Exhibitor Prospectus

UNLOCK the past
INFORM the present
EXPAND the future

February 11-16 | Grand Hyatt New York | New York City
Why you should exhibit…

The National Meeting provides your company an opportunity to connect, learn and engage with over 1600 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
$75/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

Authors who wish to hold a book signing will have the opportunity to reserve space at our book signing table with the purchase of a promotion package, see details below. 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.

Advertising/ Promotion Packages

<table>
<thead>
<tr>
<th>Advertising</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>Advertisement + Flyer</td>
</tr>
<tr>
<td>Exhibitor*</td>
<td>$375</td>
</tr>
<tr>
<td>*10% discount, see pg. 6 for details.</td>
<td>$340</td>
</tr>
<tr>
<td>1/4 Page Ad</td>
<td>$650</td>
</tr>
<tr>
<td>1/2 Page Ad</td>
<td>$975</td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>$1850</td>
</tr>
<tr>
<td>Two-page Spread</td>
<td>$1850 (promotion offer: $1670)</td>
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<td>$1670</td>
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</tbody>
</table>
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 $4,500**

(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
$700/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 November 19, 2019.
Installation
Wednesday, February 12 at 8:00 a.m.

Dismantling
All exhibits must be dismantled and removed from the hotel by 7:00 p.m. on Saturday, February 15, 2020.

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

50% returned for cancellations between November 1, 2019 and December 17, 2019.
0% returned for cancellations after December 17, 2019.

Exhibit Hours
Wednesday, February 12  11:00 a.m. – 5:00 p.m.
Thursday, February 13  8:00 a.m. – 5:00 p.m.
Friday, February 14  11:00 a.m. – 5:15 p.m.
Saturday, February 15  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 2020 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
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

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

Program Advertising Guidelines
B/W or Color
¼ page $ 375.00 (dimensions: 3.58" W x 4.75" H)
½ page  $ 650.00 (dimensions: 4.75" H x 7.5" W)
Full page  $ 975.00 (dimensions: 10" H x 7.5" W)

Submission Deadline: November 19, 2019
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

For more information call 212.752.0450 ext. 12
### APsaA 2020 National Meeting

**Order Form**

**Print Advertising/ Promotion Packages**

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<td>□ $1850 □ $1670</td>
</tr>
<tr>
<td></td>
<td>□ $410 □ $475</td>
</tr>
<tr>
<td></td>
<td>□ $680 □ $720</td>
</tr>
<tr>
<td></td>
<td>□ $1000 □ $1050</td>
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<td>□ $1870 □ $1900</td>
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**Exhibiting:**

- Table □ $1000
- Additional tables □ $700/per

**Promotion:**

- Flyers □ $75/per

**Sponsorship:**

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

**Total:** ________________

**Email this form to Michael Candela, mcandela@apsa.org**
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

Email this form to Michael Candela, mcandela@apsa.org
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
Muse
Newport Psychoanalytic Institute
Nova Innovations
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, Ltd
The Menninger Clinic
The Retreat at Sheppard Pratt
The Unconscious in Translation
TherapyNotes, LLC
Tunnel X, Inc.
W. W. Norton & Company, Inc
Wiley
Yellowbrick

For more information call 212.752.0450 ext. 12
Save the Date

**November 19, 2019**
Print ready ads for the Final Program due today.

**December 17, 2019**
Last day to cancel reservation and receive 50% refund.

**January 27, 2020**
Approved flyers must arrive at the APsaA national office.

**February 11, 2020**
All labeled boxes must arrive at the New York Hilton Midtown.

**February 12, 2020**
Exhibits begin set up at 8:00 a.m.
Exhibit hall open from 11:00 a.m.– 5:00 p.m.

**February 13, 2020**
Exhibit hall open from 8:00 a.m.– 5:00 p.m.

**February 14, 2020**
Exhibit hall open from 11:00 a.m.– 5:15 p.m.

**February 15, 2020**
Exhibit hall open from 8:30 a.m.– 3:30 a.m.
All exhibits must be dismantled by 7:00 p.m.