

# 2020 Branding & Advertising Opportunities

 AMERICAN  
**PSYCHIATRIC**  
ASSOCIATION

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**ANNUAL MEETING**  
April 25-29, 2020 • Philadelphia



[psychiatry.org/annualmeeting](https://psychiatry.org/annualmeeting)

**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

## 2019 Meeting Stats

Average Annual Meeting attendance (2015-2019)	12,420
Average Exhibitor Leads	186
Total Leads Collected	27,146
APA Membership	38,500

## Years Attending Annual Meeting

First Time Attendee	3,243	30%
1 - 5	4,351	40%
6 - 10	1,472	13%
11 - 15	618	6%
15+	1,306	11%



## 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 3, 2020, non-exhibiting companies will be permitted to purchase available sponsorships outside of the Exhibit Hall. The price will include 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.

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

## Advertising Display Light Boxes

Enlighten attendees of your message throughout the Exhibit Hall on lighted advertising towers. Graphics will be printed in color from exhibitor-supplied artwork.

### Rotating Advertising Displays:

Three individual display panels.

### Lighted, Three-Sided Rotation Display: \$30,000

### Single Advertising Display Panels: \$15,000 each

Any upgrades or special requests will involve an additional cost. Design is subject to change.



## Exhibitor Suites

Keep your prospects and staff in the midst of the Exhibit Hall excitement by holding meetings and exchanges in exhibitor hospitality suites. Access to the suites is from Saturday - Tuesday. Refreshments may be ordered separately through Convention Center catering.

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

### Exhibitor Suite: 10' x 10' - \$4,000

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

### Executive Exhibitor Suite: 10' x 20' - \$7,000

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

### Silver Exhibitor Suite: 20' x 20' - \$15,000

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

Note: Furniture upgrades and electricity will involve additional costs.

## Deadlines and Production Artwork

The deadline for all production ready artwork is due Monday, March 23, 2020. Surcharges will apply for artwork submissions and approvals after this date. The following pricing model will be in effect after this date:

March 24- April 12	Rate increase by 25%
April 13- April 21	Rate increase by 50%

A graphic proof will be sent five 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 GES 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.





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

**AISLE BANNER DANGLER \$23,000**

Position yourself above everyone on the aisle banner sign. Add your message, logo or booth number. This is a sole sponsorship and the company will provide artwork. *Design is subject to change.*



**PARK BENCHES \$25,000**

For a busy show, park benches are the perfect sponsorship for attendees to stop and take a break.



**SHUTTLE WRAPS THREE (3) SHUTTLE BUSES PER ROUTE**

See your message coming and going! Enjoy the ultimate marketing tool with a rolling advertisement. Advertiser will enjoy maximum exposure as all attendees and the public view your branding.



**Wrap options:**

Basic, Full Ribbon Banner (shown above): \$30,000

Full Side Wrap (includes exterior windows and lower half): \$60,000

Request specifications and additional options at [vcopeland@psych.org](mailto:vcopeland@psych.org).

Artwork is due by March 13, 2020.

**CONVENTION CENTER DISPLAY OPPORTUNITIES**

Convention Center and hotel display opportunities to come for you to advertise on banners, column wraps, elevator and escalator clings and more.

[Branding and Strategic Partnerships](#)

Note:

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



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

**PRODUCT THEATER SESSIONS \$75,000  
(60 Minutes)**

Promote your product in a focused, 60-minute message to psychiatrists and other mental health professionals. There are 16 sessions available in six time slots from Sunday through Tuesday on a first-come, first served basis. The non-CME session provides standard audiovisual, a boxed brunch, lunch or snack option for 250 attendees and lead retrieval. Any upgrades or additions are additional. The program will be available in the *Exhibits Guide* section of the meeting program, as well as on signage.

**\* Late fees incurred for any artwork not submitted by the deadline.**

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

Present a two-hour, informational program in banquet rounds in a hotel ballroom setting. The non-CME Therapeutic Update sponsorship does not include the program costs, which are the responsibility of the sponsoring company—ballroom rental fees (if applicable), audiovisual, signage, and food and beverages. The program topic, speaker and supporter will be available in the *Exhibits Guide* section of the meeting program.

**NEW! HUDDLE DISCUSSIONS \$10,000**

This is a new, small, informal setting to allow for non-CME discussions in a 20-minute time slot. This is geared to small groups of less than 50. Talks can encompass new product or promotional presentations, a book signing, topic discussion and recruitment opportunities. All requests must include a summary and overview for review. Only exhibiting companies are permitted to present. Contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss scheduling and for more information.

**WIRELESS INTERNET \$30,000**

Provide wireless internet access in 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*. Pharmaceutical branding is not permitted in meeting rooms.





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

### RECHARGE LOUNGE AND WI-FI \$60,000

When attendees search out free Wi-Fi, your logo/message will be displayed at the Recharge Lounge with signage and the company acknowledged in the Exhibits Guide section of the program guide.



### RELAX LOUNGE \$30,000



Take a break from sessions with a quick upper body massage by licensed professionals. This peaceful environment also includes relaxing sounds and aromatherapy. The

sponsoring company will be acknowledged on signage and in the program guide.

### SPECIALTY LOUNGES \$30,000+ (Based on approved designs)

The Specialty Lounge will allow for the distribution of company information and/or an approved attendee giveaway, i.e. branded/unbranded water bottles, coffee stations. Requests of the sponsoring company will be considered.

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

Put your brand and message in the hands of attendees on a key card or door hanger to remind them to visit your booth or build corporate/product awareness. The supporter will incur all costs for production, shipping and distribution. Sponsoring company will also be acknowledged in the meeting program.

### 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 is also included with confirmations of preregistered attendees. Due date: March 28, 2020. *Exhibiting is not required.*

**Contact [innovation@psych.org](mailto:innovation@psych.org) to discuss the following opportunities:**

### INNOVATION ZONE

The Mental Health Innovation Zone 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. Connect with attendees through demonstrations on the theater stage. Sponsors will have additional brand visibility, marketing campaigns and various media outlets. Learn more at [psychiatry.org/innovation](http://psychiatry.org/innovation)

*Exhibiting is not required.*

#### Sponsorship Levels:

##### Geopbyte \$30,000

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

##### Gigabyte \$15,000

Smart desk, 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





**Saturday, April 25, 2020 • 7:00 p.m. – 10:00 p.m. • The Union League Club • Philadelphia, PA**

The American Psychiatric Association returns to its roots in Philadelphia, so join us for an evening of history, fundraising and networking at the APA Foundation Benefit as you network with APA members and leadership.

*All event proceeds benefit the APA Foundation and its programs that recognize and promote the importance of mental health – where you live, learn, work and worship.*

## Recognition and Sponsorship Opportunities:

### Gold Event Sponsor: \$20,000

- Bronze sponsor recognition, plus six (6) complimentary tickets to the Benefit

### Silver Event Sponsor: \$15,000

- Bronze sponsor recognition, plus four (4) complimentary tickets to the Benefit

### Bronze Event Sponsor: \$8,000

- Recognition of support including use of your corporate name and logo in promotional materials leading up to the Benefit
- Corporate logo displayed on on-site Benefit signage
- Recognition at the Benefit and at APA Foundation exhibit booths
- Two complimentary tickets to the Benefit

### Coffee & Dessert Sponsor: \$10,000

- Prominent recognition of support including use of your corporate name and logo in promotional materials leading up to the Benefit
- Signage with company logo at the Benefit
- Four complimentary tickets to the Benefit

### Entertainment Sponsor: \$7,500

- Recognition in pre-event marketing materials, at the Benefit, and at APA Foundation exhibit booths
- Two complimentary tickets to the Benefit

### Floral Sponsor: Two (2) available – \$5,000 each

- Recognition in pre-event marketing materials, at the Benefit, and at APA Foundation exhibit booths
- Two complimentary tickets to the Benefit

### Lounge Sponsor: Four (4) available – \$5,000 each

- Recognition of your support including use of your corporate name and logo in promotional materials leading up to the Benefit
- Designated branded room at Union League Club to mingle and network with guests
- Two complimentary tickets to the Benefit

### Signature Cocktail Sponsor: \$2,500

- Recognition of your support including use of your corporate name and logo in promotional materials leading up to the Benefit
- Signage with company logo at the Benefit

## Customizable Sponsor Packages Available

### Who Attends?

500+ Expected

- APA member and non-member psychiatrists—from residency to retirement
- Mental health advocates
- APA and APA Foundation leadership & administration
- Corporate Partners

### Questions?

To learn more and support the APA Foundation's vision of a mentally healthy nation for all, visit [www.apafdn.org](http://www.apafdn.org)

### Please contact the APA Foundation Development Team:

Lindsey Fox  
Development Officer, Corporate  
and Foundation Relations  
[LFox@psych.org](mailto:LFox@psych.org)  
202-559-3882

Kit Hall  
Director of Development  
[KHall@psych.org](mailto:KHall@psych.org)  
202-459-9703

### The Union League Club



*Ranked the #1 City Club in the U.S., and a shining jewel of history.*

**Thank You for Your Consideration of Support!**



## Contact PMI to discuss the following opportunities and pricing:

Jill Redlund, 212-904-0366, [jredlund@pminy.com](mailto:jredlund@pminy.com)

Eamon Wood, 212-904-0363, [ewood@pminy.com](mailto:ewood@pminy.com)



### APA ANNUAL MEETING GUIDE

*The APA Guide to the Annual Meeting* is the only official book distributed onsite to registrants at the APA Annual Meeting. The Guide combines

Program Book, New Research and Exhibits Guide into one comprehensive, full-color book. All exhibitors that advertise in the APA Guide will have their exhibitor information highlighted in the Exhibits Guide section.

### DAILY NEWSPAPER ADVERTISING

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.



**DAILY DIGITAL COVERAGE SPONSORSHIP** The digital *APA Daily Digital* provides on-site coverage of the meeting via two APA platforms: *Psychiatric News Alert* and the APA Meetings App. These digital advertising opportunities reach attendees, as well as APA members and mental health professionals not attending the meeting.

**MEETING SESSIONS ALERT** Single-sponsored emails will be sent twice daily during the meeting, reaching all registered attendees (U.S. based) featuring information on top sessions scheduled for the day. Two sponsorships are available, an AM edition dropping at approximately 7:00 a.m. each day highlighting day's top morning sessions and a PM edition dropping at approximately 11:00 a.m. each day featuring highlighted afternoon sessions.

### DAILY DIGITAL - POST MEETING RECAP

A single-sponsored, custom email series (three emails in total) features top takeaways from the Annual Meeting. Emails will drop the week immediately following the meeting and continue for two additional weeks, reaching over 29,000 APA members and attendees.

### DOCTORS' BAG SPONSORSHIP

Be the sponsor of the Doctors' Bag and have your company name and logo imprinted on it. The Doctors' Bag will be distributed directly to attendees at registration on Friday, Saturday and Sunday.

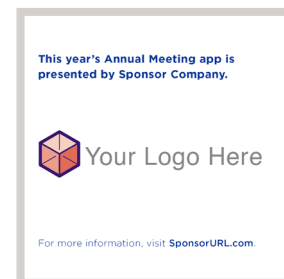


### INSERT IN DOCTORS' BAG

Promote directly to attendees with your insert included in the Doctors' Bag.

### MOBILE EVENT APP SPONSORSHIP

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



### DISTRIBUTION RACKS

This exclusive sponsorship guarantees incredible visibility each time an attendee picks up a newspaper from one of the racks placed at premium locations throughout the Center.



## Guide to the 2020 Annual Meeting

**Deadline to Reserve Ad Space: March 6, 2020**

**Material Due: March 10, 2020**

The *APA Guide to the Annual Meeting* is the only official book distributed onsite to registrants at the APA Annual Meeting in Philadelphia, PA, April 25-29, 2020.

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"/> \$4,020 net	<input type="checkbox"/> \$5,800 net	<input type="checkbox"/> Cover 2	\$13,830 net
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$2,530 net	<input type="checkbox"/> \$3,780 net	<input type="checkbox"/> Cover 3 and 4	\$22,950 net
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$1,010 net	<input type="checkbox"/> \$2,220 net	<input type="checkbox"/> Cover 4	\$17,300 net
			<input type="checkbox"/> Cover 3	\$11,300 net
			<input type="checkbox"/> Tab (2 sided)	\$13,000 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 17, 2020.
- 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 2020 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)

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.

## 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. Keep elements within the bleed (marks, color bars) at least 1/8" away from live edge.*

## 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)



## Reach Conference Attendees

The APA will provide one, complimentary, pre- and post-conference attendee mailing list to exhibiting companies free of charge for the purpose of promoting participation in the exhibit. Approval is not granted to advertise receptions, dinners or other meetings and coordinated events by the exhibiting company. APA must approve mail pieces prior to materials being sent to attendees.

The lists are for **ONE-TIME use only** and is not to be reproduced in any form or sold to another user.

**Email addresses are not provided.**

Contact: [apaexhibits@psych.org](mailto:apaexhibits@psych.org)

Pre-show list available by March 30, 2020

Post-show list available by June 1, 2020



## Future APA Meetings

### Annual Meeting

2021

May 1-5, 2021  
Los Angeles, CA

### IPS: The Mental Health Services Conference

2021

October 7-10, 2021  
New York, NY