Plan Now to Exhibit!

2018 Exhibitor Prospectus/ Rules and Regulations

Jacob K. Javits Convention Center • psychiatry.org/annualmeeting
Exhibit at the 2018 APA Annual Meeting

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

Meeting Dates:  Saturday, May 5 – Wednesday, May 9, 2018

Exhibit Dates:
- Saturday, May 5: 9:00 a.m. – 4:00 p.m.
- Sunday, May 6 – Tuesday, May 8: 10:00 a.m. – 4:00 p.m.

APA Central, APA Bookstore, Career Fair, Publishers Book Fair

All commercial and educational exhibits, including APA Central, APA Bookstore, Career Fair, Publishers Book Fair and International Meeting Pavilion

Who We Are

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

Why You Should Exhibit...

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

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

Value for Exhibitors

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

Exhibit Hall Highlights:
- Poster Sessions
- Unopposed exhibit hours Sunday - Tuesday
- APA Cafe’s with charging stations, free Wi-Fi and coffee
- Networking opportunities through APA Meeting App
- Career Fair and Publishers Book Fair exhibits from Saturday - Tuesday
- Innovation Zone-Showcase of new mental health technology advancements
- Advertising and sponsorship opportunities
Statistics – Previous Annual Meetings

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Members &amp; Affiliates</td>
<td>5,778</td>
<td>5,196</td>
<td>5,259</td>
<td>7,670</td>
<td>6,255</td>
</tr>
<tr>
<td>Non-Members</td>
<td>3,948</td>
<td>3,326</td>
<td>4,247</td>
<td>7,048</td>
<td>5,986</td>
</tr>
<tr>
<td>Guests</td>
<td>380</td>
<td>405</td>
<td>497</td>
<td>795</td>
<td>1,029</td>
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<tr>
<td>Exhibitors, Press &amp; Administration</td>
<td>1,874</td>
<td>1,634</td>
<td>1,315</td>
<td>1,799</td>
<td>1,552</td>
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<tr>
<td>Professional Attendance</td>
<td>9,726</td>
<td>8,522</td>
<td>9,506</td>
<td>14,718</td>
<td>12,241</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>11,600</strong></td>
<td><strong>10,156</strong></td>
<td><strong>10,821</strong></td>
<td><strong>16,517</strong></td>
<td><strong>13,793</strong></td>
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</tbody>
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Annual Meeting Discipline & Primary Work Setting Data

**Discipline**
- Psychiatrist 5,752
- Other 605
- Student 479
- Other Mental Health Professional 342
- Resident 903
- Mental Health Advocate 50
- Other Physician 136

**Primary Work Setting**
- University 2,025
- Hospital 2,090
- Other 1,123
- Private - Solo 1,391
- Private - Group 797
- Community Mental Health 985
- State Mental Health 429
- VA/Federal Facility 506

Membership Statistics

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

Consider the following overall demographics of APA members:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>U.S.</td>
<td>90%</td>
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<tr>
<td>International</td>
<td>10%</td>
</tr>
<tr>
<td>Male</td>
<td>61%</td>
</tr>
<tr>
<td>Female</td>
<td>39%</td>
</tr>
<tr>
<td>Board certified</td>
<td>77%</td>
</tr>
</tbody>
</table>

**APA Membership Specialty Breakdown**
- Adolescents 20.6%
- Geriatric Adults 21.2%
- Children 13.6%
- Adults 44.6%
Who to Contact:

**Exhibit Sales & Sponsorships**
Vernetta Copeland
Associate Director
703-907-7382
vcopeland@psych.org

**Exhibitor Registration**
Jamie Woodside, CEM
Exhibits and Meetings Manager
703-907-7810
jwoodside@psych.org

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### Important Deadline Dates

<table>
<thead>
<tr>
<th>2017</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td><strong>November</strong> 1</td>
<td>Sponsorship and advertising opportunities available</td>
</tr>
<tr>
<td><strong>December</strong> 15</td>
<td>Housing Opens</td>
</tr>
<tr>
<td><strong>January</strong> 2</td>
<td>First booth cancellation deadline (see page 6 for details)</td>
</tr>
<tr>
<td><strong>March</strong> 2</td>
<td>Balance of booth fee due</td>
</tr>
<tr>
<td>3</td>
<td>Second booth cancellation deadline - no further refunds (see page 6 for details)</td>
</tr>
<tr>
<td></td>
<td>Deadline to submit description for printed program</td>
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<tr>
<td></td>
<td>All descriptions on Meeting App</td>
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</table>
Exhibit Pricing and Specifications

Booths include:

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

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

10’ x 10’ Booth (100 sq. ft.): $3,300
Corner Booth $3,400
- Standard 7’ x 44” identification sign
- 8’ high back drape and 3’ high side dividers

10’ x 20’ Booth (200 sq. ft.): $6,600
($100 additional for corner booths)
- Standard 7’ x 44” identification sign
- 8’ high back drape and 3’ high side dividers

Island Booth (20’ x 20’, 400 sq. ft. minimum)
$40.00 per square foot
- Booth renderings/schematics are required, and must be approved by Exhibit Manager
- Booth structures and hanging signs limited to 20’ in height

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

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

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

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

**Booth Reservation Link**

**2018 Floor Plan**

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

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

**Booth Cancellations and Reductions**
Exhibitor cancellation requests, including booth reductions and changes to configurations, must be received in writing at apaexhibits@psych.org. The fee will be refunded in the manner in which it was received. The refund policy is:

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

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

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

Exhibitors accumulate priority points as follows:

1. Without a two-year consecutive absence since 1993, regardless of the amount of space used each year, each company will be given one (1) point for exhibiting at each APA Annual Meeting and Institute on Psychiatric Services;

2. One (1) point for advertisement (excluding classified advertising) in any of the following publications—*American Journal of Psychiatry*, *Psychiatric News*, and *Psychiatric Services*, regardless of the size or number of advertisements purchased; and

3. Sponsorship points awarded on a sliding scale in increments of one (1) point per every $5,000 spent. Sample scale:

<table>
<thead>
<tr>
<th>Amount Spent</th>
<th>Priority Points</th>
</tr>
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<tbody>
<tr>
<td>$5,000-$10,000</td>
<td>1</td>
</tr>
<tr>
<td>$10,001-$15,000</td>
<td>2</td>
</tr>
<tr>
<td>$15,001-$20,000</td>
<td>3</td>
</tr>
<tr>
<td>$20,001-$25,000</td>
<td>4</td>
</tr>
<tr>
<td>$25,001-$30,000</td>
<td>5</td>
</tr>
<tr>
<td>$30,001-$35,000</td>
<td>6</td>
</tr>
</tbody>
</table>
Eligibility for Exhibiting
The exhibits are an integral part of the APA Annual Meeting. APA in its sole discretion may reject any application and prohibit any exhibit or part of an exhibit for any reason and may cancel, or refuse rental of display space to any person or company whose conduct or display of goods is, in the sole opinion of APA, incompatible with the general character and educational objectives of the meeting and the policies of the APA. APA reserves the right to assign exhibit booths and exhibits space, irrespective of priority points earned. Active selling and product distribution is not permitted.

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

Space Applications, Charges and Assignments

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

Booth Activity Information

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

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

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

Distribution of Literature, Products, Booth Premiums and Promotional Activities
Distribution of product/service literature may be made only within the booth space assigned to the exhibitor presenting such material. Exhibitors are permitted to distribute descriptive product literature and products of their own manufacture, provided such distribution is in keeping with the educational and professional character of the Annual Meeting. The APA prohibits the distribution (either free or for sale) of educational enduring materials onsite that award CME credit.

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

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

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

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

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

Photography and Videotaping Policy
Videotaping and photographing by exhibitors within the Exhibit Hall is restricted to individual booth space. Attendees
The cost of labor.

set by the published time and the exhibitor will be billed for service contractor to complete installation for an exhibit not 9:00 a.m. opening on Sunday, May 6. APA will direct the by 6:00 p.m., Saturday, May 5, for final cleaning before the opening date (see below) to allow for final cleaning before all installation of exhibits and crate removal must be complete before 

Exhibitor Training Sessions

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

Admittance to the Exhibit Hall

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

Exhibitor Registration/Badge Allotments

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

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

Changes and Substitutions

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

Installation

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

Friday, May 4, 5:00 p.m. Publishers Book Fair and Career Fair
Saturday, May 5, 5:00 p.m. Full Exhibit Hall

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

Dismantling

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

Floor Covering

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

Hanging Signs and/or Banners

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

Contractual Considerations

Anti-Discrimination Policy

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

Compliance with the Law

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

Food and Drug Administration

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

Americans with Disabilities Act

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

Fire Safety Regulations

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

may at any time deny permission to be photographed or videotaped by APA photographer or media. Any photos or videography taken by APA, including of exhibitors and attendees, may be used for publication on psychiatry.org, printed material and for other official purposes as needed by the APA.
Forfeiture
If an exhibitor does not follow these 2018 Annual Meeting Rules and Regulations or any other requirements established by APA, the exhibitor shall forfeit the amount paid for space rental, regardless of whether the exhibit space is subsequently leased. Exhibitors found in violation of any of the Rules and Regulations will, at APA’s discretion, have their badges confiscated and will be escorted from the Exhibit Hall.

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

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

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

Insurance
The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of the Exhibitor Sales Form, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and products liability coverage with combined and single limits of liability of not less than $1,000,000. The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of Exhibitor Sales Form, worker’s compensation and occupational disease insurance in full compliance with all federal and state laws covering all the exhibitor’s employees engaged in the performance of any work for the exhibitor. All exhibitors are required to submit a certificate of insurance to APA evidencing the required insurance.

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

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

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

Smoking Policy
Smoking is prohibited in the Convention Center/Exhibit Hall.

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

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

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

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

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