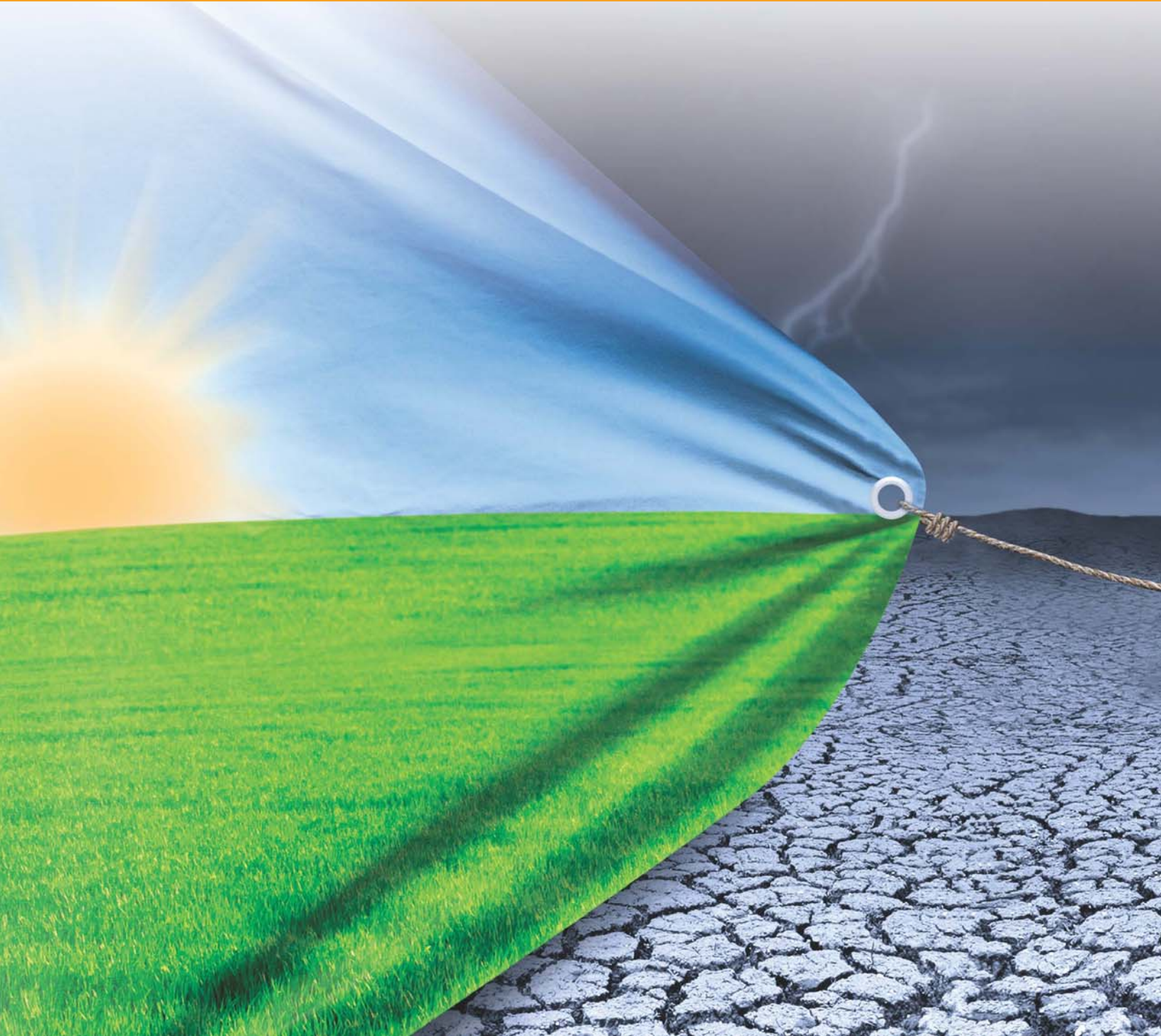




2018 NATIONAL MEETING

New York Hilton | New York City | February 14-18

Exhibitor Prospectus





Why you should exhibit...

The National Meeting provides your company an opportunity to connect, learn and engage with over 1800 psychoanalysts, mental health clinicians, educators, scientists, researchers, scholars, and students.

The community of the exhibit hall provides attendee's opportunities for scholarly advancement, personal connection and professional development. Join this community and put your brand face to face with these highly educated and engaged decision makers from around the world.

Exhibiting, advertising and sponsoring with APsAA is the perfect way for you to reach this targeted audience of mental health professionals.



Contact: Michael Candela
Meetings and Exhibits Manager
mcandela@apsa.org
212.752.0450 ext. 12

Make your book required reading by promoting with APsaA!

Shared Flyer Table \$50/Flyer

Exhibitors can place a stack of flyers for their organization on the Shared Flyer table, which will be located in the Exhibit Hall. Exhibitors are required to send a copy of their flyer to Michael Candela prior to the meeting for approval. Exhibitors are required to supply their flyers and are responsible for them on Sunday when the meeting is over.



Book Signing \$150/Hour

Authors who wish to hold a book signing will have the opportunity to reserve space at our book signing table at a rate of \$150.00 per hour. The table located in the center of the Exhibit Hall, will be reserved on a first-come, first-serve basis. While a schedule of all signings will be posted in the exhibit area, you may further publicize your book by purchasing an ad in the Final Program or space on the Shared Flyer table, see the package deals below.

Advertising/ Promotion Packages



	Advertising		Promotion Packages	
	Standard	Exhibitor* <small>*10% discount, see pg. 6 for details.</small>	Advertisement + Flyer	Advertisement + Flyer + Book Signing Hour
1/4 page ad	\$275	\$247	\$300	\$425
1/2 page ad	\$550	\$495	\$570	\$620
Full page ad	\$850	\$765	\$860	\$910

Engage our attendees

Badge Lanyard Pouch \$5,000

(Price inclusive of production cost of lanyard pouch.)

This premier marketing opportunity puts your logo at eye level of every meeting attendee for the duration of his or her stay. Make an impression from the moment they put on your lanyard pouch in the morning to the moment they take it off at night. All logos are printed in one color adjacent to the meeting logo.

Benefits include:

- Exclusive logo recognition on lanyard pouch next to the meeting logo.
- Recognition on registration signage.
- Recognition in the final program.
- 10% discount on advertising in the final program.

Meeting Map *Sold*

(Price inclusive of production cost of the map.)

Be on hand and top of mind as the exclusive sponsor of this integral resource used by attendees to navigate the conference for five days. Your advertisement will be featured in a four page insert at the center of the Final Program.

Benefits include:

- Link to sponsor website from the National Meeting webpage.
- Sponsor-provided promotional insert (subject to APsaA approval).
- Recognition in the final program.
- 10% discount on advertising in the final program.

*Interested in creating your own
sponsorship opportunity?*

*Call me today and we can discuss how best
your brand can be represented.*

Michael Candela, mcandela@apsa.org

212.752.0450 ex 12

Room Key Cards \$3,000

(Price inclusive of production cost of key cards.)

Your logo will be prominently featured under the meeting logo on the first item distributed to attendees when they check in. Have a lasting impression on all meeting attendees every time they open their door.



Benefits include:

- Exclusive logo recognition on key card.
- Sponsor-provided promotional insert (subject to APsAA approval).
- Recognition in the final program.
- 10% discount on advertising in the final program.

Meeting Tote Bags

Premium Tote: \$15,000

Standard Tote: \$5,000

(Price inclusive of production cost of tote bags.)

Premium Sponsor will be recognized at the evening plenary session.



Choose from either our premium canvas tote bag or the durable standard tote. Your logo will be prominently featured under the meeting logo on this popular item that will be distributed at registration. Have a lasting impression on all meeting attendees as they utilize the tote bag both during the meeting and at home. All logos are printed in one color.

Benefits include:

- One color logo recognition on meeting tote bags.
- Sponsor-provided promotional insert. (Subject to APsAA approval)
- Recognition in the final program.
- 10% discount on advertising in the final program.

\$1000/Table
\$500/Each Additional Table

Benefits include:

- Centrally located exhibit space open throughout the meeting, attracting a near constant stream of foot traffic.
- Recognition in the final program.
- 10% discount on advertising in the final program.



Exhibitors are provided with one 6-foot cloth-covered table, two chairs, a waste paper basket and one easel.

Exhibitors receive Exhibit-Only badges for staff. Persons who wish to attend National Meeting sessions and events must register for the meeting separately.

Exhibit space is limited and will be assigned space on a first come, first served basis.

The deadline for reserving space and submitting advertisements for inclusion in the Final Program is January 12, 2018.

APsaA 2018 National Meeting

February 14 - 18, 2018 New York, NY

Installation

Wednesday, February 14 at 8:00 a.m.

Dismantling

All exhibits must be dismantled and removed from the hotel by 7:00 p.m. on Saturday, February 17, 2018.

Cancellation Policy

Exhibitors wishing to cancel must notify APsaA in writing. Refunds will be processed in accordance with the schedule below:

100% returned for cancellations before October 27, 2017.

50% returned for cancellations between October 28, 2017 and November 16, 2017.

0% returned for cancellations after November 16, 2017.

Exhibit Hours

Wednesday, February 14	11:00 a.m. – 5:00 p.m.
Thursday, February 15	8:00 a.m. – 5:00 p.m.
Friday, February 16	11:00 a.m. – 5:15 p.m.
Saturday, February 17	8:30 a.m. – 3:30 p.m.



Exhibitor Events & Unofficial Activities Policy

Educational activities that appear to compete with APsaA's scientific program are not permitted.

This includes the presentation of research data and the promotion of off-site events occurring during the 2018 National Meeting. Book signings and meet-the author events may be hosted only by the book's publisher.

Exhibit table decorations, banners, seating, etc. are not to exceed assigned table space.

Exhibits must be staffed at all times during exhibit hours.

For more information call 212.752.0450 ext. 12

2018 NATIONAL MEETING FINAL PROGRAM

Program Advertising Guidelines

B/W or Color

¼ page \$ 275.00 (dimensions: 3.58 W x 4.75 H)

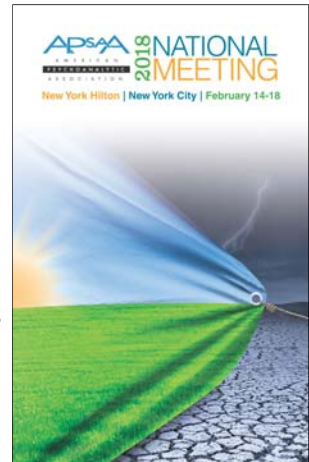
½ page \$ 550.00 (dimensions: 4.75 H x 7.5 W)

Full page \$ 850.00 (dimensions: 10 H x 7.5 W)

Submission Deadline: January 12, 2018

JPEG or PDF files only. NO embedded GB files. If Pantone Colors are used in the ads, they must be setup as CMYK not the actual pantone color #. DPI must be a minimum of 300.

If you have questions regarding specifications please email Michael Candela, mcandela@apsa.org



JOURNAL OF THE AMERICAN PSYCHOANALYTIC

Journal of the American Psychoanalytic Association (JAPA), published bi-monthly. JAPA explores the critical topics in psychoanalysis today including clinical issues and innovations, new methodologies, education and professional development issues, interdisciplinary studies, and emerging theories and techniques.

Please call Wylie Tené at the APsaA National Office for deadline and specification questions: 212.752.0450 ext. 29

THE AMERICAN PSYCHOANALYST

The American Psychoanalyst (TAP), the quarterly magazine of the Association. TAP reports on news of the organization, events, meetings, reports from committees, elections, announcements and appointments. Political issues and controversies, innovations and initiatives are covered extensively. To this end, there are regular columns from the president, technology notes, and interviews with key members of the organization.

The second mandate of TAP is coverage of issues concerning American psychoanalysis as a practice and technique. Societal and government issues that concern psychoanalysis are featured as well as reports from developments in international psychoanalysis. Each edition also includes an in-depth section on a topic of special interest as well as regular columns on politics and public policy, and on psychoanalytic science.

Please call Wylie Tené at the APsaA National Office for deadline and specifications questions: 212.752.0450 ext. 29

For more information call 212.752.0450 ext. 12

APsaA 2018 National Meeting

Order Form

Print Advertising/ Promotion Packages

	Advertising		Promotion Packages	
	Standard	Exhibitor* <small>*10% discount, see pg. 6 for details.</small>	Advertisement + Flyer	Advertisement + Flyer + Book Signing Hour
1/4 page ad	<input type="checkbox"/> \$275	<input type="checkbox"/> \$247	<input type="checkbox"/> \$300	<input type="checkbox"/> \$425
1/2 page ad	<input type="checkbox"/> \$550	<input type="checkbox"/> \$495	<input type="checkbox"/> \$570	<input type="checkbox"/> \$620
Full page ad	<input type="checkbox"/> \$850	<input type="checkbox"/> \$765	<input type="checkbox"/> \$860	<input type="checkbox"/> \$910

JAPA and TAP Advertising:

Contact Wylie Tené at 212.752.0450 ext. 29

Exhibiting:

- Table \$1000
- Additional tables \$500/per

Promotion:

- Flyers \$50/per

Sponsorship:

- Badge Lanyard Pouch \$5,000
- Meeting Map *Sold* ~~\$4,500~~
- Key Cards \$3,000
- Tote Bags (Premium) \$15,000
- Tote Bags (Standard) \$5,000

Total: _____

Fax this form to the attention of Michael Candela: 212.593.0571

APsaA 2018 National Meeting

Order Form

Company Name

Contact Name

Billing Address

Telephone

Email Address

Website

Method of Payment

Check - Payable to: American Psychoanalytic Association
309 East 49 Street
New York, NY 10017

Personal Credit Card Company Credit Card

Credit Card #

Security Number

Name on card if different than above contact.

Exp. date

Billing Zip Code

Fax this form to the attention of Michael Candela: 212.593.0571

2017 Exhibitor List

palgrave
macmillan



OXFORD
UNIVERSITY PRESS

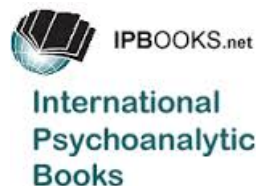
ORI Academic
Press



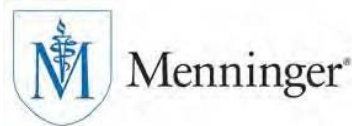
TherapyNotes™



AUSTEN RIGGS CENTER



ROUTLEDGE
Routledge
Taylor & Francis Group



inT
U Unconscious
in Translation

ROWMAN &
LITTLEFIELD



Association Book Exhibit

Frenkel & Company
International Insurance Brokers Est. 1878

SAGE

PP
PSYCHOANALYTIC
ELECTRONIC
PUBLISHING

For more information call 212.752.0450 ext. 12

Save the Date

October 27, 2017

Last day to cancel reservation and receive 100% refund.

November 16, 2017

Last day to cancel reservation and receive 50% refund.

January 12, 2018

Print ready ads for the Final Program due today.

February 5, 2018

Approved flyers must arrive at the APsaA national office.

February 12, 2018

All labeled boxes must arrive at the New York Hilton Midtown.

February 14, 2018

Exhibits begin set up at 8:00 a.m.
Exhibit hall open from
11:00 a.m.– 5:00 p.m.

February 15, 2018

Exhibit hall open from
8:00 a.m.– 5:00 p.m.

February 16, 2018

Exhibit hall open from
11:00 a.m.– 5:15 p.m.

February 17, 2018

Exhibit hall open from
8:30 a.m.– 3:30 a.m.
All exhibits must be dismantled
by 7:00 p.m.

