



**2023 APA Annual Meeting  
Industry Sponsored Product Showcases**

*Deadline for Submission: March 1, 2023*

**Overview**

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APA offers commercial organizations the opportunity to present product information to psychiatrists and other mental health professionals attending the 2023 APA Annual Meeting.

These presentations are promotional and are an extension of the exhibit hall. **They are not for CME credits.** Only exhibitors will be permitted to secure a Product Showcase at this meeting. Sessions will be limited to 60 minutes in length at a cost of \$85,000.

A total of 16, 60-minute sessions will be held spanning the Exhibit Hall schedule. The days and hours available are:

Saturday:	Noon, 1:00 p.m., 2:00 p.m., and 3:00 p.m.
Sunday-Monday	9:30 a.m., Noon, 1:00 p.m., 2:00 p.m., and 3:00 p.m.
Tuesday	9:30 a.m. and Noon

Sessions will seat up to 225 in a combined classroom/theater setting in a sectioned off room of the Exhibit Hall. Meal box options with a beverage for all attendees will be provided as part of the program cost.

Assignments are based on a first-come basis based on return of a signed letter of agreement and payment in full.

***Please initial each heading in the space indicated to acknowledge agreement.***

**Presenter Selection**

**Initial:**

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Companies may select a presenter from within the company or a physician thought leader to present the session. Company representatives must provide to APA the title of presentation and speaker name with credentials by **March 1, 2023**, or risk having the session listed without a title and speaker in the Event program and app.

**Payment/Production/Deadlines**

**Initial:**

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The refund and deadline policy are as follows:

Deadline for full payment:	30 days after contract is provided.
Cancellation until January 6, 2023:	Full refund, less 10% processing fee
Cancellations January 7 – March 1, 2023:	Refund of 50% of total cost
After March 1, 2023:	No refunds provided
April 25, 2023:	<b>Final</b> Artwork for Showcase Panels Due
After April 26, 2023:	Additional costs incurred for panel production as stated above

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## APA Services to Industry Product Showcase Purchasers

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### APA will provide the following for each Product Showcase:

1. An excel spreadsheet of the pre-registered Event attendees. This list will be available approximately three weeks prior to the Event start date. Email addresses are not provided.
2. Two (2) chrome sign holders will be available for signage placed outside of the session 30 minutes in advance of the presentation.
3. **A standard room package to include the following:**
  - Classroom and theater-style seating for 225 attendees.
  - Low riser with a standing lectern and panel table with chairs and microphones (option of handheld or lavalier microphones).
  - Two (2) 42" monitors for downstage reference monitors
  - Audiovisual including LCD projector, screens, and room sound system.
  - Two (2) hand-held, lead retrieval devices delivered to the session 30 minutes prior to the session.
  - One (1) audience microphone
  - Food service with boxed meals/snacks and beverages for 225. Company must confirm in writing in advance if meal should not be provided.
  - Any additional requests will be directly charged to the presenting company by APA's Event vendor.

## Promotion of the Product Showcase by APA

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1. APA will list the Product Showcase program in the Event program, on the meeting app, in Know Before You Go style communication to attendees, and on APA website.
2. A Product Showcase Advertising Panel will be provided on the wall of the Product Showcase space in the Exhibit Hall. See production deadlines.

## Requirements of Industry Product Showcase Purchaser

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1. Production of the showcases will not begin until full payment is received by APA. Payment is required within 30 days after the contract is provided. Approved, final, production-ready graphics for the Product Showcase Advertising Panel must be provided by Purchaser to APA no later than April 25, 2023. Delays past any production deadlines will incur the increased fees, payable by Purchaser.
2. Company presenting the Industry Product Showcase shall indemnify APA against all liabilities and expenses, including without limitation reasonable attorneys' fees, incurred by APA as a result of the Product Showcase, including relating to any publications distributed at, statements made during, or any other conduct occurring at the Product Showcase.

3. All promotional and post-session materials, including print invitations for the Product Showcase, must be approved by APA prior to release and distribution. It is the sole responsibility of the purchasing company to work directly with APA to obtain this approval.

All approved promotional and marketing material for the Product Showcase must contain the following statement. Omission of this statement in marketing pieces will delay approval and production of advertisement pieces.

*“This is an informational event provided by <<purchasing company name>>. Participants cannot claim CME credit for attending this informational event and participation may be subject to reporting under the Sunshine Act. The Industry Product Showcase content and the views expressed therein are solely those of <<purchasing company name>> and do not represent APA.”*

4. No additional staff can be hired by purchasing company to provide Industry Product Showcase invitations at the Event. Invitations can be given out at your booth. No exhibitor registration badges are included with this Product Showcase purchase.
5. Company representatives must provide the title of presentation and speaker name with credentials by March 1, 2023. Information received after the deadline cannot be guaranteed publication in the APA meeting products.
6. A laptop is not provided as part of AV set up, so please bring a laptop to the presentation in addition to the power cords, if needed.
7. Company is responsible in providing necessary staff to scan badges and assist at the session. APA staff will not assist in setup/scanning. Test your scanners in advance to allow time for the vendor to assist prior to the start of the session.
8. Company may place a maximum of two signs per session(s) outside the showcase no more than 30 minutes prior to the session. Signs must measure 22”x28” and two sign holders will be available for the company’s use at no charge.
9. There is a one-hour set up time prior to presentation. All sessions are held concurrently between two Product Showcase locations, so each session must conclude promptly.
10. Payment of the fee must be submitted along with the signed letter of agreement. After that time, APA must be notified promptly in writing of the cancellation of any scheduled program. If written notice of the cancellation of a program is received prior to January 6, 2023, a refund will be issued, less ten percent (10%) of the fee. Between January 6, 2023 and March 1, 2023, a refund of 50% will be provided. **No refund will be issued for any event cancelled after March 1, 2023.**

11. Company is solely responsible for the providing of any items of value and for compliance with the Sunshine Act or any other reporting requirements that may apply, including those applicable to the boxed lunch provided as part of the program cost.

*Note: The presenting company purchasing the Product Showcase opportunity is responsible for complying with any Sunshine Act reporting obligations that apply as a result of the Showcase. APA will provide the cost per attendee of the boxed lunch to assist the company with determining and complying with its obligations and the company can obtain the names of the physicians in attendance at the Product Showcase by scanning their badges. There is no registration fee for attendees to attend the Product Showcase and no transfer of value made to the physician attendees other than the boxed meal provided as far as APA is aware. APA cannot provide legal advice to company as to whether or not a company is obligated to report.*

**Ownership of Copyright for Content of Product Showcase**

**Initial:**

Copyright of the content presented at the Product Showcase shall be owned by the presenting company of the Product Showcase with all rights intact. The Product Showcase presenting company is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Sponsored Product Showcase, including all DSM references.

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Signature

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Print

\_\_\_\_\_  
Company Name

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Date

For more information on Product Showcases, please contact:

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