



AMERICAN
PSYCHIATRIC
ASSOCIATION



ANNUAL MEETING

May 20-24, 2023 • San Francisco



2023

**Exhibitor Prospectus/
Rules and Regulations
Branding & Advertising
Opportunities**

psychiatry.org/annualmeeting

Edited as of October 27, 2022

Exhibit at the 2023 APA Annual Meeting

Required Health and Safety Protocols

Please note that the Exhibitor Prospectus/Rules & Regulations require that all exhibitor personnel comply with relevant health and safety protocols for the 2023 APA Annual Meeting to be allowed admission to the facility. Specific protocols for the 2023 APA Annual Meeting have not yet been issued and will be communicated to registered exhibitors once available. All exhibitors should plan to send representatives to the meeting who will comply with such required health and safety protocols once established. For your reference, the health and safety protocols applicable to the 2022 APA Annual Meeting included proof of full vaccination against COVID-19.

The American Psychiatric Association (APA) invites you to participate in the exhibit/sponsorship program taking place May 20-24, 2023, in San Francisco.

The APA is an organization of psychiatrists working together to ensure humane care and effective treatment for all persons with mental illness, including substance use disorders. It is the voice and conscience of modern psychiatry.

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 APA Annual Meeting is the largest psychiatric meeting held annually, with over 12,000 anticipated attendees from around the globe, most of whom are physicians from psychiatric and other mental health disciplines, social workers and nurses. The meeting features hundreds of educational sessions and presentations on the latest research and serves as a symbol of the Association's commitment to improved patient care through professional education.



Moscone Convention Center
747 Howard Street
San Francisco, CA 94103
Halls A-C

Meeting Dates: Saturday, May 20 - Wednesday, May 24, 2023

Exhibit Dates: May 20 - May 23, 2023

Saturday, May 20

11:45 a.m. - 4:00 p.m.

Sunday, May 21

9:15 a.m. - 10:30 a.m.

10:30 a.m. - 11:45 a.m.
 (Exhibit Hall Closed)

11:45 a.m. - 4:00 p.m.

Monday, May 22

9:15 a.m. - 10:30 a.m.

10:30 a.m. - 11:45 a.m.
 (Exhibit Hall Closed)

11:45 a.m. - 4:00 p.m.

Tuesday, May 23

9:15 a.m. - 10:30 a.m.

10:30 a.m. - 11:45 a.m.
 (Exhibit Hall Closed)

11:45 a.m. - 1:30 p.m.

Wednesday, May 24

Exhibits Closed

See full schedule on Pages 5-6

Value for Exhibitors

Perfect opportunity to:

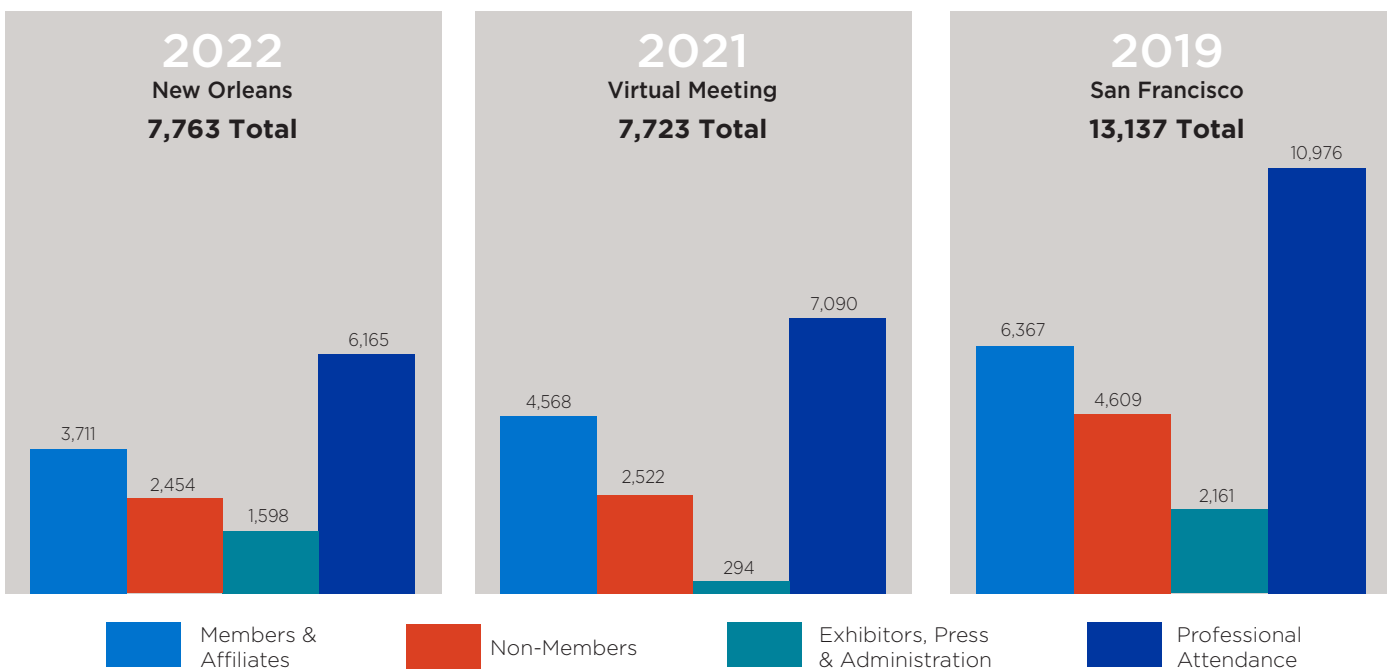
- Generate new sales leads
- Maximize visibility for your company
- Network with psychiatrists and mental health professionals from around the country
- Introduce new products and services
- Advertise to a wide range of attendees
- Increase your marketing with branding opportunities

Exhibit Hall Highlights:

- Unopposed exhibit hours Saturday - Tuesday
- Mid-Day Mingles, snacks & concessions (Saturday - Tuesday)
- Advertising and sponsorship opportunities
- Product Showcases and Huddles
- Specialty Lounges, The Stage, Charging stations, Wi-Fi
- Networking opportunities
- Career Expo & Publishers Book Expo

APA Statistics - Annual Meetings

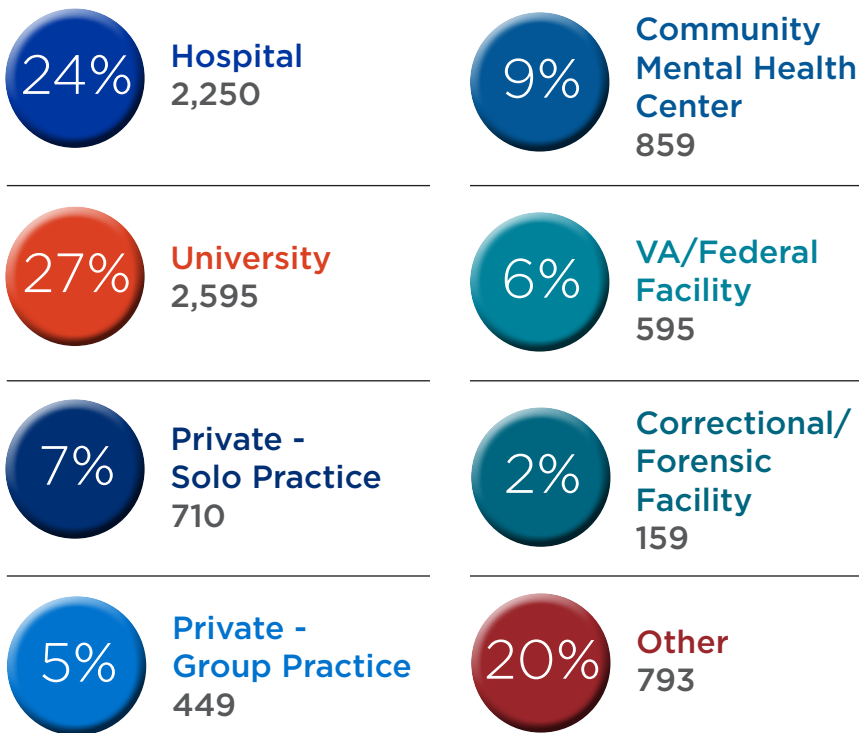
Registration Data



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

2022 Annual Meeting Discipline & Primary Work Setting Data

Primary Work Setting



Discipline

Psychiatrist	4,160	54%
Resident	1,225	16%
Mental Health Advocate	583	7%
Student	787	10%
Physician (Other)	94	1%
Other	617	12%

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
Email: vcopeland@psych.org

Exhibitor Sales, Services and Logistics

Kate McCullough
Exhibits Specialist
Email: kmccullough@psych.org

Exhibitor Registration

Registration & Meetings Manager
Email: registration@psych.org

Print/Digital 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

2022

May

21 Advance Exhibit Sales Open (2022 Exhibitors only)

October

27 Exhibit & Sponsorship Sales Open

2023

January

6 First Cancellation Deadline (see page 20 for details)

February

21 Full Booth Payment Due

Second Cancellation Deadline
(see page 20 for details)

22 No Further Exhibit Refunds

Description Submission Deadline for the Meeting App

March

2 No refunds for sponsorships*

April

26 Additional costs incurred for sponsorship production items*

*Refer to contract for details.



Schedule at a Glance

EXHIBITOR REGISTRATION/HOURS

WEDNESDAY, MAY 17	
Pre-approved Installations	8:00 a.m. – 5:00 p.m.
THURSDAY, MAY 18	
Installation	8:00 a.m. – 5:00 p.m.
FRIDAY, MAY 19	
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 20	
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	11:45 a.m. – 4:00 p.m.
SUNDAY, MAY 21	
Exhibitor Registration	7:30 a.m. – 5:00 p.m.
General Registration	7:30 a.m. – 5:00 p.m.
EXHIBIT HALL HOURS	9:15 a.m. – 10:30 a.m. 10:30 a.m. – 11:45 a.m. Exhibit Hall Closed 11:45 a.m. – 4:00 p.m.

MONDAY, MAY 22	
Exhibitor Registration	7:30 a.m. – 5:00 p.m.
General Registration	7:30 a.m. – 5:00 p.m.
EXHIBIT HALL HOURS	9:15 a.m. – 10:30 a.m. 10:30 a.m. – 11:45 a.m. Exhibit Hall Closed 11:45 a.m. – 4:00 p.m.
TUESDAY, MAY 23	
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. – 10:30 a.m. 10:30 a.m. – 11:45 a.m. Exhibit Hall Closed 11:45 a.m. – 1:30 p.m.
Exhibit Dismantling	1:30 p.m. – 11:00 p.m.
WEDNESDAY, MAY 24	
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 20	
Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
Product Showcases	Noon – 1 p.m./1 – 2 p.m./2 – 3 p.m./3:00 – 4:00 p.m.
ALL EXHIBITS OPEN	11:45 a.m. – 4:00 p.m.
Poster Sessions	Noon – 4:00 p.m.
Opening Session	5:30 – 7:00 p.m.
Therapeutic Updates	7:30 – 9:30 p.m.
Unopposed Hours	Noon – 1:30 p.m./3:00 – 3:45 p.m.
*Restricted Hours	8:00 a.m. – 7:00 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.

Schedule at a Glance (continued)

SUNDAY, MAY 21

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
EXHIBIT HALL HOURS	9:15 a.m. – 10:30 a.m./11:45 a.m. – 4:00 p.m.
Product Showcases	9:30 – 10:30 a.m./Noon – 1 p.m./1 – 2 p.m./2 – 3 p.m./3 – 4 p.m.
Coffee & Conversations at The Stage	9:45 – 10:15 a.m./3:15 – 3:45 p.m.
Exhibit Hall Closed	10:30 – 11:45 a.m.
Plenary (Tentative)	10:30 a.m. – Noon
Mid-day Mingles	11:45 a.m. – 1:30 p.m. (Snacks and Refreshments)
Poster Sessions	Noon – 4:00 p.m.
Huddle Discussions at The Stage	12:15 – 12:45 p.m./1:00 – 1:30 p.m.
MindGames	5:30 – 7:00 p.m.
President's Reception	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 – 3:45 p.m.
*Restricted Hours	8:00 a.m. – 7:00 p.m.

MONDAY, MAY 22

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
Plenary Session	10:30 – 11:30 a.m.
EXHIBIT HALL HOURS	9:15 a.m. – 10:30 a.m./11:45 a.m. – 4:00 p.m.
Product Showcases	9:30 – 10:30 a.m./Noon – 1 p.m./1 – 2 p.m./2 – 3 p.m./3 – 4 p.m.
Coffee & Conversations at The Stage	9:45 – 10:15 a.m./3:15 – 3:45 p.m.
Exhibit Hall Closed	10:30 – 11:45 a.m.
Plenary - Emerging Voices: DEIB, Innovation & Leadership	10:30 a.m. – Noon
Mid-day Mingles	11:45 a.m. – 1:30 p.m. (Snacks and Refreshments)
Poster Sessions	Noon – 4:00 p.m.
Huddle Discussions at The Stage	12:15 – 12:45 p.m./1:00 – 1:30 p.m.
Convocation	5:30 – 6:30 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 – 3:45 p.m.
*Restricted Hours	8:00 a.m. – 6:30 p.m.

TUESDAY, MAY 23

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
EXHIBIT HALL HOURS	9:15 – 10:30 a.m./11:45 a.m. – 1:30 p.m.
Product Showcases	9:30 – 10:30 a.m./Noon – 1 p.m.
Coffee & Conversations at The Stage	9:45 – 10:15 a.m./3:15 – 3:45 p.m.
Exhibit Hall Closed	10:30 a.m. – 11:45 a.m.
Plenary - CEO Award Session	10:30 a.m. – Noon
Mid-day Mingles	11:45 a.m. – 1:30 p.m. (Snacks and Refreshments)
Poster Sessions	Noon – 4:00 p.m.
Huddle Discussions at The Stage	12:15 – 12:45 p.m./1:00 – 1:30 p.m.
Unopposed Hours	9:30 – 10:30 a.m./11:30 a.m. – 1:00 p.m.
*Restricted Hours	8:00 a.m. – 5:30 p.m.

WEDNESDAY, MAY 24

ALL EXHIBITS CLOSED

Courses/Scientific Sessions 8:00 a.m. – 5:15 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 Reservation Includes:

- Six (6) Complimentary Exhibit Hall Badges per 100 sq. ft. of booth space. Exhibitor Full Conference and Exhibitor Mental Health Professional badges can be purchased within the [Exhibitor Dashboard](#).
- Unopposed Exhibit Hours Saturday - Tuesday
- Pre- and Post-Meeting Attendee Lists
- Exhibitor Profile listed on the digital floor plan
- Company Listing in Meeting App
- Company Listing in the Annual Meeting Guide
- Exhibitor Only Lounges, Saturday - Tuesday (exhibit hours only)
- Access to the Meeting App
- Access to the Plenary Sessions

[View Floor Plan](#)

Publishers Book Expo and Career Fair Expo

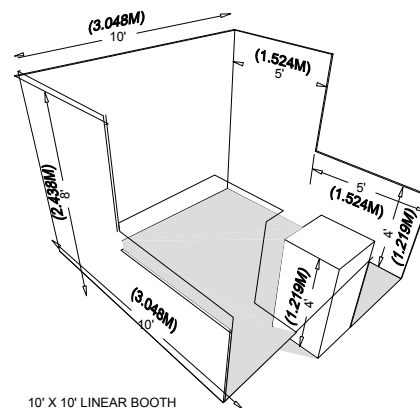
Publishers Expo is designed for publishers of print or electronic media only. See floor plan for designated area.

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:

	2022	2021	2019
Resident Fellow Members (previously Members in Training):	930	743	1,349
Early Career Psychiatrists:	1,832	1,005	2,322
International Medical Graduates:	2,074	1,168	1,720
Medical Students:	486	752	755



10' X 10' LINEAR BOOTH

10' x 10' Booth (100 sq. ft.): \$3,700

Corner Booth \$3,800

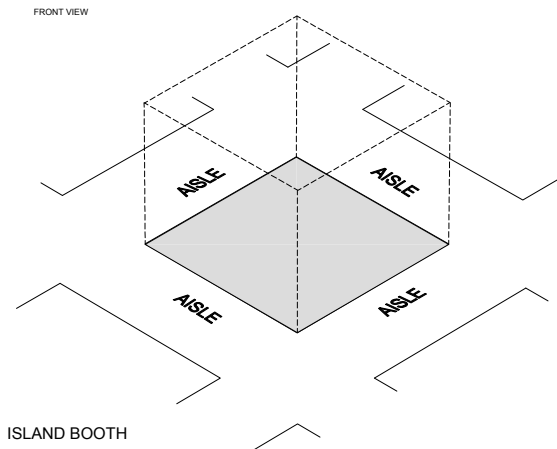
- Identification sign
- 8' high back drape and 3' high side dividers

10' x 20' Booth (200 sq. ft.): \$7,400

(\$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 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.



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

\$44.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager. Submit to APAExhibits@psych.org no later than **March 24, 2023**.
- 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/installed flooring for the entire booth space.**

By submitting your booth space reservation, you are confirming that you have read and agree to the [2023 Annual Meeting Rules and Regulations](#).

How to Exhibit

[2023 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), check or wire, 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, 2023. 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

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 6, 2023:	Full refund, less 10% processing fee of full booth amount
January 7 - February 20, 2023:	50% refund of total booth cost
After February 20, 2023:	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 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
- **NEW!** 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

NEW! 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 \$445 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 \$445 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 21, 2023, non-exhibiting companies will be permitted to purchase available sponsorships outside of the Exhibit Hall. The price will include a non-exhibiting fee of \$3,700.

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 the largest audience of psychiatrists
- Build visibility for your company
- Reach attendees with targeted marketing
- Advertise to a wide range of attendees
- Promote your brand

2022 Meeting Stats

Average Annual Meeting attendance (2018-2022)	11,253
Average Exhibitor Leads	165
Total Leads Collected	18,515
APA Membership	37,000



Branding Opportunities

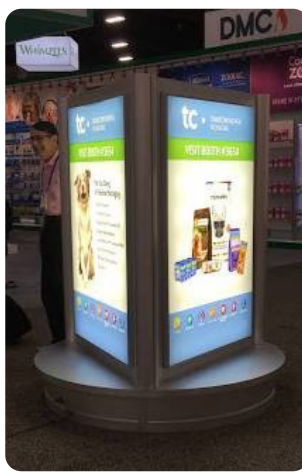
Contact Vernetta Copeland at vcopeland@psych.org to discuss the following opportunities:

Advertising Display Light Boxes

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

Lighted, Three-Sided Rotation Display:
\$40,000

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



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' - \$5,000

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

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

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

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

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

* 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.

Deadlines and Production Artwork

The deadline for production ready artwork is due Tuesday, April 25, 2023*. Surcharges will apply for artwork submissions and approvals after this date. The following pricing model will be in effect after this date:

April 26 - May 5
Rate increase by 25%

May 6 - May 13
Rate increase by 50%

May 14 - May 16
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.

*Refer to contract for details.

Branding Opportunities (continued)

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

AISLE BANNER DANGLER \$25,000

Position yourself over and above everyone with aisle banner signage. Add your company name, 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 to allow attendees to stop and take a break. Benches will be placed within the two main aisles within the hustle and bustle of the exhibits.



SHUTTLE WRAPS THREE (3) SHUTTLE BUSES PER ROUTE

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



Wrap options:

- Basic, Full Ribbon Banner:\$40,000
- Full Side Wrap (includes exterior windows and lower half):\$70,000

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

Final artwork is due by March 10, 2023.

DIGITAL SIGNAGE \$30,000

Large digital LED signs are available in the Convention Center lobby and the Marriott Marquis to convey your message up in lights. Pricing is varied, so contact Vernetta Copeland at vcopeland@psych.org for details.

Convention Center and Hotel Display Opportunities

A variety of branding opportunities are available at the Moscone Convention Center, Marriott Marquis and Hilton where meetings/events will take place. The following are being offered at this time:

- Escalator Clings (Moscone) \$45,000 & \$65,000
- Door Clings (\$35,000)
- Column Wraps (Moscone) \$50,000

- Stair Clings (Moscone) \$80,000
- Wall Clings (Moscone) \$40,000
- Elevator Door Clings \$45,000 (Hilton and Marriott)

Additional branding opportunities to come. Contact Vernetta Copeland at vcopeland@psych.org for more details.

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 \$85,000 (60 Minutes)

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, and on the meetings app.



[Product Showcase Guidelines](#)

*** 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 \$80,000 Exclusive)**
- **Coffee Breaks w/signage - \$20,000**
- **Wi-Fi & Splash Page at The Stage and public areas of the Center- \$35,000**
- **Huddle Session Presentations (30 minutes): \$25,000 (see Huddle Discussions for more information)**

THERAPEUTIC UPDATES \$50,000

Present a two-hour, informational program in banquet rounds in a lavish ballroom setting. The non-CME Therapeutic Update sponsorship does not include the program costs, which are the responsibility of the sponsoring company, 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 Update Guidelines](#)

HUDDLE DISCUSSIONS \$25,000

Present non-CME discussions at "The Stage" in a 30-minute time slot geared to small groups. Talks encompass new products, promotional messages, book signings, etc. 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 \$50,000+ each

The APA's Opening Session and Convocation are open to support with acknowledgement in the Annual Meeting Guide, on meeting app, and on signage at the entrance. The Convocation will allow a logo on its guide, which is distributed at the session. Sponsor entertainment or offer a welcome to attendees. All speaking opportunities must be pre-approved.



Branding Opportunities (continued)

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

MID-DAY MINGLES \$15,000 each

The exhibit hall offers Mid-Day Mingle stations during the Noon - 1:30 p.m. break. Support a beverage, snack, or light horsd'oeuvre station with your branding on signage.

SPECIALTY LOUNGES \$40,000+ (Based on design and offering)

A Specialty Lounge will allow for the distribution of company information and/or an approved attendee giveaways in a lounge, such as:

- H₂O Branded/Unbranded Water Bottle Distribution
- Wellness Lounge w/Massage Therapists & Activities
- Coffee Lounge (offered at predetermined times)

The price will depend on what is distributed and market cost.

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 and build corporate/product awareness. The supporter will incur all costs for production, shipping and distribution. Sponsoring company will be acknowledged in the Guide.

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 and on the APA website. Due date: April 7, 2023.

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

Two sites are available to allow attendees free Wi-Fi at The Stage and in lobby area of the convention center and at the Marriott Marquis Hotel where allied and component meetings will occur. Your organization's URL will appear on splash page and signage to identify you as the sponsor.

POSTER SESSIONS \$15,000 (Exclusive)

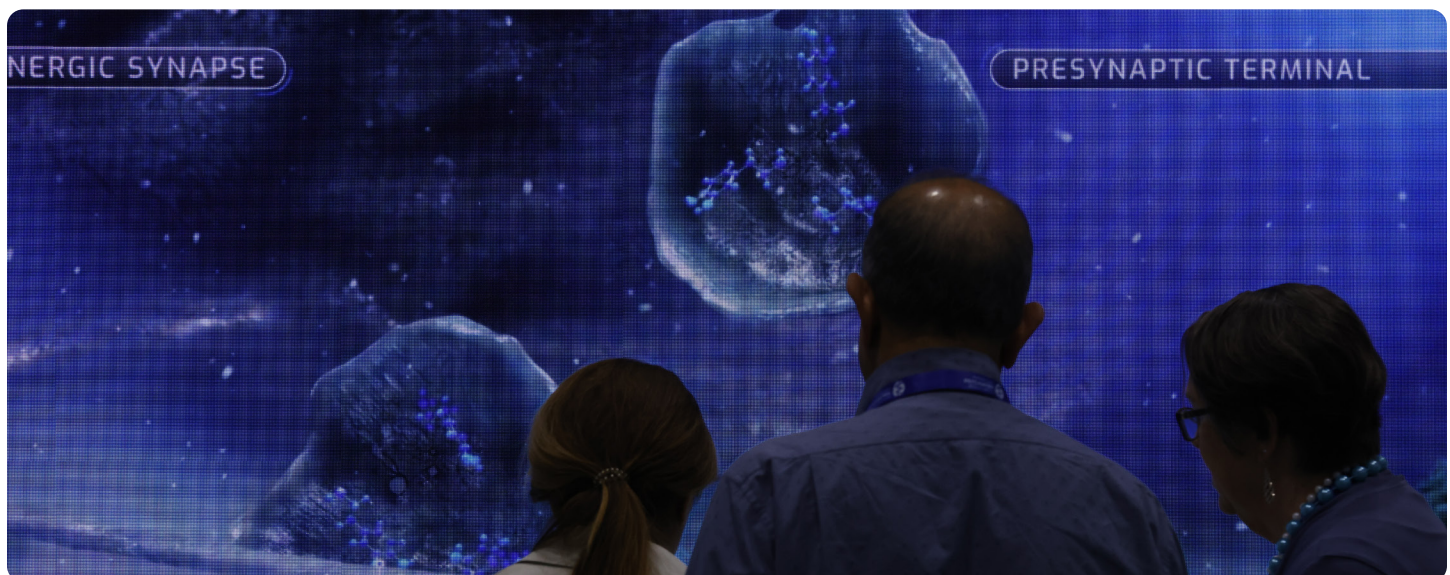
The poster sessions offer recent, late-breaking findings on various topics through visual, self-explanatory presentations. Support will be represented on signage and in the Guide.

APA ART ASSOCIATION EXHIBIT \$10,000 (Exclusive)

The art exhibit offers APA members and others an opportunity to display their original artwork in mixed media forms allowing the creativity of the artist to be expressed. Support will be represented on signage and in the Guide.

ENGAGEMENT WALL \$15,000

This opportunity will bring attendees to a color mural wall to engage and interact. Sponsorship encourages attendees to express their inner creativity with a fun activity to relax and take a break. The mural size is approximately 6' x 6'. Support will be represented on signage and in the Guide.



Reach Conference Attendees (Pre- and Post-Event)

Future APA Meetings

Annual Meeting

2024

May 4-8, 2024
New York, NY

2025

April 26-30
Los Angeles, CA

“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 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 26, 2023
Post-show list available by June 28, 2023

Additional opportunities to come for virtual meeting branding.

AMERICAN
PSYCHIATRIC
ASSOCIATION



Mental Health
INNOVATION ZONE

What's Next in Mental Health Technology?

Back for 2023!

Mental Health Innovation Zone

With a focus on interactivity and networking, the Mental Health Innovation Zone (MHIZ) offers a unique opportunity for forward-thinking companies to engage with APA attendees in an atmosphere of discovery and learning of new innovations in mental health. Demonstrate new products, ideas and methods in technology in the field of psychiatry that many may be witnessing for the first time. This platform allows presentations in an invigorating "shark tank" like competition and the opportunity for presenters to share the spotlight with other experts and leaders offering cutting edge and state-of-the-art topics!

The MHIZ is an extension of the Exhibit Hall, and offers unopposed hours apart from educational sessions.

Saturday, May 20 through Tuesday, May 23, 2023
Moscone Center
San Francisco, CA



Sponsorship Opportunities

Below are the tier levels available:

Title Sponsor: \$95,000

Includes: Title acknowledgment on all materials and social media, two (2) one-hour industry expert presentations, signage, onsite interview and program recognition, four (4) MHIZ exhibitor badges.

Geobyte: \$40,000

Includes: One-hour industry expert presentation, signage, presentation, program recognition, three (3) MHIZ exhibitor badges.

Gigabyte: \$20,000

Includes: 30-minute demonstration or session, signage, and program recognition, two (2) MHIZ exhibitor badges.

Megabyte: \$8,000

Includes: 15-minute Ted-style talk and program recognition.

Byte: \$2,000

Includes: Program recognition.

Contact

Contact Ebony Harris at eharris@psych.org for more information.

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 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, session titles, and a list of all exhibitors. Exhibitors who advertise within the Guide will also 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) 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 29,000 APA members and attendees.

DOCTORS' BAG SPONSORSHIP

The Doctors' Bag will prominently feature the logo and name of the sponsoring company and brand. The Doctors' Bag will be distributed to attendees at registration on Friday, Saturday and Sunday.

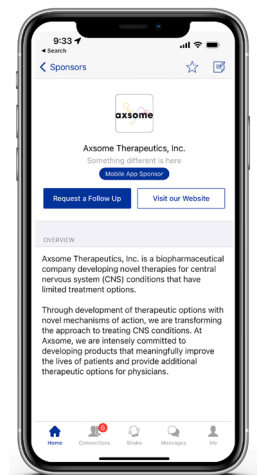


INSERT IN DOCTORS' BAG

Reach attendees with your corporate or brand messaging by placing an insert in the 2023 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 2023.



Advertising Reservation Form

2023 Annual Meeting Guide

Deadline to Reserve Ad Space: March 30, 2023

Material Due for Onsite Version: April 3, 2023

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, session titles, and a list of all exhibitors. Exhibitors who advertise within the Guide will also 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"/> Cover 3 and 4	\$22,950 net
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$1,010 net	<input type="checkbox"/> \$2,220 net	<input type="checkbox"/> Cover 4	\$17,300 net
			<input type="checkbox"/> Cover 3	\$11,300 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 9, 2022.
- 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 2023 Annual Meeting Guide.

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.

Shemika Houston

P: 212-904-0367

E: shouston@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 2023 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

We utilize 100% digital computer-to-plate production according to SWOP standards. 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:

Shemika Houston

Pharmaceutical Media, Inc.

Production Coordinator

P: 212-904-0367

E: shouston@pminy.com

Send materials to:

Shemika Houston

Pharmaceutical Media, Inc.

Production Coordinator

P: 212-904-0367

E: shouston@pminy.com



AMERICAN
PSYCHIATRIC
ASSOCIATION
FOUNDATION



2023

APA Foundation Benefit

Monday, May 22, 2023 | 7:00 p.m. - 10:00 p.m.

San Francisco Museum of Modern Art

San Francisco, CA



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, worship and play.

Who Attends?

- ▶ 500+ 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:**

Lilia Coffin

Program Manager
lcoffin@psych.org

Faith Anderson

Associate Director, Corporate
and Foundation Relations
fanderson@psych.org

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

apafdn.org

2023 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. All exhibitors must complete any forms or other requirements that may be required 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 2023 Annual Meeting. Other than the exhibit space, which must be used in accordance with these 2023 Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the 2023 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 Moscone 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 2023 Annual Meeting Rules and Regulations.

Booth Sales

Proposed rates:

- 10x10 Inline - \$3,700
- 10x10 Corner - \$3,800
- 10x20 - \$7,400 (\$100 per corner)

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
- No end cap booths allowed on the show floor.

***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): \$44.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager no later than March 24, 2023.
- 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 20, 2023.

Cancellations/Booth Reduction

No refunds will be issued for cancellations received after February 20, 2023.

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 6, 2023 Full refund, less 10% processing fee of full booth amount
 January 7 - February 20 50% of total booth cost refunded.
 After February 20 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.

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 1:30 p.m., May 23, 2023.

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.

2023 Annual Meeting Rules and Regulations (continued)

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 2023 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 1:30 p.m., Tuesday,

May 23, 2023. 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 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 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 20, 2023.

Exhibitor Registration/Badge Allotments

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

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

Changes and Substitutions

Changes and cancellations for badge requests can be completed through the online exhibitor registration portal through Friday, May 19, 2023, free of charge. All changes or substitutions done onsite will incur a \$50 badge processing fee.

2023 Annual Meeting Rules and Regulations (continued)

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 23, 2023. 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 17

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

THURSDAY, MAY 18

Installation 8:00 a.m. – 5:00 p.m.

FRIDAY, MAY 19

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

SATURDAY, MAY 20

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

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

ALL EXHIBITS OPEN 11:45 a.m. – 4:00 p.m.

Set-up will not be permitted on Saturday, May 20 after 10:00 a.m. All crates must be removed from the hall by 5:00 p.m. on Friday, May 19. Installation of exhibits must be complete by 10:00 a.m. on Saturday, May 20 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 1:30 p.m., Tuesday, May 23, 2023, for all exhibits. Any exhibitor who packs materials or dismantles an exhibit prior to 1:30 p.m., Tuesday, May 23, 2023, 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 on the basis of age, race, color, national origin, religion, sex, gender, sexual orientation, veteran status, marital status, 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. Exhibitor shall indemnify, defend, and hold harmless APA from any liability for its failure to comply with any applicable law, rule or regulation.

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 2023 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 2023 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, in its discretion, choose to change the form or format of the Annual Meeting, or cancel the event.

Injury, Loss or Damage

APA will not be responsible for any injury, loss or damage that may occur to the exhibitor's employees or property from any cause whatsoever. APA will not be held liable for any injury, loss, or damage which may be sustained by any person who may be on the premises leased or rented to the exhibitor, or watching, observing, or participating in any demonstration in the exhibitor's exhibit.

2023 Annual Meeting Rules and Regulations (continued)

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 or such additional amount as may be required by APA or the Convention Center, 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, Global Experience Specialists, Inc, City and County of San Francisco, SMG, 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:

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 20	8:00 a.m. – 7:00 p.m.
Sunday, May 21	8:00 a.m. – 7:00 p.m.
Monday, May 22	8:00 a.m. – 6:30 p.m.
Tuesday, May 23	8:00 a.m. – 5:30 p.m.
Wednesday, May 24	8:00 a.m. – 5:15 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 2023 Annual Meeting Rules and Regulations that may hereafter be adopted by APA.