

2020 Exhibitor Prospectus/Rules and Regulations Branding & Advertising Opportunities

 AMERICAN
PSYCHIATRIC
ASSOCIATION

ANNUAL MEETING
April 25-29, 2020 • Philadelphia



psychiatry.org/annualmeeting

**Philadelphia Convention Center
1101 Arch Street
Philadelphia, PA 19107
Exhibit Halls C/D/E, Level 2**

Meeting Dates: Saturday, April 25 –
Wednesday, April 29, 2020

Exhibit Dates:

Saturday, April 25:
10:00 a.m. – 4:00 p.m. Publishers Book Fair Open
10:00 a.m. – 4:00 p.m. Career Fair Open
5:30 p.m. – 7:00 p.m. All exhibit booths open
Welcome Reception

Sunday, April 26 – All exhibit booths open
Monday, April 27
9:30 a.m. – 5:00 p.m.

Tuesday, April 28 All exhibit booths open
9:30 a.m. – 2:00 p.m.

The American Psychiatric Association (APA) invites you to participate in the exhibits program taking place April 25-29, 2020. The 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.

Hotel Reservations:

To ensure exhibitors are able to stay in the hotel, APA has committed to a block of rooms. We strongly encourage you to stay in the official hotel and not book outside of the block.

Hotel Reservations

Why You Should Exhibit...

The Annual Meeting offers 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. Over 12,000 attendees are expected, most of whom are physicians from psychiatric and other mental health disciplines, social workers and nurses.

Value for Exhibitors

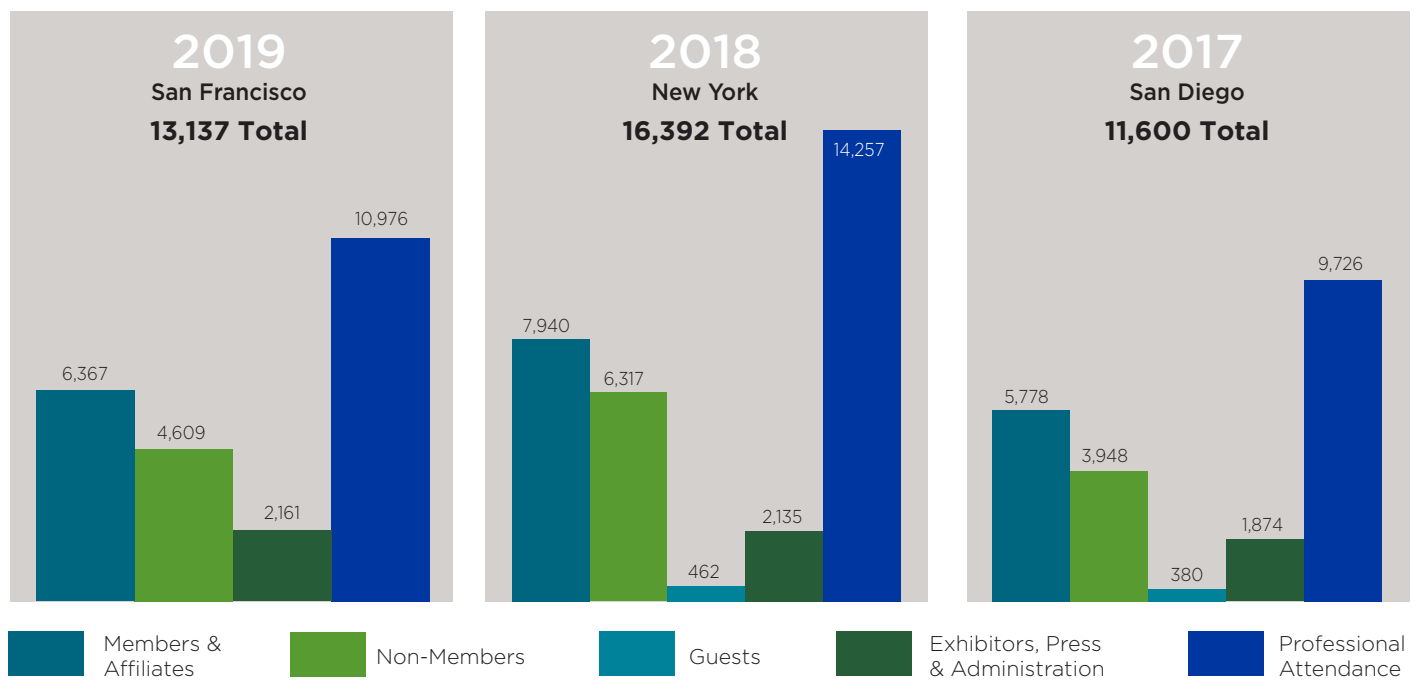
Perfect opportunity to:

- Generate new sales leads
- Maximize visibility for your company
- Network with psychiatrists and mental health professionals from around the country
- Introduce new products and services
- Advertise to a wide range of attendees
- Increase your marketing with branding opportunities

Exhibit Hall Highlights:

- Unopposed exhibit hours Saturday - Tuesday
- Welcome Reception Saturday Evening
- Mid-Day Mingles (Sunday-Tuesday)
- Advertising and sponsorship opportunities
- APA Lounges, charging stations, Wi-Fi
- Networking opportunities
- Career Fair & Publishers Book Fair Pavilions

Registration Data

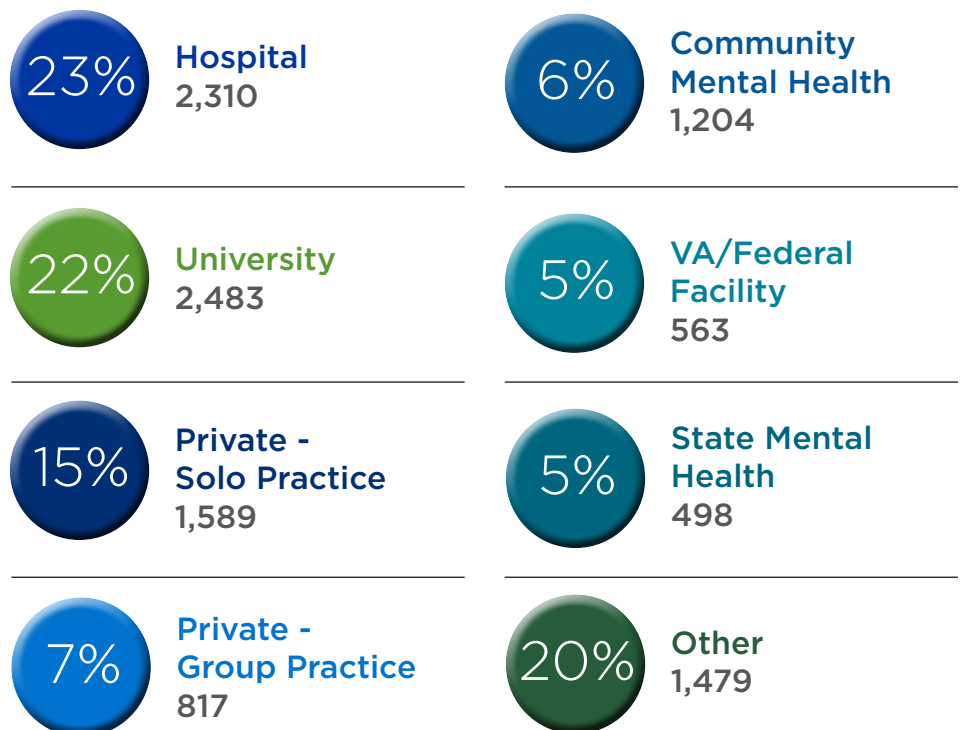


Annual Meeting Discipline & Primary Work Setting Data

Discipline

Psychiatrist	7,036	64%
Resident	1,355	11%
Mental Health Advocate	751	7%
Student	747	7%
Physician (Other)	157	2%
Other	946	9%

Primary Work Setting



American Psychiatric Association

800 Maine Avenue, SW, Suite 900
Washington, DC 20024

Exhibit Sales, Sponsorships Product Theaters

Vernetta Copeland
Associate Director, Exhibit and Sponsorship Sales
Phone: 202-559-3432
Email: vcopeland@psych.org

Exhibitor Registration

Cristina Adames
Senior Meeting Planner
Phone: 202-609-7118
Email: cadames@psych.org

Print/Electronic Advertising

Pharmaceutical Media, Inc. (PMI)

30 East 33rd Street
New York, NY 10016

Advertising

Eamon J. Wood
Recruitment Advertising Manager
(Non-Pharma Sales)
Phone: 212-904-0363
Fax: 212-685-6126
Email: ewood@pminy.com

Tim Wolfinger
VP Integrated Media (Pharma Sales)
Phone: 917-710-8535
Fax: 212-685-6126
Email: twolfinger@pminy.com

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

Important Dates

2019

October

- 21 Exhibit Sales Resume
Sponsorship Sales

2020

January

- 2 First booth cancellation deadline
(see page 7 for details)

February

- 24 Balance of booth fee due
- 25 Second booth cancellation deadline
No further refunds
(see page 7 for details)

**Deadline to submit description for
printed program**

All descriptions on Meeting App

EXHIBITOR REGISTRATION/HOURS

THURSDAY, APRIL 23

Installation 8:00 a.m. – 5:00 p.m.

FRIDAY, APRIL 24

Installation for all Exhibits 8:00 a.m. – 5:00 p.m.
 Exhibitor Registration Noon – 6:00 p.m.
 General Registration Noon – 6:00 p.m.
 Publishers Book Fair Installation complete by 5 p.m.
 Career Fair Installation complete by 5 p.m.

SATURDAY, APRIL 25

Exhibitor Registration 7:30 a.m. – 5:00 p.m.
 General Registration 7:30 a.m. – 5:00 p.m.
 Installation of Commercial and Educational Exhibits 8:00 a.m. – Noon (Install completed)
 Publishers Book Fair Open 10 a.m. – 4 p.m. & 5:30 – 7 p.m.
 Career Fair Open 10 a.m. – 4 p.m. & 5:30 – 7 p.m.
ALL EXHIBITS OPEN 5:30 p.m. – 7:00 p.m.

SUNDAY, APRIL 26

Exhibitor Registration 7:30 a.m. – 5:00 p.m.
 General Registration 7:30 a.m. – 5:00 p.m.
ALL EXHIBITS OPEN 9:30 a.m. – 5:00 pm
 Unopposed Hours 9:30 – 10 a.m./11:30 a.m. – 1 p.m./4:00 p.m. – 5:00 p.m.

MONDAY, APRIL 27

Exhibitor Registration 7:30 a.m. – 5:00 p.m.
 General Registration 7:30 a.m. – 5:00 p.m.
ALL EXHIBITS OPEN 9:30 a.m. – 5:00 pm
 Unopposed Hours 9:30 – 10 a.m./11:30 a.m. – 1 p.m./4:00 p.m. – 5:00 p.m.

TUESDAY, APRIL 28

Exhibitor Registration 7:30 a.m. – 5:00 p.m.
 General Registration 7:30 a.m. – 5:00 p.m.
ALL EXHIBITS OPEN 9:30 a.m. – 2:00 pm
 Unopposed Hours 9:30 – 10 a.m./11:30 a.m. – 1:00 p.m.
 Dismantling 2:00 p.m. – 10:00 p.m.

WEDNESDAY, APRIL 29

ALL EXHIBITS CLOSED
 General Registration 7:30 a.m. – 5:00 p.m.
 Exhibit Dismantling 8:00 a.m. – 5:00 p.m.

TENTATIVE MEETING SCHEDULE

SATURDAY, APRIL 25

Courses/Scientific Sessions 8:00 a.m. – 5:00 p.m.
 Mental Health Innovation Zone 9:00 a.m. – 5:00 p.m.
 Poster Sessions 10:00 a.m. – 4:00 p.m.
 Opening Session 4:00 p.m. – 5:30 p.m.
 Publishers Book Fair Open 10 a.m. – 4 p.m. & 5:30 – 7 p.m.
 Career Fair Open 10 a.m. – 4 p.m. & 5:30 – 7 p.m.
ALL EXHIBITS OPEN 5:30 p.m. – 7:00 p.m.
Welcome Reception in Exhibit Hall
 Unopposed Exhibit Hours 5:30 p.m. – 7:00 p.m.
 Foundation Event 7:00 p.m. – 9:00 p.m.
 *Restricted Hours 8:00 a.m. – 7:00 p.m.

SUNDAY, APRIL 26

Courses/Scientific Sessions 8:00 a.m. – 5:00 p.m.
 Mental Health Innovation Zone 9:00 a.m. – 5:00 p.m.
ALL EXHIBITS OPEN 9:30 a.m. – 5:00 p.m.
 Poster Sessions 10:00 a.m. – 4:00 p.m.
 Exhibitor Product Theaters: 10 – 11 a.m./11 a.m. – Noon
 Noon – 1 p.m./1 – 2 p.m.
 2 – 3 p.m./3 – 4 p.m.
 Unopposed Exhibit Hours & Mid-Day Mingle 9:30 – 10:00 a.m./4 – 5:00 p.m./11:30 a.m. – 1:00 p.m.
 President's Reception 7:30 p.m. – 9:30 p.m.
 *Restricted Hours 8:00 a.m. – 5:00 p.m.

MONDAY, APRIL 27

Courses/Scientific Sessions 8:00 a.m. – 5:00 p.m.
 Mental Health Innovation Zone 9:00 a.m. – 5:00 p.m.
ALL EXHIBITS OPEN 9:30 a.m. – 5:00 p.m.
 Poster Sessions 10:00 a.m. – 4:00 p.m.
 Exhibitor Product Theaters: 10 – 11 a.m./11 a.m. – Noon
 Noon – 1 p.m./1 – 2 p.m.
 2 – 3 p.m./3 – 4 p.m.
 Unopposed Exhibit Hours & Mid-Day Mingle 9:30 – 10:00 a.m./4 – 5:00 p.m./11:30 a.m. – 1:00 p.m.
 Convocation 5:00 p.m. – 6:30 p.m.
 *Restricted Hours 8:00 a.m. – 6:30 p.m.

TUESDAY, APRIL 28

Courses/Scientific Sessions 8:00 a.m. – 5:00 p.m.
 Mental Health Innovation Zone 9:00 a.m. – 5:00 p.m.
ALL EXHIBITS OPEN 9:30 a.m. – 2:00 p.m.
 Poster Sessions 10:00 a.m. – 4:00 p.m.
 Exhibitor Product Theaters: 10 – 11 a.m./11 a.m. – Noon
 Noon – 1 p.m./1 p.m. – 2 p.m.
 Unopposed Exhibit Hours 9:30 – 10 a.m./11:30 a.m. – 1 p.m.
 Mid-Day Mingle 11:30 a.m. – 1 p.m.
 *Restricted Hours 8:00 a.m. – 5:00 p.m.

WEDNESDAY, APRIL 29

ALL EXHIBITS CLOSED
 Courses/Scientific Sessions 8:00 a.m. – 5:00 p.m.

* In accordance with APA policy, unofficial activities may NOT be held during the restricted times listed above.

Event dates and times are subject to change.

Booth Packages include:

- Listing in *Exhibits Guide* (if received by deadline)
 - Listing in the *APA Daily* publication (if received by deadline)
 - Visibility in the APA Meetings App
 - Visibility on the digital, exhibit floor map
 - Unopposed exhibit hours Saturday - Tuesday
 - Marketing and support opportunities
 - Six (6) complimentary, exhibit-only staff registrations
- For Exhibitor Full Conference, refer to [Annual Meeting](#) for meeting registration.
- Exhibitor Only Lounges, Saturday - Tuesday (see page 9)

[View Floor Plan](#)

Publishers Book Fair and Career Fair Pavilions*

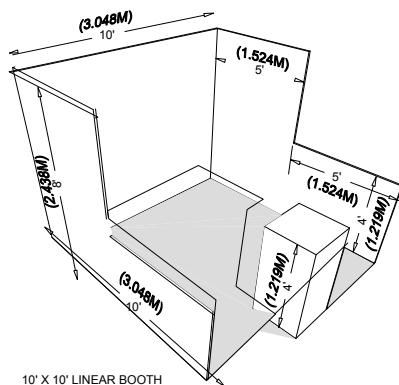
Publishers Book Fair is designed for publishers of print or electronic media only.

Career Fair allows recruitment opportunities for attending psychiatrists, mental health professionals, resident-fellow members, residents and first through fourth year career professionals. See floor plan for designated areas.

2019 Statistics for Recruitment:

Resident Fellow Members (previously Members in Training):	1,349
Early Career Psychiatrists:	2,322
International Medical Graduates	1,720
Medical Students:	755

*See schedule on page 5



10' X 10' LINEAR BOOTH

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

Corner Booth \$3,500

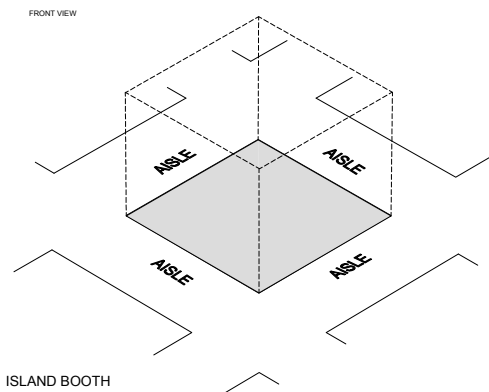
- Standard 7' x 44" identification sign
- 8' high back drape and 3' high side dividers

10' x 20' Booth (200 sq. ft.): \$6,800

(\$100 additional for each corner booth)

- 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 (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 [2020 Annual Meeting Rules and Regulations](#).

Now that you have decided to be a part of the 2020 APA Annual Meeting, view the floor plan.

[2020 Floor Plan](#)

[Booth Reservations](#)

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 February 24, 2020. Reservations submitted after February 25, 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 February 24. 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. The fee will be refunded in the manner in which it was received. The refund policy is:

- Until January 2, 2020: Full refund, less 10% processing fee of full booth amount
- January 3 - February 24, 2020: 50% of total booth cost refunded, less 10% processing fee
- After February 24, 2020: 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



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 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.

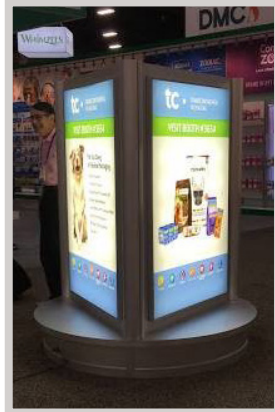
Rotating Advertising Displays:

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 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.

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 to discuss.



Contact Vernetta Copeland at 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 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 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 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

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

Please contact the APA Foundation Development Team:

Lindsey Fox
Development Officer, Corporate
and Foundation Relations
LFox@psych.org
202-559-3882

Kit Hall
Director of Development
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

Eamon Wood, 212-904-0363, 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

Eamon J. Wood

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

E: ewood@pminy.com

Return reservation form to:

Pharmaceutical Media, Inc.

Susan Tagliaferro

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

E: 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 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

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



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

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

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, with the exception of books and publications.**

Control

APA shall at all times maintain full control over the planning, content, quality, implementation and all other aspects of the 2020 Annual Meeting. Other than the exhibit space, which must be used in accordance with these 2020 Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the 2020 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 Reservations, 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. By submitting your booth space reservation, you are confirming that you have read and agree to the 2020 Annual Meeting Rules and Regulations.

Booth Sales

10' x 10' Booth (100 sq. ft.):	
• Inline Booth:	\$3,400
• Corner Booth:	\$3,500
10' x 20' Booth (200 sq. ft.):	\$6,800
10' x 30' Booth (300 sq. ft.):	\$10,200 (\$100 additional for each corner booth)

Booth includes standard 7' x 44" identification sign, 8' high back drape and 3' high side dividers

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

- 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.

*APA reserves the right to "force carpet," at exhibitor's expense, in any exhibit space without flooring.

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 are limited to 20' in height from floor to top of sign.

Payment Information

A 50% deposit is required upon reserving a booth. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the American Psychiatric Association. Full payment of all rental charges is due on or before February 24, 2020.

Cancellations/Booth Reduction

No refunds will be issued for cancellations received after February 24, 2020.

There is a 10% processing fee for all cancellations or reductions to booth size, in addition to cancellation fees as applicable to the following:

Until January 2	Full refund, less 10% processing fee of full booth amount
January 3- February 24	50% of total booth cost refunded, less 10% processing fee
After February 24	No refunds

There is no cut-off date to purchase booth sales if space is available.

Space Assignment

Exhibit space is assigned based on priority points during advance sales on site at the Annual Meeting. Booths are assigned on a first-come, first served basis following the meeting. Booth sales will resume as of October 21, 2019.

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.

Point 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

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 2:00 p.m., April 28, 2020.

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 2020 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 2:00 p.m., Tuesday, April 28, 2020. 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 and/or Product Theater. Attendees may at any time deny permission to be photographed or videotaped by APA photographer or media. Public relations camera crews working in the exhibit area must obtain credentials in the APA Newsroom prior to videotaping any event and be listed among the company's allotted badges for entry into the Exhibit Hall. 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 9:30 a.m., Sunday, April 26, 2020.

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, April 24, 2020, 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 2:00 p.m., Tuesday, April 28, 2020. 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.

Opening day schedule:

Friday, April 24

5:00 p.m.	Publishers Book Fair and Career Fair Installation deadline
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Saturday, April 25

8:00 a.m. - Noon	Installation
Noon	Installation must be completed for all exhibitors
5:30 p.m. - 7:00 p.m.	Welcome Reception, Exhibit Hall

Set-up will not be permitted on Saturday, April 25 between Noon and 7:00 p.m. All installation of exhibits and crate removal must be complete by Noon on Saturday, April 25, for final cleaning before the Welcome Reception and opening on Saturday, April 25, at 5:30 p.m. If necessary, the 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, which includes forcing carpet and/or removing items for Sunday setup.

Dismantling

The official Exhibit Hall closing time is 2:00 p.m., Tuesday, April 28, 2020, for all exhibits. Any exhibitor who packs materials or dismantles an exhibit prior to 2:00 p.m., Tuesday, April 28, 2020, 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.

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.

Forfeiture

If an exhibitor does not follow these 2020 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 2020 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 2020 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 gross 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 comprehensive general liability insurance of not less than \$1,000,000, 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.

Additional insureds must include:

American Psychiatric Association, GES, Pennsylvania Convention Center Authority, SMG, City of Pennsylvania, Philadelphia Convention & Visitors Bureau, and Commonwealth of Pennsylvania.

Failure to provide proof of insurance could lead to the following:

1. Your shipment whether sent to the advance warehouse or directly to the show site, will be held and not be delivered to your booth,
2. All exhibitor badges will be held and cannot be picked up, and
3. You will not be able to take part in the advance sales process for the upcoming Annual Meeting.

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, Convocation and Foundation events. 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, April 25	8:00 a.m. – 7:00 p.m.
Sunday, April 26	8:00 a.m. – 5:00 p.m.
Monday, April 27	8:00 a.m. – 6:30 p.m.
Tuesday, April 28	8:00 a.m. – 5:00 p.m.
Wednesday, April 29	8:00 a.m. – 5:00 p.m.

Allied Meetings

APA encourages affiliate organizations to host allied meetings and/or special events in conjunction with the meeting when it does not conflict with APA's restricted hours. For more information, visit: <https://www.psychiatry.org/psychiatrists/meetings/annual-meeting/allied-groups>

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 2020 Annual Meeting Rules and Regulations that may hereafter be adopted by APA.