



AMERICAN
PSYCHIATRIC
ASSOCIATION

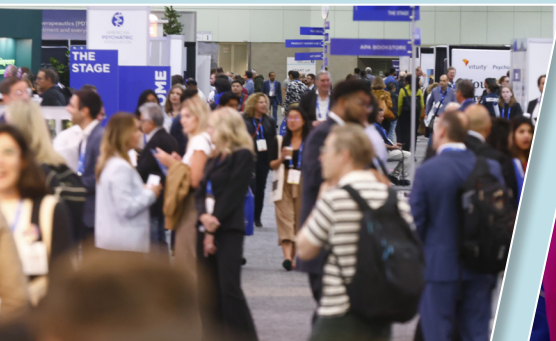


ANNUAL MEETING

May 16-20, 2026 • San Francisco

2026

Exhibitor Prospectus Sponsorship and Branding Opportunities



Join us at the 2026 APA Annual Meeting

Join us in San Francisco, May 16 -20 for five days of in-person learning, networking and profession moving engagement. The Annual Meeting attracts the largest audience of psychiatrists and mental health professionals at all levels including early career and residents, psychiatric social workers, peer counselors, nurse practitioners, psychologists, behavioral health administrators and primary care providers.

The APA Annual Meeting remains the best place for attendees to explore the latest in clinical practice and advancements, connect with colleagues and engage with exhibitors showcasing new and exciting products and services.



The Moscone Center South
747 Howard Street
San Francisco, CA 94103

Meeting Dates: Saturday, May 16 - May 20, 2026

Exhibit Dates: May 16 - 19, 2026

Why Exhibit?

A Perfect opportunity to:

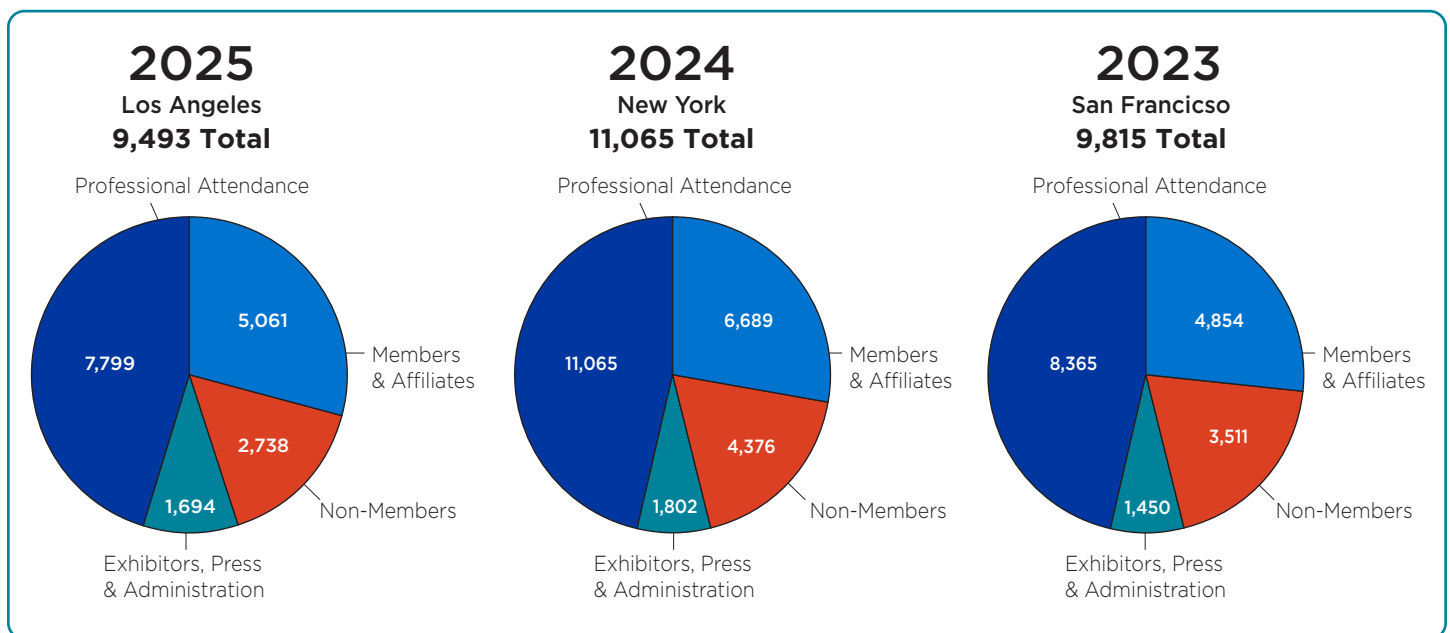
- Generate new sales leads
- Maximize visibility for your company
- Introduce new products and services
- Network with psychiatrists and mental health professionals countrywide
- Advertise to a wide range of attendees

Exhibit Hall Highlights:

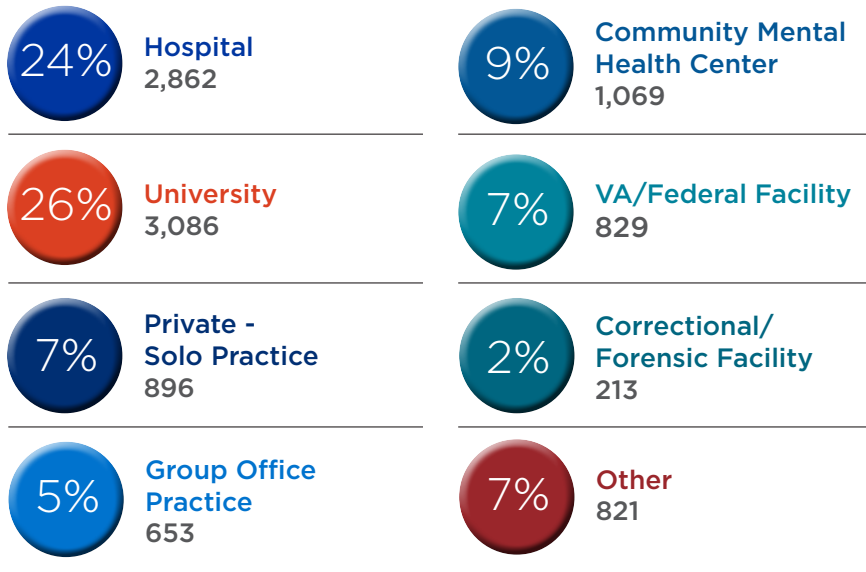
- Unopposed exhibit hours Saturday - Tuesday
- Daily Mid-Day Mingles, snacks & concessions
- Product Showcase Theaters
- The Stage, featuring non-CME presentations, charging stations and Wi-Fi
- APA Bookstore
- APA Central
- Career and Publishing Expos
- Relaxation Station
- Professional Head-shot Lounge

2025 APA Annual Meeting Attendee Demographics

Registration Data



Primary Work Setting



Discipline (approximate)

Psychiatrist	6,865	58%
Resident	1,902	17%
Mental Health Advocate	864	7%
Student	1,388	12%
Physician (Other)	147	1%
Other	720	7%

Exhibitor Schedule at a Glance

WEDNESDAY, MAY 13

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

THURSDAY, MAY 14

Installation 8:00 a.m. - 5:00 p.m.

FRIDAY, MAY 15

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 16

Exhibitor Registration 7:30 a.m. - 1:00 p.m.

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

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

Installation Completed/

Deadline for Installations 10:00 a.m.

ALL EXHIBITS OPEN Noon - 4:00 p.m.

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

SUNDAY, MAY 17

Exhibitor Registration 7:30 a.m. - 1:00 p.m.

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

EXHIBIT HALL HOURS 9:15 a.m. - 4:00 p.m.

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

MONDAY, MAY 18

Exhibitor Registration 7:30 a.m. - 1:00 p.m.

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

EXHIBIT HALL HOURS 9:15 a.m. - 4:00 p.m.

*Restricted Hours 8:00 a.m. - 6:30 p.m.

TUESDAY, MAY 19

Exhibitor Registration 7:30 a.m. - 1:00 p.m.

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

EXHIBIT HALL HOURS 9:15 a.m. - 1:30 p.m.

Exhibit Dismantling 1:30 p.m. - 11:00 p.m.

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

WEDNESDAY, MAY 20

ALL EXHIBITS CLOSED

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

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

* In accordance with APA policy, unofficial activities may NOT be held during the restricted times listed for each day. Event dates and times are subject to change.

Future APA Annual Meetings

2027 New York City, NY

2028 Chicago, IL

2029 San Francisco, CA



Who to Contact

American Psychiatric Association

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

Exhibit Branding, Sponsorships and Exhibit Hall Presentations

Leslie LeGrande, CEM, DES
Associate Director Exhibits and
Sponsorship Sales
Email: llegrande@psych.org

Exhibitor Services and Exhibit Hall Logistics

Kate McCullough, CEM
Exhibits Specialist
Email: kmccullough@psych.org

Exhibitor Registration

Registration & Meetings Manager
Email: registration@psych.org

Print/Digital Advertising Pharmaceutical Media, Inc. (PMI)

Tim Wolfinger
Managing Partner, EVP Sales
Phone: 212-904-0379
Email: twolfinger@pminy.com
30 East 33rd Street
New York, NY 10016

Advertising

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

Important Dates

2025

May

20 Advance Exhibit Sales Open (2025 Exhibitors only)

September

9 Exhibit & Sponsorship Sales Open

2026

January

9 First Cancellation Deadline (see page 20 for details)

February

20 Full Booth Payment Due

Second Cancellation Deadline
(see page 20 for details)

21 No Further Exhibit Refunds

Description Submission Deadline for the Meeting App

March

2 No refunds for sponsorships*

April

10 Additional costs incurred for sponsorship production items*

*Refer to contract for more details.



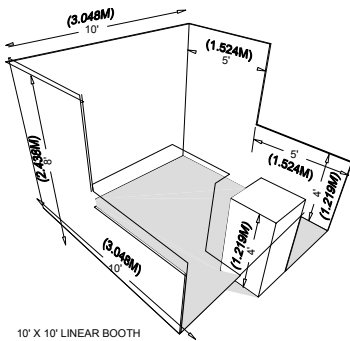
Exhibit Pricing and Specifications

Booth Packages include:

- Listing in the Annual Meeting Guide (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 (Start-Up Zone exhibitors receive two complimentary registrations)
- Exhibitor Only Lounges, Saturday – Tuesday (exhibit hours only)

Booth Rates

10x10 Inline	\$4,000	Includes: • Identification Sign • 8' back drape and 4' side drape
10x10 Corner	\$4,100	
10x20 Inline	\$8,000	
Corner Fee	\$100 per Corner	



- Displays over 4' in height and within 10 lineal feet of an adjoining booth or cross-aisle must be confined to the back 5 feet of the booth.
- End Cap booths are not allowed on the show floor.
- Overhead signage is not allowed with linear booths.

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 not located in the Start Up Zone provide carpet for the entire booth space.

APA prohibits exhibitors from conducting direct sales transactions (cash, checks, credit cards) on the show floor.

By submitting your booth space reservation, you are confirming that you have read and agree to the 2026 Annual Meeting Rules and Regulations.

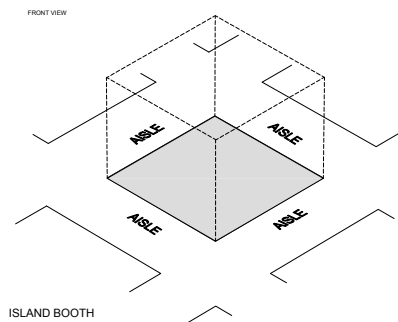
Publishers Book Expo and Career Fair Expo

Publishers Expo is a designated area designed for publishers of print and electronic media only.

Career Expo is a designated area for recruitment purposes. Attending psychiatrists, mental health professionals, resident fellow members, residents and first through fourth year career professionals will have the opportunity to visit with companies exhibiting within this area during show hours.

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

\$47.00 per square foot



- Booth renderings/schematics are required and must be approved by Exhibit Manager. Submit to APAExhibits@psych.org no later than **March 27, 2026**.
- Booth structures and hanging signs limited to 20' in height from floor to top of banner.

START-UP ZONE KIOSK DISPLAYS \$2,500

Exhibit opportunity available for start-up companies who have not exhibited at the APA



Annual Meeting in previous years. Stand-alone kiosks within a designated carpeted area on the floor plan will be provided to the Start Up Zone exhibitors. For more information on exhibiting in the Start Up Zone, contact APAExhibits@psych.org.

How to Exhibit

2026 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 20, 2026. Reservations submitted after February 20, 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 20. There is no cut-off date to booth sales if space is available.**

Booth Cancellations and Reductions

No refunds will be issued for any cancellations by an exhibitor received by after February 20, 2026.

Reductions in booth size will result in an additional processing fee as follows:

Until January 9, 2026	10% of original booth rate
After January 9, 2026	50% of original booth rate

Cancellation fees and deadlines are as follows:

Until January 9, 2026	Full refund, less 10% (of full booth cost) processing fee
January 10 - February 20, 2026	50% of total booth cost refunded
After February 20, 2026	No refunds

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.

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 loyalty reward system for APA exhibitors. Points are earned by exhibiting at the Annual Meeting, sponsorships throughout the year and advertising in APA's publications. Priority Points are accumulated as follows:

- One (1) point given to each company for exhibiting at the APA Annual Meeting, without a two-year consecutive absence
- One (1) point per survey participation
- One (1) point for advertisement (excluding classified advertising) in the *American Journal of Psychiatry*, *Psychiatric News*, and *Psychiatric Services*, regardless of the size or number of advertisements purchased
- Key anniversary points for cumulative exhibiting years starting with 2018 (i.e., 5 points for 5 consecutive exhibiting years, 10 points for 10 consecutive exhibiting years)
- 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

Companies will receive benefits based on their cumulative amount of Priority Points:

Gold Level (200+ Points)

- Priority in advanced booth sales
- Two (2) complimentary exhibitor/full registrations (Valued at \$593 each)
- One (1) carpet sticker recognition placed in front of booth
- Recognition in the Guide
- Recognition in Meeting App

Silver Level (100 - 199 Points)

- Advance booth sales prior to Annual Meeting
- One (1) complimentary exhibitor/full registration (Valued at \$593 each)
- One (1) carpet sticker recognition placed in front of booth
- Recognition in the Guide
- Recognition in Meeting App

Bronze Level (1 - 99 Points)

- Advance sales during Annual Meeting
- Listing in the Guide
- Listing in the Meeting App

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 20, 2026, non-exhibiting companies will be permitted to purchase available sponsorships outside of the Exhibit Hall. The price will include a non-exhibiting fee of \$4,000.

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.

2025 Meeting Stats

Average Annual Meeting attendance (2022 - 2025)	8,350
Average Exhibitor Leads	237
Total Leads Collected	30,211
APA Membership	39,200



Artwork Production and Proof Deadlines

The deadline for production ready artwork is due Monday, March 30, 2026*. Production surcharge fees will apply for artwork submissions and approvals after this date. The following pricing model will be in effect after this date:

Tuesday, April 1 - Monday, April 20th
Rate increase by 10%

Tuesday, April 21 - Monday, May 4
Rate increase by 25%

Tuesday, May 5
Rate increase by 50%
No guarantee of pre-show production.

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.

*Refer to contract for details.

Branding Opportunities

Contact Ilegrande@psych.org to discuss the following opportunities:

Convention Center and Host Hotel Branding Opportunities

CONVENTION CENTER AND HOTEL SPONSORSHIP PORTAL

A variety of branding opportunities are available at the Moscone Center and at our host hotel, the JW Marriott, Union Square.

Offerings include hanging banners, escalator clings, door clings, stair wraps and other outward facing branding opportunities for our attendees to see as they transition between sessions, plenaries and other activities associated with the annual meeting. All great visibility points for your brand recognition.

To view photos and locations, specs and prices, click here:

[Sponsorship Portal](#)

HOTEL SHUTTLE WRAPS

Amplify your brand and message exposure with high-impact hotel shuttle bus advertising. Reach prospects as they enter and exit the convention center, and ride shuttles to and from hotels. This opportunity is ideal for announcing new products and services, expanding brand awareness, and driving prospects to your exhibit floor booth. **Prices per bus.**



Wrap options:

- Full Ribbon Banner:\$5,700
- Full Side Wrap (includes exterior windows and lower half):\$28,500
- Lower Half Wrap:\$18,000
- Seat Headrest Covers:\$2,250

HOTEL KEY CARDS OR “DO NOT DISTURB” DOOR HANGERS \$17,000 PER HOTEL (2 AVAILABLE)

During the lifespan of an event, an attendee will actively look at their keycard 8 - 12 times/day. This represents repeat impressions to your targeted demographic. Put your brand and message in the hands of attendees on a key card or door hanger. Sponsoring company will be acknowledged in the Guide. The supporter will incur all costs for production, shipping and distribution.

EXHIBITOR ENHANCEMENT:

- **Featured exhibitor listing.** Stand out on the Annual Meeting website and mobile app by securing a Featured exhibitor Listing. This includes logo, highlight on exhibit hall floorplan, longer company description and a corporate video.



WI-FI WITH SPLASHPAGE: \$35,000 each (Exclusive at Convention Center or Headquarter Hotel)

Sponsor complimentary WI-FI at The Stage and in the Moscone Center South lobby or at the host hotel where allied and component meetings take place. Your company's URL and logo will appear on the splash page plus acknowledgment in the Program Guide, Meeting App and with on sight signage.

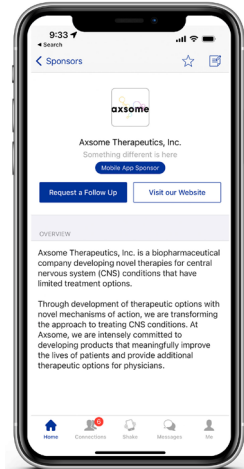


Branding Opportunities (continued)

Contact Ilegrande@psych.org to discuss the following opportunities:

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. Multiple sponsorship opportunities are available. Contact a representative for more information.



VIRTUAL REGISTRATION BAG \$1,100 exhibitors/\$1,700 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 and on the APA website. Due date: March 20, 2026.

ATTENDEE BAG SPONSORSHIP:

Thousand of Attendee Bags will be distributed at registration Friday through Sunday. The sponsoring company's logo or branding will be prominently featured on each bag.

ATTENDEE BAG INSERT: \$8,000 EA.

(6 opportunities available)

Have your organization's name and branding front and center with thousands of meeting participants as they check in at attendee registration to pick up the conference bags! With only six bag inserts available, your message will stand out without getting lost in the crowd. Don't miss this exclusive opportunity to make a lasting impression. Specifications: Inserts must be 8 1/2" x 11" or smaller and weigh less than 3 ounces should you want to include a customized tchotchke. Please note that the cost to produce and ship the inserts is the sponsor's responsibility. All inclusions are subject to APA show management approval.

NEW for 2026!

LANYARD AND ATTENDEE BADGE COMBO (EXCLUSIVE) \$20,000

NEW for 2026!

Place your logo on the APA Annual Meeting lanyard and the required name badges that attendees wear. Valuable opportunity to prominently showcase your company brand, allowing reach to a diverse audience of psychiatric and mental health professionals. Sponsor must submit electronic artwork. APA show management and production vendor will manage production and onsite coordination. Only companies related to psychiatry, mental health and primary care are eligible to sponsor this opportunity.

RIBBON WALL SPONSORSHIP (EXCLUSIVE) \$7,500

NEW for 2026!

A ribbon wall sponsorship offers the following:

- Prominent logo placement on the ribbon wall itself and any related signage, guaranteeing visibility to all attendees as they personalize their badges.
- Location in a high traffic area near registration desks, maximizing exposure to a captive audience.
- The ribbon wall provides a natural gathering point, offering opportunities for the sponsor representative to interact directly with attendees as they select and personalize their badges with ribbons and if you want to offer an additional giveaway.
- By sponsoring a fun and useful amenity like a ribbon wall this generates goodwill among attendees and positions your company as a supportive and engaging presence at the event.



MID-DAY MINGLES \$10,000 Each (4 Available)

An attendee favorite! Sponsor a Mid-Day Mingle Station from 11:00 am to 1:30 pm during unopposed exhibit hours. Attendees will enjoy hors d'oeuvre, beverages or a tasty snack compliments of your company. Branding and signage on site and acknowledgment in the Program Guide and Meeting App.

Branding Opportunities (continued)

Contact Ilegrande@psych.org to discuss the following opportunities:

PASSPORT PROGRAM \$1,000

Enhance Your Booth Traffic with Passport to Prizes

The Passport to Prizes activity gives attendees an extra incentive to stop by your booth. For \$1000 and limited to only 30 exhibitor participants. It is a great way to drive carrier traffic to exhibit booth. Your participation in the Passport to Prizes program will generate tons of opportunities to deliver your message and knowledge to attendees.

ADVERTISING DISPLAY LIGHT BOXES

Illuminate your branding with lighted advertising towers placed throughout the Exhibit Hall. Graphics will be printed in color from exhibitor-supplied artwork.

Lighted, Three-Sided Rotation Display: \$42,000



Single, Static Advertising Display Panels: \$25,000 each

AISLE SIGNS (Exclusive) \$18,000.00

Grab the spotlight in the bustling Expo Hall by having your corporate logo prominently displayed on all aisle signs! This prime placement ensures your brand will capture the attention of attendees as they explore the event. Make your mark and enhance your visibility with this dynamic opportunity!



PARK BENCHES \$28,000 (Exclusive)

For a busy show, park benches are the perfect sponsorship to allow attendees to stop and take a break. Benches will be placed on the two main aisles of the Exhibit Hall.



Exhibitor Suites

Exhibitor suites are a convenient way to conduct meetings* with prospects and staff within the Exhibit Hall. Access to the suites is from Saturday to Tuesday. Refreshments may be ordered separately through the 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' - \$5,500

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

Executive Exhibitor Suite: 10' x 20' - \$11,000

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

Silver Exhibitor Suite: 20' x 20' - \$22,000

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

Exhibitor Suites - Additional Branding Feature Option:

Branded exhibitor suites offer a more immersive and impactful presence at the annual meeting. These suites are dedicated spaces for private meetings designed to reflect a company's brand identity and a stronger brand experience. Through custom designs incorporating brand colors, logos, graphics, and messaging, suites create a cohesive and memorable experience for attendees.

- Front Facing Wall
- Front and Side Wall Wrap

NEW for 2026!



* Meetings cannot be scheduled more than one hour before the Exhibit Hall opens. Names of meeting participants will be requested in advance to permit entrance.

Note: Furniture upgrades, food and beverage, and electricity involve additional costs.

Branding Opportunities (continued)

Contact llegrande@psych.org to discuss the following opportunities:

PROFESSIONAL HEADSHOT LOUNGE (Exclusive) \$20,000

Back by popular demand! Take this opportunity to have your headshot taken by a professional photographer. Promotional acknowledgement in program guide, onsite signage. Typically attracts between 500-600 participants.

Sponsorship includes:

- Company logo will be included in each headshot email sent to participants
- Two (2) mobile app notifications reminding attendees to get their headshot taken
- Sponsor collateral or giveaways are welcomed within the lounge to give to participants.
- Complimentary opt-in participant list

THE RELAXATION STATION (Exclusive) \$20,000

The Relaxation Station is a unique offering that provides a serene island of tranquility amidst the chaotic sea of a convention floor. At our annual meeting, the physical and mental toll on attendees is significant. Long hours spent on their feet, navigating between sessions and exhibit hall activity, and engaging in numerous conversations can leave them fatigued and overwhelmed. The Relaxation Station offers a much-needed reprieve to receive a massage, engage in friendly competition by playing Corn Hole, giant Jenga, Connect Four or



NEW for
2026!

NEW SPONSORSHIP IDEA? YOU NAME IT!

We can't think of everything! Do you have a new or different sponsorship you would like to explore? Let us know and we will work with you on creating something new that meets your company's objectives and budget. Contact Leslie LeGrande at llegrande@psych.org.

Relaxation Station cont.

painting a masterpiece. All activities are integrated holistic approaches supporting a healthy lifestyle.

Sponsorship includes:

- Branding on lounge signage
- Branded massage chairs
- Branding in pre-event and on-site email & app promotions
- Lead retrieval device for badge scanning and the **distribution of massage tickets at sponsor's exhibit booth** to engage directly with attendees and potential leads.
- Option for sponsor to provide a branded wellness item, i.e. water bottle, stress ball as a giveaway

This is a great opportunity to enhance brand visibility, be associated with wellness and well-being, experience high foot traffic and engagement

ADDITIONAL BONUS FEATURE (OPTIONAL):

Be the recognized sponsor of the guided Yoga Sessions at the Host Hotel with branded yoga mats. Additional Fee.

COFFEE BREAK | \$5,000 PER DAY (4 available) OR \$17,000 (Exclusive)

NEW for
2026!

Learning is hard work and people need to take a break. Be the hero by offering annual meeting attendees that much-needed cup of coffee so they get the jump start they



need for the rest of the day. Coffee breaks are offered in the exhibit hall. Brand recognition with your company logo will appear in the mobile app, signage posted at coffee stations as well as on napkins and/or cup. Served on Saturday through Tuesday.

Thought Leadership Opportunities

Contact Ilegrande@psych.org to discuss the following opportunities:

PRODUCT SHOWCASE THEATER SESSIONS \$87,500

(10 available)

Promote your product or message in a focused, 60-minute presentation 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 meal or snack (optional), lead retrieval, and an advertising panel (artwork provided by exhibiting company). The program will be listed in the "Know Before You Go", on signage, in the Program Guide and Meeting App.



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

THE STAGE

Incorporate your branding/message at this multifaceted hub for meet ups and presentations. Branding opportunities include:

- **LED Wall Messaging (\$35,000 each or \$60,000 Exclusive)**
- **Wi-Fi & Splash Page at The Stage and public areas of the Center- \$35,000**
- **Talking Circles Session Presentations (30 minutes): \$25,000**
(see Talking Circles description for more information)



TALKING CIRCLES SESSIONS \$25,000 (Number of Sessions dependent on schedule)

Present non-CME facilitator discussions at The Stage in a 20-30-minute slot geared toward small groups.

These circles encompass new products introductions, promotional messages, book signings, etc. Great opportunity to have a meeting of the minds and engaging discussions about the topic driving circle discussion or activity. All requests must include a topic and overview for review and APA Approval by Show Management. The number of "Talking Circles" is dependent on the schedule allowance.



POSTER SESSIONS \$30,000 + (Based on design and offering) (Exclusive)

The poster sessions offer recent, late-breaking findings on various topics through visual, self-explanatory presentations. A lounge area including a coffee station and branded tables will be available within the Poster Pavilion for attendees to grab a cup of coffee while viewing the posters and participating in Q&As with poster presenters. The sponsor will have the opportunity to speak before the Award Ceremony. Acknowledgment on signage and within the Program Guide and Meeting App. Support will be represented on signage and in the Guide.



Reach Conference Attendees (Pre- and Post-Event)

“Know Before You Go” Message \$17,000

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 \$22,000

(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 clicks/openings 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 10, 2026
Post-show list available on or before May 29, 2026



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Mental Health INNOVATION ZONE

Pioneering Tomorrow's Mental Health Solutions

Annual Meeting 2026!

Mental Health Innovation Zone

A premier hub for discovery and advancement, the Mental Health Innovation Zone (MHIZ) is designed for visionary companies and industry leaders to connect with a diverse audience, collaborate with top innovators, and showcase cutting-edge products, ideas, and methodologies. The MHIZ program features dynamic discussions with leading psychiatrists, academics, and industry experts on the latest trends and emerging topics in mental health technology.

Seize this exclusive opportunity to be at the forefront of the conversation and drive the future of mental health innovation.

Sponsorship Opportunities

Below are the tiers available:

Secure your spot now. Space is limited!

Title Sponsor: \$30,000

Elevate your brand to the forefront with our exclusive Title Sponsor package. This premier offering includes:

- Title acknowledgment during MHIZ Stage Highlights events
- Sixty (60) minute stage-time presentations to showcase your innovations
- Mobile App and Program Guide recognition to promote presentation
- A branded kiosk on MHIZ floor to engage directly with attendees
- An interview feature for Innovation Zone website
- Professional photos and audio from presentation post meeting
- Four (4) MHIZ exhibitor badges for your team

Exclusive offering

Geobyte Sponsor: \$20,000

Make a significant impact with our Geobyte package, which includes:

- Forty-five (45) minute stage-time for a powerful presentation
- A branded kiosk for direct interaction with attendees
- Recognition in our mobile App
- Three (3) MHIZ exhibitor badges

Only Four (4) Available



May 16- May 20, 2026
San Francisco, California
Moscone Convention Center

MHIZ Stage Highlights

- Dynamic panel discussions by leading experts
- MindGames - residents jeopardy style competition
- Psychiatry Innovation Lab -shark tank style company competition

Why sponsor MHIZ?

- Become an industry leader
- Connect with key stakeholders
- Engage with innovators
- Directly interact with attendees
- Differentiate your brand
- Highlight your latest technologies
- Stay abreast of emerging trends and so much more!



Continued on next page

AMERICAN
PSYCHIATRIC
ASSOCIATION



Mental Health INNOVATION ZONE

Gigabyte Sponsor: \$10,000

Enhance your brand visibility with the Gigabyte package, offering:

- A 30-minute stage-time presentation to showcase your latest products and ideas
- A branded kiosk for attendee engagement
- Recognition in our mobile app
- Two (2) MHIZ exhibitor badges

Only two (2) available

Megabyte Sponsor: \$5,000

Get your message across with our Megabyte package, which includes:

- A 15-minute TED-style talk on stage to captivate your audience
- Recognition in our printed program guide

Only four (4) available

Psychiatry Innovation Lab (PIL) Sponsorship

Sponsor the PIL shark tank style event to pitch your company's offerings to a vibrant community of tech enthusiasts & industry experts evaluating new business ideas.

PIL Title Sponsor: \$15,000

Elevate your brand to the forefront with our exclusive PIL Title Sponsor package. This premier offering includes:

- Forty (40)-minute TED-style talk on stage
- Notable mention as a prize contributor
- On stage signage
- Recognition in our mobile app
- Two (2) MHIZ day passes

Med Buzz Hub Sponsor: \$50,000

Formally announce new FDA approvals and clearances through a unique and dynamic forum at the Med Buzz Hub. Sponsors will have the opportunity to showcase *new* medications, devices, and utilizations of existing medical products. Through the hub researchers and clinicians will have the opportunity to engage in discussions to learn about recent FDA approvals and clearances.

- Med Buzz Hub acknowledgment on Mobile App
- 60 (sixty) minute stage-time presentations to showcase your innovations
- A branded kiosk to engage directly with attendees
- Poster display in MHIZ on day of presentation
- Recognition in our Mobile App
- Four (4) MHIZ exhibitor badges for your team



Contact

To learn more about how to participate and/or support the Mental Health Innovation Zone, please contact:

Ebony Harris

Director of Online Learning
eharris@psych.org or

Leslie LeGrande

Associate Director of Sponsorships
llegrande@psych.org



APA Advertising Opportunities

Contact PMI to discuss the following opportunities and pricing:

Tim Wolfinger, 212-904-0379, twolfinger@pminy.com

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

WELCOME PREVIEW EMAIL SPONSORSHIP

The single-sponsored APA Annual Meeting Welcome Email Sponsorship deploys on Saturday to all meeting attendees. The email receives a 48% unique open rate.

DAILY DIGITAL COVERAGE SPONSORSHIP

The single-sponsored *APA Daily Digital sponsorship* provides on-site coverage of the meeting via multiple APA platforms: *Psychiatric News Alert* (48% Unique Open Rate), *PN Alert* on psychiatryonline.org and the APA Meetings App. These digital advertising opportunities reach attendees, plus APA members and mental health professionals not attending the meeting.

DIGITAL POST MEETING COVERAGE & HIGHLIGHTS SPONSORSHIP

A single-sponsored, custom email series (three emails in total) featuring the top takeaways from the Annual Meeting. Emails will drop the week immediately following the meeting and continue for two additional weeks, reaching over 30,000 APA members and attendees.

APA ANNUAL MEETING GUIDE

The APA Annual Meeting Guide is distributed onsite to attendees at the APA Annual Meeting. The Guide will include welcome letters, general information, schedule-at-a-glance, program information, list of exhibitors, and more. Exhibitors who advertise within the Guide will also have their information highlighted in the exhibitors' section.



APA 2026 Annual Meeting Guide 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

- All ads must be PDF/X-1a Format. Please include all crop & trim marks.
- Electronic transfer of ad materials: Susan Tagliaferro, stagliaferro@pminy.com

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

Advertising Reservation Form

2026 Annual Meeting Guide

Deadline to Reserve Ad Space: March 17, 2026

Material Due Date: March 24, 2026

The APA Annual Meeting Guide is distributed onsite to attendees at the APA Annual Meeting. The Guide will include general information about the event including the schedule at a glance, program information, and much more. Exhibitors who advertise within the Guide will also have their information highlighted in the exhibitor's section.

Advertising Sizes and Rates			Preferred Positions	
	Black & White	Four Color	Available in Four Color Only	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$4,210 net	<input type="checkbox"/> \$6,070 net	<input type="checkbox"/> Cover 2	\$14,470 net
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$2,650 net	<input type="checkbox"/> \$3,960 net	<input type="checkbox"/> Cover 3 and 4	\$24,000 net
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$1,060 net	<input type="checkbox"/> \$2,330 net	<input type="checkbox"/> Cover 4	\$18,090 net
			<input type="checkbox"/> Cover 3	\$11,820 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 3, and Cover 4) are non-cancellable after December 19, 2025.
- Preferred position cancellations will incur a 10% processing fee.
- All advertising orders are subject to APA's [Advertising Standard Terms](#).

Ad Specifications – (See following page)

Yes! We would like to reserve space in the official APA 2026 Annual Meeting Guide.

Please reserve the space checked above. (Space is subject to availability.)

Contacts:

Pharmaceutical Products and Services

Pharmaceutical Media, Inc.

Tim Wolfinger

P: 212-904-0379

E: twolfinger@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: _____

Credit Card Payment Information

Contact Delainey Price

P: 202-609-7122

E: dprice@psych.org

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.

2026 Annual Meeting Rules and Regulations

By applying to exhibit at the APA Annual Meeting, you agree to these Annual Meeting Rules and Regulations. All representatives and personnel staffing your exhibit must be familiar, and at all times comply, with these Annual Meeting Rules and Regulations. APA shall have sole authority to interpret and enforce these Rules and Regulations, to make any amendments thereto, and to implement such further rules and regulations as may be appropriate for the APA Annual Meeting. **In addition, all Exhibitor representatives and personnel are required to comply with the [APA Participation Policy](#) and all health and safety or similar protocols established by APA and/or the facility.**

Eligibility for Exhibiting

The exhibits are an integral part of the APA Annual Meeting. Eligibility to exhibit at the APA Annual Meeting is limited to organizations offering professional products or services related to the field of evidence-based wellness, mental health and/or psychiatry. APA may decline, prohibit, reject, or revoke after approval any application to exhibit at any time and for any reason in its sole discretion without explanation. This includes but is not limited to that APA may prohibit any part of an exhibit for any reason. APA reserves the right to assign exhibit booths and exhibit space, irrespective of priority points earned. **Active selling or product distribution is not permitted by exhibitors, with the exception of books and publications. All exhibitors must complete any forms and comply with any requirements that may be imposed by State or local authorities relating to the Annual Meeting.**

Control

APA shall at all times maintain full control over the planning, content, quality, implementation, and all other aspects of the Annual Meeting. Other than the limited, revocable license to utilize the assigned exhibit space, which must be used in accordance with these Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the Annual Meeting. Neither the acceptance of an application nor the existence of an exhibit at the Annual Meeting shall imply an endorsement by APA of the exhibitor or its products or services. APA shall not be liable to any person in any way for the acts or omissions of any exhibitor. Exhibitors are required to comply at all times with all applicable policies and requirements established by APA or the facility. APA in its discretion may designate official show vendors to exclusively provide various goods and services to exhibiting companies; if such vendors are designated by APA exhibiting companies must use them to procure the exclusive goods and/or services.

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 are authorized to act on behalf of your organization and have read and agree to these Annual Meeting Rules and Regulations.

Booth Sales

10 x 10 Inline	\$4,000
10 x 10 Corner	\$4,100
10 x 20 Inline	\$8,000
Corner Fee	\$100 per corner

No end cap booths allowed on the exhibit floor.

Booth includes a standard 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 8' in height. **Hanging signs are limited to island booths only.**

***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): \$47.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager no later than **March 27, 2026**.
- Booth structures and hanging signs are limited to 20' in height from floor to top of sign.

Start Up Kiosk Displays (Kiosk, carpeted area; minimal display): \$2,500

Companies that are start-up companies (as defined by APA) and are exhibiting for the first time at APA may be given the option to purchase a kiosk exhibit within a specified area of the floorplan as determined by APA in its discretion. These companies will be allowed to exhibit in this area for the first year only.

For the avoidance of doubt, purchasers of the Start Up Kiosk opportunities, like all exhibitors, are bound by these Annual Meeting Rules and Regulations.

Payment Information

A 50% deposit payment 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 charges is due on or before February 20, 2026.

Cancellations/Booth Reduction

No refunds will be issued for any cancellations by an exhibitor received by after February 20, 2026.

2026 Annual Meeting Rules and Regulations (continued)

Reductions in booth size will result in an additional processing fee as follows:

Until January 9, 2026	10% of original booth rate
After January 9, 2026	50% of original booth rate

Cancellation fees and deadlines are as follows:

Until January 9, 2026	Full refund, less 10% (of full booth cost) processing fee
January 10 - February 20, 2026...	50% of total booth cost refunded
After February 20, 2026.....	No refunds

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

Space Assignment

Exhibit space may be assigned by APA based on priority points. Upon completion of priority point placement, space will become available on a first-come, first served basis.

Booth Activity Information

General Booth Conduct

The exhibitor must confine all activities to their assigned booth. Exhibitor representatives must conduct themselves professionally. Solicitation of attendees in the aisle or other spaces is prohibited. The exhibit must be staffed during all open hours. Packing of equipment and materials cannot begin before 1:30 p.m., May 19, 2026.

Promotions and Incentives

Exhibitors are solely responsible for any promotions and incentives they offer, including but not limited to contests, giveaways, drawings, raffles and/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, APA permits the offering of in-booth refreshments. Lines may not block aisles or other booths, and control of lines is the responsibility of the distributing exhibitor company. Refreshments must be provided in compliance with any requirements, including exclusive provider requirements, of the facility.

Distribution of Literature, Products, Booth Premiums

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. No educational enduring materials that award CME credit may be distributed onsite (whether free or for sale).

Sunshine Act Reporting, Badge Scanning, and Mailing List

If an exhibitor will provide anything of value (including a meal) that may be reportable as a physician payment under any applicable federal or state law, the exhibitor must prominently display signage within the exhibit space informing attendees if it will report the value transfer and provide them a clear and conspicuous opportunity to decline receipt of the transfer of value.

The exhibitor is solely responsible to inform attendees about any use it makes of personal information and to obtain any permission or consent that may be required by applicable laws and regulations from the attendee at the time the exhibitor scans their badge. The exhibitor indemnifies, defends, and holds harmless APA against any liability connected to its scanning of a badge or alleged use of personal data.

Any mailing list provided to exhibitor by APA may be used one time only and must be destroyed immediately after the one-time use. The mailing list, in part or whole, may not be stored, reproduced, sold or distributed to anyone else by the exhibitor.

In-Booth Events

The use of opinion leaders or company employees for live activities is permitted only within the assigned exhibitor booth space. Material presented in the Exhibit Hall must be promotional in nature 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 is 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 attendees. Showing of films in continuity may be done only in areas designed to protect other exhibitors from interference and annoyance. The exhibiting company is solely responsible for obtaining any licenses that may be required for any performance. The use of glaring lights or objectionable light effects is prohibited. Sound speakers, podiums and/or microphones are not permitted. APA, itself or through a vendor, reserves the right to monitor and enforce acceptable sound levels.

Book Giveaways and Signings

Book giveaways and signings are permitted within booths in the Exhibit Hall, provided that the book or literature being signed is related to mental wellbeing and/or the practice of psychiatry, the actual cost of the book does not exceed \$75, and the planned signing is identified to and acknowledged by APA in advance. All lines must be confined to the booth area, not blocking any aisles.

2026 Annual Meeting Rules and Regulations (continued)

Market Research

Market research may only be conducted by reputable firms directly hired by an Annual Meeting exhibitor. With its application for space, the exhibiting company must submit a letter of authorization from the sponsoring company and a list of anything proposed for distribution. Market research booths must remain open and staffed throughout the Annual Meeting even if surveys are completed prior to 1:30 p.m., Tuesday, May 19, 2026. 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 attendees 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, photographing and/or any other recording by exhibitors within the Exhibit Hall is restricted to individual booth space and/or Product Showcase and Talking Circle presentations with attendee consent. Attendees may at any time deny permission to be photographed or videotaped by the exhibiting company. 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. APA, including through a vendor, may take photographs and/or videos of the Annual Meeting, including within the exhibit hall. Any photos or videography taken by APA, including of exhibitors and attendees, may be used for marketing, including on websites and social media, and for other purposes as determined by the APA.

Exhibitor Training Sessions

Training sessions are permitted only during published set-up 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 specific dates and times.

Admittance to the Exhibit Hall

Admittance to the Exhibit Hall is limited to those adult individuals employed by the exhibiting company or those directly responsible for installation and dismantling. Under no circumstance will other individuals be allowed in the exhibit area until the official opening of exhibits at 11:45 a.m., Saturday, May 16, 2026.

Exhibitor Registration/Badge Allotments

Each exhibitor is allotted six (6) complimentary exhibitor staff badge registrations per 100 square feet of booth space. Each exhibitor staff badge request above the allotment amount will incur a charge of \$95 per badge.

Start Up Zone exhibitors are allotted two (2) complimentary staff badges only and are not allowed to purchase additional badges.

Exhibitor staff badges are for admittance to the [Exhibit Hall and shuttle buses only](#). If exhibitor company personnel plan

to attend scientific sessions or other aspects of the Annual Meeting, they must register for either an Exhibitor Mental Health Professional or Full Exhibitor Registration badge and pay the appropriate registration fee for such badge. Exhibitors without proper registration are prohibited from attending scientific sessions.

A \$95 badge reprint fee for each badge will be applied upon reprint request.

Badge Upgrades and Substitutions

Substitutions of personnel names for Exhibitor staff badges, and upgrades in badge type from an exhibitor staff badge to an Exhibitor Mental Health Professional or Full Exhibitor Registration badge (with payment of relevant charges), may be completed through the online exhibitor registration portal until Friday, May 15, 2026. *All name substitutions and reprints requested onsite will incur a \$95 badge processing fee.*

Purchases made by any person, including exhibitor personnel, through the APA Annual Meeting attendee registration portal are subject to the terms and conditions applicable thereto without exception. No exceptions will be provided to refund fees paid by exhibitor personnel who erroneously purchase an attendee badge.

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 1:30 p.m., Tuesday, May 19, 2026. 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 13

Pre-approved Installations 1:00 p.m. – 5:00 p.m.

THURSDAY, MAY 14

Installation 8:00 a.m. – 5:00 p.m.

FRIDAY, MAY 15

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

SATURDAY, MAY 16

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

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

ALL EXHIBITS OPEN Noon – 4:00 p.m.

Set-up will not be permitted on Saturday, May 16 after 10:00 a.m.

All crates must be removed from the hall by 5:00 p.m. on Friday, May 15. Installation of exhibits must be complete by 10:00 a.m. on Saturday, May 16 for final cleaning. If necessary, the APA will direct its service contractor to complete installation for an exhibit not set by the published time and the exhibitor will be billed and responsible for all costs incurred therefor, including the cost of labor, which includes forcing carpet and/or removing items.

2026 Annual Meeting Rules and Regulations (continued)

Dismantling

The official Exhibit Hall closing time is 1:30 p.m., Tuesday, May 19, 2026, for all exhibits. Any exhibitor who packs materials or dismantles an exhibit prior to 1:30 p.m., Tuesday, May 19, 2026, may be subject to penalty, including but not limited to forfeiture of all accrued priority points and suspension of exhibit eligibility for at least one (1) year. A second violation in this category may result in the company not being eligible to exhibit at future APA meetings.

Contractual Considerations

Anti-Discrimination Policy

Exhibitors conducting recruitment efforts represent and warrant that they do not discriminate on the basis of any characteristic protected by law. Submission of an application for exhibit space evidences that the exhibitor agrees to this policy.

Compliance

Exhibitors must comply with all applicable federal and local laws and regulations and all applicable terms and conditions for their interactions at the Annual Meeting. The exhibitor shall not engage in any display, publication, performance, or other activity which conflicts with any applicable federal, state or local law, regulation, rule or ordinance. Nor shall the exhibitor, or its representatives or employees, engage in any potentially lewd or offensive display, publication or performance. Exhibitors may not display or bring into the exhibit any animal, bird or other non-human creature without express prior written permission of APA. Exhibitor shall indemnify, defend, and hold harmless APA from any liability for the acts or omissions of itself or any of its representatives, including any alleged failure to comply with any applicable law, rule or regulation.

Food and Drug Administration

Exhibitors offering any products or devices regulated by the Food and Drug Administration (FDA) must comply with all applicable FDA regulations and guidelines, including FDA restrictions on the promotion of investigational drugs, approved drugs, and approved drugs for unapproved uses.

Accessibility

Exhibits must be fully accessible to individuals with disabilities, including as may be required under 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 fully accessible to individuals with disabilities.

Fire Safety Regulations

Exhibitors must comply with all applicable fire regulations and requirements. Booth decorations must be flameproof, and all hangings must clear the floor. Electrical wiring must conform with all applicable requirements and to the National Electrical Code Safety Rules. If inspection indicates that an exhibitor has not complied with these requirements, APA may cancel

all or such part of the exhibit as may be in violation without refunding any fees paid or due.

Union Labor

If applicable, exhibiting companies are required to observe and comply with applicable local laws, regulations and labor union agreements governing work hours and conditions.

Forfeiture

If an exhibitor or its representatives do not fully comply with these Annual Meeting Rules and Regulations or any other requirements established by APA, as determined by APA in its discretion, the exhibitor and/or its representatives may be removed from the Annual Meeting and shall forfeit all amounts paid or due, regardless of whether the exhibit space is subsequently leased to another entity. Exhibitor or its representatives may, at APA's discretion, have their badges confiscated and be escorted from the Exhibit Hall.

Force Majeure

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 Annual Meeting in whole or in part, or to provide access to the facility in which, or platform via which, the meeting is to be held. In response to an event of force majeure, APA may, in its discretion, choose to change the form or format of the Annual Meeting, or to cancel the event.

Injury, Loss or Damage

APA does not provide liability or property damage insurance for any exhibitor's property. APA is not responsible for any injury, loss or damage that may occur to the exhibitor's, or its representatives', persons or property from any cause whatsoever. APA is not 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. APA's maximum liability to an exhibiting company for any reason is limited to the amount paid to it by such company. Under no circumstances shall APA be liable for any special, incidental, consequential, indirect or punitive damages.

Exhibitor shall fully indemnify, defend, and hold harmless APA and the facility, and all directors, members, officers, agents, employees, affiliates, and subsidiaries of each from any and all liabilities, actions, claims, losses, costs, fees, expenses or damages, including punitive damages and attorney fees, on account of any personal injury, death, damage to or loss of property or profits, or any other cause, which may, in whole or in part, arise out of or relate in any way to any act, omission, negligence, fault, or violation of law of exhibitor or its representatives, employees, agents, contractors, or invitees.

2026 Annual Meeting Rules and Regulations (continued)

Insurance

The exhibitor shall, at its sole cost and expense, procure and maintain throughout the Annual Meeting, including move-in and move-out days, the following insurance coverages: (i) comprehensive general liability insurance with limits of not less than \$3,000,000 each occurrence, combined single limit for bodily injury and property damage, including coverages for personal injury, contractual, operation of mobile equipment, products, and completed operations; (ii) worker's compensation insurance; and (iii) commercial automobile liability insurance with limits of not less than \$1,000,000 per occurrence; covering all the exhibitor's activities and representatives engaged in the performance of any work for the exhibitor.

The exhibitor shall name as additional insureds on the commercial general liability and commercial automobile liability policies each of the persons named below and shall provide to APA a certificate of insurance evidencing such coverage.

Additional insureds for commercial general liability and commercial automobile liability policies must include:

American Psychiatric Association; Global Experience Specialists, Inc. (GES); City and County of San Francisco; SMG; ASM Global Parent, Inc.; the Moscone Center Joint Venture; the Trustees of the Moscone Center Project; and all directors, members, officers, agents, employees, affiliates, and subsidiaries of each of the above.

Failure to provide proof of insurance could lead to the following with no refund of any fees paid:

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 by the required time may be reassigned by APA to another exhibitor without refund of any fees paid or due.

Repair or Damages

Nothing may be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceiling, furniture or other property of the facility. Exhibitor will be solely responsible for any cost of repairing damage inflicted by the exhibitor, its employees, representatives, contractors or agents to the facility.

Smoking and Vaping Policy

Smoking and Vaping is prohibited in the facility including the Exhibit Hall.

Eviction and Restrictions

APA reserves the right to terminate an exhibitor's, or its representatives', participation for any reason without explanation. APA is not liable for any refunds of any exhibit expenses in the event of such termination.

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. **Event dates and times are subject to change.**

Saturday, May 16	8:00 a.m. – 7:00 p.m.
Sunday, May 17	8:00 a.m. – 7:00 p.m.
Monday, May 18	8:00 a.m. – 7:00 p.m.
Tuesday, May 19	8:00 a.m. – 5:30 p.m.
Wednesday, May 20	8:00 a.m. – 2:00 p.m.

Allied Meetings

APA encourages affiliate organizations to host allied meetings and/or special events in conjunction with the meeting when they will not conflict with APA's restricted hours. For more information, visit: <https://www.psychiatry.org/psychiatrists/meetings/annual-meeting/allied-groups>. Details will be provided at a later date.

City-Wide Promotional Graphics and Signage

Use by exhibitor of any city-wide promotional graphics or signage which refer to the APA or the Annual Meeting displayed on billboards, buildings, pole banners, public uses or any other structures within the city, must be approved in advance in writing by APA. APA does not permit use of the APA or Annual Meeting logo in any such approved advertising. Approved graphics may reference the words "APA" or "American Psychiatric Association" only.

Interpretation and Amendments

APA shall have full power to interpret or amend these Annual Meeting Rules and Regulations, and its decision shall be final. Exhibitors shall abide by any additional requirements relating to the 2026 Annual Meeting that may hereafter be adopted by APA.