

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
Monitor on Psychology	One (1) Full-page ad in July/August 2019 or September 2019 issue	\$9,075	■	Not included	Not included	Not included
APA.org	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
American Psychologist or other APA journals	A total of three (3) non-premium, Full-Page ads in 2019 issues	Dependent upon selected journal(s)	■	Not included	Not included	Not included
APA 2019 Attendee Tote Bags	One (1) insert (one- or two-sided; 8½"x11" maximum)	\$3,500	■	■	■	Not included
APA 2019 Program (for sponsorships secured by March 22, 2019)	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	■	■	■	■
10'x10' Vinyl Floor Marker (if an APA 2019 exhibitor)	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
APA 2019 Mobile App	One (1) Multi-Media Video Package (includes one banner ad)	\$3,200	■	Not included	Not included	Not included
	One (1) Banner ad <i>NOTE will appear in rotation with other APA ads, paid advertiser ads, and other APA 2019 sponsor ads</i>	\$1,800	Not included	■	■	Not included
APA 2019 Exhibit Booth Space	One (1) 10'x10' APA 2019 Exhibit Booth	As noted	\$2,300	\$2,000	\$1,500	Not included

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Additional Complimentary Exhibitor Registrations (if an APA 2019 exhibitor)	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
APA 2019 Pre- and Full-Registrant Lists (Hard addresses only; Email addresses are not provided)	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
APA 2019 Exhibitor Online Listing Upgrade	Enhancements to exhibitor listing that appears online and in the APA 2019 Mobile App	As noted	Optimum \$495	Premium \$295	Standard \$195	Not included
APA 2019 Opening Ceremony: VIP Seating	Open seating in row/seats designated for APA 2019 sponsors	Value-Add	■	■	■	■
Sponsor Ribbons for APA 2019 Badges	Badge ribbons provided to APA 2019-registered sponsor representatives	Value-Add	■	■	■	■
Sponsor Logo on APA 2019 website	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	■	■	■	■
Easel Signage for Exhibit Booth (if an APA 2019 exhibitor)	Sponsor recognition signage to be placed on easel at exhibit booth	Value-Add	■	■	■	■
Additional Recognition	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	■	■	■	■