



AMERICAN
PSYCHIATRIC
ASSOCIATION



ANNUAL MEETING

May 18-22, 2019 • San Francisco

2019 Exhibitor Prospectus/Rules and Regulations Strategic Branding and Advertising

Moscone Center • psychiatry.org/annualmeeting

**Plan Now
to Exhibit!**



Exhibit at the 2019 APA Annual Meeting

Moscone Center
747 Howard Street
San Francisco, CA 94103

Meeting Dates: Saturday, May 18 - Wednesday, May 22, 2019

Exhibit Dates for all Exhibitors:

Saturday, May 18: 5:30 p.m. - 7:30 p.m.	Welcome Reception All exhibit booths open
Sunday, May 19 - Tuesday, May 21 10:00 a.m. - 4:00 p.m.	All exhibit booths open

The American Psychiatric Association (APA) invites you to participate in the exhibits program taking place May 18-22, 2019. 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.

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 15,000 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

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

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, free Wi-Fi, engaging activities for attendees
- Networking opportunities
- Career Fair and Publishers Book Fair Pavilions

APA Statistics – Annual Meetings

	2018 New York	2017 San Diego	2016 Atlanta
Members & Affiliates	7,940	5,778	5,196
Non-Members	6,317	3,948	3,326
Guests	462	380	405
Exhibitors, Press & Administration	2,135	1,874	1,634
Professional Attendance	14,257	9,726	8,522
TOTAL	16,392	11,600	10,156

Annual Meeting Discipline & Primary Work Setting Data

Discipline

Psychiatrist	9,474	75%
Resident	1,596	12%
Mental Health Advocate	651	4%
Mental Health Professional/ Physician	475	3%
Student	179	1%
Other	752	5%

Primary Work Setting

Hospital	3,463	25%
University	2,785	20%
Private - Solo Practice	2,309	17%
Community Mental Health	1,423	10%
Private - Group Practice	986	8%
State Mental Health	792	6%
VA/Federal Facility	579	4%
Other	1,442	10%



Who to Contact:

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

Jamie Woodside, CEM
Exhibits and Meetings Manager
Phone: 202-609-7076
Email: jwoodside@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

2018

May	6-8	■ Advance exhibit sales
		■ Pre-sales housing
June	29	■ Deposit deadline
July	2	■ Unpaid deposits—space released back into inventory
August	20	■ Exhibit Sales Resume

2019

January	2	■ First booth cancellation deadline (see page 6 for details)
March	4	■ Balance of booth fee due
	5	■ Second booth cancellation deadline - no further refunds (see page 6 for details)
		■ Deadline to submit description for printed program
		■ All descriptions on Meeting App

Schedule at a Glance

EXHIBITOR REGISTRATION/HOURS

THURSDAY, MAY 16

Installation 8:00 a.m. – 5:00 p.m.

FRIDAY, MAY 17

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.

SATURDAY, MAY 18

Exhibitor Registration 7:30 a.m. – 5:00 p.m.

General Registration 7:30 a.m. – 5:00 p.m.

Installation for all Exhibits 8:00 a.m. – Noon

Installation complete Noon

ALL EXHIBITS OPEN 5:30 p.m. – 7:00 p.m.

SUNDAY, MAY 19

Exhibitor Registration 7:30 a.m. – 5:00 p.m.

General Registration 7:30 a.m. – 5:00 p.m.

ALL EXHIBITS OPEN 10:00 a.m. – 4:00 p.m.

Unopposed Exhibit Hours 11:30 a.m. – 1:00 p.m.

MONDAY, MAY 20

Exhibitor Registration 7:30 a.m. – 5:00 p.m.

General Registration 7:30 a.m. – 5:00 p.m.

ALL EXHIBITS OPEN 10:00 a.m. – 4:00 p.m.

Unopposed Exhibit Hours 11:30 a.m. – 1:00 p.m.

TUESDAY, MAY 21

Exhibitor Registration 7:30 a.m. – 5:00 p.m.

General Registration 7:30 a.m. – 5:00 p.m.

ALL EXHIBITS OPEN 10:00 a.m. – 4:00 p.m.

Unopposed Exhibit Hours 11:30 a.m. – 1:00 p.m.

Exhibit Dismantling 4:00 p.m. – 10:00 p.m.

WEDNESDAY, MAY 22

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, MAY 18

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.

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.

**Restricted Hours 8:00 a.m. – 7:00 p.m.

SUNDAY, MAY 19

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 10:00 a.m. – 4:00 p.m.

Poster Sessions 10:00 a.m. – 4:00 p.m.

*Exhibitor Product Theaters 11:00 a.m. – Noon

1:00 p.m. – 2:00 p.m.

2:00 p.m. – 3:00 p.m.

Unopposed Exhibit Hours 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, MAY 20

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 10:00 a.m. – 4:00 p.m.

Poster Sessions 10:00 a.m. – 4:00 p.m.

*Exhibitor Product Theaters 11:00 a.m. – Noon

Noon – 1:00 p.m.

1:00 p.m. – 2:00 p.m.

2:00 p.m. – 3:00 p.m.

Unopposed Exhibit Hours 11:30 a.m. – 1:00 p.m.

Convocation of Distinguished Fellows 5:00 p.m. – 6:00 p.m.

175th Anniversary Gala (see p. 13) 7:00 p.m. – 9:00 p.m.

**Restricted Hours 8:00 a.m. – 6:00 p.m.

TUESDAY, MAY 21

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 10:00 a.m. – 4:00 p.m.

Poster Sessions 10:00 a.m. – 4:00 p.m.

*Exhibitor Product Theaters 11:00 a.m. – Noon

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Unopposed Exhibit Hours 11:30 a.m. – 1:00 p.m.

**Restricted Hours 8:00 a.m. – 5:00 p.m.

WEDNESDAY, MAY 22

ALL EXHIBITS CLOSED

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

* Timeslots available on a first-come, first-served basis

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

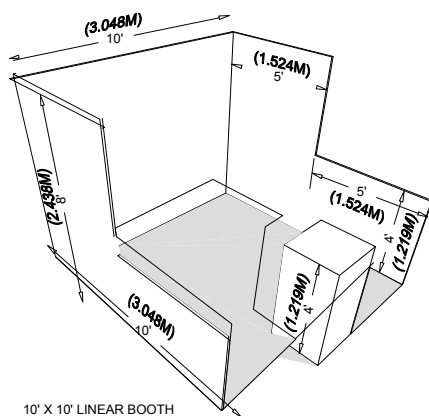
Exhibit Pricing and Specifications

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 Meeting 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
- Publishers Book Fair and Career Fair Pavilions

[View Floor Plan](#)

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.): \$3,400

Corner Booth \$3,500

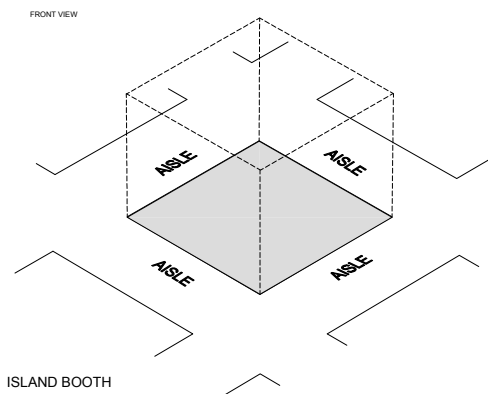
- Standard 7' x 44" identification sign
- 8' high back drape and 3' high side dividers

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
Please note that Moscone Center has height variances.

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 2019 Annual Meeting Rules and Regulations.

How to Exhibit

Now that you have decided to be a part of the 2019 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](#)

[2019 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 4, 2019. Reservations submitted after March 4, 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 4. 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, 2019:	Full refund, less 10% processing fee of full booth amount
January 3 - March 4, 2019:	50% of total booth cost refunded, less 10% processing fee
After March 4, 2019:	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

APA Strategic 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



2018 Meeting Stats

Average Annual Meeting attendance (2014-2018)	12,670
Number of exhibit hall attendees Sunday-Tuesday	5,265
APA Membership	37,800

Years Attending Annual Meeting

First Time Attendee	4,669	34%
1 - 5	5,121	36%
6 - 10	1,838	13%
11 - 15	769	6%
15+	1,518	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 4, 2019, 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.

Deadlines and Production Artwork

The deadline for all production ready artwork is due Monday, April 1. The following increases will be in effect after that date:

- April 2 - April 15 Increase by 25%
- April 16 - April 30 Increase by 50%
- May 1 - May 9 Increase by 100%
- May 13 - Show site Price upon request

A graphic proof will be sent 5 - 7 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 Freeman 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.

Branding Opportunities

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

Advertising Display Light Panels

Light the way throughout the exhibit hall and provide a means for exhibitors to promote their company name, product/service, product theaters, booth theme or booth location, on full-color display panels approximately 7' high by 37" wide. Graphics will be printed in color from exhibitor-supplied artwork.

Rotating Advertising Displays:

Each display will have four individual display panels.

Lighted, Four-Sided Rotation Display: \$26,000

Advertising Display Panels:

Single panel displays will be located by selected entrances and along the aisles of the Exhibit Hall.

Single, Lighted Ad Panel: \$10,000 each



Any upgrades or special requests will involve an additional cost.

Exhibitor Suites

Be among the action on the Exhibit Hall floor by utilizing an executive suite located on the Exhibit Hall floor. These suites will provide an excellent venue to have private meetings with clients or conduct staff meetings. Several sizes are available to meet your individual requirements. There will be access to the suites from Sunday – Tuesday, 10:00 a.m. – 4:00 p.m. Refreshments may be ordered separately through Convention Center catering.

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

Exhibitor Suite: 10' x 10' - \$3,300

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

Executive Exhibitor Suite: 10' x 20' - \$6,600

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

Silver Exhibitor Suite: 20' x 20' - \$13,000

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

Note: Furniture upgrades and electricity will involve additional costs.



Branding Opportunities (continued)

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

AISLE BANNER DANGLER \$20,000

Position yourself on the aisle banner sign where many attendees look for direction on the Exhibit Hall. Add your message, logo or booth number. This a sole sponsorship and the company will provide artwork for inclusion on all banner signs.



PARK BENCHES \$20,000

For a busy show, park benches are the perfect sponsorship for attendees to stop and take a break. Sponsors will have an opportunity to have their artwork or logo on benches from Sunday-Tuesday of the show.



SHUTTLE WRAPS THREE (3) SHUTTLE BUSES PER ROUTE \$30,000

See your message coming and going! Enjoy the ultimate marketing tool by purchasing a rolling advertisement during the Annual Meeting with custom artwork on display on the official shuttle buses from Saturday through Wednesday during shuttle operation. Advertiser will enjoy maximum exposure as all attendees and the public view your branding as the motor coaches drive around the city between the hotels and the Center.



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.

Note:

If there are additional opportunities that you are interested in supporting that are not listed, please contact Vernetta Copeland at vcopeland@psych.org to discuss.



Branding Opportunities (continued)

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

PRODUCT THEATER SESSIONS \$70,000 (60 Minutes)

Promote your product in a focused, 60-minute message to psychiatrists and other mental health professionals through a Product Theater. There are 12 sessions available in three time slots from Sunday through Tuesday on a first-come, first served basis. The non-CME session provides standard audiovisual, an advertising, a boxed lunch to 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 will be incurred for any artwork that is not submitted by the deadline. The cost for each additional advertising panel is \$4,500.**

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.

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.



Branding Opportunities (continued)

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

**NEW! H₂O LOUNGES (2) \$60,000
(\$30,000 each)**

The H₂O Lounge will be the distribution point of sporty, reusable water bottles to facilitate San Francisco's water conservation efforts. The water bottles and selected water distribution areas will show the company's brand and or message.

NEW! ENERGIZE LOUNGE - SILENT DANCE PARTY \$25,000

Sponsor a dance party with music broadcast through wireless headphones. Attendees will have a great time rocking out or two stepping to tunes. The sponsoring company will be acknowledged on signage and in the meeting program.

RECHARGE LOUNGES (2) 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.



RELAXATION LOUNGE \$25,000

Attendees can enjoy a retreat from the meeting to disconnect from all phones and electronic devices and decompress to relaxing sounds of nature. This is an area with soft seating and a separation from surrounding exhibits. The sponsoring company will be acknowledged on signage and in the meeting program.

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 will be sent to all attendees prior to the meeting along with their registration confirmations. Due date: April 26, 2019. *Exhibiting is not required.*

Contact Nina Taylor at ntaylor@psych.org to discuss the following opportunities:

RESIDENT POSTER SESSION AND AWARDS \$25,000

Support the special poster session dedicated to residents, medical students and research or clinical fellows in sharing their research projects and practice experiences with colleagues. Award ribbons and certificates will be given for best posters in poster categories. Sponsoring company name and logo will be provided on signage and acknowledged in the meeting guide and in a subsequent issue of *PsychNews*.

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

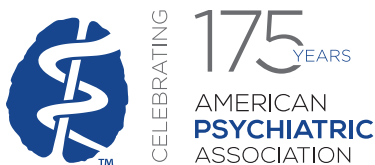
Megabyte \$5,000

15-minute Ted-style talk and program recognition

Byte \$2,000

Program recognition

Contact Lindsey Fox at lfox@psych.org or 202-559-3882 to discuss the following sponsorship opportunities:



175th Anniversary Gala

Monday, May 20, 2019

7:00 pm-10:00 pm

San Francisco City Hall

Proceeds to Benefit the APA Foundation

Join us at the APA Annual Meeting for a black-tie (optional) reception as APA celebrates 175 years!

Our expected attendance is 600+ psychiatrists making this an excellent networking opportunity to celebrate the rich history of the APA.

Gold Event Sponsor: \$20,000

- Prominent recognition of your support (including use of your corporate name and logo) in promotional materials leading up to the Gala
- Your corporate logo displayed on on-site event signage
- Verbal recognition at the gala
- Four (4) complimentary tickets to the gala
- Opportunity to meet and network with APA members and leadership

Silver Event Sponsor: \$15,000

- Prominent recognition of your support (including use of your corporate name and logo) in promotional materials leading up to the Gala
- Your corporate logo displayed on on-site event signage
- Verbal recognition at the gala
- Two (2) complimentary tickets to the gala
- Opportunity to meet and network with APA members and leadership

Bronze Event Sponsor: \$8,000

- Prominent recognition of your support (including use of your corporate name and logo) in promotional materials leading up to the Gala
- Your corporate logo displayed on on-site event signage
- Opportunity to meet and network with APA members and leadership

Floral Sponsor: \$5,000

Entertainment Sponsor: \$7,500



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 APA Guide combines

the 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.

APA 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 four days.



APA DIGITAL DAILY COVERAGE SPONSORSHIP: The digital *APA Daily* provides late-breaking news via three APA platforms: *Psychiatric News Alert* eNewsletters, APA Meeting Coverage site, and the Meeting Mobile App. These digital advertising opportunities reach attendees, as well as APA members and mental health professionals not attending the meeting.

APA 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.



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

DISTRIBUTION RACKS SPONSORSHIP:

The exclusive sponsor of the APA Daily Distribution Racks is guaranteed incredible visibility each time an attendee passes by or picks up a newspaper from one of the racks placed at premium locations throughout the Convention Center. This unique marketing opportunity includes corporate advertising on the side panels of each rack.



INSERT IN DOCTORS' BAG: Opportunity to promote directly to attendees with your insert included in the Doctors' Bag.

Advertising Reservation Form

Guide to the 2019 Annual Meeting

Deadline to Reserve Ad Space: March 29, 2019

Material Due: April 2, 2019

The *APA Guide to the Annual Meeting* is the only official book distributed onsite to registrants at the APA Annual Meeting in San Francisco, CA, May 18-22, 2019.

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"/> \$3,940 net	<input type="checkbox"/> \$5,690 net	<input type="checkbox"/> Cover 2	\$13,550 net
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$2,480 net	<input type="checkbox"/> \$3,710 net	<input type="checkbox"/> Cover 3 and 4	\$22,520 net
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$ 990 net	<input type="checkbox"/> \$2,180 net	<input type="checkbox"/> Cover 4	\$16,950 net
<input type="checkbox"/> 2 Page Insert (supplied by advertiser)		\$8,170 net	<input type="checkbox"/> Cover 3	\$11,090 net
<input type="checkbox"/> 4 Page Insert (supplied by advertiser)		\$16,290 net	<input type="checkbox"/> Tab (2 sided)	\$12,750 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 18, 2019.
- 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 2019 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.

Guide to the 2019 Annual Meeting Advertising Specifications

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.

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



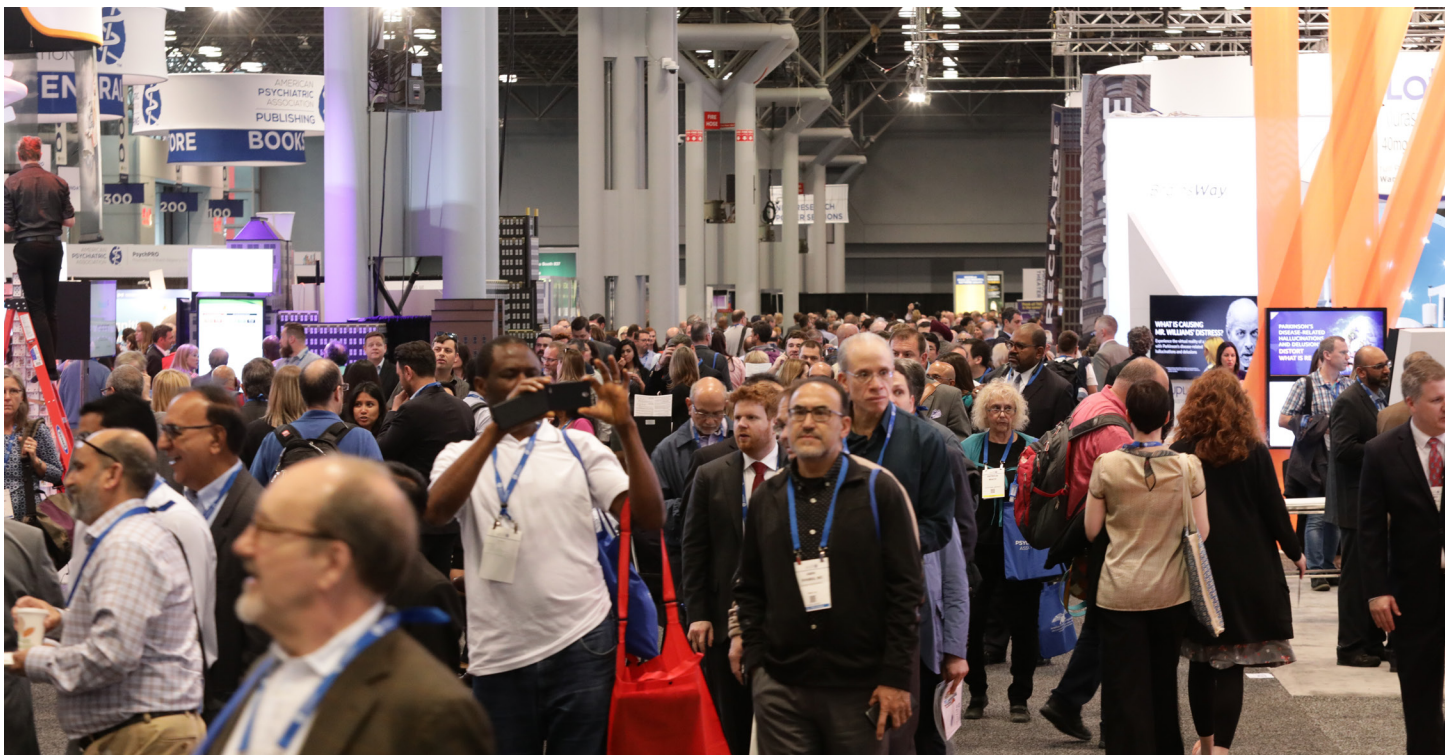
Pre- and Post-Show Lists

Reach Conference Attendees

The APA will provide one, complimentary, pre- and post-conference attendee mailing list upon request for the purpose of promoting participation in the exhibit. 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



2019 Annual Meeting Rules and Regulations

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 2019 Annual Meeting. Other than the exhibit space, which must be used in accordance with these 2019 Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the 2019 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 21, 2019.

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 2019 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 21, 2019. 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 may at any time deny permission to be photographed or

2019 Annual Meeting Rules and Regulations (continued)

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.

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 19, 2019.

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 17, 2019, 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 21, 2019. 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.

New opening day schedule:

Saturday, May 18

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

Set-up will not be permitted on Saturday, May 18 between Noon and 7:00 p.m. on Saturday. All installation of exhibits and crate removal must be complete by Noon on Saturday, May 18, for final cleaning before the Welcome Reception and

opening on Saturday, May 18, 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 4:00 p.m., Tuesday, May 21, 2019, for all exhibits. Any exhibitor who packs materials or dismantles an exhibit prior to 4:00 p.m., Tuesday, May 21, 2019, 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. There may also be height limitations due to the design of the Moscone Convention Center.

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

2019 Annual Meeting Rules and Regulations (continued)

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 2019 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 2019 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 2019 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.

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 18	8:00 a.m. – 7:00 p.m.
Sunday, May 19	8:00 a.m. – 5:00 p.m.
Monday, May 20	8:00 a.m. – 6:00 p.m.
Tuesday, May 21	8:00 a.m. – 5:00 p.m.
Wednesday, May 22	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 2019 Annual Meeting Rules and Regulations that may hereafter be adopted by APA.