Join Us

**Experience the Solutions Center**
In-person engagement with thousands of psychology professionals and students who seek solutions to the challenges they face within the field. And your best opportunity to become their trusted solutions provider.

**Experience Washington, DC**
Where history, science, culture, art, and cuisine merge into one unique and exciting destination. Monuments. Museums. Performing Arts. Waterfronts. Award-winning restaurants. Eclectic neighborhoods. And much more!

*The nation’s capital awaits.  
And we look forward to seeing you!*

---

**Carol Hall**
Exhibit Sales Manager  
chall@apa.org, (202) 336-5627

**Jodi Ashcraft**
Director, APA Media and Event Sales  
jashcraft@apa.org, (202) 336-5565
**APA Solutions Center: The Value For Exhibitors**

- **About APA Convention Attendees**
- **About APA Members**
  - Members Who Visited the APA 2019 Solutions Center

**Key Information**
- Solutions Center Location
- Solutions Center Official Schedule
- Exhibitor Move-In Schedule
- Exhibitor Move-Out Schedule
- Acceptance of Exhibits and Exhibit Content
- Exhibit Space Application Submission: Options, Schedule, and Deadline
- Exhibit Space Application Review
- Exhibit Space Assignment
- Exhibit Space Payments: Policy and Schedule

**Exhibit Options, Pricing, and What Is and Is Not Included With Pricing**
- Standard Booth
- Technology Hub Booth
- APA psycCareers LIVE Job Fair

**Elevate Your APA 2020 Experience**
- APA 2020 Sponsorships
- APA 2020 Advertising
- APA 2020 Targeted Promotion

**Solutions Center Floorplan**

**Contractual Agreement**
- APA Convention and Solutions Center Rules, Regulations, and Policies
- Exhibit Booth Staffing
- Exhibit Booth Dismantling
- Sale of Merchandise in the Solutions Center
- Canvassing, Soliciting, Demonstrating, and Distribution Of Materials
- Liability And Insurance / Hold Harmless Policy
- Accreditation Requirement for Educational Programs
- FDA-Approval Requirement
- Solutions Center Security
- Exhibit Space Cancellations and Refund Policy
- Equal Employment Opportunity

**APA 2019 Exhibitors**

**Your APA 2020 Sales Consultants:**

- Exhibit Space, Sponsorships, and Advertising
APA SOLUTIONS CENTER
The Value for Exhibitors

ATTENDANCE

12,271
APA 2019
Chicago, IL

12,231
APA 2018
San Francisco, CA
AN UNPARALLELED OPPORTUNITY

11,885
APA 2017
Washington, DC

7,782
Number of APA 2019 attendees who visited the Solutions Center

3 Hours
Average amount of time that APA 2019 attendees spent in the Solutions Center

111
Average number of leads obtained by APA 2019 exhibitors that rented lead retrieval devices
Who Are They?

EDUCATORS

RESEARCHERS

PRIVATE PRACTITIONERS

APPLIED PSYCHOLOGISTS

EARLY CAREER PSYCHOLOGISTS

HEALTH SERVICE PROVIDERS

PSYCHOLOGY STUDENTS
APA Convention Attendees

More than 71% of attendees browse the Solutions Center between program sessions.

APA 2019 SOLUTIONS CENTER SURVEY

WHAT THEY SEEK

TOOLS AND RESOURCES THAT SUPPORT ADVANCING TRENDS IN PSYCHOLOGY

TECHNOLOGY PRODUCTS / VIRTUAL REALITY SYSTEMS / BIOFEEDBACK EQUIPMENT / AI / ROBOTICS

THERAPY PRODUCTS / TREATMENT PROGRAM RESOURCES

EHR AND EMR MANAGEMENT SYSTEMS / BILLING SOFTWARE

PRACTICE MANAGEMENT RESOURCES / VIRTUAL OFFICE PLATFORMS / WEBSITE DESIGN

PSYCHOLOGICAL TESTS AND ASSESSMENTS

BOOKS, JOURNALS, AND OTHER PUBLICATIONS

LICENSE 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 CAREER IN PSYCHOLOGY

SUBSTANCE ABUSE PROGRAMS / TREATMENT CENTERS / RESOURCES

CAREER ENHANCEMENT AND RECRUITMENT RESOURCES

What level of interest do they demonstrate in APA exhibitors?

31% Discovered solutions to work challenges

37% Discovered new technology products

34% Talked to exhibitors about future business

What do they say about the Solutions Center?

• “I found a high amount of value in talking to exhibitors. I brought back interesting materials I purchased to use with clients.”

• “As a psychologist resident who will soon become licensed, I was able to get everything I was looking for in the Solutions Center. That was extremely helpful and beneficial.”

• “The Solutions Center had some great booths to check out. Lots of opportunities to learn and network.”

APA 2019 POST-CONVENTION SURVEY
The Solutions Center traffic in Chicago was amazing. We appreciated the exhibits-only hours, and our acquisitions staff was delighted at how many prospective authors they spoke to. One of the best APA's in recent memory!
ABOUT APA Members

116,475+ Members

RESOURCES AND TOOLS THEY SEEK

TECHNOLOGY
PRACTICE MANAGEMENT
TESTING AND ASSESSMENT
CAREER DEVELOPMENT
FINANCIAL PLANNING AND DEBT MANAGEMENT
CONTINUING EDUCATION

2020 Trends to Watch Related to the Work APA Members Do
Elevating Mental Health on the World Stage
Increasing Action on Climate Change
Designing Human-Friendly Technology
Enticing New Faces to the Field
Improving Care While Saving Money
Answering the Demand for Services
Providing Care in Innovative Ways
Pioneering New Ways to Protect Privacy
Going High Tech in Academia

2020 TRENDS REPORT, APA MONITOR ON PSYCHOLOGY, JANUARY 2020

Primary Work Settings and Activities
Health or Mental Health Services
Research
Academic Institutions
Independent Practice
Hospitals / Clinics
Education

Age
21% Millennial Adults
34% Adults 35-54
43% Adults 55+

Education
60% PhD or PsyD
16% 25+ Years Since Doctoral Degree
11% Early Career
(within 10 years of doctorate)
ABOUT
APA Members Who Visited the APA 2019 Solutions Center

“The Solutions Center was my favorite part of APA 2019. I could address business-related issues in person.”

APA MEMBER AND 2019 ATTENDEE

Gender
33% Male
67% Female

Age
34% Millennial Adults
41% Adults 35-44
25% Adults 55+

EDUCATIONAL CHARACTERISTICS
78% PhD, PsyD, EdD
14% Masters
8% Undergraduate
>1% Other Professional Degree (e.g., MD, JD)

CAREER STAGE
37% Student
Currently enrolled in a degree program
23% Early Career Professionals
Less than 10 years in the field
22% Mid-Career Professionals
between 10 and 25 years in the field
18% Late Career Professionals
More than 25 years in the field

CVENT RFID, APA 2019, CHICAGO, IL, AND 2019 APA DIRECTORY, CENTER FOR WORKFORCE STUDIES
Welcome to the
SOLUTIONS CENTER
We had over 1,000 face-to-face conversations. APA 2019 was a major success for our professional awareness initiative.
Solutions Center Location
Walter E. Washington Convention Center
Halls D and E

Solutions Center Official Schedule
The official dates and hours of the APA 2020 Solutions Center are as follows:

THURSDAY, AUGUST 6
9:00 a.m.–5:00 p.m.

FRIDAY, AUGUST 7
9:00 a.m.–5:00 p.m.

SATURDAY, AUGUST 8
9:00 a.m.–5:00 p.m.

IMPORTANT: Exhibitors are expected to plan their APA 2020 participation in accordance with all APA 2020 and Solutions Center rules, regulations, and policies and with the official dates and times of the APA 2020 Solutions Center—including exhibitor move-in and move-out (e.g., exhibitor booth personnel, travel dates/times, flight and hotel reservations). APA exhibitors are not at liberty to adjust any portion of APA 2020 or Solutions Center official dates or hours, and/or rules, regulations, and policies to suit individual schedules or preferences.

At 5:00 p.m. on Saturday, August 8, 2020, an announcement will be made by APA to confirm the official close of the APA 2020 Solutions Center. Until that announcement by APA has been made exhibitors are prohibited from vacating their exhibit space or packing/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 2020 and Solutions Center policy pose significant liability risks and thus may negatively impact the exhibitors’ opportunity to participate in the APA 2021 Solutions Center.

Exhibitor Move-In Schedule
WEDNESDAY, AUGUST 5
8:00 a.m.–8:00 p.m.

THURSDAY, AUGUST 6*
6:00–7:00 a.m.

IMPORTANT: Exhibit booth set-up should be 95%+ complete by 8:00 p.m. on Wednesday, August 5. *The one hour provided between 6:00 a.m. and 7:00 a.m. on Thursday, August 6 is provided only for final preparations and is not intended for full booth set-up. Exhibitors are expected to plan their travel schedules accordingly as APA contractors will be preparing the show floor for the 9:00 a.m. official opening of the APA 2020 Solutions Center. In the event of unexpected circumstances, exhibitors must notify Carol Hall, Exhibit Sales Manager, chall@apa.org or Jodi Ashcraft, Director, APA Media and Event Sales, jashcraft@apa.org.

Exhibitor Move-Out Schedule
SATURDAY, AUGUST 8
5:01* p.m.–8:00 p.m.

SUNDAY, AUGUST 9
8:00 a.m.–12:00 p.m.

IMPORTANT: *At 5:00 p.m. on Saturday, August 8, 2020, an announcement will be made by APA to confirm the official close of the APA 2020 Solutions Center. Until that announcement by APA has been made exhibitors are prohibited from vacating their exhibit space or packing/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 2020 and Solutions Center policy pose significant liability risks and thus may negatively impact the exhibitors’ opportunity to participate in the APA 2021 Solutions Center. In the event of unexpected circumstances, exhibitors must notify Carol Hall, Exhibit Sales Manager, chall@apa.org or Jodi Ashcraft, Director, APA Media and Event Sales, jashcraft@apa.org.
Acceptance of Exhibits and Exhibit Content

Decisions regarding the acceptability of exhibits will be made in the first instance by the APA Chief Communications Officer, in consultation with the Board of Convention Affairs (BCA) chair. The APA, acting through its Chief Communications 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 2020 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 2020 is not determinative of the acceptability for future Conventions, as acceptability is reviewed annually.

Before a technology or software provider, or digital service related to mobile health (mHealth), telehealth or other healthcare application, is permitted to become an APA 2020 exhibitor, sponsor or advertiser their applications and supporting information will be evaluated by professional staff (as applicable) against the criteria outlined in APA’s Technology Advertising Policy, on.apa.org/apa-apasi-technology-policy.

Exhibits must be consistent with the professional nature of the APA 2020. 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 Solutions Center, the APA 2020 headquarter hotels or supplemental hotels, or any area where an APA event or function is being held during the APA 2020.

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 Media and Event Sales Department.

The exhibition of products or services at the American Psychological Association 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 2020.
Exhibit Space Application Submission: Options, Schedule, and Deadline

APA 2020 exhibit space applications may be submitted as follows and in accordance with the APA 2020 exhibit space application submission schedule:

**Application Submission Options**

- **Via the APA Exhibitor Portal — RECOMMENDED**
  on.apa.org/apa-2020-exhibitor-portal

- **Via email**
  Completed and signed APA 2020 exhibit space application must be attached to the email. Email requests sent without completed and signed exhibit space application are not accepted.
  Send to: Carol Hall, Exhibit Sales Manager, chall@apa.org

- **VIA overnight or U.S. mail**
  American Psychological Association
  Attn: APA Media and Event Sales Department
  750 First St., NE
  Washington, DC 20002-4242

**Application Submission Schedule**

- **12:00 P.M. EST DECEMBER 11, 2019 TO 5:00 P.M. EST DECEMBER 27, 2019**
  PRIORITY PERIOD FOR APA 2019 EXHIBITORS
  During this time APA 2020 exhibit space applications will be accepted only from APA 2019 exhibitors.

- **5:01 P.M. EST DECEMBER 27, 2019 TO 5:00 P.M. EDT JULY 24, 2020**
  GENERAL SUBMISSION PERIOD
  During this time APA 2020 exhibit space applications may be submitted by all prospective APA 2020 exhibitors.

**APPLICATION DEADLINE**

- **5:00 P.M. EST JULY 24, 2020**
  APA 2020 exhibit space applications will be accepted through 5:00 p.m. EDT, July 24, 2020. Applications received after this time will not be accepted or considered for participation in the APA 2020 Solutions Center.

Exhibit Space Application Review

APA 2020 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

APA 2020 exhibit space applications that have been accepted by APA are processed and assigned on a first-come, first-served basis by the APA Media and Event 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
convention.apa.org/exhibitors/2020-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 Solutions Center floor plan to confirm their neighboring exhibitors and, if concerns arise, have the option of relocating to another booth location. In such cases, exhibitors that wish to relocate should submit their request to Carol Hall, Exhibit Sales Manager, chall@apa.org.

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 2, 2020**

- 50% payment due upon receipt of invoice
- 50% balance due by or before May 15, 2020

**APPLICATIONS RECEIVED AFTER MARCH 2, 2020**

- 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, (202) 336-5627.
APA 2020 SOLUTIONS CENTER

Exhibit Options and Pricing

Standard and Technology Hub Booth Pricing

All exhibit booths are 10’x10’. Exhibit booth prices are per 10’x10’ booth space and are determined by their location on the show floor (see floor plan on pgs. 20-21). Exhibit space prices are non-negotiable. Discounts on booth space are not available.

**Standard Exhibit Space**
$2,700 / $2,400 / $2,100 / $1,600

Standard booths are all those not located in the Technology Hub or Job Fair areas.

**Technology Hub Exhibit Space**
$2,100

Technology Hub booths are those located in an area of the APA Solutions Center that has been designated for technology products and services. Exhibitors with technology-related displays have the option of securing space in this area, but they are not required to do so.

### WHAT IS AND IS NOT INCLUDED WITH PRICING

**Applies to the following booth numbers**


**AISLE 200:** 201, 202, 203, 204, 205, 206, 207, 208, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 225, 226, 227, 228, 229, 230, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 258, 260


**AISLE 500:** 501, 502, 503, 505, 507, 511, 513, 515, 517, 519, 521, 525, 527, 529, 533, 535, 537, 539, 541, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554

### INCLUDED

**Exhibit Space**
- Booth frame (Pipe and drape only; carpet, furnishings, WIFI, electrical outlets, booth cleaning, etc. are not included.)
- 2-Line Booth ID sign: Company name, booth number, city, and state

**Exhibitor Registrations And Guest Passes**
- Exhibitor Registrations: A total of four (4) per 10’x10’ booth secured
- Exhibitor Guest Passes: A total of five (5) for use only on Sat., August 8

**Exhibitor Listings**

*NOTE: Exhibitors are responsible for completing their print and online listing information via the APA Exhibitor Portal.*

- Print Listing, APA 2020 Program OR APA 2020 Program Supplement
- Online Listing, Basic
- APA 2020 Mobile App: exhibitor online listing is uploaded to the app

**Onsite: APA Solutions Center, Walter E. Washington Convention Center**

- Exhibitor Lounge, August 6, 7, and 8, 2020: Complimentary pastries, coffee and tea each morning and iced tea each afternoon
- Solutions Center Security: 24-hour security is provided during the entire APA 2020 exhibit period, including exhibitor move-in and move-out periods. *NOTE: neither the APA nor the Walter E. Washington Convention Center 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.*
- General Cleaning of Common Areas: Daily cleaning of Solutions Center aisles, lounges, and public spaces. *NOTE: does not include cleaning/vacuuming of exhibitor booths.*

### NOT INCLUDED

- Booth carpet (Required)
- Booth furnishings (tables, chairs, WIFI, electrical, audio-visual equipment, floral items, booth catering, etc.)
- Booth cleaning / vacuuming / trash removal
- Decoration and Drayage (labor, shipping, materials handling, display and design services, etc.)
**Job Fair Booth Pricing**

**APA psycCareers LIVE Job Fair Options**
Designated only for recruitment purposes, this area of the Solutions Center is an interactive job fair for attendees and recruiting employers that features career management speakers and activities, 1-on-1 career coaching, and more.

**Job Fair options are as follows:**
- $9,999 Job Fair, Deluxe Package (with booth)
- $4,999 Job Fair, Prime Package (with booth)
- $2,199 Job Fair, Basic Package (with booth)
- $1,499 Job Fair, Remote Package (without booth)

---

**WHAT IS AND IS NOT INCLUDED WITH PRICING**

**Applies to the following booth numbers**
- **Aisle 100:** 163, 164, 165, 166, 167, 168, 171, 172, 173, 174
- **Aisle 200:** 263, 264, 265, 266, 267, 268, 271, 273
- **Aisle 300:** 363, 364, 365, 366, 367, 368
- **Aisle 400:** 463, 464, 465, 466, 467, 468, 472, 474
- **Aisle 500:** 563, 565, 567, 571, 573

**INCLUDED**

### Exhibit Space
- Booth: Pipe and drape; 10’x10’ carpet; one (1) table; two (2) chairs; one (1) wastebasket
- 2-Line Booth ID sign: Company name, booth number, city, and state
- Booth vacuuming (nightly)
- Booth trash removal (nightly)

### Exhibitor Registrations And Guest Passes
- Exhibitor Registrations: A total of four (4) per 10’x10’ booth secured
- Exhibitor Guest Passes: A total of five (5) for use only on Sat., August 8

### Job Fair Exhibitor Listings
**NOTE:** Exhibitors are responsible for completing their print and online listing information via the APA Exhibitor Portal.
- Print Listing, APA 2020 psycCareers LIVE Program Guide
- Print Listing, APA 2020 Program OR APA 2020 Program Supplement
- Online Listing, Basic
- APA 2020 Mobile App: online listing is uploaded to the app

**Onsite: APA Solutions Center, Walter E. Washington Convention Center**
- Exhibitor Lounge, August 6, 7, and 8, 2020: Complimentary pastries, coffee and tea each morning and iced tea each afternoon
- Solutions Center Security: 24-hour security is provided during the entire APA 2020 exhibit period, including exhibitor move-in and move-out periods. **NOTE:** neither the APA nor the Walter E. Washington Convention Center 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.
- General Cleaning of Common Areas: Daily cleaning of Solutions Center aisles, lounges, and public spaces.

**NOT INCLUDED**
- Decoration and Drayage (labor, shipping, materials handling, display and design services, etc.)
Elevate
Your APA 2020 Experience
Exhibitors that plan and promote their participation in the Solutions Center consistently report the benefits of doing so.

**A GREATER FLOW OF TRAFFIC TO THEIR BOOTH**

**A MORE ENRICHING EXCHANGE WITH ATTENDEES**

**A GREATER NUMBER OF SALES AND LEADS**

**A GREATER POTENTIAL FOR FUTURE BUSINESS**

**A HIGHER RETURN ON THEIR INVESTMENT**

**APA 2020 Advertising**

[advertising.apa.org](https://advertising.apa.org)

- APA 2020 Program ($1,470 - $8,400)
- APA 2020 Program Supplement ($1,785 - $4,200)
- APA 2020 Mobile App ($1,890 - $3,360)
- APA 2020 Onsite Digital Signage ($2,625 - $7,500)
- Monitor on Psychology, July/August 2020 issue (For rates, visit advertising.apa.org/print-media)
- APA.org Banner Advertising ($26/CPM; advertising.apa.org/digital-media)

**$2,500+**

**APA 2020 Sponsorships**

[on.apa.org/apa-2020-sponsorship-gallery](https://on.apa.org/apa-2020-sponsorship-gallery)

Connect your brand with APA’s mission of advancing psychology to benefit society and improve people’s lives. APA 2020 sponsorships will include new and unique options for engagement on a richer level. Contact Carol Hall, Exhibit Sales Manager, chall@apa.org, (202) 336-5627

**APA 2020 Targeted Promotion**

- Exhibitor Online Listing Upgrades ($195–$495). Contact Carol Hall, Exhibit Sales Manager, chall@apa.org, 202-336-5627.
- APA Exhibitor Raffles (No cost to participate, but exhibitors must provide their raffle prizes). Contact Carol Hall, Exhibit Sales Manager, chall@apa.org, (202) 336-5627.
- Onsite Lead Retrieval (Pricing information and order forms will be included in the APA 2020 Exhibitor Service Manual)
- APA 2020 Attendee Lists (Hard addresses only; no email addresses. Pricing information and order forms will be included in APA 2020 Exhibitor Service Manual)
- APA Mailing Lists (Hard addresses only; no email addresses. For pricing and information, contact Donna Wighington, dwighington@apa.org, (202) 336-5833)
Technology Hub Booths

$2,100

AISLE 200: 245, 246, 247, 248, 249, 250, 251, 252, 253, 254
AISLE 300: 345, 346, 347, 348, 349, 350, 351, 352, 353, 354

Job Fair Booths

NOTE: Unlike Standard and Technology Hub booths, Job Fair booths have package pricing and are not priced according to their location in the Solutions Center. See page 17 of the for information regarding Job Fair package options.

BOOTH OPTIONS

AISLE 100: 163, 164, 165, 166, 167, 168, 171, 172, 173, 174
AISLE 200: 263, 264, 265, 266, 267, 268, 271, 273
AISLE 300: 363, 364, 365, 366, 367, 368
AISLE 400: 463, 464, 465, 466, 467, 468, 472, 474
AISLE 500: 563, 565, 567, 571, 573
APA 2020 SOLUTIONS CENTER

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 2020 Solutions Center.

It is agreed that the exhibitor will abide by all APA 2020 and Solutions Center Rules, Regulations, and Policies (hereinafter collectively referred to as Rules or The Rules and detailed at convention.apa.org/exhibitors/2020-rules-and-regulations) before, during, and after APA 2020, and by other reasonable rules considered necessary by the American Psychological Association or the Walter E. Washington Convention Center, 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 2020 management. The Rules may be amended at any time by APA 2020 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 2020 Exhibit Space Application and any agreement incorporated in it shall be governed by the laws of the city of Washington, D.C.

APA exhibitors are expected to plan their APA 2020 participation in accordance with all Solutions Center rules, regulations, and policies and with the official dates and times of the Solutions Center—including exhibitor move-in and move-out (e.g., exhibitor booth personnel, travel dates/times, flight and hotel reservations). APA exhibitors are not at liberty to adjust any portion of APA 2020 or Solutions Center 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 or Jodi Ashcraft, Director, APA Media and Event Sales, jashcraft@apa.org.

Exhibit Booth Staffing

APA 2020 policy requires that exhibit booths be staffed by at least one exhibitor representative during all official dates and hours of the APA 2020 Solutions Center. At no time during official dates and hours should a booth be unstaffed. Neither APA nor the Walter E. Washington Convention Center is responsible for items removed from unstaffed exhibit booths.

Exhibit Booth Dismantling

At 5:00 p.m. on Saturday, August 8, 2020, an announcement will be made by APA to confirm the official close of the APA 2020 Solutions Center. 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 2020 and Solutions Center policy pose significant liability risks and thus may negatively impact the exhibitors’ opportunity to participate in the APA 2021 Solutions Center.

Sale of Merchandise in the APA 2020 Solutions Center

Order taking by exhibitors accepting checks or credit cards is permitted, provided that all transactions are conducted in a manner consistent with the scholarly and professional nature of the meeting. Cash transactions are discouraged.

For every sale made in the Solutions Center, exhibitors must provide to the purchaser the following: 1) a sales receipt that includes the exhibitor’s company name, address, telephone number as provided on the submitted APA 2020 Exhibit Space Application; 2) information that confirms the return policy for product(s) purchased.

District of Columbia Sales Tax

Exhibitors are responsible for collecting D.C. sales tax on all merchandise sold inside the APA 2020 Solutions Center.

For information, contact:
District of Columbia Office of Tax and Revenue
Customer Service Administration
1101 4th Street, SW, Suite 270 West
Washington, DC 20024
(202) 727-4829
https://otr.cfo.dc.gov
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 Solutions Center.

At no time during APA 2020 may APA exhibitors canvass, solicit, demonstrate, or distribute advertising or promotional materials in areas of the Walter E. Washington Convention Center that are outside of the Solutions Center or in hotels that have been contracted for APA 2020, including hotel meeting rooms, hallways, or other areas. Exhibits, displays, and/or advertising material of any kind are not allowed in APA 2020 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 2020 policy may result in the exhibitor’s dismissal from the APA 2020 Solutions Center and/or negatively impact the exhibitors’ opportunity to participate in the APA 2021 Solutions Center.

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 the Walter E. Washington Convention Center (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. If the APA Solutions Center is canceled due to circumstances beyond the control of the American Psychological Association or the Center, then all payments submitted by APA exhibitors for APA 2020 exhibit space will be refunded.

Accreditation Requirement for Educational Programs

The exhibiting of educational programs in the Solutions Center 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 CPA-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 2020 Solutions Center. Exhibitors with products in these categories must include with their APA 2020 exhibit space application a copy of the relevant FDA-approval certificate. Additionally, if the application is approved by APA and exhibit space is confirmed, then at all times during official APA 2020 Solutions Center 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 attendees that visit the exhibitor’s booth.

• Medical devices that have been approved by APA for display in the Solutions Center
• 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 Solutions Center until such approval by the FDA has been granted.
Solutions Center Security
As a courtesy, APA will provide security for the Solutions Center on a 24-hour basis during the entire APA 2020 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 the Walter E. Washington Convention Center 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 2020 Solutions Center on Thursday, August 6, 2020, no one—including exhibitors—will be allowed access to the Solutions Center prior to 7:30 a.m.

Exhibit Space Cancellations and Refund Policy
Cancellations of APA 2020 exhibit space must be submitted in writing. Exhibit space refunds will be made in accordance with the following schedule:

**CANCELLATIONS RECEIVED PRIOR TO MARCH 2, 2020**
100% refund

**CANCELLATIONS RECEIVED MARCH 2-MAY 15, 2020**
50% refund

**CANCELLATIONS RECEIVED AFTER MAY 15, 2020**
No refund

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 EXHIBITORS

# 1-2-3 Magic
1st Providers Choice — Mental Health Software

A AAAS S&T Policy Fellowships
ABC-CLIO / Praeger
Adler University
Advanced Behavior Analytics and ABA Monitor
AdvancedMD
AERIFY.io
Alcoholics Anonymous World Services, Inc.
Align International Recruitment Ltd.
Alliant International University
Amen Clinics
American Board of Professional Psychology (ABPP)
American Professional Agency, Inc.
AMITA Health Behavioral Medicine Institute
ASPPB
AYA Med Group

B Benefis Health System
BIOPAC Systems, Inc
Blueprint
Boys Town
BrainsWay
Brighter Vision
Buros Center for Testing

C California Correctional Health Care Services
Cambridge University Press
Canadian Association for Equality
Casa Pacifica Centers for Children & Families
CCBT: Total Care Through Co-Location
Center for Autism and Related Disorders
Clinicaldecisiontracker.com
ClinicSource Therapy Practice Management Software
Compass Health Network
Cook Children’s Health Care System
CoxHealth

D Deer Oaks — A Behavioral Health Solution
Department of Veterans Affairs
DHA Connected Health
Doctor Multimedia

E Eagala
Eating Recovery Center-Insight Behavioral Health Centers
Elite Health
Elsevier
Epilepsy Foundation — National Office
eQuoo the Emotional Fitness Game

F Federal Bureau of Prisons
Fielding Graduate University
Florida Institute of Technology
Footprints to Recovery
Foundations Recovery Network
Frontiers

G Gateway Foundation
Greenspace Mental Health Ltd.
Guilford Press

H HealthSource of Ohio
HMS Midwest, LLC
Hogrefe Publishing Corp.
HRSA’s Bureau of Health Workforce
Hushmail

I IBM Corporation
ICP 2020
Idaho State University
College of Pharmacy Clinical Psychopharmacology
Infinity Behavioral Health Services
Infinity Massage Chairs

J JoVE

K Kaiser Permanente Mental Health Training Programs
KASA Practice Solutions

L LearningRx
Leidos Health Group

M Make the Connection
Marian University — Indianapolis
MAXQDA
McGraw-Hill Education
McLean Hospital
Medical Billing Professionals
MHS Inc.
Midwestern University
Minnesota Sex Offender Program —
MN Department of Human Services
Misophonia Institute
Multidisciplinary Association for Psychedelic Studies

N National Center for Veterans Studies
National Coalition for Sexual Freedom
National Institute of Mental Health
National Institute on Alcohol Abuse and Alcoholism (NIAAA)
National Museum of Psychology — Cummings Center
National Register of Health Service Psychologists
New Harbinger Publications
Newport Academy
NIH Loan Repayment Programs
NIH Toolbox
North Dakota State Hospital — Department of Human Services
Nova Southeastern University

Office of Forensic Mental Health Services (OFMHS) — Washington State
OQ Measures, LLC
OSF HealthCare
Oxford University Press

PAR, Inc.
Paradigm Treatment Centers
PARO Robots US, Inc
Pearson
PESI, Inc.
PLOS
Ponce Health Sciences University
Practice Solutions
Prevea Health
Psychological Health Center of Excellence (PHCoE)
Psychology Specialists

QTC, A Leidos Company

Research Press
RHIhub
Riverside Insights
Rosecrance Health Network
Routledge, Taylor and Francis Group
Rowman & Littlefield / Lexington Books
Rutgers University, Graduate School of Applied and Professional Psychology

SAGE Publishing
Saint Louis University
Sandoz
SBSC
Sex Addicts Anonymous
SimplePractice
SMI Adviser
Solutions Northshore
Somatic Experiencing Trauma Institute
Sony Digital Paper
Southcentral Foundation
Springer Nature
Springer Publishing
St. Louis Behavioral Medicine Institute
Stoelting Co.
Substance Abuse Resources and Disability Issues (SARDI), Wright State University
Summa

Tango Card
TeamHealth
Telebehavioral Health Institute, Inc.
TeleHealer, Inc.
The Chicago School of Professional Psychology
The Clinicians Collective
The Family Institute at Northwestern University
The Michigan School of Psychology
The Psych Store/ Anatomology
The Stens Corporation
The Theraplay Institute
The TOVA Company
The University of Texas at Dallas
thera-LINK
TheraNest
TheraPlatform
Therapy App
TherapyCharts
TherapyNotes
TherapySites
Therasoft Inc.
Thought Technology, Ltd.
Top Hat
Triad Behavioral Health
Tsehootsooi Medical Center

U.S. Air Force Health Professions Recruiting
U.S. Army Medical Recruiting
U.S. Army Medicine Civilian Corps
Unified Mindfulness
University of Indianapolis
University of Iowa Stead Family Children’s Hospital Center for Disabilities and Development
University of Nebraska Press
UW Health

VA/DoD Evidence Based Clinical Practice Guidelines
Valant
Vanguard Eldercare Medical Group
Vielight Inc.

Western State Hospital
Wexford Health Sources
Wiley
WPS

Yellowbrick Consultation & Treatment Center
Your APA 2020 Sales Consultants

Exhibit Space, Sponsorships, and Advertising

Our goal is to ensure your best possible APA 2020 experience! Contact us to discuss options for enhancing your brand visibility, enriching your engagement with APA 2020 attendees, and achieving the most success. We look forward to working with you!

**EXHIBIT SPACE**

**Standard and Technology Hub Booths**
Carol Hall, Exhibit Sales Manager, chall@apa.org, (202) 336-5627

**Job Fair Booths — for recruitment purposes only; located in APA psycCareers LIVE Job Fair area**
Nancy Onyewu, Recruitment Advertising Sales Manager, nonyewu@apa.org, (202) 336-5866
Shawn Deadwiler, Recruitment Advertising Sales Representative, sdeadwiler@apa.org, (202) 312-6486
Amelia Dodson, APA psycCareers Operations Manager, adodson@apa.org, (202) 336-5564

**SPONSORSHIPS**

**APA 2020 Sponsorships**
Carol Hall, Exhibit Sales Manager, chall@apa.org, (202) 336-5627
Jodi Ashcraft, Director, APA Media and Event Sales, jashcraft@apa.org, (202) 336-5565

**APA psycCareers LIVE Job Fair Sponsorships**
Nancy Onyewu, Recruitment Advertising Sales Manager, nonyewu@apa.org, (202) 336-5866
Shawn Deadwiler, Recruitment Advertising Sales Representative, sdeadwiler@apa.org, (202) 312-6486
Amelia Dodson, APA psycCareers Operations Manager, adodson@apa.org, (202) 336-5564

**ADVERTISING**

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

**Monitor on Psychology, July/August “Convention” issue and APA.org Banner Advertising**
James Boston, Advertising Sales Manager, jboston@apa.org, (202) 336-5714