



107th ANNUAL MEETING

Palmer House Hilton | Chicago | June 22-24, 2018



EXHIBITOR PROSPECTUS



Palmer House Hilton | Chicago | June 22-24, 2018

Why you should exhibit...

The Annual Meeting provides your company an opportunity to connect, learn and engage with over 500 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

For more information call 212.752.0450 ext. 12

Engage our attendees

Badge Lanyard Pouch \$2,000

(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 Stationery \$1,500

(Price inclusive of production cost of pens and note pads.)

As the stationery sponsor you will have the exciting opportunity to place your brand directly in the hands of every meeting attendee. Your logo will appear on a pad and pen in the meeting tote bag. Your brand will be recognized on the go to items utilized throughout the meeting.

Benefits include:

- Exclusive logo recognition on both pads and pens.
- 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

SPONSOR

107TH ANNUAL MEETING FINAL PROGRAM

Program Advertising Guidelines

B/W or Color

½ page \$ 225.00 (dimensions: 4.25" H x 5.5" W)

Full page \$ 450.00 (dimensions: 8.5" H x 5.5" W)

Submission Deadline: May 18, 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 107th Annual Meeting

June 22 - 24, 2018 Chicago, IL

Make your book required summer reading by promoting with APsaA!



Shared Flyer Table \$50/Flyer

Exhibitors can place a stack of flyers for their organization on the Shared Flyers table, which will be located in the Exhibiting room. Exhibitors are required to send a copy of their flyer to Michael Candela prior to the meeting for approval. Exhibitors

Advertising/ Promotion Packages



	Advertising		Promotion Packages
	Exhibitor 10% Discount	Standard	Advertisement + Flyer
1/2 page ad	\$202	\$225	\$240
Full page ad	\$405	\$450	\$440

EXHIBIT

\$500/Table

\$250/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 scientific program sessions 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 May 18, 2018.

For more information call 212.752.0450 ext. 12

APsaA 107th Annual Meeting

J u n e 2 2 - 2 4 , 2 0 1 8 C h i c a g o , I L

Installation

Thursday, June 21, 3:00 p.m.

Dismantling

All exhibits must be dismantled and removed from the hotel by 12:00 p.m. on Sunday, June 24, 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 May 1, 2018.

50% returned for cancellations between May 1, 2018 and May 17, 2018.

0% returned for cancellations after May 18, 2018.

Exhibit Hours

Friday, June 22 8:30 a.m. – 6:15 p.m.

Saturday, June 23 8:30 a.m. – 5:30 p.m.

Sunday, June 24 8:00 a.m. – 9:30 a.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 107th Annual 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.

APsaA 107th Annual Meeting

Order Form

Print Advertising/ Promotion Packages

	Program Advertising ^{NEW}		Promotion Packages
	Exhibitor 10% Discount	Standard	Advertisement + Flyer
1/2 page ad	<input type="checkbox"/> \$202	<input type="checkbox"/> \$225	<input type="checkbox"/> \$240
Full page ad	<input type="checkbox"/> \$405	<input type="checkbox"/> \$450	<input type="checkbox"/> \$440

JAPA and TAP Advertising:

Contact Wylie Tené at 212.752.0450 ext. 29

Exhibiting:

- Table \$500
Additional tables \$250/per

Promotion:

- Flyers \$50/per

Sponsorship:

- Badge Lanyard Pouch \$2,000
Meeting Stationery \$1,500

Total: _____

Fax this form to the attention of Michael Candela: 212.593.0571

APsaA 107th Annual 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

Past Exhibitor List

American Addiction Centers

American Board of Psychoanalysis

American Psychiatric Publishing

Art For Eternity Gallery

Association Book Exhibit

Austen Riggs Center

Bloomsbury Academic

Bridges To Recovery

Cirque Lodge, Inc.

CooperRiis Healing Community

Ellenhorn

Frenkel & Company

InternationalPsychoanalysis.net

Karnac

Nova Innovations

Muse

ORI Academic Press

Other Press

Oxford University Press

The American Journal of Psychoanalysis

Pasadena Villa

Polity Books

Psychoanalytic Electronic Publishing

Routledge

Routledge Journals

Rowman & Littlefield

SAGE Publishing

Seabrook House

The Sigourney Award Trust

Silver Hill Hospital

Steinberg Global Asset Management

The Menninger Clinic

The Retreat at Sheppard Pratt

The Unconscious in Translation

TherapyNotes, LLC

Tunnel X, Inc.

W. W. Norton & Company, Inc

Wiley

Yellowbrick

Save the Date

May 18, 2018

Print ready ads for the Final Program due today.

June 6, 2018

Approved flyers must arrive at the APsaA national office.

June 20, 2018

All labeled boxes must arrive at the Palmer House Hilton.

June 21, 2018

Exhibits begin set up after 3:00 p.m.

June 22, 2018

Exhibit hall open from 8:30 a.m.– 6:15 p.m.

June 23, 2018

Exhibit hall open from 8:30 a.m.– 5:30 p.m.

June 24, 2018

Exhibit hall open from 8:00 a.m.– 9:30 a.m.
All exhibits must be dismantled by 12:00 p.m.

