

Advertising and Promotional Branding Opportunities

Extend Your Reach Beyond Your Booth

AMERICAN
PSYCHIATRIC
ASSOCIATION



IPS: THE MENTAL HEALTH
SERVICES CONFERENCE

October 3-6, 2019 • NYC

IMPROVING ACCESS THROUGH INNOVATION & COLLABORATION

psychiatry.org/IPS • Sheraton New York Times Square

Make a larger impact with featured advertising and sponsorship opportunities. Increase your ROI by targeted print, onsite and online advertising.

Exclusive to IPS exhibitors only.

Contact PMI to discuss the following opportunities and rates:

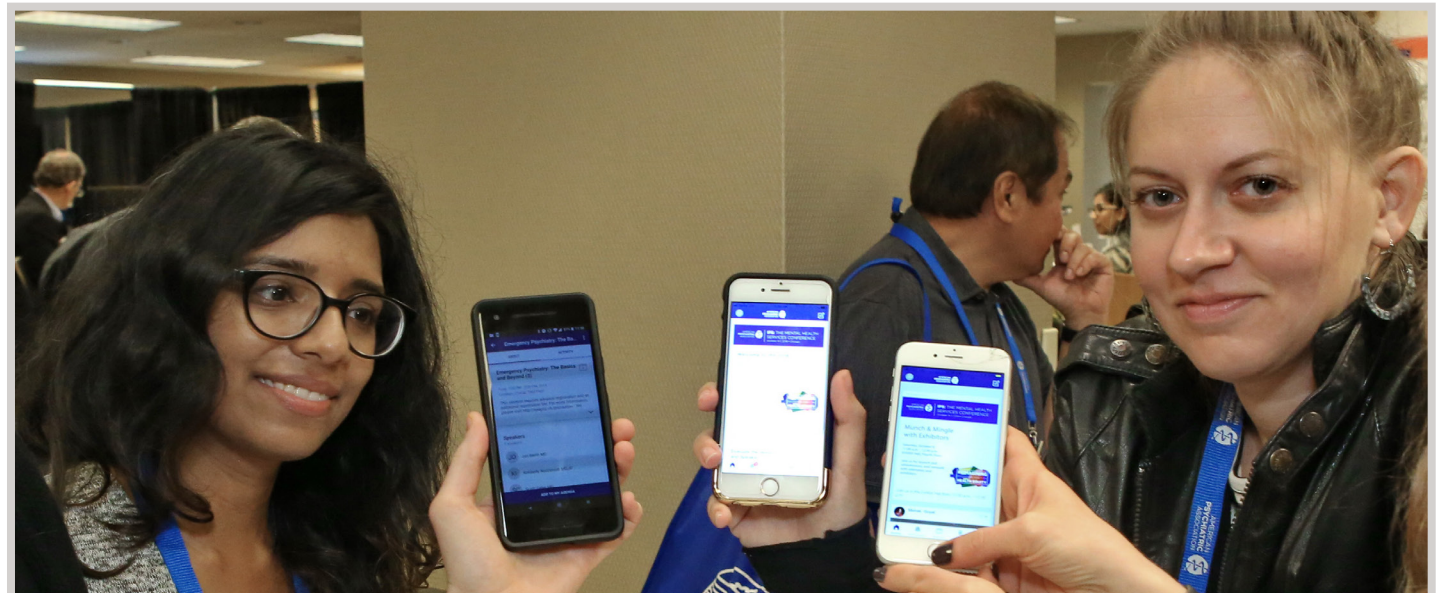
Tim Wolfinger, 917-710-8535, twolfinger@pminy.com

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

APA MEETINGS APP AND APA DAILY ALERT

APA Meetings App Includes information on sessions, speakers, maps and exhibitors. The app is the main channel for exploring the program, updates and session changes throughout the conference. Sponsors receive a multi-channel promotional package, including a global menu entry that can contain unique rich text and image content and link to an external website; daily top-pinned Promoted Posts in the app's "Activity Feed," similar to a Facebook wall for the event; and recognition in a pre-conference registrant email.

The Daily Alert eNewsletter is sent to all APA members (total circulation: 29,300) during the IPS conference and is available online. It is also delivered to conference attendees through the APA Meetings App. Three display positions are available: top leaderboard, right column and bottom leaderboard (static images - GIF, JPEG, or PNG).



Extend your branding beyond your booth and make a larger impression on attendees with featured advertising and sponsorship opportunities that allow you to:

- Maximize your investment
- Connect with largest audience of psychiatrists
- Build visibility for your company
- Reach attendees with targeted marketing

Contact Vernetta Copeland at vcopeland@psych.org for the following sponsorships:

RECHARGE LOUNGE - \$6,000

This is the center of activity, so position your brand in the Exhibit Hall where attendees connect to Wi-Fi and recharge devices along with your name and logo on signage.



PRODUCT THEATER - \$8,000

Promote your message or product in a focused, 60-minute presentation on Friday, October 4, from 1:30-2:30 p.m. This is a non-CME session with audiovisual, signage, a boxed lunch, and lead retrieval.

WIRELESS INTERNET - \$10,000

Be acknowledged as the Wi-Fi sponsor. Signage will be displayed with the company name and logo.

ADVERTISING PANELS

Light the way with your company name, product/service, theme or booth details. Great locations available in the Exhibit Hall and in high traffic areas of hotel. Panels are approximately 7' high by 37" wide, with graphics printed in color from exhibitor-supplied art work.



HOTEL KEY CARDS \$3,000

Put your message in the hands of attendees on their hotel key card to remind them to visit your booth or build product awareness. You will work with the vendor to produce and distribute the item. The sponsor will incur all additional cost for hotel fees, production, shipping and distribution.

VIRTUAL REGISTRATION BAG - \$100 per item

Put your announcement or invitation in our virtual registration bag. Submit a PDF for upload online to attendees, which will also be sent to registrants along with their registration confirmations. Documents must be submitted by September 6, 2019. *Exhibiting is not required.*

Static Lighted Advertising Display Panels

Lighted Ad Panel: \$3,500 each

Production Deadline

The deadline for approved, production-ready artwork is Thursday, September 12, 2019. Increases are in effect as follows:

Production Deadline Dates

September 13-23	Increase 10%
September 24-Showsite	Increase 25%

If you are looking for a new opportunity or something that is not listed, contact Vernetta Copeland at vcopeland@psych.org

Pre- and Post-Show Lists

Schedule for Registration List

- Pre-Show List:
Available after
September 11, 2019
- Post-Show List:
Available after
October 21, 2019

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

Who to Contact

American Psychiatric Association

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

Exhibit Sales, Sponsorships, Mailing Lists

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

Exhibitor Registration

Cristina Adames
Senior Meeting Planner
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Print/Electronic Advertising Pharmaceutical Media, Inc. (PMI)

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