



AMERICAN  
**PSYCHIATRIC**  
ASSOCIATION



# ANNUAL MEETING

May 5-9, 2018 • New York, NY

## 2018 Exhibitor Prospectus/Rules and Regulations Strategic Branding and Advertising

Jacob K. Javits Convention Center • [psychiatry.org/annualmeeting](http://psychiatry.org/annualmeeting)



**Plan Now  
to Exhibit!**

# Exhibit at the 2018 APA Annual Meeting

**Javits Convention Center**  
**655 West 34th Street**  
**New York, NY 10001-1188**

**Meeting Dates:** Saturday, May 5 - Wednesday, May 9, 2018

**Exhibit Dates:**

Saturday, May 5: 9:00 a.m. - 4:00 p.m.      APA Central, APA Bookstore, Career Fair, Publishers Book Fair

Sunday, May 6 - Tuesday, May 8  
10:00 a.m. - 4:00 p.m.      All commercial and educational exhibits, including APA Central, APA Bookstore, Career Fair, Publishers Book Fair and International Meeting Pavilion

## Who We Are

The American Psychiatric Association (APA) is an organization of psychiatrists working together to ensure humane care and effective treatment for all persons with mental illness, including substance use disorders. It is the voice and conscience of modern psychiatry. Its vision is a society that has available, accessible, quality psychiatric diagnosis and treatment.

## Why You Should Exhibit...

The meeting offers you the largest audience of psychiatrists and mental health professionals at any meeting in the world. It provides an excellent venue to display products designed for the mental health professional, recruit for psychiatric positions or to offer other services to attendees.

The APA Annual Meeting is the largest psychiatric meeting held annually, with over 16,000 anticipated attendees from around the globe, most of whom are physicians from psychiatric and other mental health disciplines, social workers and nurses. The meeting features hundreds of educational sessions and presentations on the latest research, and serves as a symbol of the Association's commitment to improved patient care through professional education. In addition to the more than 400 scientific sessions, over 200 APA committee meetings and allied group meetings will be held during the APA meeting.

## Value for Exhibitors

It is the perfect opportunity for you to:

- Generate new sales leads and expand your market reach
- Connect with psychiatrists from the U.S. and around the world
- Build visibility for your company
- Introduce new products and services to attendees
- Advertise to a wide range of attendees
- Include complete company contact information and description of your products/services in the *APA Exhibits Guide* (if received in advance of deadline)
- Promote your brand through strategic partnerships

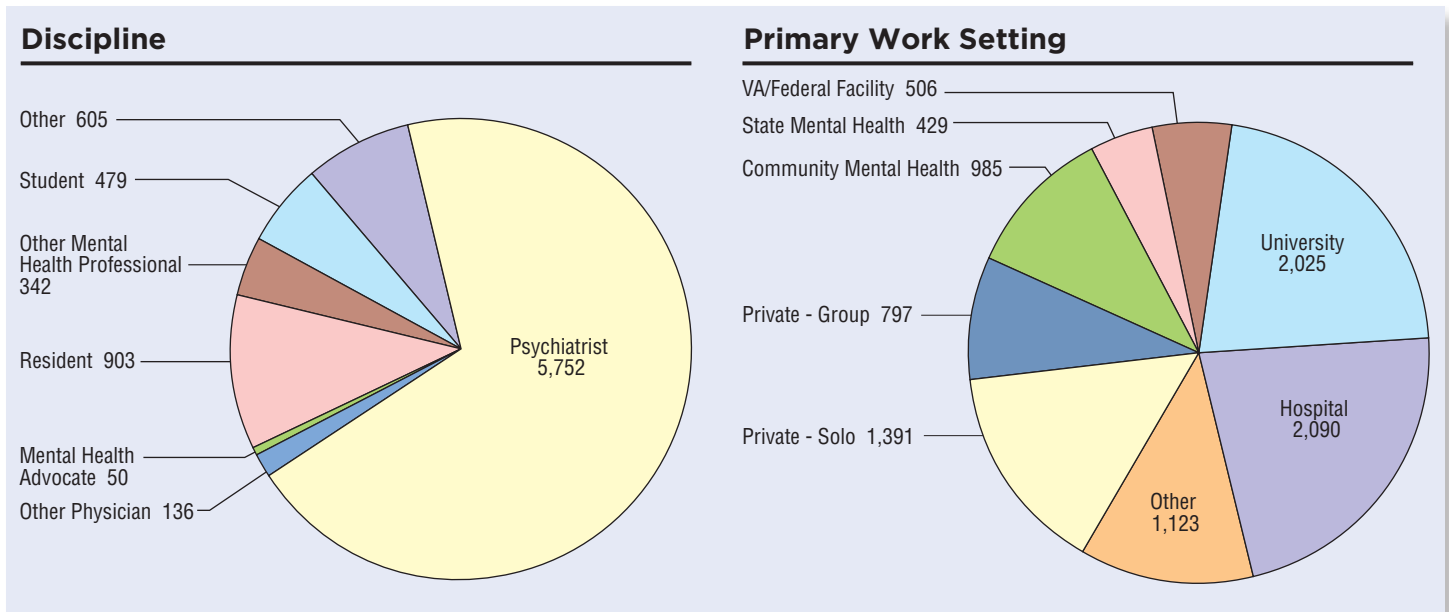
## Exhibit Hall Highlights:

- Poster Sessions
- Unopposed exhibit hours Sunday - Tuesday
- APA Cafe's with charging stations, free Wi-Fi and coffee
- Networking opportunities through APA Meeting App
- Career Fair and Publishers Book Fair exhibits from Saturday - Tuesday
- Innovation Zone-Showcase of new mental health technology advancements
- Advertising and sponsorship opportunities

# Statistics – Previous Annual Meetings

	2017 San Diego	2016 Atlanta	2015 Toronto	2014 New York	2013 San Francisco
Members & Affiliates	5,778	5,196	5,259	7,670	6,255
Non-Members	3,948	3,326	4,247	7,048	5,986
Guests	380	405	497	795	1,029
Exhibitors, Press & Administration	1,874	1,634	1,315	1,799	1,552
Professional Attendance	9,726	8,522	9,506	14,718	12,241
<b>TOTAL</b>	<b>11,600</b>	<b>10,156</b>	<b>10,821</b>	<b>16,517</b>	<b>13,793</b>

## Annual Meeting Discipline & Primary Work Setting Data

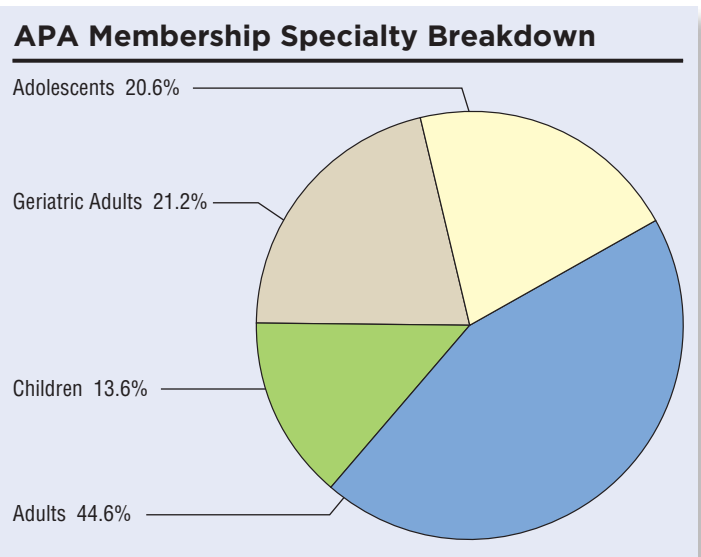


## Membership Statistics

The American Psychiatric Association is the world's largest psychiatric organization. It is a medical specialty society representing more than 36,500 psychiatric physicians and medical students from the U.S. and around the world.

Consider the following overall demographics of APA members:

U.S.	90%
International	10%
Male	61%
Female	39%
Board certified	77%





# Who to Contact:

## Exhibit Sales & Sponsorships

Vernetta Copeland  
Associate Director  
703-907-7382  
[vcopeland@psych.org](mailto:vcopeland@psych.org)

## Exhibitor Registration

Jamie Woodside, CEM  
Exhibits and Meetings Manager  
703-907-7810  
[jwoodside@psych.org](mailto:jwoodside@psych.org)

# Important Deadline Dates

## 2017

- November** 1 ■ Sponsorship and advertising opportunities available
- December** 15 ■ Housing Opens

## 2018

- January** 2 ■ First booth cancellation deadline (see page 6 for details)
- March** 2 ■ Balance of booth fee due
- 3 ■ Second booth cancellation deadline - no further refunds (see page 6 for details)
- Deadline to submit description for printed program
- All descriptions on Meeting App



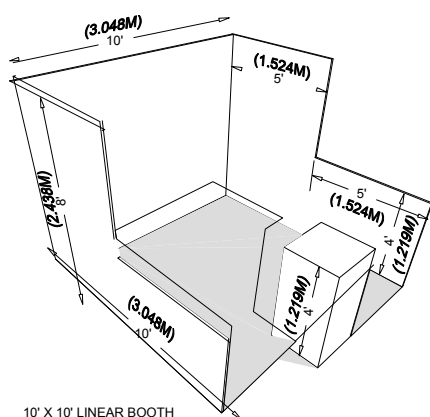
# Exhibit Pricing and Specifications

## Booths include:

[View Floor Plan](#)

- Listing in *Exhibits Guide* (if received by deadline)
- Listing in the *APA Daily* publication (if received by deadline)
- Visibility in the APA Meeting App
- Visibility on the digital, exhibit floor map
- Unopposed exhibit hours Sunday – Tuesday
- Marketing and support opportunities
- Complimentary exhibitor registrations (no access to general sessions) – six (6) per 100 sq. ft.
- Red complimentary exhibitor badges only gain access to the exhibit hall and to ride the shuttles. Red exhibitor badges do not permit attendance at scientific sessions. To attend sessions or courses, you must register and pay the appropriate fees. See [APA Annual Meeting](#)
- Exhibitor Only Lounge, Sunday – Tuesday during exhibit hours
- Publishers Book Fair and Career Fair (exhibit Saturday – Tuesday)

The **Publishers Book Fair** is an area assigned to publishers of print or electronic media only. The **Career Fair** is a centralized area that allows the attending psychiatrists, mental health professionals, resident-fellow members, residents and first through fourth year career professionals an opportunity to take part in recruitment opportunities. Check the appropriate box on the Booth Reservation site and select a booth number in the appropriate area.



10' X 10' LINEAR BOOTH

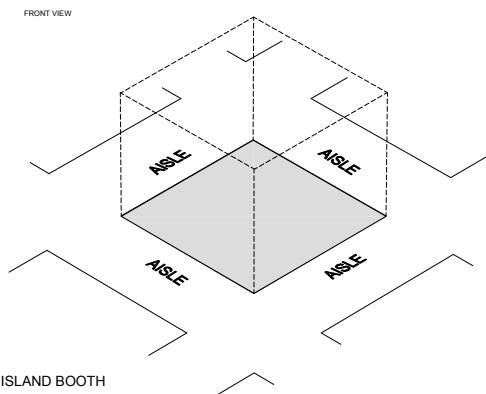
### 10' x 10' Booth (100 sq. ft.): \$3,400 Corner Booth \$3,500

- Standard 7' x 44" identification sign
- 8' high back drape and 3' high side dividers

### 10' x 20' Booth (200 sq. ft.): \$6,800 (\$100 additional for corner booths)

- Standard 7' x 44" identification sign
- 8' high back drape and 3' high side dividers

- Displays over 4' in height and within 10 lineal feet of an adjoining booth or cross-aisle must be confined to the back half of the booth.
- Corner booths cannot exceed 12' in height.



ISLAND BOOTH

### Island Booth (20' x 20', 400 sq. ft. minimum)

\$40.00 per square foot

- Booth renderings/schematics are required, and must be approved by Exhibit Manager
- Booth structures and hanging signs limited to 20' in height

**NOT INCLUDED:** Booth cost does not include booth carpet, furnishings (tables/chairs), electricity, Wi-Fi, audiovisual equipment, floral, catering or labor.

By submitting your booth space reservation, you are confirming that you have read and agree to the 2018 Annual Meeting Rules and Regulations.

# How to Exhibit

Now that you have decided to be a part of the 2018 APA Annual Meeting, view the floor plan and select from available booth spaces.

Once you have determined your booth, use the Online Booth Space Reservation link below to reserve your space.

## [Booth Reservation Link](#)

## [2018 Floor Plan](#)

### Payment for Space

There is a 50% deposit required. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the American Psychiatric Association. Your invoice will provide mailing information for payments by check.

Full payment of all rental charges is due on or before March 2, 2018. Reservations submitted after March 2, must include full payment. Upon approval of reservation, all exhibiting organizations cancelling or downsizing exhibit space will be charged a 10% processing fee of total cost, in addition to cancellation fees if applicable (see below). Exhibitors are liable for unpaid booth fees if cancellations, reductions or changes occur prior to receipt of payment. No refunds will be issued for exhibit space cancellations received after March 2. There is no cut-off date to booth sales if space is available.

### Booth Cancellations and Reductions

Exhibitor cancellation requests, including booth reductions and changes to configurations, must be received in writing at [apaexhibits@psych.org](mailto:apaexhibits@psych.org). The fee will be refunded in the manner in which it was received. The refund policy is:

Until January 2, 2018:	Full refund, less 10% processing fee of full booth amount
January 3 - March 2, 2018:	50% of total booth cost refunded, less 10% processing fee
After March 2, 2018:	No refunds

### Space Assignment

Exhibit space is assigned based on priority points during advance sales on site at the Annual Meeting. At the conclusion of the meeting, booths are assigned on a first-come, first served basis.

### Priority Points

The priority point system is the participation and loyalty reward system for APA exhibitors, advertisers and sponsors. These points are used in the scheduling process of the space selection.

Exhibitors accumulate priority points as follows:

1. Without a two-year consecutive absence since 1993, regardless of the amount of space used each year, each company will be given one (1) point for exhibiting at each APA Annual Meeting and Institute on Psychiatric Services;
2. One (1) point for advertisement (excluding classified advertising) in any of the following publications—*American Journal of Psychiatry*, *Psychiatric News*, and *Psychiatric Services*, regardless of the size or number of advertisements purchased; and
3. Sponsorship points awarded on a sliding scale in increments of one (1) point per every \$5,000 spent. Sample scale:

Amount Spent	Priority Points
\$5,000-\$10,000	1
\$10,001-\$15,000	2
\$15,001-\$20,000	3
\$20,001-\$25,000	4
\$25,001-\$30,000	5
\$30,001-\$35,000	6

# APA Strategic Branding and Advertising Opportunities

Extend your branding beyond your booth and make a larger impression on attendees with featured advertising and sponsorship opportunities.

Branding opportunities allow you to:

- Maximize your investment
- Connect with largest audience of psychiatrists
- Build visibility for your company
- Reach attendees with targeted marketing.
- Advertise to a wide range of attendees
- Promote your brand

## Meeting Stats

- Average Annual Meeting attendance (2014-2017): 12,000
- Number of exhibit hall attendees: 6,198
- Average number of leads via lead retrieval devices: 228
- APA Membership: 36,500

## Who to Contact

### American Psychiatric Association

1000 Wilson Boulevard, Suite 1825  
Arlington, VA 22209

### Exhibit Sales and Sponsorships

Vernetta Copeland  
Phone: 703-907-7382  
Email: vcopeland@psych.org

### Product Theaters and Therapeutic Updates

Lilia Coffin  
Phone: 703-907-8512  
Email: lcoffin@psych.org

### Pharmaceutical Media, Inc. (PMI)

30 East 33rd Street  
New York, NY 10016  
Fax: 212-685-6126

### Print Advertising

Eamon J. Wood  
Recruitment Advertising Manager  
(Non-Pharma Sales)  
Phone: 212-904-0363  
Email: ewood@pminy.com

Jill Redlund  
National Accounts Manager  
Phone: 212-904-0366  
Email: jredlund@pminy.com

## Sponsorship Rules and Regulations

Sponsors must be an exhibitor to participate and a booth must be fully occupied during the entire show unless noted.

As of February 1, 2018, non-exhibiting companies will be permitted to purchase available sponsorships, plus a non-exhibiting fee of \$3,500.

Sponsorships are accepted on a first-come, first-served basis. Once a sponsorship is selected, a letter of agreement and invoice will be provided. A signed agreement and payment is required within 30 days or the sponsorship will be returned to inventory.

Sponsorships must comply with the same APA Rules and Regulations that govern exhibits.

### Production Artwork Deadlines

The deadline for all production ready artwork is due Friday, March 16, 2018.

The following increases will be in effect after that date:

March 19 – April 1:	Increase by 25%
April 2 – April 15:	Increase by 50%
April 16 – April 30:	Increase by 100%
May 1 – Show site:	Price upon request

*A graphic proof will be sent 5 - 7 business days after receipt of production artwork and sample pdf. Approval or revisions will be required 48 hours after receipt. If revisions are needed due to layout changes or improper sizing, the new date when Freeman receives the updated artwork will be considered the new date for pricing. Production will not continue until balance and any late charges are paid in full, which can further affect increases.*

*All production copy must be approved by APA.*



# Branding Opportunities

Contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss the following opportunities:

## Advertising Display Light Panels

Light the way throughout the exhibit hall and provide a means for exhibitors to promote their company name, product/service, product theaters, booth theme or booth location, on full-color display panels approximately 7' high by 37" wide. Graphics will be printed in color from exhibitor-supplied artwork.

**Rotating Advertising Displays:** Each display will have four individual display panels.

**Lighted, Four-Sided Rotation Display: \$26,000**

**Advertising Display Panels:** Single panel displays will be located by selected entrances and along the aisles of the Exhibit Hall.

**Single, Lighted Ad Panel: \$10,000 each**

*Any upgrades or special requests will involve an additional cost.*

## Exhibitor Suites

Be among the action on the Exhibit Hall floor by utilizing an executive suite located on the Exhibit Hall floor. These suites will provide an excellent venue to have private meetings with clients or conduct staff meetings. Several sizes are available to meet your individual requirements. There will be access to the suites from Sunday – Tuesday, 10:00 a.m. – 4:00 p.m. Refreshments may be ordered separately through Convention Center catering.

Private executive suites constructed with fabric-covered hard walls and lockable door, will include carpeting, a 22"x 28" identification sign and furnishings as listed below:

**Exhibitor Suite: 10' x 10' - \$3,000**

Furnishings include: 4 chairs, 1 round table (30" h x 36" w bistro table), 1 wastebasket.

**Executive Exhibitor Suite: 10' x 20' - \$6,000**

Furnishings include: 8 chairs, 2 round tables (30" h x 36" w bistro table), 2 wastebaskets.

**Silver Exhibitor Suite: 20' x 20' - \$12,000**

Furnishings include: 16 chairs, 2 round tables (30" h x 36" w bistro table), 2 wastebaskets.

*Note: Furniture upgrades and electricity will involve additional costs.*





# Branding Opportunities (continued)

Contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss opportunities:

## CHARGING STATIONS \$25,000

Everyone needs to recharge, so computer and cell phone charging stations are a great way to convey your message. Stations will be placed in a general area in the Exhibit Hall. APA will provide signage with sponsor's product logo.

## AISLE BANNER DANGLER \$25,000

Position yourself on the aisle banner sign where many attendees look for direction on the Exhibit Hall. Add your message, logo or booth number. This a sole sponsorship and the company will provide artwork for inclusion on all banner signs (maximum of 17 danglers).

## PARK BENCHES \$20,000 (28 TOTAL)

For a busy show, park benches are the perfect sponsorship for attendees. Park benches will provide areas for them to sit with colleagues along the main aisle of the Exhibit Hall. Sponsors will have an opportunity to have their artwork or logo on park benches from Sunday-Tuesday of the show. For an additional \$3,500, a literature rack is available at each pair of benches to display product information.

Note:

If there are additional opportunities that you are interested in supporting that are not listed, please contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss.

## SHUTTLE WRAPS

### THREE (3) SHUTTLE BUSES PER ROUTE \$30,000

See your message coming and going! Enjoy the ultimate marketing tool by purchasing a rolling advertisement during this year's Annual Meeting. Your custom artwork will be on



display on the official shuttle buses providing service from Saturday through Wednesday during shuttle operation. Advertiser will enjoy maximum exposure as all attendees of the Annual Meeting will be able to see the coaches at the Convention Center and the public will view the advertising as the motor coaches drive around the city between the hotels and the Center.

Four shuttle routes available.

## CONVENTION CENTER DISPLAY OPPORTUNITIES

Convention Center and hotel display opportunities are available for you to advertise on banners, column wraps, elevator and escalator clings, on a billboard marquee outside of the Convention Center, in exhibit hall and more. Refer to [PlanTour](#) for location availability, costs and specific details for each option.



## Branding Opportunities (continued)

**Contact Lilia Coffin at [lcoffin@psych.org](mailto:lcoffin@psych.org) to discuss the following opportunities:**

### **PRODUCT THEATER SESSIONS \$70,000 (60 Minutes)**

The sessions will take place in a separate theater area built in the Exhibit Hall. There will be 12, 60-minute promotional product presentation sessions available — 11:00 a.m., Noon, 1:00 p.m. and 2:00 p.m. on Sunday, Monday and Tuesday, with a standard set classroom for 250 participants and 50 additional chairs in the back of the room. The cost includes standard audiovisual equipment (LCD projector and screen), one advertising panel,\* boxed lunch and lead retrieval devices. Time slots will be assigned on a first-come, first-served basis. Announcement of the program, including topic, speaker and supporter will be listed in the *Exhibits Guide* portion of the *APA Guide*.

[Product Theater Guidelines](#)

**\*The cost for each additional advertising panel is \$4,500.**

**Please contact Lilia Coffin at [lcoffin@psych.org](mailto:lcoffin@psych.org) to be added to a waiting list.**

### **THERAPEUTIC UPDATES \$45,000 (per session)**

Evening, two-hour informational programs will be offered at a meeting hotel. Supporters may design a non-CME informational program for physicians attending the meeting. Hotel ballrooms will be preset for the programs in rounds. Announcement of the program including topic, speaker and supporter in the *APA Exhibits Guide*. All other program costs are the responsibility of the sponsor, including ballroom rental fees, if applicable, audiovisual equipment and food and beverages.

[Therapeutic Updates](#)



**Contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss opportunities:**

## **APA CAFÉ WITH WI-FI, COFFEE SERVICE AND CHARGING STATIONS \$125,000 (2)/\$62,500 EACH**

- **APA Café** along with a charging station, Wi-Fi and coffee will be located in the Exhibit Hall. Signage available for the support in the Café and listed in the *APA Guide* in the *Exhibits Guide* section.
- **Computer and cell phone charging stations** are a great way to get awareness out to the meeting attendees. Stations will be placed within the Cafes' in the Exhibit Hall. The logos will be on display throughout the duration of the Exhibit Hall hours and dates of the entire meeting for the charging station. APA will provide signage with sponsor's product logo.

## **HOTEL KEY CARDS OR "DO NOT DISTURB" DOOR HANGERS \$15,000 Per Hotel**

Put your brand and message in the hands of attendees as they come and go or at their hotel door with a key card or door hanger to remind them to visit your booth or build corporate or product awareness. Design and message must be preapproved. The supporter will incur all costs for production, shipping and distribution. The hotels are first-come, first-served, so do not wait.

## **WIRELESS INTERNET \$40,000**

Provide wireless internet access in non-CME areas of the Convention Center to attendees. The landing screen will be personalized with corporate logo and information. The company name will also be listed in the *APA Exhibits Guide*.

## **RESIDENT POSTER SESSION AND AWARDS \$25,000**

The APA is offering a special poster session dedicated to residents, medical students and research or clinical fellows. All will be formally invited to participate by sharing their research projects and practice experiences with colleagues. Award ribbons and certificates will be given for best posters in poster categories.

## **VIRTUAL REGISTRATION BAG \$1,000**

The Virtual Registration Bag allows companies to submit PDF materials for upload online to attendees prior to the meeting. This information will be sent to all attendees prior to the meeting along with their registration confirmations. The deadline for submission is April 20, 2018.

*Exhibiting is not required.*

**Contact Nina Taylor at [ntaylor@psych.org](mailto:ntaylor@psych.org) to discuss the following opportunity:**

## **INNOVATION ZONE**

The Mental Health Innovation Zone (MHIZ) is the APA's showcase and catalyst for the advancement of mental health technologies. Leaders, entrepreneurs and innovators in the mental health field gather to network, share ideas and develop innovative solutions to today's challenges in mental health care. The Innovation Zone will feature a small theatre and stage for a series of presentations and will feature the Psychiatry Innovation Lab, a "shark-tank" styled session, as well as many presentations on data mining, machine learning, AR/VR, telepsychiatry and much more. As a sponsor, you will have the opportunity to connect with attendees through demonstrations, idea exchanges and panel discussions. The sponsors will have additional brand visibility opportunities through signage, marketing campaigns and various media outlets. Each sponsorship tier unlocks a number of opportunities to connect and share your innovative ideas. Learn more at [psychiatry.org/innovation](http://psychiatry.org/innovation)

### **Sponsorship Levels:**

#### **Geopbyte \$30,000**

Includes: Smart desk with customizable panels in the innovation zone, one-hour industry expert presentation, signage, presentation companion MedicalMind podcast interview, onsite interview, program recognition and three (3) MHIZ exhibitor badges.

#### **Gigabyte \$15,000**

Includes: Smart desk in the innovation zone, 30-minute demonstration or session, signage, program recognition and two (2) MHIZ exhibitor badges.

#### **Megabyte \$5,000**

15-minute Ted-style talk and program recognition.

#### **Byte \$2,000**

Program recognition

*Exhibiting is not required.*



**Contact PMI to discuss the following opportunities:**

Tim Wolfinger, 917-710-8535, twolfinger@pminy.com

Jill Redlund, 908-313-7264, jredlund@pminy.com

## **APA DAILY AND ADVERTISING \$25,000**

Reach meeting attendees as they read late-breaking news and scientific coverage in the meeting's official newspaper. The *APA Daily* offers advertisers comprehensive exposure at the meeting, with 25,000 issues distributed in three editions over five days. The online *APA Daily* also offers bonus digital advertising opportunities—it is sent not only to meeting attendees but also to APA members who could not attend the meeting.

## **MOBILE EVENT APP \$40,000**

The APA Meetings App gives attendees all the information necessary to navigate the event. The sole sponsor will receive a global menu entry that connects to content or a website of its choice and acknowledgement in ads and promotion of the app. The sponsor will also receive a promoted post in each attendee's activity feed each day of the event. Attendees can build their personal schedules of sessions and exhibitor events and receive alerts. Additional app functions include the full schedule of scientific sessions, APA meetings and allied meetings, speaker bios, maps, exhibitor list, daily news, social media feeds and the city guide.

## **DISTRIBUTION RACKS \$20,000**

The exclusive sponsor of the *APA Daily* distribution racks is guaranteed incredible visibility each time an attendee passes by or grabs a newspaper from one of the racks placed at premium locations throughout the Convention Center. This unique marketing opportunity includes corporate advertising on the side panels, as well as a full-page, four-color ad in each issue of the *APA Daily*.

## **APA DOCTOR'S BAG DISTRIBUTION**

Be the sponsor of the Doctor's Bag and have your company name and logo imprinted on it or put your insert into the bag to be distributed directly to APA Annual Meeting attendees at registration on Friday, Saturday and Sunday, May 5-9, 2018.

Bag support and bag inserts available.





# Advertising Reservation Form

APA Guide – 2018 American Psychiatric Association Annual Meeting

**Deadline to Reserve Ad Space: March 20, 2018**

**Material Due: March 27, 2018**

The *APA Guide* to the Annual Meeting is the only official book distributed onsite to registrants at the APA Annual Meeting in New York, May 5-9, 2018.

The *APA Guide* combines the Program Book, New Research and Exhibits Guide into one comprehensive, full-color book.

All advertisers in the *APA Guide* will have their exhibit name highlighted in the Exhibits Guide section.

Advertising Sizes and Rates			Preferred Positions	
	Black & White	Four Color	Available in Four Color Only	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$3,940 net	<input type="checkbox"/> \$5,690 net	<input type="checkbox"/> Cover 2	\$13,550 net
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$2,480 net	<input type="checkbox"/> \$3,710 net	<input type="checkbox"/> Cover 3 and 4	\$22,520 net
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$ 990 net	<input type="checkbox"/> \$2,180 net	<input type="checkbox"/> Cover 4	\$16,950 net
<input type="checkbox"/> 2 Page Insert (supplied by advertiser)		\$8,170 net	<input type="checkbox"/> Cover 3	\$11,090 net
<input type="checkbox"/> 4 Page Insert (supplied by advertiser)		\$16,290 net	<input type="checkbox"/> Tab (2 sided)	\$12,750 net

If ad has more than one unit, please specify ad configuration below.

## Cancellation Terms:

- All signed agreements are firm. No cancellations will be accepted after closing.
- All preferred positions (Cover 2, Cover 4, and Annual Meeting Guide Section Tabs) are non-cancellable after January 18, 2018.
- Preferred position cancellations will incur a 10% processing fee.

## Ad Specifications – (See following page)

*Yes!* We would like to reserve space in the official *APA Guide of 2018 APA Annual Meeting*.

Please reserve the space checked above. (Space is subject to availability.)

## Contacts:

### Pharmaceutical Products and Services

Pharmaceutical Media, Inc.

Jill Redlund

P: 908-313-7264

E: [jredlund@pminy.com](mailto:jredlund@pminy.com)

### Non-Pharmaceutical Products and Services

Pharmaceutical Media, Inc.

Eamon J. Wood

P: 212-904-0363 F: 212-685-6126

E: [ewood@pminy.com](mailto:ewood@pminy.com)

## Return reservation form to:

### Pharmaceutical Media, Inc.

Susan Tagliaferro

P: 212-904-0378 F: 212-685-6126

E: [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

## Billing Information

Advertiser: \_\_\_\_\_

Bill to:  Advertiser  Agency

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Payment Information

Purchase Order Number (if available): \_\_\_\_\_

Credit Card (Type): \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

CC Number: \_\_\_\_\_

Exp: \_\_\_\_\_

Prepayment Amount (each ad): \_\_\_\_\_

Signature: \_\_\_\_\_

## Payment Terms: Payment Due Upon Receipt of Signed Order

This is an annual meeting publication. Just as payment for booth space is due prior to the meeting dates, so is payment for all ad placements.

# APA Guide – 2018 American Psychiatric Association Annual Meeting

## Advertising Specifications

### Ad Sizes

Trim size: 8 1/8"w x 10 7/8"h  
Bleed page: 8 3/8"w x 11 1/8"h  
Bleed page spread: 16 1/2"w x 11 1/8"h  
Full page: 7"w x 10"h  
1/2 page: 3 3/8"w x 10"h or 7"w x 4 7/8"h  
1/4 page: 3 3/8"w x 4 7/8"h  
*Keep essential elements 1/2" from bleed edges.*

### Print Requirements

We utilize 100% digital computer-to-plate production according to SWOP standards. Submit all ads in a PDF according to the guidelines available at <http://www.appi.org/Journals/Pages/AdvertisingInfo.aspx>. All 4-color ads must be accompanied by a digital SWOP certified proof. Visit [www.swop.org](http://www.swop.org) for a list of certified proofs.

### Design Services

We can design your ad in a PDF format for a non-commissionable production charge of \$75 for 1/4 page, \$150 for 1/2 page and \$200 for full page.

### For production information about inserts and premium tab dividers, contact:

**Susan Tagliaferro**  
Pharmaceutical Media, Inc.  
Production Manager  
30 East 33rd Street, 4th Floor  
New York, NY 10016  
P: 212-904-0378  
E: [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

### Send materials to:

**Susan Tagliaferro**  
Pharmaceutical Media, Inc.  
Production Manager  
30 East 33rd Street, 4th Floor  
New York, NY 10016  
P: 212-904-0378  
E: [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)



# Attendee Mailing Label Information

## Reach Annual Meeting Attendees and APA Members Before and After the 2018 APA Annual Meeting With APA Mailing Lists!

### Pre-Meeting Registration List

- Available April 16, 2018 (The list will be available for shipment from April 16, 2018 to July 25, 2018.)
- Various selection criteria are available including registrants, guests and geographic locations (excludes exhibitors, administration and press).
- Following the meeting, the registration list will be available thru July 25, 2018.

### APA Member List

- Send your message to APA members before the pre-registration list is available.
- U.S. count includes selections by member's area of interest and geographic location.

Contact [membership@psych.org](mailto:membership@psych.org) or 703-907-7364.

## 2018 Mailing List Pricing and Fees\*

	2018 APA Annual Meeting Attendees List	2018 APA Membership Mailing List
Microsoft Excel file	\$240 per 1,000 names + \$90 flat service fee	\$190 per 1,000 names + \$90 flat e-mail fee
Minimum Label Fee	\$450	\$400
Selection Fees (First three selections)	\$24 per 1,000 names	\$20 per 1,000 names
Additional Selections	\$10 per 1,000 names	\$10 per 1,000 names
nth name	\$10 per 1,000 names	\$10 per 1,000 names
Minimum Selection Fee	\$60	\$60

\* A \$90 flat email fee applies to all orders.

## Pre-Meeting Registration List

The APA provides mailing lists for the purpose of promoting approved educational or scientific courses, seminars, meetings, recruitment, books or products concerned with mental health or mental illness and its treatment. APA must approve mail pieces before the order can be processed, and reserves the right to refuse any request for rental of its mailing list. The lists are sold for **ONE-TIME use only** by the requestor, not to be reproduced in any form or sold to another user. All orders **must be used within an eight-week period** of receiving the list. Our list may not be used to purchase phone numbers, fax numbers and/or email addresses for any purpose. A reciprocity policy applies to rentals of the APA member list by publishers of professional psychiatric content, but this policy does not apply to exhibitors at the 2018 APA Annual Meeting who are purchasing the 2018 Pre-Meeting Registration List.

# 2018 Annual Meeting Rules and Regulations

All personnel staffing your exhibit must be familiar with the APA Rules and Regulations prior to the opening of the exhibits.

## Eligibility for Exhibiting

The exhibits are an integral part of the APA Annual Meeting. APA in its sole discretion may reject any application and prohibit any exhibit or part of an exhibit for any reason and may cancel, or refuse rental of display space to any person or company whose conduct or display of goods is, in the sole opinion of APA, incompatible with the general character and educational objectives of the meeting and the policies of the APA. APA reserves the right to assign exhibit booths and exhibits space, irrespective of priority points earned. Active selling and product distribution is not permitted.

## Control

APA shall at all times maintain full control over the planning, content, quality, implementation and all other aspects of the 2018 Annual Meeting. Other than the exhibit space, which must be used in accordance with these 2018 Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the 2018 Annual Meeting. Neither the acceptance of a registration nor the existence of an exhibit at the Annual Meeting shall imply an endorsement by APA of the exhibitor. APA shall not be liable to any third party in any way for the acts or omissions of the exhibitor.

## Space Applications, Charges and Assignments

### Contract for Space

The completion of the online reservation for exhibit space and the full payment of rental charges is required to reserve the exhibit space.

## Booth Activity Information

### General Booth Conduct

The exhibitor must confine all promotional activities to their booth. Solicitation of registrants in the aisle by company personnel is prohibited. The exhibit must be staffed during all open hours. Packing of equipment and materials cannot begin before 4:00 p.m., Tuesday, May 8, 2018.

### Promotional Contests and Raffles

Giveaway contests and raffles, when used as a promotion to attract attendance at your booth, are permitted on the exhibit floor. Public address announcements of winners on the exhibit floor are not permitted.

### Distribution of Refreshments & Catering

To promote attendee participation in the Exhibit Hall and your individual booths, the APA permits in-booth refreshments. Lines may not block aisles or other booths, and control of lines is the responsibility of the distributing company. Refreshments must be provided in conjunction with the requirements of the Convention Center Catering Department.

### Distribution of Literature, Products, Booth Premiums and Promotional Activities

Distribution of product/service literature may be made only within the booth space assigned to the exhibitor presenting

such material. Exhibitors are permitted to distribute descriptive product literature and products of their own manufacture, provided such distribution is in keeping with the educational and professional character of the Annual Meeting. The APA prohibits the distribution (either free or for sale) of educational enduring materials onsite that award CME credit.

## Sunshine Act-Physician Payment

If a company will be providing a meal or anything of value to physicians that is reportable as a physician payment in the Sunshine Act, the company agrees that the exhibit will contain signage informing physicians that the company will be reporting physicians and the value to be reported in a manner that provides them an opportunity to decline participation.

## In-Booth Events

The use of key opinion leaders or company employees for live activities to promote exhibitor products are permitted within exhibitor booth space. Material presented in the Exhibit Hall is promotional and may not compete with the APA scientific program. No CME credit may be awarded for any activity in the Exhibit Hall.

Audience seating for live presenters and speakers with podiums and microphones are not permitted in booths.

## Audiovisual Equipment

Audiovisual equipment is limited in operation to demonstrations only and shall not be used for showings designed to attract or amuse registrants. Showing of films in continuity may be done only in areas designed to protect other exhibitors from interference and annoyance. The use of glaring lights or objectionable light effects is prohibited. Sound speakers, podiums and/or microphones are not permitted. Show management will monitor sound levels.

## Book Giveaways and Signings

Book giveaways and signings are permitted in the Exhibit Hall, provided that the book or literature being signed is related to the practice of psychiatry and that the actual cost of the book does not exceed \$75. All lines must be confined to the booth area, not blocking any aisles. All book signings must be approved in advance by APA.

## Market Research

Market research can only be conducted by firms hired by a 2018 Annual Meeting exhibitor. With its application for space, the research company must submit a letter of authorization from its sponsoring company and a list of all premiums proposed for distribution. Market research booths must remain open and staffed throughout the Annual Meeting even if surveys are completed prior to 4:00 p.m., Tuesday, May 8, 2018. Interviews lasting longer than five minutes are not permitted on the exhibit floor and all interviews must be conducted within the confines of the booth space. Soliciting registrants in the aisles is strictly prohibited. Violations assessed against exhibiting market research companies may also be applied to the sponsoring company.

## Photography and Videotaping Policy

Videotaping and photographing by exhibitors within the Exhibit Hall is restricted to individual booth space. Attendees



# 2018 Annual Meeting Rules and Regulations (continued)

may at any time deny permission to be photographed or videotaped by APA photographer or media. Any photos or videography taken by APA, including of exhibitors and attendees, may be used for publication on psychiatry.org, printed material and for other official purposes as needed by the APA.

## Exhibitor Training Sessions

Training sessions are permitted only during published setup hours. Everyone attending training sessions must wear an exhibitor badge. All training activity must take place in the booth. Roaming throughout the Exhibit Hall is not permitted. APA must be notified in advance of training sessions and be provided the dates and times.

## Admittance to the Exhibit Hall

Admittance to the Exhibit Hall is limited to those individuals employed by the exhibiting company or those directly responsible for installation and dismantling. Under no circumstance will children or guests be allowed in the exhibit area until the official opening of exhibits at 10:00 a.m., Sunday, May 6, 2018.

## Exhibitor Registration/Badge Allotments

Each exhibitor is allotted six (6) complimentary exhibitor registrations per 100 square feet of booth space. Each request above the allotment amount will incur a charge of \$50 per badge.

Exhibitor badges are for admittance to the Exhibit Hall and shuttle buses only. If company personnel will be attending scientific sessions, they must register as attendees of the meeting and pay the appropriate registration fees. Exhibitors without proper registration will be asked to leave sessions.

## Changes and Substitutions

Changes and cancellations for badge requests can be completed through the online exhibitor registration portal through Friday, May 4, 2018, free of charge. All changes or substitutions done onsite will incur a \$50 badge processing fee.

## Installation

As a condition of your contract, your exhibit must be open on time and be staffed throughout the entire meeting until the final closing at 4:00 p.m., Tuesday, May 8, 2018. All installation of exhibits and crate removal must be complete before opening date (see below) to allow for final cleaning before opening of the hall.

Friday, May 4, 5:00 p.m. Publishers Book Fair and Career Fair

Saturday, May 5, 5:00 p.m. Full Exhibit Hall

Set-up will not be permitted at all on Sunday, May 6, 2018. All installation of exhibits and crate removal must be complete by 6:00 p.m., Saturday, May 5, for final cleaning before the 9:00 a.m. opening on Sunday, May 6. APA will direct the service contractor to complete installation for an exhibit not set by the published time and the exhibitor will be billed for the cost of labor.

## Dismantling

The official Exhibit Hall closing time is 4:00 p.m., Tuesday, May 8, 2018, for all exhibits. Any exhibitor who packs materials or dismantles an exhibit prior to 4:00 p.m., Tuesday, May 8, 2018, will be subject to forfeiting all its accrued priority points and suspension of exhibit eligibility for one (1) year. A second violation in this category will result in the company not being eligible to exhibit at future APA meetings.

## Floor Covering

The floor in the Exhibit Hall **is not carpeted**. It is the responsibility of the exhibitor to provide adequate floor covering to maintain a professional appearance of the Exhibit Hall. APA reserves the right to "force carpet," at exhibitor's expense, in any exhibit space without flooring.

## Hanging Signs and/or Banners

Signs or banners may be hung over booths 400 sq. ft. or larger. The maximum height of the banner or sign cannot exceed 20' in height. All hanging signs must be approved by APA.

## Contractual Considerations

### Anti-Discrimination Policy

Any organization that wishes to conduct recruitment efforts in the APA exhibit areas must agree that its policy is not to discriminate in recruitment or employment based on gender, race, religion, sexual orientation, or physical or mental disability. Registration for exhibit space evidences that the exhibitor agrees to this policy.

### Compliance with the Law

The exhibitor shall not engage in any display, publication, performance or other activity which conflicts with any federal, state or local law, regulation, rule or ordinance. Nor shall the exhibitor, or its representatives or employees, engage in any lewd display, publication or performance. Exhibitors will not display or bring into the exhibit any animal, bird or other non-human creature without written permission of APA.

### Food and Drug Administration

Exhibitors with products regulated by the Food and Drug Administration (FDA) must comply with FDA guidelines. Exhibitors must also comply with FDA restrictions on the promotion of investigational drugs, approved drugs and approved drugs for unapproved uses.

### Americans with Disabilities Act

Exhibits must be accessible to the handicapped as specified in the Americans with Disabilities Act.

### Fire Safety Regulations

Exhibitors must comply with all local fire regulations. Booth decorations must be flameproof, and all hangings must clear the floor. Electrical wiring must conform with all federal, state and municipal government requirements and to the National Electrical Code Safety Rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, APA reserves the right to cancel all or such part of the exhibit as may be in violation.

# 2018 Annual Meeting Rules and Regulations (continued)

## Forfeiture

If an exhibitor does not follow these 2018 Annual Meeting Rules and Regulations or any other requirements established by APA, the exhibitor shall forfeit the amount paid for space rental, regardless of whether the exhibit space is subsequently leased. Exhibitors found in violation of any of the Rules and Regulations will, at APA's discretion, have their badges confiscated and will be escorted from the Exhibit Hall.

## Force Majeure

The performance of the terms and conditions of the Exhibitor Sales Form is subject to acts of God, disaster, curtailment or interruption of transportation facilities, war, threats or acts of terrorists, government regulations, disaster, fire, strikes or work stoppages, civil disorder, curtailment of transportation facilities, or other similar causes beyond the control of the parties making it inadvisable, illegal, or impossible to hold the 2018 American Psychiatric Association's Annual Meeting, or to provide the facility in which the meeting is to be held. If it is necessary to cancel the referenced meeting due to any of the aforementioned force majeure events, the Exhibitor Sales Form shall terminate, and APA shall return any rental fee(s) paid to the American Psychiatric Association for the assigned exhibit space, less a pro rata share of any expenses incurred by the American Psychiatric Association associated with its lease of the exhibit space. This is the American Psychiatric Association's sole liability to the exhibitor if its 2018 Annual Meeting is not held, or the exhibit space is not available, due to a force majeure event.

## Injury, Loss or Damage

APA will not be responsible for any injury, loss or damage that may occur to the exhibitor's employees or property from any cause whatsoever. APA will not be held liable for any injury, loss, or damage which may be sustained by any person who may be on the premises leased or rented to the exhibitor, or watching, observing, or participating in any demonstration in the exhibitor's exhibit unless such injury, loss, or damage is caused by active negligence or a willful act of APA.

Should any party pursue a claim against APA for an exhibitor's action or failure to act in any matter whatsoever, the exhibitor shall indemnify APA from any and all liabilities, loss, costs, fees, expenses and damages, including punitive damages and attorney fees arising out of or relating to the exhibitor's alleged action or inaction.

## Insurance

The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of the Exhibitor Sales Form, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and products liability coverage with combined and single limits of liability of not less than \$1,000,000. The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of Exhibitor Sales Form, worker's compensation and occupational disease insurance in full compliance with all

federal and state laws covering all the exhibitor's employees engaged in the performance of any work for the exhibitor. All exhibitors are required to submit a certificate of insurance to APA evidencing the required insurance.

All property of the exhibitor must remain under his/her custody and control in transit to, within and in transit from the confines of the Exhibit Hall.

## Reassignments

Exhibit space not occupied at the opening of the exhibition may be reassigned by APA to another exhibitor without refund of the rental paid.

## Repair or Damages

Nothing will be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceiling, furniture or other property of the Convention Center. The cost of repairing damage inflicted by the exhibitor, its employees, representatives or agents to the Convention Center will be billed to and paid for by the exhibitor.

## Smoking Policy

Smoking is prohibited in the Convention Center/Exhibit Hall.

## Eviction and Restrictions

APA reserves the right to terminate an exhibitor's participation in the exhibition when the method of operation becomes objectionable or detracts from the general character of the exhibits as a whole. APA is not liable for any refunds of rentals or other exhibit expenses. Companies receiving such notice will not be eligible to exhibit at future APA meetings.

## Unofficial Activities

The APA restricts certain time periods during the meeting so that unofficial activities do not compete with official events, such as business meetings, peak educational programming times, the Opening Session and the Convocation. In accordance with APA policy, unofficial activities may NOT be held during the restricted times listed below. If space in APA venues is requested, it must be accompanied by a full description of the activity.

Saturday, May 5	8:00 a.m. – 5:00 p.m.
Sunday, May 6	8:00 a.m. – 7:00 p.m.
Monday, May 7	8:00 a.m. – 6:30 p.m.
Tuesday, May 8	8:00 a.m. – 5:00 p.m.
Wednesday, May 9	9:00 a.m. – 5:00 p.m.

## City-Wide Promotional Graphics and Signage

Promotional graphics referring to the APA, APA Annual Meeting, or a booth number at the APA Annual Meeting, displayed on billboards, buildings, pole banners, public uses or other structures, must be approved in advance by APA.

## Interpretation and Amendments

APA shall have full power to interpret or amend these rules, and its decision is final. The exhibitor agrees to abide by all 2018 Annual Meeting Rules and Regulations that may hereafter be adopted by APA.