



AMERICAN  
**PSYCHIATRIC**  
ASSOCIATION



# ANNUAL MEETING

May 4-8, 2024 • New York City



# 2024

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

[psychiatry.org/annualmeeting](https://psychiatry.org/annualmeeting)

Edited as of December 14, 2023

# Exhibit at the 2024 APA Annual Meeting

## Required Health and Safety Protocols

The safety of everyone attending our Annual Meeting is our priority. To this end, we're planning to follow industry-wide health and safety standards, as well as the stricter of any requirements from federal, state, and local authorities. APA also reserves the right to require additional precautions prior to and during the in-person event. For additional information on APA's Health and Safety Guidelines, please visit the [meeting website](#).

The American Psychiatric Association (APA) invites you to participate in the exhibit/sponsorship program taking place May 4-8, 2024, in New York City.

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 10,000 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.



**The Javits Center**  
**655 West 34th Street**  
**New York, NY 10014**  
**Exhibit Hall 3, A-B**

**Meeting Dates:** Saturday, May 4 - Wednesday, May 8, 2024

**Exhibit Dates:** May 4 - May 7, 2024

### Saturday, May 4

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

### Sunday, May 5

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 6

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 7

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 8

Exhibits Closed

See full schedule on Pages 5-6

## Value for Exhibitors

### Perfect opportunity to:

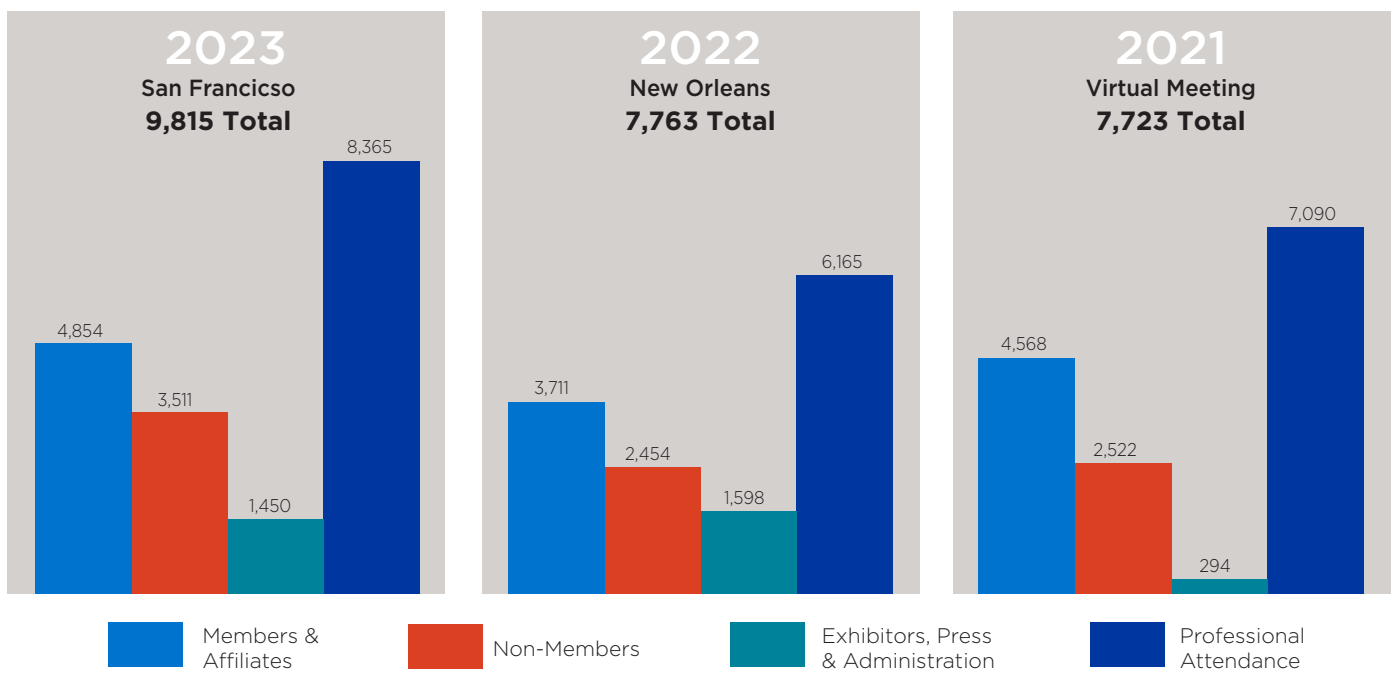
- Generate new sales leads
- Maximize visibility for your company
- Network with psychiatrists and mental health professionals from around the country
- Introduce new products and services
- Advertise to a wide range of attendees
- Increase your marketing with branding opportunities

### Exhibit Hall Highlights:

- Unopposed exhibit hours Saturday - Tuesday
- Mid-Day Mingles, snacks & concessions (Sunday - Tuesday)
- Advertising and sponsorship opportunities
- Product Showcases and Huddles
- The Stage, featuring non-CME presentations, charging stations, Wi-Fi plus digital branding opportunities
- Networking opportunities
- Career Expo & Publishers Book Expo
- APA Specialty Pavilions

# APA Statistics - Annual Meetings

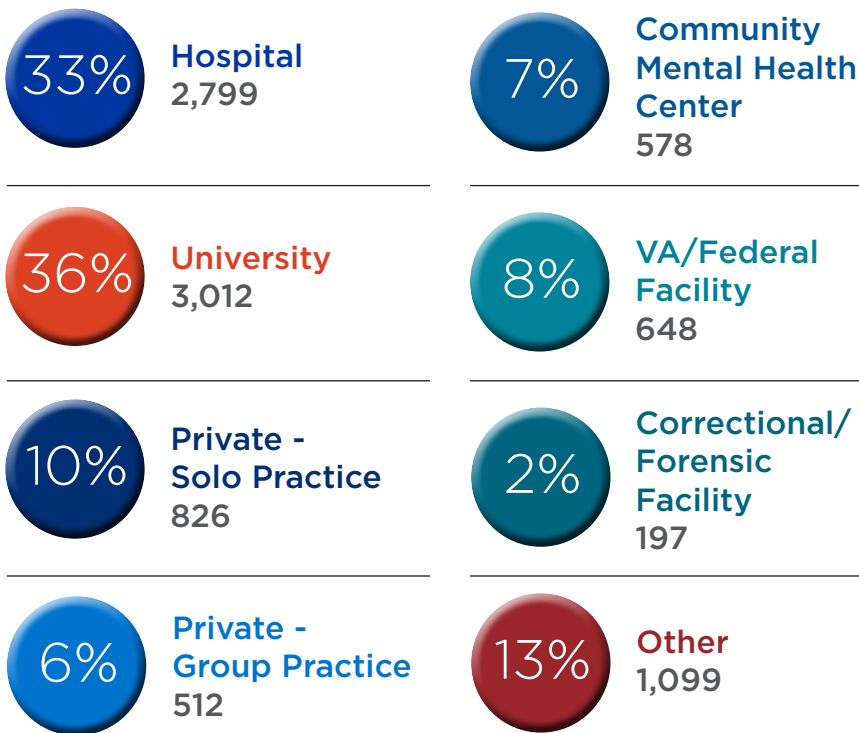
## Registration Data



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

## 2023 Annual Meeting Discipline & Primary Work Setting Data

### Primary Work Setting



### Discipline

Psychiatrist	4,362	52%
Resident	1,698	20%
Mental Health Advocate	609	7%
Student	659	8%
Physician (Other)	144	2%
Other	875	11%



# 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 Sales, Services and 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)  
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

### 2023

#### May

**21** Advance Exhibit Sales Open (2023 Exhibitors only)

#### November

**15** Exhibit & Sponsorship Sales Open

### 2024

#### January

**5** First Cancellation Deadline (see page 20 for details)

#### February

**3** Full Booth Payment Due

Second Cancellation Deadline  
(see page 20 for details)

**4** No Further Exhibit Refunds

Description Submission Deadline for the Meeting App

#### March

**1** No refunds for sponsorships\*

#### April

**5** Additional costs incurred for sponsorship production items\*

\*Refer to contract for details.



# Schedule at a Glance

## EXHIBITOR REGISTRATION/HOURS

### WEDNESDAY, MAY 1

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

### THURSDAY, MAY 2

Installation 8:00 a.m. – 5:00 p.m.

### FRIDAY, MAY 3

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 4

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 5

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 6

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 7

Exhibitor Registration 7:30 a.m. – 4:30 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 8

**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 (As of 12/14/2023)

### SATURDAY, MAY 4

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

Product Showcases Noon – 1:30 p.m./1:00 – 2:00 p.m./2:00 – 3:00 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 5

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
<b>EXHIBIT HALL HOURS</b>	<b>9:15 a.m. – 10:30 a.m./11:45 a.m. – 4:00 p.m.</b>
Product Showcases	9:30 – 10:30 a.m./Noon – 1:00 p.m./1:00 – 2:00 p.m./2:00 – 3:00 p.m./3:00 – 4:00 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.
<b>Unopposed Hours</b>	<b>9:30 – 10:30 a.m./Noon – 1:30 p.m./3:00 – 3:45 p.m.</b>
<b>*Restricted Hours</b>	<b>8:00 a.m. – 7:00 p.m.</b>

### MONDAY, MAY 6

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
Plenary Session	10:30 – 11:30 a.m.
<b>EXHIBIT HALL HOURS</b>	<b>9:15 a.m. – 10:30 a.m./11:45 a.m. – 4:00 p.m.</b>
Product Showcases	9:30 – 10:30 a.m./Noon – 1:00 p.m./1:00 – 2:00 p.m./2:00 – 3:00 p.m./3:00 – 4:00 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.
<b>Unopposed Hours</b>	<b>9:30 – 10:30 a.m./Noon – 1:30 p.m./3:00 – 3:45 p.m.</b>
<b>*Restricted Hours</b>	<b>8:00 a.m. – 6:30 p.m.</b>

### TUESDAY, MAY 7

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
<b>EXHIBIT HALL HOURS</b>	<b>9:15 – 10:30 a.m./11:45 a.m. – 1:30 p.m.</b>
Product Showcases	9:30 – 10:30 a.m./Noon – 1:00 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.
Exhibits Closed	1:30 p.m.
<b>Unopposed Hours</b>	<b>9:30 – 10:30 a.m./11:30 a.m. – 1:00 p.m.</b>
<b>*Restricted Hours</b>	<b>8:00 a.m. – 5:30 p.m.</b>

### WEDNESDAY, MAY 8

#### 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 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
- Exhibitor Only Lounges, Saturday - Tuesday (exhibit hours only)

### [View Floor Plan](#)

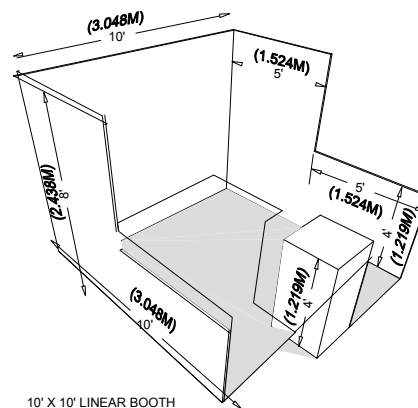
## Publishers Book Expo and Career Fair Expo

**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.

### Statistics for Recruitment:

	2021	2022	2023
Resident Fellow Members (previously Members in Training):	743	930	1,146
Early Career Psychiatrists:	1,005	1,832	2,013
International Medical Graduates:	1,168	2,074	2,032
Medical Students:	752	486	659



10' X 10' LINEAR BOOTH

**10' x 10' Booth (100 sq. ft.): \$3,800**

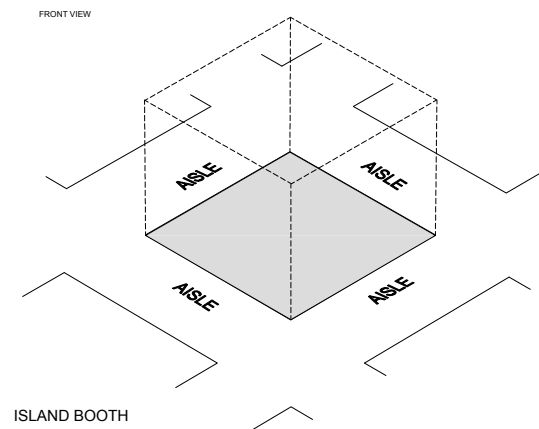
**Corner Booth \$3,900**

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

**10' x 20' Booth (200 sq. ft.): \$7,600**

**(\$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.
- Overhead signage is not allowed with linear booths.



ISLAND BOOTH

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

\$45.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager. Submit to [APAE Exhibits@psych.org](mailto:APAE Exhibits@psych.org) no later than **March 23, 2024**.
- Booth structures and hanging signs limited to 20' in height from floor to top of banner.

**NOT INCLUDED:** Booth cost does not include booth carpet, furnishings (tables/chairs), electricity, Wi-Fi, audiovisual equipment, floral, catering or labor. **APA requires that all exhibitors provide carpet for the entire booth space. 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 2024 Annual Meeting Rules and Regulations.

# How to Exhibit

## 2024 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 23, 2024. Reservations submitted after February 23, 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 23. There is no cut-off date to booth sales if space is available.**

### Booth Cancellations and Reductions

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 5, 2024:	Full refund, less 10% processing fee of full booth amount
January 6 - February 23, 2024:	50% refund of total booth cost
After February 23, 2024:	No refunds

Exhibitor cancellation requests, including booth reductions and changes to configurations, must be received in writing at [apaexhibits@psych.org](mailto: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
- **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 23, 2024, non-exhibiting companies will be permitted to purchase available sponsorships outside of the Exhibit Hall. The price will include a non-exhibiting fee of \$3,800.

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

### 2023 Meeting Stats

Average Annual Meeting attendance (2018-2023)	11,100
Average Exhibitor Leads	195
Total Leads Collected	29,634
APA Membership	37,000



# Branding Opportunities

Contact [APASponsors@psych.org](mailto:APASponsors@psych.org) to discuss the following opportunities:

## Deadlines and Production Artwork

The deadline for production ready artwork is due Tuesday, March 18, 2024\*. Surcharges will apply for artwork submissions and approvals after this date. The following pricing model will be in effect after this date:

March 19 - April 9  
Rate increase by 25%

April 9 - April 23  
Rate increase by 50%

April 24  
Rate increase by 100%  
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.

## Convention Center and Host Hotel Branding Opportunities

### CONVENTION CENTER AND HOTEL SPONSORSHIP PORTAL



A variety of branding opportunities are available at the Javits Center and our host hotels, the Marriott Marquis and Sheraton, Times Square. You are now able to view these offerings and place a contract request by accessing the new sponsorship portal.

**NOTE:** There are no money transactions associated with placing contract requests (orders) A team member will follow up with the contact associated with the request with contract and payment information. A sponsorship will not be considered sold until a fully executed contract has been received by APA.

[Sponsorship Portal](#) Coming Soon!

### 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: .....\$44,000

Full Side Wrap (includes exterior windows and lower half): .....\$70,000

Request specifications and additional options at [APASponsors@psych.org](mailto:APASponsors@psych.org).

Final artwork is due by March 1, 2024.

## Branding Opportunities (continued)

Contact [APASponsors@psych.org](mailto:APASponsors@psych.org) to discuss the following opportunities:

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

Sponsor complimentary WI-FI at The Stage and in the Javits Center 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.

### HOTEL KEY CARDS OR "DO NOT DISTURB" DOOR HANGERS \$17,000 Per Hotel (1 SOLD, 1 Remains)

Put your brand and message in the hands of attendees on a key card or door hanger. The supporter will incur all costs for production, shipping and distribution. Sponsoring company will be acknowledged in the Guide.

### VIRTUAL REGISTRATION BAG \$1,100 exhibitors/\$1,700 non-exhibitors

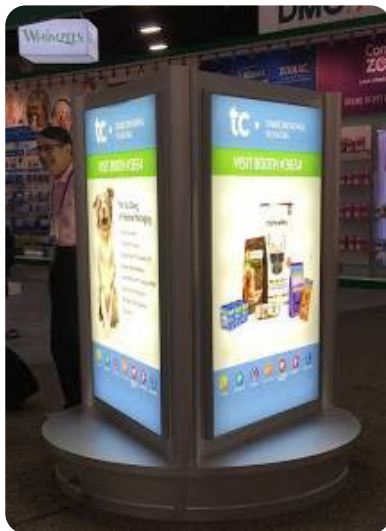
The Virtual Registration Bag allows companies to submit PDF materials for upload online to attendees prior to the meeting. This information is also included with confirmations of preregistered attendees and on the APA website. Due date: March 22, 2024.

### 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 BANNER DANGLER \$28,000 (Exclusive)

Branding that can't be missed! Add your company name, logo or booth number. This is a sole sponsorship and the company will provide artwork. Design is subject to change. Add your company name, logo or booth number. This is a sole sponsorship and the company will provide artwork. *Design is subject to change.*



**SOLD**

### 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.~~



### MID-DAY MINGLES \$15,000 each

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 [APASponsors@psych.org](mailto:APASponsors@psych.org) to discuss the following opportunities:**

### PRODUCT SHOWCASE SESSIONS \$87,500 (60 Minutes, 8 SOLD, 8 Remain)

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) - SOLD~~
- 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): \$28,000 (see Huddle Discussions for more information)



### THERAPEUTIC UPDATES \$55,000 (1-2 Available depending on schedule)

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, in the Program Guide and in the Meeting App.

### HUDDLE DISCUSSIONS \$28,000 (Number of Huddles dependent on schedule)

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.

### APA CONVOCATION \$40,000 (Exclusive)

Sponsorship includes acknowledgment in the Program Guide, Meeting App, and on signage located at the entrance to the session. Your logo will also be included in the Convocation booklet. Sponsors will have the option to say a few words of welcome to attendees. All speaking opportunities must be pre approved by APA.

### ~~SOLD~~ ~~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 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.~~



## Branding Opportunities (continued)

**Contact [APASponsors@psych.org](mailto:APASponsors@psych.org) to discuss the following opportunities:**

### PROFESSIONAL HEAD SHOT LOUNGE \$20,000 (Exclusive)

Back by popular demand! Located next to APA Central, attendees will have the opportunity to have their head shot taken by a professional photographer. On site and digital acknowledgment included. Sponsor collateral or give aways are welcomed within the lounge.

### 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.



### MIND & BODY PAVILION \$20,000 (Exclusive)

Back by popular demand. Attendees can take a break from their busy schedule to receive a massage, engage in friendly competition playing corn hole, giant Jenga and Connect Four. Paint easels will be available for attendees to create their masterpiece. Sponsor recognition in the Program Guide, Meeting App and with on sight signage.



### SPECIALTY LOUNGES \$20,000+ (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. Examples include:

- Professional Head Shot Lounge
- H<sub>2</sub>O Branded/Unbranded Water Bottle Distribution
- Coffee Lounge (offered at predetermined times)

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

## Exhibitor Suites (7 SOLD, 8 Remain)

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.

\* 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.*

## Reach Conference Attendees (Pre- and Post-Event)

### Future APA Meetings

#### Annual Meeting

**2025**

April 26-30  
Los Angeles, CA

**2026**

San Francisco

**2027**

New York City, NY

**2028**

Chicago, IL

### “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](mailto:apaexhibits@psych.org)

Pre-show list available by March 25, 2024

Post-show list available by June 3, 2024

AMERICAN  
PSYCHIATRIC  
ASSOCIATION



Mental Health  
**INNOVATION ZONE**

## What's Next in Mental Health Technology?

### Mental Health Innovation Zone 2024

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 about new innovations in mental health. Take advantage of the opportunity to:

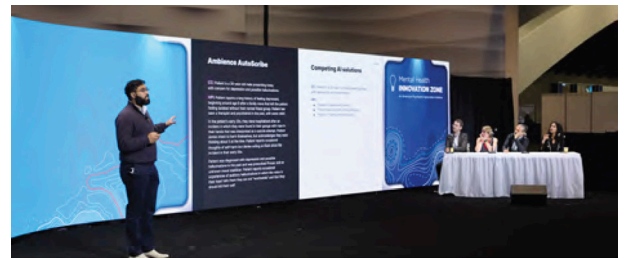
- Demonstrate new products, ideas, and methods in technology in the field of psychiatry.
- Promote organization offerings in an invigorating space using cutting edge presentations and displays.
- Connect with leaders who have the authority to make final decisions for their organizations.

**Don't miss the opportunity to showcase your brand as there is limited availability!**

Saturday, May 4 through Tuesday, May 7, 2024

Javits Center

New York, NY



### Sponsorship Opportunities

**Below are the tier levels available:**

**Title Sponsor: \$75,000**

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: \$30,000**

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

**Gigabyte: \$15,000**

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

**Megabyte: \$5,000**

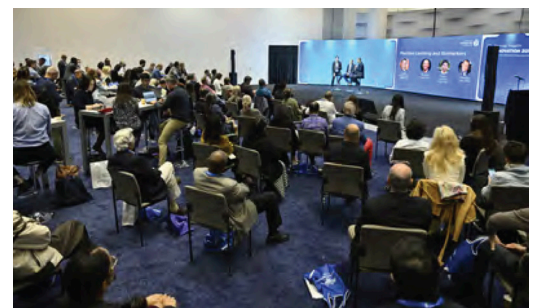
Includes: 15-minute Ted-style talk and program recognition.

**Byte: \$2,000**

Includes: Program recognition.

### Contact

Contact Ebony Harris at [eharris@psych.org](mailto: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](mailto:jredlund@pminy.com)

Eamon Wood, 212-904-0363, [ewood@pminy.com](mailto: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.

## WELCOME PREVIEW EMAIL SPONSORSHIP

The single-sponsored APA Annual Meeting Welcome Email Sponsorship deploys on Saturday to all meeting attendees. The email receives a 50% 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* (43% Unique Open Rate), *PN Alert* on [psychiatryonline.org](http://psychiatryonline.org) and the APA Meetings App. These digital advertising opportunities reach attendees, plus 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.

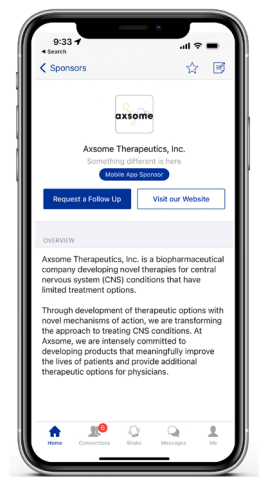


## INSERT IN DOCTORS' BAG

Reach attendees with your corporate or brand messaging by placing an insert in the 2024 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. Multiple sponsorship opportunities are available. Contact a representative for more information.





# Advertising Reservation Form

## 2024 Annual Meeting Guide

**Deadline to Reserve Ad Space: March 15, 2024**

**Material Due Date: March 22, 2024**

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"/> \$4,140 net	<input type="checkbox"/> \$5,980 net	<input type="checkbox"/> Cover 2	\$14,250 net
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$2,610 net	<input type="checkbox"/> \$3,900 net	<input type="checkbox"/> Cover 3 and 4	\$23,640 net
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$1,040 net	<input type="checkbox"/> \$2,290 net	<input type="checkbox"/> Cover 4	\$17,820 net
			<input type="checkbox"/> Cover 3	\$11,640 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 15, 2023.
- 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 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](mailto:jredlund@pminy.com)

Eamon J. Wood

P: 212-904-0363

E: [ewood@pminy.com](mailto:ewood@pminy.com)

### Return reservation form to:

Pharmaceutical Media, Inc.

Kathy Clark

P: 212-904-0365

E: [kclark@pminy.com](mailto:kclark@pminy.com)

### Billing Information

Advertiser: \_\_\_\_\_

Bill to:  Advertiser  Agency

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Credit Card Payment Information

Contact Kathy Clark

P: 212-904-0365

E: [kclark@pminy.com](mailto:kclark@pminy.com)

### 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 2024 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](http://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:

**Kathy Clark**

Pharmaceutical Media, Inc.

Production Manager

**P:** 212-904-0365

**E:** [kclark@pminy.com](mailto:kclark@pminy.com)

## Send materials to:

**Kathy Clark**

Pharmaceutical Media, Inc.

Production Manager

**P:** 212-904-0365

**E:** [kclark@pminy.com](mailto:kclark@pminy.com)



# 2024 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 2024 Annual Meeting. Other than the limited, revocable license to utilize the exhibit space, which must be used in accordance with these 2024 Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the 2024 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 or its products. 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 Javits 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 2024 Annual Meeting Rules and Regulations.

### Booth Sales

Proposed rates:

- 10x10 Inline - \$3,800
- 10x10 Corner - \$3,900
- 10x20 - \$7,600 (\$100 per corner)

No end cap booths allowed on the show 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):** \$45.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager no later than **March 22, 2024.**
- 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 charges is due on or before February 23, 2024.

## Cancellations/Booth Reduction

No refunds will be issued for cancellations received after February 23, 2024.

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 5, 2024 ..... Full refund, less 10% processing fee of full booth amount

January 6 - February 23.. 50% of total booth cost refunded.

After February 23 ..... 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 may be 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 is prohibited. The exhibit must be staffed during all open hours. Packing of equipment and materials cannot begin before 1:30 p.m., May 7, 2024. **Exhibitors are prohibited from conducting direct sales transactions (cash, check, credit cards) within the Exhibit Hall.**

### Promotional Contests and Raffles

Exhibitors are solely responsible for any promotional contests or other incentive conducted by the exhibitor and shall

## 2024 Annual Meeting Rules and Regulations (continued)

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 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 compliance with any requirements of the Convention Center.

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

### Sunshine Act-Physician Payment

If a company will provide anything of value (including a meal) that is reportable as a physician payment under the Sunshine Act, the company must display signage within the exhibit informing attendees that the company will report the value transfer and provide them an opportunity to decline receipt of the transfer of value.

### In-Booth Events

The use of key opinion leaders or company employees for live activities to promote exhibitor products are permitted only within 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 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 and the exhibiting company is responsible for obtaining all required licenses for any such display. 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 within booths 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 2024 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 07, 2024. 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 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 with 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 11:45 a.m., Saturday, May 4, 2024.

### 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 Exhibit Hall badges are for admittance to the Exhibit Hall and shuttle buses only. If company personnel will be attending scientific sessions, they must register for an Exhibitor Mental Health Professional or Full Exhibitor Registration badge and pay the appropriate registration fees. Exhibitors without proper registration will be asked to leave sessions.



## 2024 Annual Meeting Rules and Regulations (continued)

### Changes and Substitutions

Changes and cancellations for badge requests can be completed through the online exhibitor registration portal through Friday, May 3, 2024, free of charge. All changes or substitutions done onsite will incur a \$50 badge processing fee.

### Installation

As a condition of your contract, your exhibit must be open on time and be staffed throughout the entire meeting until the final closing at 1:30 p.m., Tuesday, May 7, 2024. 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 1

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

#### THURSDAY, MAY 2

Installation 8:00 a.m. – 5:00 p.m.

#### FRIDAY, MAY 3

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

#### SATURDAY, MAY 4

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

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

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

### Set-up will not be permitted on Saturday, May 4 after 10:00 a.m.

All crates must be removed from the hall by 5:00p.m. on Friday, May 3. Installation of exhibits must be complete by 10:00 a.m. on Saturday, May 4 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 and responsible for all costs incurred including 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 7, 2024, for all exhibits. Any exhibitor who packs materials or dismantles an exhibit prior to 1:30 p.m., Tuesday, May 7, 2024, 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 it 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 applicable 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 fully 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 not complied with all regulations, 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 2024 Annual Meeting Rules and Regulations or any other requirements established by APA, the exhibitor may be removed and shall forfeit all amounts paid or due, regardless of whether the exhibit space is subsequently leased to another entity. Exhibitors found by APA to be in violation of any of the Rules and Regulations will, at APA's discretion, have their badges confiscated and will be escorted from the Exhibit Hall.

### Force Majeure

The performance of 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 2024 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

## 2024 Annual Meeting Rules and Regulations (continued)

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.

Exhibitor shall fully indemnify APA and convention center, and all directors, members, officers, agents, employees, affiliates, and subsidiaries of each from any and all liabilities, losses, costs, fees, expenses or damages, including punitive damages and attorney fees, which may arise out of or relate in any way to any act or omission of exhibitor.

### Insurance

The exhibitor shall, at its sole cost and expense, procure and maintain comprehensive general liability insurance of not less than \$3,000,000 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 activities and employees engaged in the performance of any work for the exhibitor. The exhibitor shall name as additional insureds on such policies each of the persons named below and shall provide to APA a certificate of insurance evidencing such coverage.

Additional insureds must include:

APA; New York Convention Center Operating Corporation; State of New York; New York Convention Center Development Corporation; New York Urban Development Corporation d/b/a Empire State Development; Triborough Bridge and Tunnel Authority; and the respective boards of directors Officers, agents and employees of each.

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 may 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 for any reason, including if the method of operation is objectionable or detracts from the general character of the Exhibit Hall as a whole. APA is not liable for any refunds of any 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 4	8:00 a.m. – 7:00 p.m.
Sunday, May 5	8:00 a.m. – 7:00 p.m.
Monday, May 6	8:00 a.m. – 7:00 p.m.
Tuesday, May 7	8:00 a.m. – 5:30 p.m.
Wednesday, May 8	8:00 a.m. – 5:30 p.m.

### Allied Meetings

APA encourages affiliate organizations to host allied meetings and/or special events in conjunction with the meeting when 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

Any promotional graphics which refer to the APA, APA Annual Meeting, or a booth number at the APA Annual Meeting, displayed on billboards, buildings, pole banners, public uses or any other structures within the city, must be approved in advance by APA. APA does not permit its logo to be used on advertising or sponsorships. Approved graphics may reference "APA" or "American Psychiatric Association" only. Exhibitors will be provided with details to submit graphics to be reviewed and approved upon request.

### Interpretation and Amendments

APA shall have full power to interpret or amend these rules, and its decision is final. The exhibitor shall abide by any rules or regulations relating to the 2024 Annual Meeting that may hereafter be adopted by APA.