

AMERICAN
PSYCHIATRIC
ASSOCIATION



ANNUAL MEETING

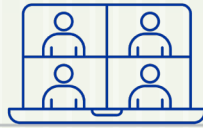
May 1-3, 2021 • Online

2021

Exhibitor Prospectus Branding & Advertising Opportunities

*Finding Equity Through
Advances in Mind and
Brain in Unsettled Times*

psychiatry.org/annualmeeting



AMERICAN
PSYCHIATRIC
ASSOCIATION



ANNUAL MEETING

May 1-3, 2021 • Online

Connect with over 10,000 expected attendees.

The 2021 Annual Meeting will be held virtually in consideration of the continued spread of COVID-19. The APA Board of Trustees determined that it would be unwise to hold a large in-person meeting in 2021 during these public health crises since the APA would not be able to ensure the safety of those participating. The APA remains committed to bringing together exhibitors and the psychiatric together in an interactive, virtual environment. This year's theme is *Finding Equity Through Advances in Mind and Brain in Unsettled Times*.

About the APA

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.

About the Annual Meeting

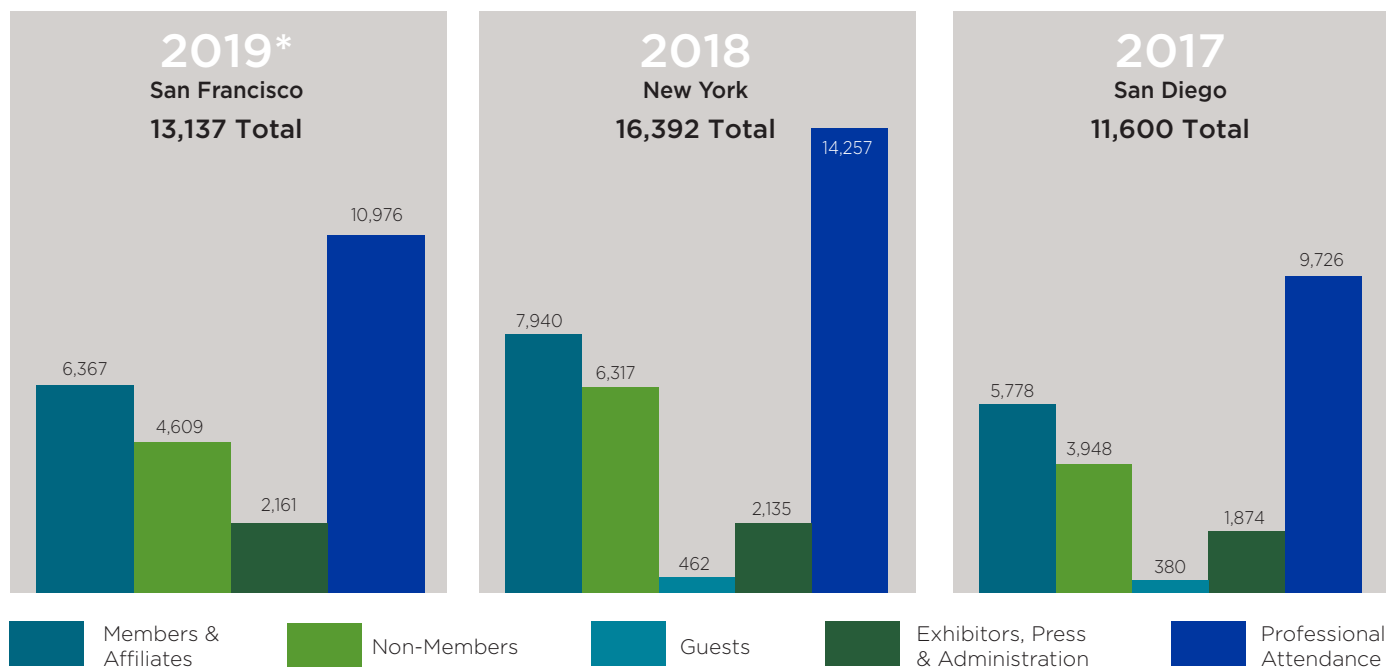
The Annual Meeting offers the largest audience of psychiatrists and mental health professionals at any meeting in the world. It provides a venue to display products designed for the mental health professional, recruit for psychiatric positions or to offer other services to attendees. Over 10,000 attendees are expected, most of whom are physicians from psychiatric and other mental health disciplines, social workers and nurses.

Why Exhibit

- Increased audience due to online availability
- Cost savings in eliminating travel expenses
- Extended visibility as virtual site will be available for 30 days after the meeting concludes
- Connect to the preferred attendees
- Analytics to provide a clear understanding of attendee engagement
- Branding and advertising opportunities on various areas of the virtual platform

APA Statistics - Annual Meetings

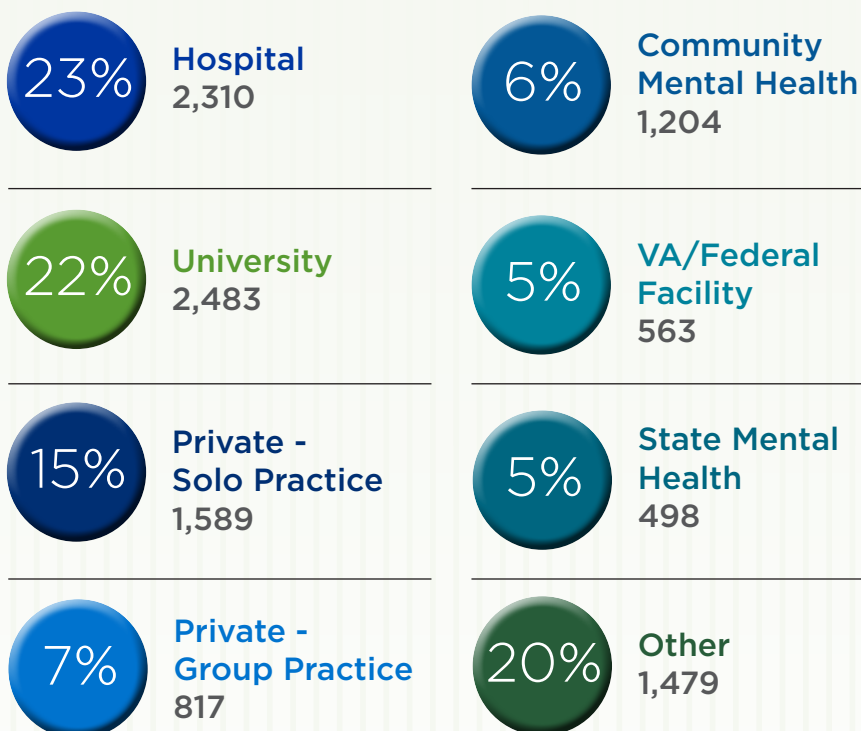
Registration Data



* Last meeting held as 2020 meeting did not occur.

2019 Annual Meeting Discipline & Primary Work Setting Data

Primary Work Setting



Discipline

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

Schedule-at-a-Glance *All times Eastern Time (ET)*

April 30, 2021

11:00 a.m. – 5:30 p.m.

Pre-Conference Expo:
 Virtual Exhibit Gallery
 Career Fair
 Product Theater Showcases (Noon - 1 p.m., 1 - 2 p.m., 2 - 3 p.m.)
 Branding and Advertising Opportunities
 Extra credits for Peloton® bike earned

May 1-3, 2021

10:00 a.m. – 5:30 p.m.

10:00 a.m. - 11:00 a.m.

Opening Session (Plenary) (May 1)

Convocation (May 2)

Closing Session (Plenary) (May 3)

11:00 a.m. - 11:30 a.m.

Brain Break / Exhibit Events

11:00 a.m. – 5:30 p.m.

Exhibit Events Open ▶ ▶ ▶

11:30 a.m. - 1:00 p.m.

Scientific Sessions

2:00 p.m. - 3:30p.m.

Scientific Sessions

3:30 p.m. - 4:00 p.m.

Brain Break / Exhibit Events

4:00 p.m. - 5:30 p.m.

Scientific Sessions

5:30 p.m.

*Announcement of Grand Prize Peloton® bike Winner (May 3)

Virtual Exhibit Gallery
 1:00 - 2:00 p.m.
 Product Theater Showcases
 Branding & Advertising Opportunities
 Credits for Peloton® bike earned

How do we get attendees to exhibitors?

Exhibitors network with attendees based on demographics, specialty, and focus provided from registration.

How are attendees encouraged to visit Virtual Exhibit Gallery?

- Daily notifications
- Scheduled breaks
- Grand Prize giveaway of a Peloton® bike

Grand Prize Drawing

APA will award a Peloton® bike to an attendee based on analytics showing levels of engagement. Credits will be based on engagement time captured through analytics with exhibitors, sessions, chat features, and attending expo events (including Product Theater Showcases). A leaderboard will track progress.

Key Contacts

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 Services and Logistics

Kate McCullough
Exhibits Specialist
Phone: 202-559-3898
Email: kmccullough@psych.org

Exhibitor Registration

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

Pharmaceutical Media, Inc. (PMI)

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
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

2021

February 16

Exhibit Sales Open

Upon Exhibit Space Reservation

Full Payment Due
(see page 10 for details)

April 1

Cancellation/Booth Reduction Refund Deadline
(see page 10 for details)

April 2

No Further Refunds

April 15

Exhibit Sales End

April 16

Virtual Exhibit Content Upload Deadline
(see page 18 for details)

Exhibit Staff Registration Cancellation/Substitution Deadline

Virtual Exhibits Program

The virtual exhibit experience will begin with a listing on the exhibitor page along with a company logo. The Exhibitor Page will showcase your company and allow you to share product collateral, promotional videos (depending on exhibit package), and marketing messages. The Exhibitor Listing page will allow attendees to search and filter through to your exhibit page.

Exhibitor Page

will include:

- Hero Banner
- Company Name
- Description
- Website Link
- Contact Information
- Chat Features*
- Social Handles
- Content Downloads*
- Video Content*

* Information is based on exhibit package type.

Exhibitor Listing Page

is recognition to exhibitors based on a tier level. The listing includes the company name/logo and is sized, based on the package type.



Homepage Ads

Expand your reach beyond your Exhibitor Page with ad placements on the homepage. See the Platinum and Gold Packages for ad types included with the exhibit package.

The screenshot shows the homepage for 'Your Event LIVE! Las Vegas - September 7-9'. The navigation bar includes links for About, Learning, Networking, Interactions, and Exhibitor, along with a 'Register for 2020' button and a search icon. The main hero banner features a live stream schedule and a sign-up prompt, with the text 'Join the Live Stream' and '#GoLIVE2020'. Below the hero banner are four category tiles: Sessions (Learn), Speakers (Discover), Exhibitors (Read), and Network (Connect). A 'Now Playing' section contains two video thumbnails with titles like 'How YouTube, Twitch, Facebook and Instagram Live change your content production' and 'Create engaging interactions with your live and virtual audiences II'. To the right, there is a social media feed snippet and a 'SPONSORED BY instantfest' tower ad. At the bottom, a Juiceaudio banner ad promotes turning session content into podcasts. White arrows on the right side of the page point to each of these ad types: Hero Banner, Tower Ad, and Banner Ad.

← Hero Banner

← Tower Ad

← Banner Ad

Virtual Exhibit Packages

There are five exhibit packages available to fit your goals, marketing objectives and budget.

▶ Platinum Package: \$100,000

Limited to 9 companies

Exhibitor Listing and Design

- Large exhibitor name/logo in top tier placement
- Company logo, company background image

Company Details and Collateral

- Company name, location, description and product categories (10)
- Company web address and social media links
- Five (5) contacts listed on exhibitor detail page
- 30 exhibitor registrations
- Seven (7) collateral uploads (including URL links)
- Five (5) video uploads

Company Interaction, Networking and Leads

- Virtual Meeting Room, live exhibitor chat and business card drop
- 56 Scheduled networking meetings by exhibitors
- Lead information real-time
- Two (2) complimentary full meeting registrations

Sponsorship/Promotion

- Tower ad (rotating) on homepage (See page 6 for ad location)
- One targeted eBlast to attendees
- Product Theater Showcase

Sponsored eBlast Announcement

Send a custom eBlast message to targeted pre-registered attendees and attract them to visit your booth with your company literature or special offer. Lists are not distributed to exhibitors directly and campaigns are sent by the registration partner. Your campaign requires you to select date and time, select your target audience, and upload your HTML. All content must be approved by APA.

Product Theater Showcase

An optimal promotion for your product presentation. Present a 60-minute, prerecorded, simulive (live Q&A), live presentation, and Zoom presentation through the virtual platform site (with production assistance) to psychiatrists around the world. This is an unopposed time from any other educational content being presented. The suggested schedule is 45 minutes for presentation and 15 minutes for question and answer through the virtual platform. The session will be available for 30 days post conference.

The Product Theater Showcase page will include company name, logo, description and any downloads of the presentation. The Showcase company, title and time will also be listed on the meeting homepage under the heading "Now Playing" at the time of presentation (see page 6 for location).

Virtual Exhibit Packages (continued)

▶ Gold Package: \$35,000

Limited to 10 companies

Exhibitor Listing and Design

- Exhibitor name/logo in second tier placement
- Company logo and banner graphic

Company Details and Collateral

- Company name, location, description and product categories (5)
- Company web address and social media links
- Five (5) contacts listed on exhibitor detail page
- 20 exhibitor registrations
- Five (5) collateral uploads (including URL links)
- Three (3) video uploads

Company Interaction, Networking and Leads

- Virtual Meeting Room, live exhibitor chat, and business card drop
- 35 Scheduled networking meetings by exhibitors
- Lead information real-time
- One (1) complimentary full meeting registration

Sponsorship/Promotion

- Banner ad (rotating) on homepage (see page 6)
- One targeted eBlast to attendees

Sponsored eBlast Announcement

Send a custom eBlast message to targeted pre-registered attendees and attract them to visit your booth with your company literature or special offer. Lists are not distributed to exhibitors directly and campaigns are sent by the registration partner. Your campaign requires you to select date and time, select your target audience, and upload your HTML. All content must be approved by APA.



Virtual Exhibit Packages (continued)

▶ Silver Package Enhanced: \$20,000

(Limited to 10 companies)

Exhibitor Listing and Design

- Exhibitor name/logo in second tier placement
- Company logo and banner graphic

Company Details and Collateral

- Company name, location, description and product categories (3)
- Company web address and social media links
- Four (4) contacts listed on exhibitor detail page
- 10 exhibitor registrations
- Three (3) collateral uploads (including URL links)
- Two (2) video uploads

Company Interaction, Networking and Leads

- Virtual Meeting Room, live exhibitor chat and business card drop
- 21 Scheduled network meetings by exhibitors
- Lead information real-time

Sponsorship/Promotion

- One targeted eBlast to attendees

Sponsored eBlast Announcement

Send a custom eBlast message to targeted pre-registered attendees and attract them to visit your booth with your company literature or special offer. Lists are not distributed to exhibitors directly and campaigns are sent by the registration partner. Your campaign requires you to select date and time, select your target audience, and upload your HTML. All content must be approved by APA.

▶ Silver Package: \$5,000

Exhibitor Listing and Design

- Exhibitor name/logo in third tier placement
- Company logo and banner graphic

Company Details and Collateral

- Company name, location, description and product categories (3)
- Company web address and social media links
- Three (3) contacts listed on exhibitor detail page
- Four (4) exhibitor registrations
- Two (2) collateral uploads (including URL links)
- One (1) video upload

Company Interaction, Networking and Leads

- Virtual Meeting Room, live exhibitor chat and business card drop
- 14 Scheduled network meetings by exhibitors
- Lead information real-time

Virtual Exhibit Packages (continued)

▶ Bronze Package (Standard): \$2,500

Exhibitor Listing

- Exhibitor name/logo in third tier placement
- Company logo and banner graphic

Company Details and Collateral

- Company name, location, description and product categories (1)
- Company web address and social media links
- Two (2) contacts listed on exhibitor detail page
- Two (2) exhibitor registrations
- One (1) collateral upload

Company Interaction, Networking and Leads

- Live exhibitor chat and business card drop
- Seven (7) scheduled network meetings by exhibitors
- Lead information post event

How to Exhibit

Secure your exhibit space at the 2021 APA Annual Meeting.



Virtual Exhibit Space Reservations

Payment Information

Full payment is required upon reserving a virtual exhibit space. Payments can be made by credit card (Visa, MasterCard or American Express) or by check, payable to the American Psychiatric Association. **Check payments must be received by APA within 10 business days of exhibit space reservation.** Full payment for exhibit space is due on or before **April 1, 2021.**

Cancellations/Reductions

There is a 20% processing fee for all cancellations or reductions of any virtual exhibit space packages on or before **April 1, 2021.**

No refunds will be issued after April 1, 2021.

Exhibit sales end April 15, 2021.

Branding & Advertising Opportunities

Sponsors must exhibit by purchasing a virtual exhibit and must be sure the exhibit is monitored during the show dates and times.

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.

Unless otherwise noted, please contact Vernetta Copeland at vcopeland@psych.org with questions or to reserve 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

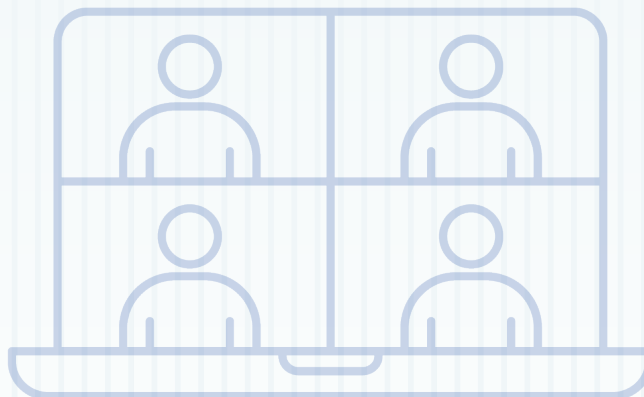
2019 Meeting Stats*

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

* No data available for 2020 as meeting did not take place.

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%



Publishing and PMI Advertising

Contact PMI to discuss the following opportunities:

Pharmaceutical Products and Services: Jill Redlund, 212-904-0366, jredlund@pminy.com

Non-Pharmaceuticals and Services: Eamon Wood, 212-904-0363, ewood@pminy.com

Psychiatric News Digital Daily Coverage Sponsorship

The PN Digital Daily provides late-breaking news via three APA platforms: *Psychiatric News Alert* eNewsletter (approx. 28.5k), APA Meeting Coverage site, and the APA 2021 Virtual Meeting Platform. These digital advertising opportunities reach attendees, as well as APA members and mental health professionals not attending the meeting.

Annual Meeting Pre/Post Meeting Highlights Sponsorship

An exclusive sponsorship opportunity featuring (3) sponsored emails delivering pre-conference coverage and highlights (approx. 28.5k circ.).

- Conference preview coverage
- eTOC – Conference Highlights #1
- eTOC – Conference Highlights #2

Sessions in Advance Sponsored eNL Series

There are two (2) sponsorships available, an AM and a PM edition. Each email edition will feature information on the 135 sessions and events outlined below that will be taking place that day. The AM and PM editions will be deployed to all registered attendees (US Only) via email once daily throughout the meeting (May 1-3).

- Daily Sessions and Events – Schedule and Info
- Plenary and Featured Speakers and General Session selections
- Information about Engagement Opportunities at the meeting and exhibit events

2021 APA Annual Meeting Scheduler Sponsorship

This printed publication will mail as an A-size outsert to all APA members with the 4/1 issue of American Journal of Psychiatry (approx. circ 28k). Content of the publication will include: a schedule at a glance, guest speaker information, tips on navigating the virtual meeting platform, notes pages and advertising opportunities. Limited number of ad pages/insertions available.





Consider Joining the Corporate Advisory Council – Another Opportunity to Engage with APA Members and Leadership

As a 501(c)3 philanthropic organization and the nonprofit programming arm of the American Psychiatric Association (APA), the American Psychiatric Association Foundation (APAF) complements the professional work of the APA through innovative outreach aimed at eliminating stigma, raising awareness, and overcoming barriers to care – with a vision to create a mentally healthy nation for all.

We cannot do our work alone. APAF's Corporate Advisory Council (CAC) is a roundtable that brings together companies that share a commitment to improving mental health in communities across the country. It serves as a mechanism to encourage corporate support and participation in public education and research initiatives of the APA Foundation.

Opportunities for CAC Members

Connect with Leaders & Peers

- Connect with other CAC members and APA/APAF leadership biannually at meetings tailored to mutual areas of interest and provide a forum for focused dialogue about global and national pressing issues in mental health policy, corporate best practices and advances in patient care.
- Forge new partnerships with diverse organizations that prioritize mental health from a range of industries and sectors including criminal justice, healthcare, education, military, finance, wellness, and more.
- Engage in discussions and gain insights with like-minded experts, peers and leaders at the APA Annual Meeting.
- Attend the APAF annual benefit to raise funds for high impact programming and join us in celebrating our accomplishments of the previous year.

Learn & Implement

- Join APA and APAF educational webinars throughout the year.
- Receive important policy updates and innovative practices from the APA, APAF, Center for Workplace Mental Health through monthly newsletters, social media (Facebook, LinkedIn, YouTube) and Virtual Town Hall Meetings.
- Meet with APA and APAF experts and your key stakeholders about mutually aligned challenges and initiatives.
- Join the APAF in high-impact initiatives crucial to the treatment of mental illness, access to care and the elimination of stigma.

Recognition & Awards

- CAC activities and Foundation programs underwritten partially by CAC members may be covered in Psychiatric News, on APAF's website, www.apafdn.org, and through our social media.
- Your corporate name or logo will be used to confirm and promote your support of the APAF through a variety of channels (including the APAF Annual Report, website, and at the APA Annual Meeting).

For more information on how to join, go to [Foundation Corporate Advisory Council](#) or contact Erin Spence, Associate Director for Corporate and Foundation Relations at espence@psych.org.

Branding Opportunities

Contact Vernetta Copeland at vcopeland@psych.org to discuss opportunities.

Hero Banner: \$25,000 (limited to four)

The Hero banner is a rotating ad and is the most prominent location for any advertising on the **exhibit homepage**. Attendees will be met with your message before advancing to visit the virtual exhibit gallery sites or participate in exhibit events.

Tower Ad: \$20,000

A rotating Tower ad is a place of prominence for attendees to view as they navigate between sessions and the exhibit events. The Tower ad is available on the **meeting homepage** and **session homepage**. Session homepage ads are restricted to nonpharma companies.

Banner Ad: \$15,000

The rotating Banner ad located at the bottom of the **meeting homepage** will be an additional opportunity to greet attendees and direct them to the exhibitor page.

Product Theater Showcase \$55,000

Availability based on number of Platinum Packages sold.

An optimal promotion for your product presentation. Present a 60-minute, prerecorded, simulive (live Q&A), live presentation, and Zoom presentation through the virtual platform site (with production assistance) to psychiatrists around the world. This is an unopposed time from any other educational content being presented. The suggested schedule is 45 minutes for presentation and 15 minutes for question and answer through the virtual platform.

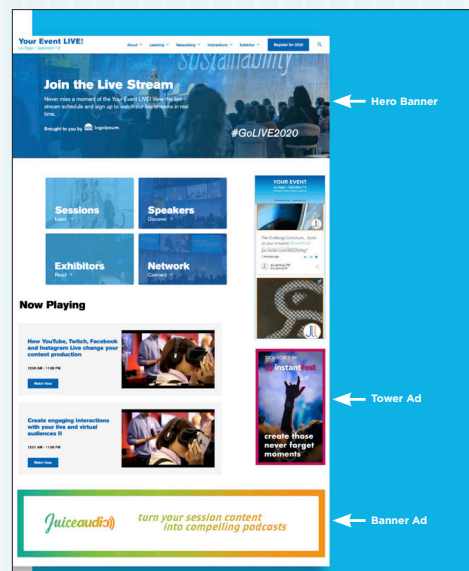
The Product Theater Showcase page will include company name, logo, description and any downloads of the presentation. The Showcase company, title and time will also be listed on the meeting homepage under the heading “Now Playing” at the time of presentation (see page 6 for location).

Sponsored eBlast Announcement \$15,000

Send a custom eBlast message to targeted pre-registered attendees and attract them to visit your booth with your company literature or special offer. Lists are not distributed to exhibitors directly and campaigns are sent by the registration partner. Your campaign requires you to select date and time, select your target audience, and upload your HTML. All content must be approved by APA.

Virtual Poster Session: \$25,000

Support the abstract posters and the valuable information they provide. A virtual poster gallery will showcase authors and researchers in a new, virtual environment. Logo placement on the virtual poster platform will be prominently displayed as recognition of your support.



continued on next page

Branding Opportunities (continued)

Contact Vernetta Copeland at vcopeland@psych.org to discuss opportunities.

Huddles: \$15,000

Sponsor a moderated, 20-minute chat room, where attendees can come and have discussions on a specific topic or question. As a sponsor, promote and direct the dialogue by selecting a topic for discussion. This can also be a networking opportunity in the form of a coffee break or social. The company logo or banner will be posted. The session is limited to one presenter. The Huddle is limited to 250 attendees.

Virtual Registration Bag: \$1,000

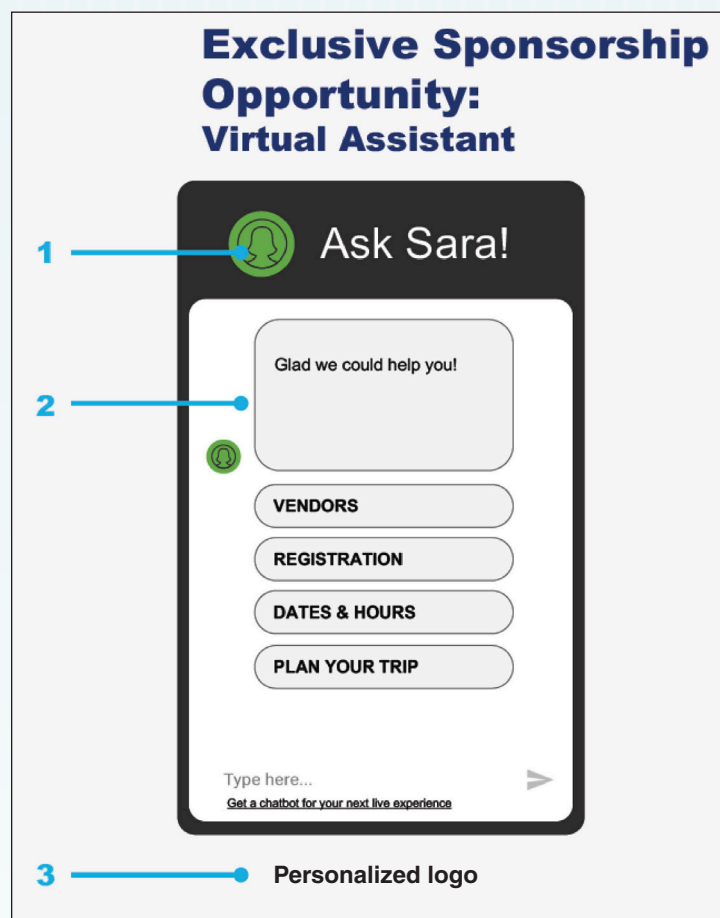
The “Know Before You Go” message will be sent to all preregistered attendees. Submit your PDF materials for upload (limited to an eight-page PDF).

The deadline for submission is Friday, April 2, 2021.

Chatbot: \$15,000

When an attendee needs help, the Chatbot will be available for assistance and support, so let your branding also be a part of this feature. Sponsor the Chatbot on the main homepage, Expo homepage, or session page (pharma companies excluded from session page location).

- 1 - Customized chatbot avatar and title.
- 2 - Message displayed after a successful answer is provided.
- 3 - Logo displayed below the chatbot on select pages.



Contact Vernetta Copeland at vcopeland@psych.org if you would like to discuss any opportunities that are not listed.

2021 Annual Meeting Rules and Regulations

All personnel staffing a virtual exhibit must be familiar with the APA Rules and Regulations prior to the start of the meeting.

Eligibility to Exhibit

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 virtual 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 virtual exhibit space irrespective of priority points earned. **Active selling of products 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 2021 Annual Meeting. Other than the virtual exhibit space which must be used in accordance with these 2021 Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the 2021 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 exhibit application is required to reserve a virtual exhibit space. By submitting your exhibit space application, you are confirming that you have read and agree to the 2021 Annual Meeting Rules and Regulations.

Virtual Exhibit Space Packages

The exhibitor will have the opportunity to design their virtual exhibit space following the guidelines and template provided by the virtual platform. Full details of each virtual exhibit package are available in the Prospectus.

Platinum Package: \$100,000

(Limited to 9)

Gold Package: \$35,000

(Limited to 10)

Silver Package Enhanced: \$20,000

(Limited to 10)

Silver Package: \$5,000

Bronze Package: \$2,500

continued on next page

2021 Annual Meeting Rules and Regulations (continued)

Payment Information

Full payment is required upon reserving a virtual exhibit space. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the American Psychiatric Association. Full payment for exhibit space is due on or before **April 1, 2021. Check payments must be received by APA within 10 business days of exhibit space reservation.**

Cancellations/ Reductions

There is a 20% processing fee for all cancellations or reductions of any virtual exhibit space packages on or before **April 1, 2021. No refunds will be issued after April 1, 2021.** Exhibit sales end April 15, 2021.

Virtual Exhibit Activity Information

General Exhibit Conduct

All exhibitor activities must be confined to the limits of the exhibitor's allocated virtual exhibit space and chat room and must not interfere with the activity of other exhibitors. No exhibitor shall sublet, assign, or share any part of their allocated space.

APA reserves the right to prohibit exhibit activity that it deems not in keeping with the professional purpose of the exhibition.

Promotional Contests

Exhibitors are solely responsible for any promotional contests or other incentive conducted by the exhibitor and shall indemnify, defend, and hold harmless APA from any liability therefor.

Distribution of Material

Distribution of product/service literature is allowed only within the virtual exhibit 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 during the virtual meeting that award CME credit.

Sunshine Act-Physician Payment

If an exhibitor provides anything of value to physicians that is reportable as a physician payment under the Sunshine Act, the virtual exhibit must contain conspicuous warnings informing physicians that the exhibitor company will report physicians and the value to be reported in a manner that provides them an opportunity to decline participation. Exhibitor company is solely responsible for compliance with any Sunshine Act or similar reporting requirement that may apply.

Virtual Exhibit Events

The use of key opinion leaders or company employees for live virtual activities to promote exhibitor products are permitted within the virtual exhibit space only. Material presented must be promotional and may not compete with the APA scientific program. No continuing medical education (CME) or similar credit may be awarded for any activity within the virtual exhibit space.

continued on next page

2021 Annual Meeting Rules and Regulations (continued)

Virtual Exhibit Activity Information (continued)

Video Demonstrations

Video demonstrations are permitted within the exhibitor's virtual space only. Instructions regarding time limits, formats, file sizes and uploading instructions will be supplied directly to interested exhibitors by Freeman, Inc. (the virtual platform provider).

Book Giveaways and Author Presentations

Book giveaways and author presentations are permitted in the virtual exhibit space, provided that the book or literature being discussed is related to the practice of psychiatry and that the actual cost of the book does not exceed \$75. Exhibitors are responsible for all aspects of delivering any materials to attendees (including costs associated with shipping).

Exhibitor Registration and Allotments

Each exhibitor will be allotted a specific number of complimentary exhibitor and meeting registrations based on the type of virtual exhibit package purchased. Usernames and access information may not be shared by more than one individual. Exhibitor registrations are for admittance to the Virtual Exhibit Gallery only. Each request above the allotment amount will incur a charge of \$50 per exhibit registration. If any exhibitor personnel will be attending scientific sessions, they must register as attendees of the meeting and pay the appropriate registration fees. Exhibitor full conference charge is \$250 and will include exhibition registration.

Changes and Substitutions

Changes and cancellations of company representatives can be completed through the online exhibitor registration portal through **Friday, April 16, 2021**.

Virtual Exhibit Space Installation/No-Show Policy

As a condition of your contract, your virtual exhibit space must be prepared for virtual viewing by **Friday, April 16, 2021**. Minimum requirements include a logo, company name, description, and product/service category. An exhibiting company will be considered a no-show if the minimum requirements are not met by April 16 and shall be deemed to have cancelled their Virtual Exhibit Space Application & Contract for the 2021 APA Annual Meeting and will forfeit their space. No refunds will be provided.

Contractual Considerations

Anti-Discrimination Policy

Exhibitors that will conduct recruitment efforts are prohibited from discriminating in recruitment and employment based on any protected characteristic under applicable law, including race, ethnicity, color, national origin, religion, sex, gender identity, sexual orientation, disability, age, marital status, family/parental status, and/or disability status. By registering for exhibit space, the organization hereby warrants that it is in compliance with this requirement.

Compliance with Applicable Law

Exhibitor shall comply with all applicable laws, rules, and regulations. The exhibitor shall not engage in any display, publication, performance or other activity that 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. Exhibitor is responsible for ensuring that consent has been obtained before collecting or using any

continued on next page

2021 Annual Meeting Rules and Regulations (continued)

Contractual Considerations (continued)

personally identifiable information of event attendees. Exhibitor must be the owner or licensee of all intellectual property used by it for the APA Annual Meeting and shall not infringe any intellectual property rights of any third party. Exhibitor shall indemnify, defend, and hold harmless APA for any claims of improper use of personally identifiable information or any infringement by exhibitor.

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.

Accessibility

All exhibits must be fully accessible to individuals with disabilities. Exhibitor shall indemnify, defend, and hold harmless APA from any claim that its exhibit or any aspect thereof is not fully accessible to individuals with disabilities.

Forfeiture

If an exhibitor does not follow these 2021 Annual Meeting Rules and Regulations or any other requirements established by APA, the exhibitor shall forfeit the amount paid for virtual exhibit space, regardless of whether the virtual exhibit space is subsequently leased. Exhibitors found in violation of any of the Rules and Regulations will, at APA's discretion, have their participation and virtual exhibit space terminated without refund.

Disclaimer

You understand that this event is virtual and dependent upon technology, utilities and transmission system beyond APA's control. If unexpected issues, such as widespread internet outage, are experienced that make the exhibitor's content unavailable for a significant portion of the Event, APA will make commercially reasonable efforts to extend the period of time during which the exhibitor content is made available to attendees by the number of hours during which it was unavailable.

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 within the exhibitor's virtual exhibit space 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 and hold harmless APA from any and all liabilities, loss, costs, fees, expenses and damages, including any punitive damages and attorney fees arising out of or relating to the exhibitor's alleged action or inaction.

continued on next page

2021 Annual Meeting Rules and Regulations (continued)

Contractual Considerations *(continued)*

Eviction and Restrictions

APA reserves the right to terminate an exhibitor's participation in the exhibition if the exhibitor's actions or method of operation becomes objectionable or detracts from the general character of the exhibits as a whole. APA is not liable for any refunds 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 (such as meetings, receptions, social events) 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.

Friday, April 30	11:00 am. - 5:30 p.m.
Saturday, May 1	10:00 a.m. - 5:30 p.m.
Sunday, May 2	10:00 a.m. - 5:30 p.m.
Monday, May 3	10:00 a.m. - 5:30 p.m.

APA Promotional Graphics

APA does not permit its logo to be used on advertising and sponsorships. You are permitted to utilize "APA" or "American Psychiatric Association".. Upon contract, exhibitors will be provided submission details for graphics to be reviewed and approved.

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 2021 Annual Meeting Rules and Regulations that may hereafter be adopted by APA.