



AMERICAN
PSYCHIATRIC
ASSOCIATION



ANNUAL MEETING

May 21-25, 2022 • New Orleans

Online Experience - June 7-10, 2022



2022

Exhibitor Prospectus/Rules and Regulations
Branding & Advertising Opportunities

psychiatry.org/annualmeeting

Edited as of February 1, 2022

Exhibit at the 2022 APA Annual Meeting

The American Psychiatric Association (APA) invites you to participate in the first in-person gathering since 2019. The exhibit/sponsorship program will take place May 21-25, 2022 in New Orleans, LA. A virtual experience is scheduled for June 7-10, 2022, to allow flexibility for remote attendees. The theme for the meeting is *Social Determinants of Mental Health*. 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.

Hotel Reservations:

APA has secured room blocks with several hotels. We strongly encourage exhibitors to reserve their rooms within the APA hotel block.

[Hotel Reservations](#)

[International Groups](#)

Why You Should Exhibit...

The Annual Meeting offers the largest audience of psychiatrists and mental health professionals at any meeting in the world. It provides an excellent venue to display products designed for the mental health professional, recruit for psychiatric positions or to offer other services to attendees. Over 7,000 attendees are expected in-person meeting, and over 3,000 virtual attendees, most of whom are physicians from psychiatric and other mental health disciplines, social workers and nurses.



New Orleans Ernest N. Morial Convention Center

900 Convention Center Boulevard

New Orleans, LA 70130

Exhibit Halls G-J

Meeting Dates: Saturday, May 21 – Wednesday, May 25, 2022

Exhibit Dates: May 21 - May 24, 2022

Saturday, May 21:

Noon - 5:00 p.m.

All Exhibits Open

Sunday, May 22 to Monday, May 23:

9:30 a.m. - 5:00 p.m.

All Exhibits Open

Tuesday, May 24:

9:30 a.m. - 4:30 p.m.

All Exhibits Open

Wednesday, May 25:

All exhibits closed

See full schedule on Pages 5-6

Value for Exhibitors

Perfect opportunity to:

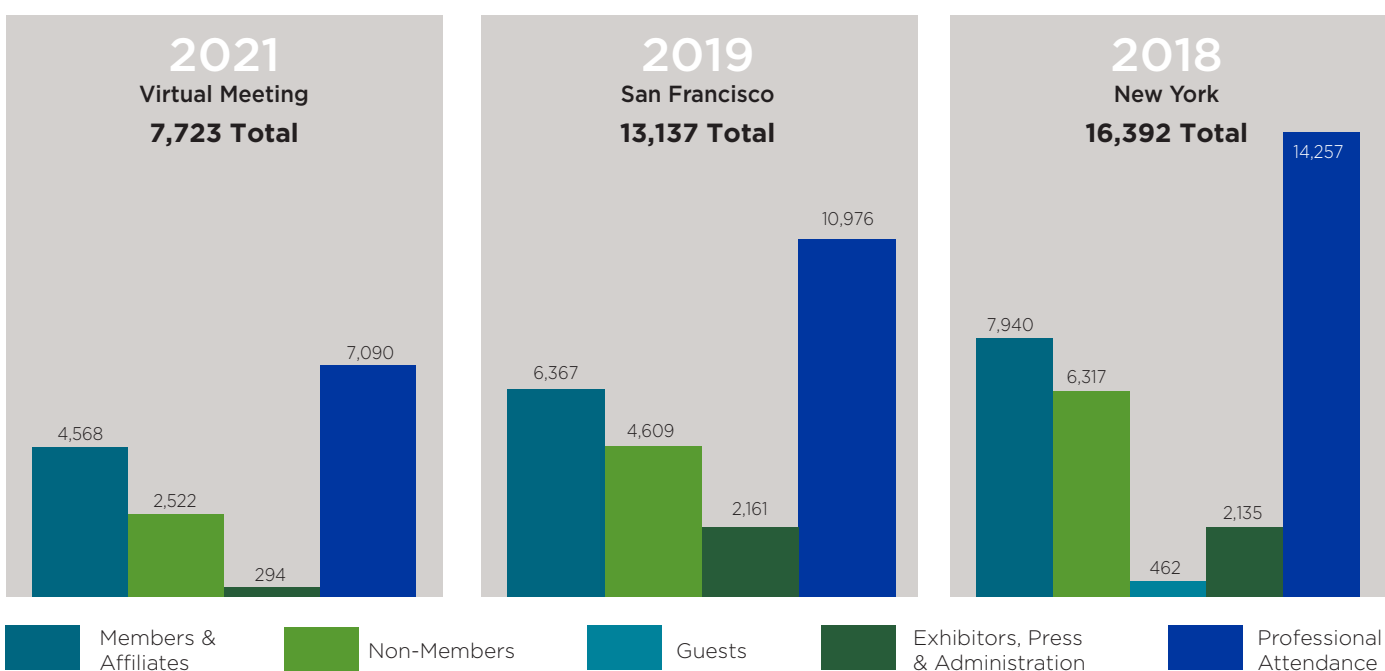
- Generate new sales leads
- Maximize visibility for your company
- Network with psychiatrists and mental health professionals from around the country
- Introduce new products and services
- Advertise to a wide range of attendees
- Increase your marketing with branding opportunities

Exhibit Hall Highlights:

- Unopposed exhibit hours Saturday - Tuesday
- Mid-Day Mingles (Sunday-Tuesday)
- Poster Gallery
- Advertising and sponsorship opportunities
- Product Showcases & Huddles
- APA Lounges, Presentation Stage, charging stations, Wi-Fi
- Networking opportunities
- Career Expo & Publishers Book Expo

APA Statistics – Annual Meetings

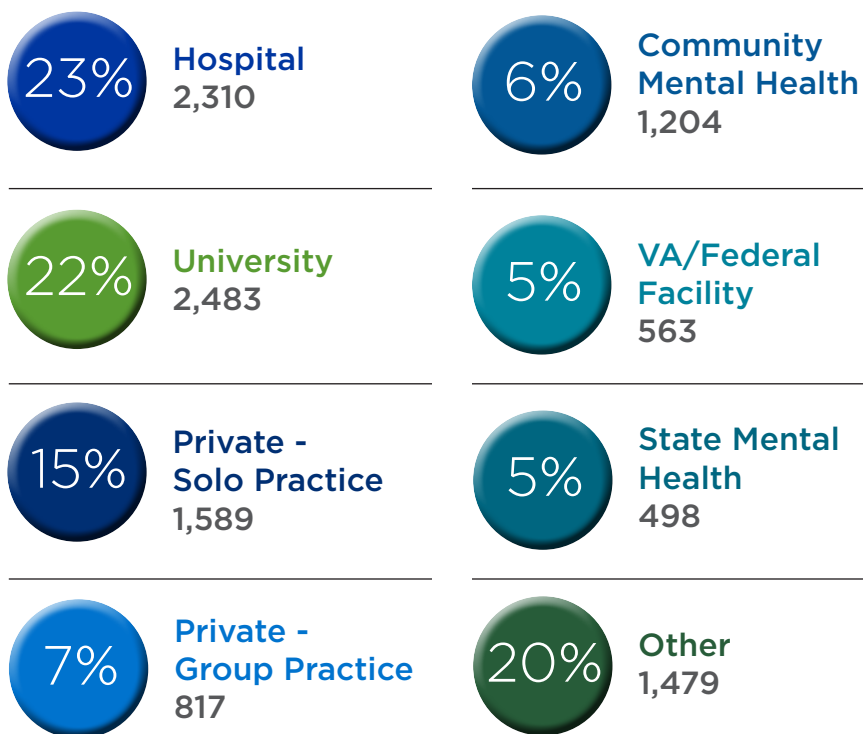
Registration Data



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

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%

Who to Contact:

American Psychiatric Association

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

Exhibit Branding, Sponsorships and Exhibit Hall Presentations

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

Exhibitor Sales, Services and Logistics

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

Exhibitor Registration

Registration & Meetings Manager
Email: registration@psych.org

Print/Electronic Advertising

Pharmaceutical Media, Inc. (PMI)
30 East 33rd Street
New York, NY 10016

Advertising

Jill Redlund
National Accounts Manager
Phone: 908-313-7264
Email: jredlund@pminy.com

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

Important Dates

2021

November

1 Exhibit & Branding/Advertising Sales Open

2022

January

7 First Cancellation Deadline
(see page 21 for details)

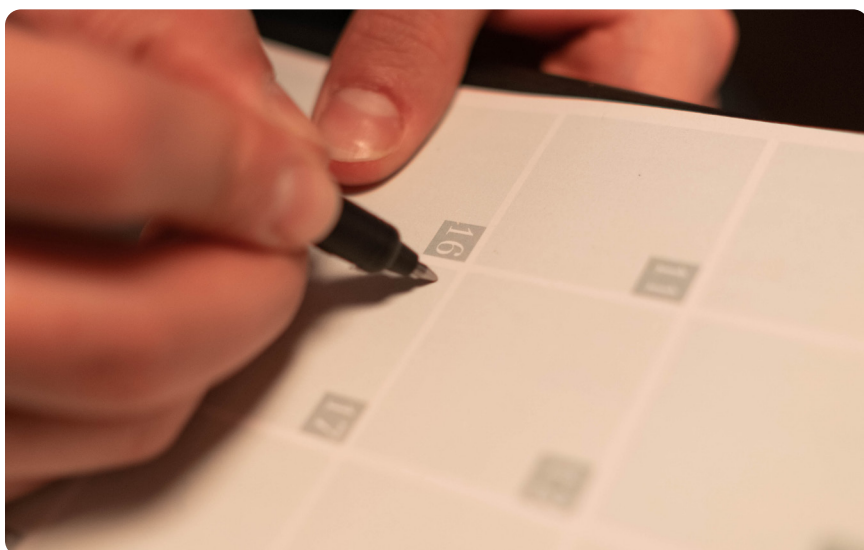
February

21 Full Booth Payment Due

Second Cancellation Deadline
(see page 21 for details)

22 No Further Refunds

Description Submission Deadline for the Meeting App



Schedule at a Glance

EXHIBITOR REGISTRATION/HOURS

WEDNESDAY, MAY 18

Pre-approved Installations 8:00 a.m. – 5:00 p.m.

THURSDAY, MAY 19

Installation 8:00 a.m. – 5:00 p.m.

FRIDAY, MAY 20

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 21

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

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

Installation of Exhibits 8:00 – 10:00 a.m.

Installation Completed/

Deadline for Installations 10:00 a.m.

ALL EXHIBITS OPEN Noon – 5:00 p.m.

SUNDAY, MAY 22

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

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

ALL EXHIBITS OPEN 9:30 a.m. – 5:00 pm

MONDAY, MAY 23

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

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

ALL EXHIBITS OPEN 9:30 a.m. – 5:00 pm

TUESDAY, MAY 24

Exhibitor Registration 7:30 a.m. – 4:30 p.m.

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

ALL EXHIBITS OPEN 9:30 a.m. – 4:30 p.m.

Exhibit Dismantling 4:30 – 11:00 p.m.

WEDNESDAY, MAY 25

ALL EXHIBITS CLOSED

General Registration 7:30 a.m. – 4:00 p.m.

Exhibit Dismantling 8:00 a.m. – 5:00 p.m.

TENTATIVE MEETING SCHEDULE

SATURDAY, MAY 21

Courses/Scientific Sessions 8:00 a.m. – 5:30 p.m.

Poster Sessions Noon – 4:00 p.m.

Exhibitor Product Showcase Noon – 1 p.m./1 – 2 p.m./2 – 3 p.m.

ALL EXHIBITS OPEN Noon – 5:00 p.m.

Opening Session 6:00 – 7:00 p.m.

Therapeutic Updates 7:30 – 9:30 p.m.

Unopposed Hours Noon – 1:30 p.m./3:00 – 4:00 p.m.

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

SUNDAY, MAY 22

Courses/Scientific Sessions 8:00 a.m. – 5:30 p.m.

Poster Sessions Noon – 4:00 p.m.

ALL EXHIBITS OPEN: 9:30 a.m. – 5:00 p.m.

Coffee & Conversations at The Stage 9:30 – 10:30 a.m./3:00 – 4:00 p.m.

Exhibitor Product Showcase 11 a.m. – Noon/Noon – 1 p.m./1 – 2 p.m./2 – 3 p.m./3 – 4 p.m.

Mid-day Mingles Noon – 1:30 p.m. (Snacks and Refreshments)

Huddle Discussions at The Stage Noon – 12:20 p.m./1:00 – 1:20 p.m.

Plenary Session (tentative) 5:30 p.m. – 6:30 p.m.

President's Reception 7:30 p.m. – 9:30 p.m.

Therapeutic Updates 7:30 – 9:30 p.m.

Unopposed Hours 9:30 – 10:30 a.m./Noon – 1:30 p.m./3:00 – 4:00 p.m.

*Restricted Hours 8:00 a.m. – 5:30 p.m.

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

Event dates and times are subject to change.

continued on next page

Schedule at a Glance (continued)

MONDAY, MAY 23

Courses/Scientific Sessions	8:00 a.m. – 5:30 p.m.
DEI Plenary Session	8:00 – 9:30 a.m.
Poster Sessions	Noon – 4:00 p.m.
ALL EXHIBITS OPEN	9:30 a.m. – 5:00 p.m.
Coffee & Conversations at The Stage	9:30 – 10:30 a.m./3:00 – 4:00 p.m.
Exhibitor Product Showcase	11 a.m. – Noon/Noon – 1 p.m./1 – 2 p.m./2 – 3 p.m./3 – 4 p.m.
Mid-day Mingles	Noon – 1:30 p.m. (Snacks and Refreshments)
Huddle Discussions at The Stage	Noon – 12:20 p.m./1:00 – 1:20 p.m.
Convocation	6:00 – 7:00 p.m.
Foundation Event	7:30 – 9:30 p.m.
Therapeutic Updates	7:30 – 9:30 p.m.
Unopposed Hours	9:30 – 10:30 a.m./Noon – 1:30 p.m./3:00 – 4:00 p.m.
*Restricted Hours	8:00 a.m. – 7:00 p.m.

TUESDAY, MAY 24

Courses/Scientific Sessions	8:00 a.m. – 5:30 p.m.
Poster Sessions	Noon – 4:00 p.m.
ALL EXHIBITS OPEN	9:30 a.m. – 4:30 p.m.
Coffee & Conversations at The Stage	9:30 – 10:30 a.m./3:00 – 4:00 p.m.
Exhibitor Product Showcase	11 a.m. – Noon/Noon – 1 p.m./1 – 2 p.m./2 – 3 p.m.
Mid-day Mingles	Noon – 1:30 p.m. (Snacks and Refreshments)
Huddle Discussions at The Stage	Noon – 12:20 p.m./1:00 – 1:20 p.m.
Unopposed Hours	9:30 – 10:30 a.m./Noon – 1:30 p.m./3:00 – 4:00 p.m.
*Restricted Hours	8:00 a.m. – 5:30 p.m.

WEDNESDAY, MAY 25

ALL EXHIBITS CLOSED

Courses/Scientific Sessions 8:00 a.m. – 5:30 p.m.

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

Event dates and times are subject to change.

Exhibit Pricing and Specifications

Booth Packages include:

- Listing in the Annual Meeting Scheduler (if received by deadline)
 - Visibility in the APA Meetings App
 - Visibility on the digital, exhibit floor map
 - Unopposed exhibit hours Saturday – Tuesday
 - Marketing and support opportunities
 - Six (6) complimentary, exhibit-only staff registrations per 100 square feet of booth space
- For Exhibitor Full Conference, refer to [Annual Meeting](#) for meeting registration.
- Exhibitor Only Lounges, Saturday – Tuesday (exhibit hours only)

[View Floor Plan](#)

Publishers Book Expo and Career Fair Expo

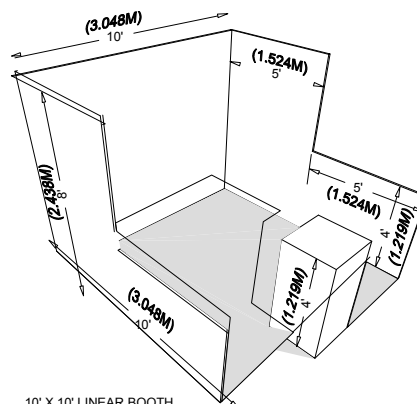
Publishers Expo is designed for publishers of print or electronic media only. See floor plan for designated area.

Career Expo allows recruitment opportunities for attending psychiatrists, mental health professionals, resident-fellow members, residents and first through fourth year career professionals.

See floor plan for designated area.

Statistics for Recruitment:

	2019	2021 Virtual
Resident Fellow Members (previously Members in Training):	1,349	743
Early Career Psychiatrists:	2,322	1,005
International Medical Graduates:	1,720	1,168
Medical Students:	755	752



10' X 10' LINEAR BOOTH

10' x 10' Booth (100 sq. ft.): \$3,600

Corner Booth \$3,700

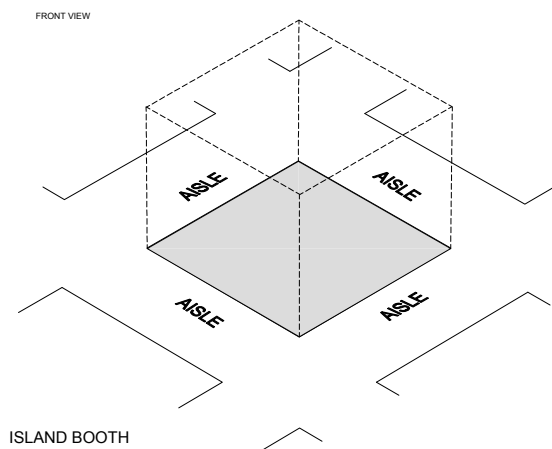
- Identification sign
- 8' high back drape and 3' high side dividers

10' x 20' Booth (200 sq. ft.): \$7,200

(\$100 additional for each corner booth)

- Identification sign
- 8' high back drape and 3' high side dividers

- Displays over 4' in height and within 10 linear feet of an adjoining booth or cross-aisle must be confined to the back 5 feet of the booth.



Island Booth (20' x 20', 400 sq. ft. minimum)

\$43.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager. Submit to APAE Exhibits@psych.org no later than **March 25, 2022**.
- Booth structures and hanging signs limited to 20' in height from floor to top of banner.

NOT INCLUDED: Booth cost does not include booth carpet, furnishings (tables/chairs), electricity, Wi-Fi, audiovisual equipment, floral, catering or labor. **APA requires that all exhibitors provide carpet for the entire booth space.**

By submitting your booth space reservation, you are confirming that you have read and agree to the 2022 Annual Meeting Rules and Regulations.

How to Exhibit

2022 Floor Plan

Booth Reservations

Payment for Space

There is a 50% deposit required. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the American Psychiatric Association. Your invoice will provide mailing information for payments by check. **Check payments must be received by APA within 10 business days of exhibit space reservation.**

Full payment of all rental charges is due on or before February 21, 2022. Reservations submitted after February 21, must include full payment. Upon approval of reservation, all exhibiting organizations cancelling or downsizing exhibit space will be charged cancellation and/or processing fees as stated below. **Exhibitors are liable for unpaid booth fees if cancellations, reductions or changes occur prior to receipt of payment. No refunds will be issued for exhibit space cancellations received after February 21. 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 7, 2022:	Full refund, less 10% processing fee of full booth amount
January 8 - February 21, 2022:	50% refund of total booth cost
After February 21, 2022:	No refunds

Space Assignment

Exhibit space is assigned based on priority points during advance sales and then 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:

- 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;
- 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
- 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

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 21, 2022, non-exhibiting companies will be permitted to purchase available sponsorships outside of the Exhibit Hall. The price will include a non-exhibiting fee of \$3,600.

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.

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



Branding Opportunities

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

Advertising Display Light Boxes

Enlighten attendees of your message throughout the Exhibit Hall on lighted advertising towers. Graphics will be printed in color from exhibitor-supplied artwork.

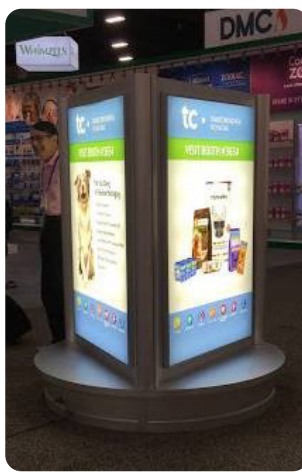
Rotating Advertising Displays:

Three individual display panels.

Lighted, Three-Sided Rotation Display:
\$35,000

Single Advertising Display Panels:
\$20,000 each

Any upgrades or special requests will involve an additional cost.



Exhibitor Suites

Keep your prospects and staff in the midst of the Exhibit Hall excitement by holding meetings and exchanges in exhibitor hospitality suites. Access to the suites is from Saturday – Tuesday. Refreshments may be ordered separately through Convention Center catering.

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

Exhibitor Suite: 10' x 10' - \$4,500

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

Executive Exhibitor Suite: 10' x 20' - \$9,000

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

Silver Exhibitor Suite: 20' x 20' - \$18,000

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

Note: Furniture upgrades and electricity involve additional costs.

Deadlines and Production Artwork

The deadline for all production ready artwork is due Tuesday, April 26, 2022. Surcharges will apply for artwork submissions and approvals after this date. The following pricing model will be in effect after this date:

April 27 - May 8
Rate increase by 25%

May 9 - May 14
Rate increase by 50%

May 15 - May 17
Rate increase by 100%

A graphic proof will be sent five business days after receipt of production artwork and sample pdf. Approval or revisions will be required 48 hours after receipt. If revisions are needed due to layout changes or improper sizing, the new date when GES receives the updated artwork will be considered the new date for pricing. Production will not continue until balance and any late charges are paid in full, which can further affect increases. All production copy must be approved by APA.

Branding Opportunities (continued)

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

AISLE BANNER DANGLER \$25,000

Position yourself above everyone on the aisle banner sign. Add your message, logo or booth number. This is a sole sponsorship and the company will provide artwork. *Design is subject to change.*



PARK BENCHES \$25,000

For a busy show, park benches are the perfect sponsorship for attendees to stop and take a break.



DOOR CLINGS \$30,000 Hall F entrance (22 doors)

Single-sided door clings (facing inward) of lobby doors. APA branding will be facing outward. Sole sponsorship at selected hall entrance.

SHUTTLE WRAPS THREE (3) SHUTTLE BUSES PER ROUTE

See your message coming and going! Enjoy the ultimate marketing tool with a rolling advertisement. Advertiser will enjoy maximum exposure as all attendees and the public view your branding.



Wrap options:

Basic, Full Ribbon Banner (shown above): \$35,000

Full Side Wrap (includes exterior windows and lower half): \$65,000

Request specifications and additional options at vcopeland@psych.org.

Artwork is due by March 26, 2021.

CONVENTION CENTER DISPLAY OPPORTUNITIES

There are Convention Center and hotel display opportunities to advertise on banners, column wraps, escalator clings, and more.

[Sponsorships](#)

Note: If you are interested in other opportunities not listed, please contact Vernetta Copeland at vcopeland@psych.org to discuss.



Branding Opportunities (continued)

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

PRODUCT SHOWCASE SESSIONS \$80,000 (60 Minutes)

Promote your product in a focused, 60-minute message to psychiatrists and other mental health professionals. Sessions are available from Saturday through Tuesday on a first-come, first-served basis. The non-CME session provides standard audiovisual, a boxed lunch or snack (optional), lead retrieval, and an advertising panel. Any upgrades or changes are additional. The program will be listed in the Know Before You Go, on signage, and on the meetings app.

Product Showcase Guidelines

*** Late fees incurred for any artwork not submitted by the deadline.**

THE STAGE \$50,000

NEW! Sponsor this new, multifaceted hub for meet ups and presentations. Attendees can network with colleagues in a relaxing area with Wi-Fi and hear presentations by today's thought leaders. Sponsoring company will be acknowledged with signage. The sponsor of The Stage also has the opportunity to present a Huddle discussion (see "Huddle Discussions" for details).



THERAPEUTIC UPDATES \$50,000 (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 listed in the Know Before You Go, on signage, and on the meetings app.

Therapeutic Guidelines

HUDDLE DISCUSSIONS \$25,000

NEW! Present non-CME discussions at "The Stage" in a 20-minute time slot geared to small groups. Talks can encompass new product or promotional. All requests must include a summary and overview for review. Contact Vernetta Copeland at vcopeland@psych.org to discuss scheduling and for more information.

Huddle Discussion Guidelines

SUPPORT A PLENARY SESSION \$100,000+ EACH

NEW! The APA's plenary sessions are open to support with acknowledgement in the Annual Meeting Scheduler, on meeting app, and on signage at the entrance. The Convocation will allow a logo on its guide distributed at the session. The following plenary sessions are available: Opening Session, Convocation, and the new Diversity, Equity and Inclusion session.

Branding Opportunities (continued)

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

CHARGING STATIONS \$30,000 EACH OR \$50,000 FOR TWO

Everyone needs to recharge, so charging stations are available throughout the convention center in the lobby areas.

HAND SANITIZER PRODUCTS

Hand Sanitizer Dispensers \$25,000

Provide the means for attendees to utilize hand sanitizers in common areas of the convention center. Company will be acknowledged with company name and logo.

Miniature Bottles of Hand Sanitizers \$25,000

Upon registering, each attendee will be given a mini bottle of hand sanitizer with your company logo.

SPECIALTY LOUNGES \$30,000+ (Based on approved designs)

A Specialty Lounge will allow for the distribution of company information and/or an approved attendee giveaways, i.e. PPE (masks, hand sanitizer bottles), branded/unbranded water bottles, coffee station. Requests of the sponsoring company will be considered.

HOTEL KEY CARDS OR “DO NOT DISTURB” DOOR HANGERS \$15,000 Per Hotel

Put your brand and message in the hands of attendees on a key card or door hanger to remind them to visit your booth or build corporate/product awareness. The supporter will incur all costs for production, shipping and distribution. Sponsoring company will also be acknowledged in the scheduler.

VIRTUAL REGISTRATION BAG \$1,000 exhibitors/\$1,500 non-exhibitors

The Virtual Registration Bag allows companies to submit PDF materials for upload online to attendees prior to the meeting. This information is also included with confirmations of preregistered attendees. Due date: April 8, 2022.

WI-FI WITH SPLASHPAGE: \$25,000 (Exclusive)

Allow attendees access to free Wi-Fi at The Stage, within the Exhibit Hall and in lobby area. Your organization's URL will appear on splash page and signage identify you as the sponsor.

POSTER SESSIONS \$30,000 (Exclusive, Digital and In-Person)

The poster sessions offer recent, late-breaking findings on various topics through visual, self-explanatory presentations. The supporter will provide a short video introduction for the virtual presentation along with signage for the in-person presentations.

APA ART ASSOCIATION EXHIBIT \$20,000 (Exclusive, Digital and In-Person)

The art exhibit offers APA members and others an opportunity to display their original artwork digitally in mixed media forms allowing the creativity of the dormant artist to be expressed. There will also be an in-person presence of artwork.

Digital Opportunities

A virtual segment of the Annual Meeting is scheduled for June 7-10, 2022, for those attendees that need the flexibility of a remote environment. Attendees to the in-person meeting will also have access to the virtual experience. Following are digital opportunities to consider in enhancing the experience.

CORPORATE SPONSORSHIP \$5,000

Have a visible presence to virtual attendees as a corporate sponsor. Your message, logo, and contact information will be displayed to attendees.

LIVE, VIRTUAL FOCUS GROUPS \$20,000 (30 minutes)

Connect with attendees to enhance your brand and visibility with live discussions on various topics, products and services. The focus group provides value beyond brief exchanges with real-time feedback from attendees.

ENTERTAINMENT BREAKS \$12,000 each

During scheduled breaks from sessions, attendees will be encouraged to attend an enjoyable 30-minute, mini performance by a New Orleans entertainer. The performance adds energy to the meeting experience and provides a memorable marketing opportunity. The sponsorship includes a short video introduction to the concert.

BRANDING ON REGISTRATION SIGN-ON PAGE OR “KNOW BEFORE YOU GO” MESSAGE \$15,000 (per option)

As attendees prepare for the meeting, they will be updated with the Know Before You Go notification and then the sign-on for the virtual site. Meet them at each instance with your logo/message, which will appear on the message sent with their confirmation and on the sign-in site. These can be sponsored as a bundle or individually.

POSTER SESSIONS \$30,000 (Exclusive, Digital and In-Person)

The poster sessions offer recent, late-breaking findings on various topics through visual, self-explanatory presentations. The supporter will provide a short video introduction for the virtual presentation along with signage for the in-person presentations.

APA ART ASSOCIATION EXHIBIT \$20,000 (Exclusive, Digital and In-Person)

The art exhibit offers APA members and others an opportunity to display their original artwork digitally in mixed media forms allowing the creativity of the dormant artist to be expressed. The sponsor of this event will be provided with digital messaging at the in-person and virtual showing.

Reach Conference Attendees (Pre- and Post-Event)

Future APA Meetings

Annual Meeting

2023

May 20-24, 2023
San Francisco, CA

2024

May 4-8, 2024
New York, NY

“Know Before You Go” Message \$15,000

As attendees prepare for the meeting, they will be updated with important information through a Know Before You Go notification along with their registration confirmation. Include your logo/messaging to the information they will utilize throughout the meeting.

eBlast Announcement \$20,000 (limited to 15 companies)

Send a custom e-blast message to targeted APA attendees. Only three (3) messages will be permitted per day three weeks before and after the meeting. The e-blast will generate interest and drive attendees to visit your booth or website. Make selections based on demographics, product categories, specialty/subspecialty, and clinical focus. The APA is not responsible for the number of messages opened by attendees.

Pre- and Post-Show Lists (no charge)

The APA will provide one, complimentary, pre- and post-U.S.-based conference attendee mailing list to exhibiting companies free of charge for the purpose of promoting participation in the exhibit. Approval is not granted to advertise receptions, dinners or other meetings and coordinated events by the exhibiting company. APA must approve mail pieces prior to materials being sent to attendees.

The lists are for **ONE-TIME use only** and is not to be reproduced in any form or sold to another user.

Email addresses are not provided.

Contact: apaexhibits@psych.org

Pre-show list available by April 27, 2022
Post-show list available by June 29, 2022

APA Advertising Opportunities

Contact PMI to discuss the following opportunities and pricing:

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

Eamon Wood, 212-904-0363, ewood@pminy.com



APA ANNUAL MEETING SCHEDULER

The APA Annual Meeting Scheduler is the only official print program guide distributed onsite to registrants at the APA Annual Meeting.

The scheduler will be sent to all active APA members alongside their April 2022 edition of the *American Journal of Psychiatry*, and printed for additional distribution to all attendees at the meeting. The scheduler will include welcome letters, general information, schedule-at-a-glance, session titles, and a list of all exhibitors at the meeting. Any exhibitor that advertises within the scheduler will have their information highlighted in the exhibitors' section.

DAILY DIGITAL COVERAGE SPONSORSHIP

The digital *APA Daily Digital* provides on-site coverage of the meeting via two APA platforms: *Psychiatric News Alert* and the APA Meetings App. These digital advertising opportunities reach attendees, as well as APA members and mental health professionals not attending the meeting.

DAILY SESSIONS IN ADVANCE EMAIL SPONSORSHIP

Single-sponsor emails will be sent twice daily during the meeting, reaching all registered attendees (U.S. based) featuring information on top sessions scheduled for the day and important conference news & attendee updates. Two sponsorships are available: an AM edition dropping at approximately 7:00 a.m. each day highlighting the top morning sessions and a PM edition dropping at approximately 11:00 a.m. each day featuring highlighted afternoon sessions. Open rates for this email have run between 45% - 50%.

DIGITAL POST MEETING COVERAGE & HIGHLIGHTS SPONSORSHIP

A single-sponsored, custom email series (three emails in total) features top takeaways from the Annual Meeting. Emails will drop the week immediately following the meeting and continue for two additional weeks, reaching over 29,000 APA members and attendees.

DOCTORS' BAG SPONSORSHIP

Be the sponsor of the Doctors' Bag and have your company name and logo imprinted on it. The Doctors' Bag will be distributed directly to attendees at registration on Friday, Saturday and Sunday.



INSERT IN DOCTORS' BAG

Promote directly to attendees with your insert included in the Doctors' Bag.

MOBILE EVENT APP SPONSORSHIP

The APA Meetings App gives attendees all the information necessary to navigate the event: build their personal schedules of sessions and exhibitor events, receive alerts, in addition to accessing the full schedule of scientific sessions, allied meetings, speaker bios, maps, exhibitor list, daily news, social media feed, and the city guide. Sponsorship opportunities for the App are to be announced in winter 2021.



Advertising Reservation Form

2022 Annual Meeting Scheduler

Deadline to Reserve Ad Space for April Mailing:
March 1, 2022

Material Due for April Mailing: March 7, 2022

Deadline to Reserve Ad Space for Onsite Version:
April 8, 2022

Material Due for Onsite Version: April 13, 2022

The APA Annual Meeting Scheduler is the only official print program guide distributed on-site to registrants at the APA Annual Meeting. The Scheduler will be sent to all active APA members alongside their April 2022 edition of the *American Journal of Psychiatry*, and printed for additional distribution to all attendees at the meeting. The scheduler will include welcome letters, general information, schedule-at-a-glance, session titles, and a list of all exhibitors at the meeting. Any exhibitor that advertises within the scheduler will have their information highlighted in the exhibitors' section.

Advertising Sizes and Rates			Preferred Positions	
	Black & White	Four Color	Available in Four Color Only	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$4,020 net	<input type="checkbox"/> \$5,800 net	<input type="checkbox"/> Cover 2	\$13,830 net
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$2,530 net	<input type="checkbox"/> \$3,780 net	<input type="checkbox"/> Center-Spread	\$12,250 net
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$1,010 net	<input type="checkbox"/> \$2,220 net	<input type="checkbox"/> Cover 3 and 4	\$22,950 net
If ad has more than one unit, please specify ad configuration below.			<input type="checkbox"/> Cover 4	\$17,300 net
			<input type="checkbox"/> Cover 3	\$11,300 net

Cancellation Terms:

- All signed agreements are firm. No cancellations will be accepted after closing.
- All preferred positions (Cover 2, Center-Spread and Cover 4) are non-cancellable after December 10, 2021.
- 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 2022 Annual Meeting Scheduler.

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

E: ewood@pminy.com

Return reservation form to:

Pharmaceutical Media, Inc.

Susan Tagliaferro

P: 212-904-0378

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.

APA 2022 Annual Meeting Scheduler 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. Keep elements within the bleed (marks, color bars) at least 1/8" away from live edge.

Print Requirements

We utilize 100% digital computer-to-plate production according to SWOP standards. Submit all ads in a PDF according to the guidelines available at <http://www.appi.org/Journals/Pages/AdvertisingInfo.aspx>. All 4-color ads must be accompanied by a digital SWOP certified proof. Visit www.swop.org for a list of certified proofs.

Design Services

We can design your ad in a PDF format for a non-commissionable production charge of \$75 for 1/4 page, \$150 for 1/2 page and \$200 for full page.

For production information contact:

Susan Tagliaferro

Pharmaceutical Media, Inc.

Production Manager

P: 212-904-0378

E: stagliaferro@pminy.com

Send materials to:

Susan Tagliaferro

Pharmaceutical Media, Inc.

Production Manager

P: 212-904-0378

E: stagliaferro@pminy.com



AMERICAN
PSYCHIATRIC
ASSOCIATION
FOUNDATION



30
YEARS

2022

APA Foundation Benefit and 30th Anniversary Celebration

Monday, May 23rd | 7:00 p.m. - 10:00 p.m.

The Riverboat Louis Armstrong

New Orleans, LA



CUSTOMIZABLE SPONSOR PACKAGES AVAILABLE

Thank You for Your Consideration of Support!

All event proceeds benefit the APA Foundation and its programs that recognize and promote the importance of mental health – where you live, learn, work and worship.

Who Attends?

- ▶ 400+ Expected
- ▶ APA member and non-member psychiatrists
—from residency to retirement
- ▶ Mental health advocates
- ▶ APA and APA Foundation leadership
- ▶ APA and APA Foundation administration
- ▶ Corporate Partners

Questions? Please contact:

Kit Hall, CFRE

Director of Development
khall@psych.org
202-459-9703

Lilia Coffin

Program Manager
lcoffin@psych.org
202-559-3888

To learn more and support
our vision of a mentally
healthy nation for all, visit
apafdn.org

MOORE

EQUITY IN

Mental Health

— 5K —

Run, Walk & Roll Event

Saturday, July 9, 2022

Anacostia Park,
Washington DC

Please join the APA Foundation and APA Division of Diversity and Health Equity as we raise awareness and funds to support the newly established Moore Equity in Mental Health Community Grants Initiative, which will provide grants to individuals and grassroots organizations working with youth of color living with mental health conditions or substance abuse disorders.

Questions?

Please contact Kit Hall
khall@psych.org or
Lilia Coffin
lciffin@psych.org

Thank you
for your support!



SPONSOR BENEFITS	ELITE \$50K (4)	PREMIER \$25K (4)	GOLD \$10K (4)	Mental Health Advocate \$5K (4)
Recognition as Sole Sponsor of RWR Promo Video	•			
Company Co-Branded Premium Item Distributed to All Event Fundraisers	•			
Speaking Opportunity During Event Day	•	•		
Digital Banner Ads on Event Pages	•	•		
Inclusion in Event Press Release	•	•	•	•
Invitation to participate in Mental Health Equity Roundtables with APA/APAF Leadership and Special Guests	•			
Company Table at Pre & Post Race Venue	•	•	•	•
Presenting Sponsor, MOORE Equity in Mental Health Community Fair (June 2022, Washington DC)	•			
BRANDING OPPORTUNITIES				
Company profile on event webpages	•	•		
Logo on Event T-shirt	•	•	•	
Logo on event webpages – links to homepage (pre and post event)	•	•	•	•
Inclusion in email and Social media promotional posts	•	•	•	•
Post- event recognition on APAF resources/ programs made possible by event proceeds	•	•	•	

2022 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. **All Exhibitor personnel will be required to comply with all health and safety and similar protocols established by APA and/or the convention center to be allowed admittance to the facility.**

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 2022 Annual Meeting. Other than the exhibit space, which must be used in accordance with these 2022 Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the 2022 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. Exhibitors are required to comply at all times with the Exhibitor Policies and Information and all other requirements established by the Ernest N. Morial New Orleans Convention Center.

Space Reservations, Charges and Assignments

Contract for Space

The completion of the online reservation for exhibit space and the full payment of rental charges is required to reserve the exhibit space. By submitting your booth space reservation, you are confirming that you have read and agree to the 2022 Annual Meeting Rules and Regulations.

Booth Sales

Proposed rates:

- 10x10 Inline - \$3,600
- 10x10 Corner - \$3,700
- 10x20 - \$7,200 (\$100 per corner)
- 10x30 - \$10,800 (\$100 per corner)

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

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

- Displays over 4' in height and within 10 lineal feet of an adjoining booth or cross-aisle must be confined to the back half of the booth
- Corner booths cannot exceed 12' in height.

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

Island Booth (20' x 20', 400 sq. ft. minimum): \$43.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager.
- Booth structures and hanging signs are limited to 20' in height from floor to top of sign.

Payment Information

A 50% deposit is required upon reserving a booth. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the American Psychiatric Association. **Check payments must be received by APA within 10 business days of exhibit space reservation.** Full payment of all rental charges is due on or before February 21, 2022.

Cancellations/Booth Reduction

No refunds will be issued for cancellations received after February 21, 2022.

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

Until January 7, 2022..... Full refund, less 10% processing fee of full booth amount

January 8 - February 21 50% of total booth cost refunded.

After February 21..... No refunds

Exhibitors are liable for unpaid booth fees if cancellations, reductions or changes occur prior to receipt of payment.

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

Space Assignment

Exhibit space is assigned based on priority points. Upon completion of priority point placement, space will become available 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.

Point Scale:

Amount Spent	Priority Points
\$5,000-\$10,000	1
\$10,001-\$15,000	2
\$15,001-\$20,000	3
\$20,001-\$25,000	4
\$25,001-\$30,000	5

2022 Annual Meeting Rules and Regulations (continued)

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 4:30 p.m., May 24, 2022.

Promotional Contests and Raffles

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. 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 2022 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 24, 2022. Interviews lasting longer than five minutes are not permitted on the exhibit floor and all interviews must be conducted within the confines of the booth space. Soliciting registrants in the aisles is strictly prohibited. Violations assessed against exhibiting market research companies may also be applied to the sponsoring company.

Photography and Videotaping Policy

Videotaping and photographing by exhibitors within the Exhibit Hall is restricted to individual booth space and/or Product Showcases and Huddle presentations. Attendees may at any time deny permission to be photographed or videotaped by APA photographer or media. Public relations camera crews working in the exhibit area must obtain credentials in the APA Newsroom prior to videotaping any event and be listed among the company's allotted badges for entry into the Exhibit Hall. Any photos or videography taken by APA, including of exhibitors and attendees, may be used for publication on psychiatry.org, printed material and for other official purposes as needed by the APA.

Exhibitor Training Sessions

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

Admittance to the Exhibit Hall

Admittance to the Exhibit Hall is limited to those individuals employed by the exhibiting company or those directly responsible for installation and dismantling. Under no circumstance will children or guests be allowed in the exhibit area until the official opening of exhibits at 12:00 p.m., Saturday, May 21, 2022.

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.

2022 Annual Meeting Rules and Regulations (continued)

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 20, 2022, 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 4:30 p.m., Tuesday, May 24, 2022. 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.

WEDNESDAY, MAY 18

Pre-approved Installations 8:00 a.m. – 5:00 p.m.

THURSDAY, MAY 19

Installation 8:00 a.m. – 5:00 p.m.

FRIDAY, MAY 20

Installation for all Exhibits 8:00 a.m. – 5:00 p.m.

SATURDAY, MAY 21

Installation of Exhibits 8:00 – 10:00 a.m.

Installation Completed/
Deadline for Installations 10:00 a.m.

ALL EXHIBITS OPEN Noon – 5:00 p.m.

Set-up will not be permitted on Saturday, May 21 after 10:00 a.m. All installation of exhibits and crate removal must be complete by 10:00 a.m. on Saturday, May 21, for final cleaning. 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.

Dismantling

The official Exhibit Hall closing time is 4:30 p.m., Tuesday, May 24, 2022, for all exhibits. Any exhibitor who packs materials or dismantles an exhibit prior to 4:30 p.m., Tuesday, May 24, 2022, will be subject to forfeiting all its accrued priority points and suspension of exhibit eligibility for one (1) year. A second violation in this category will result in the company not being eligible to exhibit at future APA meetings.

Contractual Considerations

Anti-Discrimination Policy

Any organization that wishes to conduct recruitment efforts in the APA exhibit areas must agree that its policy does not discriminate in recruitment or employment based on gender, race, religion, sexual orientation, or physical or mental disability or any other characteristic protected by law. 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 or offensive 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.

Accessibility

Exhibits must be accessible to the individuals with disabilities, including as specified in the Americans with Disabilities Act. Exhibitor is solely responsible for ensuring that its exhibit and any related materials are 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 accessible to individuals with disabilities.

Fire Safety Regulations

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

Forfeiture

If an exhibitor does not follow these 2022 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, Virtual Option, Meeting Cancellation

The performance of APA hereunder is subject to acts of God, pandemic, disease or epidemic, fear of personal safety by attendees, curtailment or interruption of transportation facilities, war, threats or acts of terrorism, government regulation, disaster, earthquake, hurricane, fire, strike or work stoppage, nuclear hazard, civil disorder, travel advisory, transmission failure, or other similar cause beyond the control of the parties that make it inadvisable, commercially impracticable, illegal, or impossible to hold the 2022 Annual Meeting in whole or in part, or to provide access to the facility in or platform via which the meeting is to be held. In response to an event of force majeure, APA may convert the 2022 Annual Meeting from an in-person event to a virtual event. If APA converts the Annual Meeting to a virtual event, each exhibitor will have the option to either receive a virtual exhibit booth

2022 Annual Meeting Rules and Regulations (continued)

for a fee of \$2,500, or to receive a refund of the fees paid less a pro rata share of non-cancellable expenses paid by APA for exhibits and any exhibitor-specific expenses incurred by APA. If APA the Annual Meeting cannot take place in any form due to an event of force majeure, this Exhibitor Sales Form shall terminate and APA shall return applicable fees paid less a pro rata share of non-cancellable expenses paid by APA for exhibits and any exhibitor-specific expenses incurred by APA. This is the American Psychiatric Association's sole liability to exhibitor if the 2022 Annual Meeting is not held in any form.

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 fully 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, comprehensive motor vehicle liability and occupational disease insurance in full compliance with all federal and state laws covering all the exhibitor's employees engaged in the performance of any work for the exhibitor. All exhibitors are required to submit a certificate of insurance to APA evidencing the required insurance.

Additional insureds must include:

American Psychiatric Association, GES, Ernest N. Morial - New Orleans Exhibition Hall Authority; New Orleans Public Facility Management, Inc.; the City of New Orleans, Global Experience Specialists, Inc.

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

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

Reassignments

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

Repair or Damages

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

Smoking Policy

Smoking is prohibited in the Convention Center/Exhibit Hall.

Eviction and Restrictions

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

Unofficial Activities

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

Saturday, May 21	8:00 a.m. – 7:00 p.m.
Sunday, May 22	8:00 a.m. – 7:00 p.m.
Monday, May 23	8:00 a.m. – 7:00 p.m.
Tuesday, May 24	8:00 a.m. – 5:30 p.m.
Wednesday, May 25	8:00 a.m. – 5:30 p.m.

Allied Meetings

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

City-Wide Promotional Graphics and Signage

Promotional graphics referring to the APA, APA Annual Meeting, or a booth number at the APA Annual Meeting, displayed on billboards, buildings, pole banners, public uses or other structures, must be approved in advance by APA. APA does not permit its logo to be used on advertising or sponsorships. You are permitted to utilize "APA" or "American Psychiatric Association" only. 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 2022 Annual Meeting Rules and Regulations that may hereafter be adopted by APA.