Views, Exhibitor List	10,816
Total Bookmarks, Exhibitor List	2,573
Total Clicks, All Ads	1,283
Total Impressions, All Ads	2,619,693
Average # Impressions, Per Ad	124,747

**NOTE** The APA Convention Mobile App remains live for approximately one year as attendees and others continue to reference the list of APA exhibitors and program information.

## Monitor On Psychology

### July/August 2019 Convention Issue

### ADVERTISING.APA.ORG/PRINT-MEDIA

The American Psychological Association's award-winning flagship magazine and a premier news source for APA and the psychology discipline. Bonus distribution: copies of the July/August 2019 issue will be placed in APA 2019 attendee tote bags.

**Average Monthly Readers 75,000+**

Space Reservations	May 3, 2019
Ad Materials	May 17, 2019

## APA.org Banner Advertising

### ADVERTISING.APA.ORG/DIGITAL-MEDIA

Digital advertising with targeted placement options.

Page Views, Monthly	4 million
Page Views, Annually	50 million

Ad Size	300 x 250 Medium Rectangle Banner
Deadline	Flight date is five days from receipt of ad creative

## APA 2019 Attendee Tote Bag Inserts

**LIMITED OPPORTUNITY**  
**\$3,500 PER INSERT**  
**DISTRIBUTION 9,000**

An option available only to confirmed APA 2019 exhibitors. Requests are limited to a total of ten (10) and accepted on a first-come, first-served basis. A sample insert must be submitted **by or before May 15, 2019** for APA review and approval. Submit to: Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org).

### SPECIFICATIONS

- One page only; can be one- or two-sided
- Maximum size: 8½" x 11"
- Quantity: 9,000
- Inserts to be printed and directly shipped by exhibitor

### SHIPMENT ADDRESS AND INSTRUCTIONS

**Ship inserts to arrive no later than July 1, 2019.** Send shipment tracking information to Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org).

- Brede National Exposition Services  
RE: APA 2019  
6801 Mid-Cities Avenue  
Beltsville, MD 20705  
(301) 937-8600

## Exhibitor Online Description Upgrades

### ON.APA.ORG/APA19-ONLINE-DESCRIPTION-UPGRADE

\$195	Standard
\$295	Premium
\$495	Optimum

APA Convention attendees repeatedly review and bookmark exhibitor descriptions before, during, and after the meeting. The Basic description is included with the price of exhibit space, but affordable upgrades are available to enhance your visibility, highlight your show specials, add product images and descriptions, your company logo, and more. See p. 36 for details.

#### Upgrade Benefits

- Increase online leads by 3-4 times
- Increase traffic to online description by 4-5 times
- Company name and booth number are displayed in bold font
- Enhanced Description icon spotlights the description in the online APA 2019 Exhibitor List and the online APA Exhibit Hall Floor Plan (both of which are also uploaded to the APA 2019 Mobile App)

### APA 2018 EXHIBITOR ONLINE LISTINGS

<b>Total Views</b>	<b>39,370</b>
<b>Unique Views</b>	<b>2,562</b>

## APA Exhibitor Raffles

**DEADLINE** March 22, 2019

Draw attendee traffic by hosting an exhibitor raffle! A total of six (6) designated APA Exhibitor Raffle times are provided from which exhibitors may choose to participate, as follows:

- Thursday, August 8      4:00 p.m.
- Friday, August 9      11:00 a.m.; 2:00 p.m.; 4:00 p.m.
- Saturday, August 10    10:00 a.m.; 4:00 p.m.

**NOTE** There is no participation fee, but exhibitors are responsible for providing the raffle item(s) and ensuring prize delivery to the winner(s).

#### How to Participate and Raffle Process

1. Submit a completed an APA 2019 Exhibitor Raffle Request form, available at [convention.apa.org](http://convention.apa.org), **by or before March 22, 2019**.
2. Promote your raffle via APA Convention advertising, your Exhibitor Print and Online Listings, advance mailing to APA 2019 (ref. details in "Mailing List Rentals" section); and/or on-site from your exhibit booth.
3. As attendees visit your booth, collect their names (and, if needed for prize delivery, their contact information) for your raffle drawing.
4. Prior to the raffle time(s) that were selected/confirmed on the submitted APA 2019 Exhibitor Raffle Request form, an APA staff member will visit your booth to obtain the winning name.

5. At each designated raffle time—and after winning names have been collected from all participating exhibitors—APA make an announcement in the APA Exhibit Hall to confirm the prize winner(s) and the participating exhibitors' company name and booth number. Winners will retrieve their prize(s) from the exhibitors' booth.

## Mailing List Rentals

(Only Hard Addresses; No Email Addresses)

### APA 2019 Attendee Mailing Lists

Pre- and full-registrant mailing lists are available to confirmed APA exhibitors only through Experient Inc., [www.experient-inc.com](http://www.experient-inc.com), (844) 779-7469. Order forms will be included in the APA 2019 Exhibitor Service Manual to be provided in May 2019 by Brede National Exposition Services.

**NOTE** Experient Inc. is the only official contractor for APA 2019 housing and registration. Exhibitors should be aware of solicitations from other companies that falsely claim to have access to APA 2019 hotel room blocks/rates and/or APA 2019 attendee lists. Please report any such solicitations to Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org).

### APA Mailing Lists

#### ADVERTISING.APA.ORG/DIRECT-MAIL

APA mailing list options include APA members, APA Division Members, Students in Psychology, International Affiliates, High School Teachers in Psychology, Community College Teacher Affiliates, and/or Subscribers to Journals.

For information and pricing, contact: Donna Wighington, Planning & Business Management Admin., [dwhington@apa.org](mailto:dwhington@apa.org), (202) 336-5833.

**NOTE** APA mailing lists are sold for one time use only by the requester. They are not to be reproduced in any form or resold to another user.

## Onsite Lead Retrieval

Capture qualified leads as attendees visit your exhibit booth! Lead Retrieval devices will be available for rent through Experient, Inc. An order form will be included in the APA 2019 Exhibitor Service Manual to be provided in May 2019 by Brede National Exposition Services.

### APA 2018 LEAD RETRIEVAL RESULTS

<b>Total # Leads Captured</b>	<b>6,558</b>
<b>Total # of Rented Lead Retrieval Devices</b>	<b>47</b>
<b>Average # of Leads Captured per Device</b>	<b>140</b>

## APA 2019 Exhibitor Online Listing Upgrades

		INCLUDED	UPGRADE OPTIONS AND FEATURES		
		BASIC LISTING	Standard Upgrade \$195	Premium Upgrade \$295	Optimum Upgrade \$495
Exhibitor Print Listing	Company description to appear in list of APA 2019 exhibitors included in the <i>APA 2019 Program</i> (for exhibitors confirmed by March 22, 2019) or <i>APA 2019 Program Supplement</i> (for exhibitors confirmed after March 22, 2019) <b>NOTE</b> Characters include punctuation and spaces	500 characters*	750 characters*	1000 characters*	1200 characters*
Exhibitor Online Listing	Company description <b>NOTE</b> Characters include punctuation and spaces	500 characters*	750 characters*	1000 characters*	1280 characters*
Website URL	Direct link to your company website	Yes	Yes	Yes	Yes
Welcome Message	A customized message to attendees that view your exhibitor listing. <b>NOTE</b> Characters include punctuation and spaces	No	100 characters*	200 characters*	300 characters*
Product / Service Category / Categories	Your product or service category type(s)	Unlimited	Unlimited	Unlimited	Unlimited
Logo (Company or Product)	Full color image to enhance your Online Listing	No	No	Yes (1)	Yes (2)
Press Releases	Highlight new and exciting company activities or product releases	No	1	2	4
Product Images and Descriptions	4-color product images with descriptions	No	2	5	8
Your APA 2019 Show Specials	Spotlight your discounts, giveaways, APA Exhibitor Raffles, etc. planned for APA 2019	No	1	2	4
Company Brands	Spotlight your discounts, giveaways, APA Exhibitor Raffles, etc. planned for APA 2019	No	200 characters*	300 characters*	500 characters*
Social Media Icons	Link to your company pages on Facebook, Twitter, and LinkedIn	Yes	Yes	Yes	Yes





# Dates and Deadlines

## DECEMBER 2018

### BEFORE 12:00 P.M. EST DECEMBER 12

Embargo period for APA 2018 exhibitors. APA 2019 applications will not be accepted during this time.

### 12:00 P.M. EST DECEMBER 12

Online APA Exhibitor Portal opens only to APA 2018 exhibitors for submission of APA 2019 Exhibit Space Applications.

### 12:00 P.M. EST DECEMBER 12– 5:00 P.M. EST DECEMBER 27

Priority period for APA 2018 exhibitors. During this time APA 2019 Exhibit Space Applications may be submitted only by APA 2018 exhibitors. Applications are processed and assigned on a first-come, first-served basis according to the date and time that they are received. Applications that are received at the same time will be sub-ranked according to the total number of booths/square footage requested.

**NOTE** Applications received from APA 2018 exhibitors after 5:00 p.m. EST on December 27, 2018 are not eligible for priority assignment.

### 5:01 P.M. EST DECEMBER 27

Online APA Exhibitor Portal opens to all prospective APA 2019 exhibitors for submission of APA 2019 Exhibit Space Applications.

### DECEMBER 12–MARCH 1

50% exhibit space payment due upon confirmation of space and receipt of invoice, and the remaining 50% balance due by or before March 2, 2019.

## FEBRUARY 2019

### FEBRUARY 28

Last day to receive 100% refund for cancelled exhibit space.

## MARCH 2019

### MARCH 1–MAY 15

For exhibit space cancellations received during this period: 50% refund. **No refunds are provided for exhibit space that is cancelled after May 15, 2019.**

### MARCH 3–JULY 26

For APA 2019 Exhibit Space Applications that are submitted and approved during this period: 100% payment due upon confirmation of space and receipt of invoice.

### MARCH 22

**FIRM DEADLINE** Space Reservations, APA 2019 Program

**FIRM DEADLINE** APA Exhibitor Print Listing, APA 2019 Program

**NOTE** Exhibitors that wish to include a description are responsible for completing that information via the online APA Exhibitor Portal.

**FIRM DEADLINE** APA 2019 Exhibitor Raffle form. Submit completed form to Carol Hall, Exhibit Sales Manager, [chall@apa.org](mailto:chall@apa.org).

## APRIL 2019

### EARLY APRIL

APA Exhibitor Priority Housing and Registration Period: Confirmed APA exhibitors receive a priority period in which to reserve APA 2019 hotel rooms and complete their exhibitor registration via the Experient Inc. online portal. Exhibitors will receive advance notification and instructions from APA when the priority period dates are confirmed.

### APRIL 5

**DEADLINE** Ad Materials, APA 2019 Program

**DEADLINE** Space Reservations, APA 2019 Mobile App

### APRIL 19

**DEADLINE** Ad Materials, APA 2019 Mobile App

## MAY 2019

### EARLY MAY

APA 2019 EXHIBITOR SERVICE MANUAL  
Confirmed APA 2019 exhibitors will receive an email from Brede National Exposition Services regarding the online APA 2019 Exhibitor Service Manual. The email will include the exhibiting company's login credentials to gain access to the ordering site. Exhibitors will receive advance notification from APA as soon as Brede has determined/confirmed the email distribution date.

### APA 2019 MOBILE APP

Scheduled app launch.

**NOTE** APA Exhibitors should be certain to complete their Exhibitor Online Listing via the APA Exhibitor Portal as the online APA 2019 exhibitor list is also uploaded to the APA 2019 mobile app!

### MAY 3

**DEADLINE** Space Reservations, *Monitor on Psychology*, July/August "Convention" issue

### MAY 15

**DEADLINE** Exhibit Space balance due for confirmed exhibitors that submitted APA 2019 Exhibit Space Applications prior to March 2, 2018.

**DEADLINE** Last day to receive 50% refund on cancelled exhibit space. **No refunds are provided for exhibit space that is cancelled after May 15, 2019.**

**DEADLINE** Space Reservations, APA 2019 Attendee Tote Bag Inserts

### MAY 17

**DEADLINE** Ad Materials, *Monitor on Psychology*, July/August "Convention" issue

# Dates and Deadlines

## JUNE 2019

### JUNE 7

**DEADLINE** Space Reservations, APA 2019 Program Supplement

**DEADLINE** APA Exhibitor Print Listing, APA 2019 Program Supplement

**NOTE** Exhibitors that wish to include a description are responsible for completing that information via the online APA Exhibitor Portal.

### JUNE 21

**DEADLINE** Ad Materials, APA 2019 Program Supplement

## JULY 2019

### EARLY JULY

**DEADLINE** Last day to secure APA 2019 advance housing and registration through Experient Inc. Confirmed APA exhibitors will be notified in advance when the deadline date is determined.

### JULY 1-JULY 30, 2019

APA 2019 Advance Shipments to Warehouse accepted

**NOTE** Shipping labels are included in the APA 2019 Exhibitor Service Manual provided by Brede National Exposition Services

### JULY 1

**FIRM DEADLINE** APA-approved and confirmed APA 2019 Attendee Tote Bag Inserts (Qty.: 9,000) due to Brede National Exposition Services.

### JULY 15

**DEADLINE** Last day to receive advance (discounted) rates for orders placed with Brede National Exposition Services for booth furnishings and services.

**DEADLINE** Last day to order rental units from Brede National Exposition Services.

### JULY 26

**DEADLINE** Last day to submit APA 2019 Exhibit Space Applications

**DEADLINE** Last day to purchase Exhibitor Online Listing upgrades

### AFTER JULY 26

APA 2019 Exhibit Space Applications are no longer accepted.

### JULY 30

**DEADLINE** Last day that APA 2019 Advance Shipments to Warehouse are accepted

**NOTE** Shipping labels are included in the APA 2019 Exhibitor Service Manual provided by Brede National Exposition Services

## AUGUST 2019

### AUGUST 7

APA 2019 Direct to Show Site Shipments Accepted.

**NOTE** Shipping labels are included in the APA 2019 Exhibitor Service Manual provided by Brede National Exposition Services.

**IMPORTANT** Direct to Show Site shipments are accepted only on August 7, 2019. APA exhibitors are responsible for ensuring that shipments are properly labeled and confirming with their carrier the August 7-only delivery date.

### WEDNESDAY, AUGUST 7

8:00 a.m.–8:00 p.m.  
APA 2019 Exhibitor Registration and Move-In

### THURSDAY, AUGUST 8

6:00 a.m.–7:00 a.m.  
Final booth preparation. *Exhibit booth set-up must be completed by 7:00 a.m.*

9:00 a.m.–5:00 p.m.  
APA Exhibit Hall open

4:00 p.m.–5:00 p.m.  
First Exhibits-Only Hour (unopposed time for attendees to visit the exhibits)

### FRIDAY, AUGUST 9

9:00 a.m.–5:00 p.m.  
APA Exhibit Hall open

TIME TBD

Garrett Popcorn with APA exhibitors

### SATURDAY, AUGUST 10

9:00 a.m.–5:00 p.m.  
APA Exhibit Hall open

12:00 p.m.–1:00 p.m.  
Second Exhibits-Only Hour (unopposed time for attendees to visit the exhibits)

5:01 p.m.–9:00 p.m.  
Exhibitor Move-Out

### SUNDAY, AUGUST 11

8:00 a.m.–12:00 p.m.  
Exhibitor Move-Out

# APA 2018

## Exhibitors

1-2-3 Magic

A.I. CARE, LLC

ABC-CLIO

Academic Therapy Publications

Actify Neurotherapies

Adler University

AdvancedMD

AffiniPay

Alcoholics Anonymous World Services, Inc.

Alexander Street, a ProQuest Company

Align International Recruitment Ltd.

Alliant International University

Alpha K9

American Association for the Advancement of Science (AAAS)

American Board of Professional Psychology (ABPP)

American Board of Vocational Experts (ABVE)

American Institute of Bisexuality

American Professional Agency

Anatomology / The Psych Store

Ashley Addiction Treatment

Association Book Exhibit

Association of State and Provincial Psychology Boards (ASPPB)

AYA Med Group

Beck Institute of Cognitive Behavior Therapy

Behavioral Intervention Certification Council

BetterHelp

BIOPAC Systems, Inc.

Booz Allen Hamilton

Boys Town

Brighter Vision

Bullfrog Films / Docuseek

Buros Center for Testing

California Correctional Health Care Services

California Department of State Hospitals

Cambridge University Press

Campaign For A Commercial-Free Childhood

Cardinal Innovations Healthcare CE21

Celtic Art Store

Center for Discovery

CHADIS (Total Child Health)

Choctaw Global Services

Claimly

ClinicSource Therapy Practice Management Software

ClinicSpectrum, Inc.

College of Clinical Psychology at Argosy University

Community Psychiatry

Compass Health Network

Constellation Behavioral Health  
Correct Care Solutions

Deer Oaks Behavioral Health  
Department of Veterans Affairs  
Dept. of Veterans Affairs/VA/DoD  
Evidence Based Clinical Practice Guidelines  
DHA ConnectedHealth  
Divine Mercy University  
Doctor MultiMedia

Eagala  
Eating Recovery Center  
EdITS LLC  
Elsevier

Family HealthCare Network  
Federal Bureau of Prisons  
Fielding Graduate University  
Florida Institute of Technology  
Frontiers

Google  
Guilford Press

Healthmonix  
HeartMath  
HeartMath Institute  
Hogrefe Publishing Corp.  
Houghton Mifflin Harcourt  
Hushmail

ICAN  
Idaho State University  
Imperial Locum Services  
Infinity Massage Chairs  
International Institute for Trauma & Addiction

John F. Kennedy University  
Johns Hopkins University Press

Kaiser Permanente Mental Health  
Training Programs  
KASA Practice Solutions

LearningRX  
Limbix

Marian University-Indianapolis  
McLean Hospital  
Medical Billing Professionals  
MHM Services  
MHS Inc.  
Middle East Psychological Association  
Midwestern University  
Muir Wood Adolescent and Family Services  
Multidisciplinary Association for Psychedelic Studies (MAPS)  
MyOutcomes

National Coalition for Sexual Freedom  
National Health Service Corps  
National Institute of Mental Health

National Institute on Alcohol Abuse and Alcoholism (NIAAA)  
National Multiple Sclerosis Society  
National Register of Health Service Psychologists  
National Resource Center for ADHD; a Program of CHADD  
Navajo Area Indian Health Service  
NeuroField, Inc.  
NeuroFlow  
New Amazing Systems  
New Harbinger Publications  
NIH Division of Loan Repayment  
NIH Toolbox  
Northwest University  
Nova Southeastern University

OG Wellness  
OQ Measures  
Otto Trading  
Owl Insights  
Oxford University Press

Pacific University School of Professional Psychology  
PARO Robots, U.S. Inc.  
Pearson  
Penguin Random House  
PESI, Inc.  
PROMIS®  
PSYCAS  
Psychotherapy.net

QTC Medical Services, A Leidos Company  
Qualified Applied Behavioral Analysis Credentialing Board®

Reimbursify  
Research Press Publishers  
Rosecrance Health Network  
Routledge Books  
Routledge Journals  
Rowman & Littlefield / Lexington Books  
Ruby Docs

SAGE Publishing  
Saint Leo University  
Sex Addicts Anonymous®  
SimplePractice  
Society of Psychologists in Management (SPIM) & Division 13:  
Society of Consulting Psychology (SCP)  
Somatic Experiencing Trauma Institute  
Sony Digital Paper  
Spire  
Springer Nature  
Springer Publishing Company  
St. Luke's Rehabilitation Institute  
Stens Biofeedback Corporation  
Sutter Health  
TeamHealth

Templeton Press  
The Chicago School of Professional Psychology  
The National Museum of Psychology - Cummings Center  
The SMILE! Project (Safe Harbor Farms)  
The TOVA Company  
The Trust  
The Wright Institute  
thera-LINK  
TheraNest  
TheraPlatform  
Therapy App  
TherapyCharts LLC  
TherapyNotes, LLC  
TherapySites  
Therasoft  
Theravue Inc  
Thought Technology, Ltd.  
Time2Track  
Triad Behavioral Health  
Tsehootsooi Medical Center  
  
U.S. Air Force Recruiting Services  
U.S. Army Medical Recruiting  
U.S. Army Medicine Civilian Corps  
U.S. Navy Recruiting Command  
University of La Verne  
University of Redlands  
University of San Francisco School of Nursing and Health Professions  
UW Health  
  
VA Office of Mental Health & Suicide Prevention (OMHSP)  
VERBI Software GmBH / MAXQDA  
Virtually Better, Inc.  
  
WellQor  
Western Psychological Services (WPS)  
Wexford Health Sources  
Wiley  
  
X2 - AI chatbot for Mental Health





# APA 2019

CHICAGO AUGUST 8-11

EXHIBIT DATES 8-10

**2020**

WASHINGTON, DC  
AUGUST 6-9

**2021**

SAN DIEGO  
AUGUST 12-15

**2022**

MINNEAPOLIS  
AUGUST 4-7

**2023**

WASHINGTON, DC  
AUGUST 3-6

**2024**

SEATTLE  
AUGUST 8-11