



aps
CHICAGO
MAY 26-29, 2022

EXHIBITOR & SPONSORSHIP PROSPECTUS

APS Annual Convention | Hyatt Regency Chicago | Chicago, IL, USA

[#apschi22](https://twitter.com/apschi22)



The APS Annual Convention brings together thousands of psychological scientists from disciplines spanning the full spectrum of the field.



ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

APS is the leading international organization dedicated to advancing scientific psychology across disciplinary and geographic borders. Our 25,000+ members provide a richer understanding of the world through their research, teaching, and application of psychological science. We are passionate about supporting psychological scientists in these pursuits, which we do by sharing cutting-edge research across all areas of the field through our journals and conventions; promoting the integration of scientific perspectives within psychological science and with related disciplines; fostering global connections among our members; engaging the public with our research to promote broader understanding and awareness of psychological science, and advocating for increased support for psychological science in the public policy arena.



Exhibitor & Sponsorship Prospectus 2022

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APS does a fabulous job bringing in key leaders in the field, and in turn, we are able to connect with researchers, authors and professionals to ensure they have access to the APS journals portfolio as well as the latest SAGE resources. The APS staff is extremely organized, making exhibiting a smooth and engaging process.

-Lisa LaMont, SAGE Publishing

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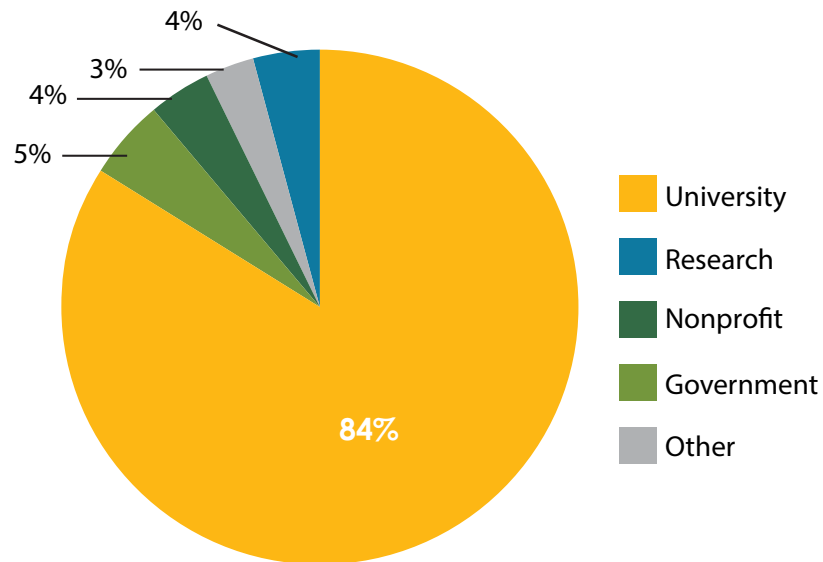
Who Attends?

The APS membership and Convention attendees are leading psychological scientists, including academics, clinicians, researchers, teachers, and administrators.

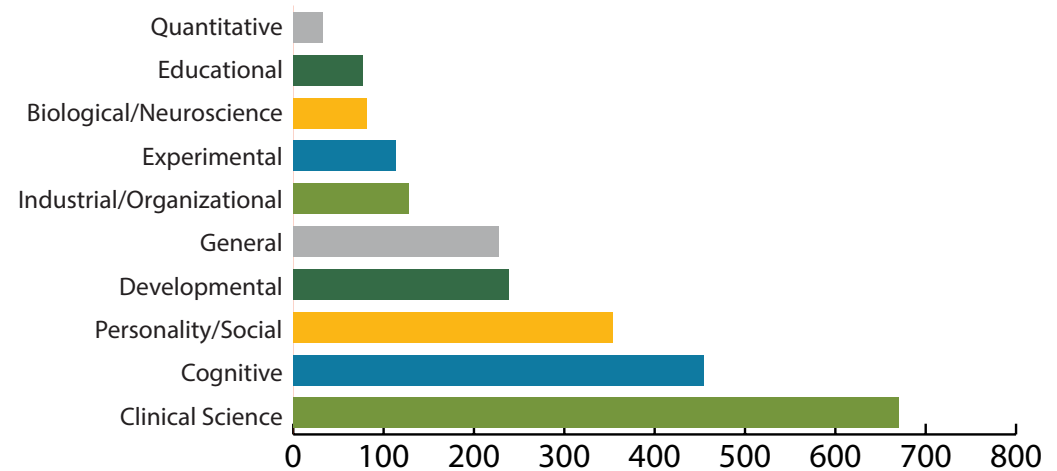
- Distinguished Researchers and Educators
- Academic Administrators
- Faculty at Top Colleges and Universities
- Clinical Researchers
- Data Specialists
- Project Managers
- Business and Management Consultants
- Students – the Future Leaders

APS Member Profile

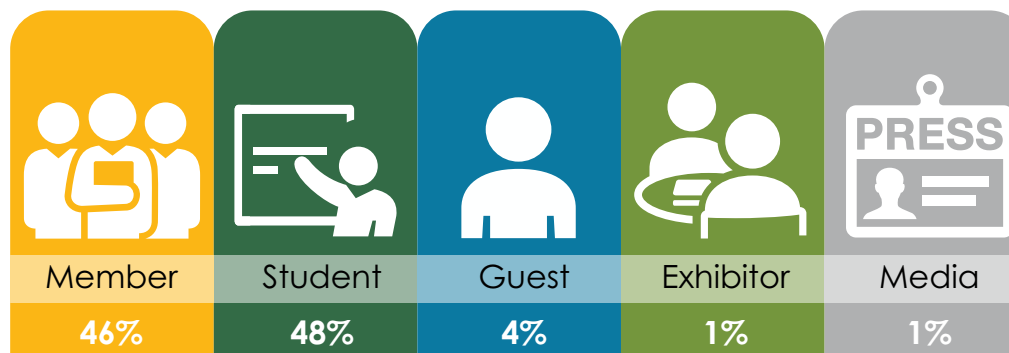
Employment Sector



Major Field



Attendee Category



Why Exhibit?

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The entire APS process was straight forward and made for a very pleasant experience. I am sure we will continue to exhibit as it was a huge success for our company.

-Andrew Damico,
MindWare Technologies

”

- **Meet** face-to-face with current and prospective customers.
- **Access** the leading experts in Psychological Science.
- **Build** your reputation as a leader in the field.
- **Gain** visibility and strengthen your brand.
- **Learn** what important trends you should be following.

APS 2022 Exhibit Hall will feature:

- 22.5 hours of exhibit time
- Poster presentations surrounding the exhibits
- Events Area
- Receptions on Thursday, Friday and Saturday Nights
- Coffee breaks in the Hall

Who Should Exhibit

Types of organizations that should exhibit:

- Book and Journal Publishers
- Classroom Technology Solutions
- Fellowships
- Foundations and Think Tanks
- Funding Foundations and Grantmakers
- NGOs and Government Organizations
- Online Universities
- Polling and Data Centers
- Recruiters and Job Services
- Research Tools and Analytics
- Survey Tools and Programs
- Textbook Publishers
- University Graduate Programs
- University Presses

Past Exhibitors & Supporters

Association for Advanced Training in the Behavioral Science
American Psychological Association
Berkeley Initiative for Transparency in the Social Sciences
BIOPAC Systems, Inc.
Brain Vision, LLC
California Correctional Healthcare Service
Cambridge University Press
Cedrus Corporation
Center for Deployment Psychology
Center for the Study of Traumatic Stress
CloudResearch
Elsevier
Ewing Marion Kauffman Foundation
Frontiers
Harvard University Press
Health and Retirement Study (University of Michigan)
iWorx Systems Inc.
Journal of Studies on Alcohol and Drugs
MacMillan Learning
Millisecond Software
Movisens GmbH
Multidisciplinary Digital Publishing Institute MDPI

National Institute on Alcohol Abuse & Alcoholism (NIAAA)
NIRx Medical Technologies LLC
Noldus Information Technology Inc.
Prolific
Psi Chi
Psychology Software Tools Inc.
Psychonomic Society
Random House Penguin Group
Roger Williams University
Routledge/Taylor & Francis Group
Sage Publishing
Salimetrics
Society for Personality and Social Psychology (SPSP)
Springer Nature
Stens Corporation
The Focus Foundation
The Kavli Foundation
The Psych Store
Top Hat
TurkPrime
University of Michigan Program in Survey Methodology
W. W. Norton & Company, Inc.

Exhibit Hall Information

Exhibitor Pricing

Booth Size	Rate
10 x 10 Premium	\$2,495
10 x 10 Standard	\$2,295

Exhibit Booth Package

The Exhibit Booth Package Includes:

- 10' x 10' booth space
- Identification sign
- High back drape and side rails in show colors
- Security when exhibits are closed
- Two full convention registrations
- Discounted additional Convention registrations, maximum 2
- Company name, logo, and description printed on the website and mobile app
- Complimentary post-conference attendee list (mailing address only)

Payment Terms:

100% payment is required with the booth rental. Credit cards are accepted online via the booth rental portal. Checks must be in USD and payable to Association for Psychological Science. All international bank fees are the responsibility of the exhibitor.

Cancellation Policy:

APS agrees that an Exhibitor may cancel or reduce the amount of space applied for on this agreement in writing up to and including March 11, 2022 and that if it does so, APS will charge a cancellation processing fee equal to 50% of the total price of the exhibitor's booth space. Any exhibitor who cancels or reduces their booth space after March 11, 2022, will forfeit 100% of the total price of the exhibitor's booth space. Cancellation and reduction notices must be submitted in writing to APS.

Terms and Conditions:

All contract exhibitors must follow APS's rules, regulations, and policies. These can be found at the last step of the online booth rental process.

Tentative Exhibitor Schedule

Installation

Thursday, May 26 10:00 am – 4:00 pm

Exhibit hall hours

Thursday, May 26 7:30 pm – 9:00 pm
(Opening Reception and poster presentations)

Friday, May 27 8:00 am – 8:30 pm
(Hall will be closed 9am-10am and 6pm-7pm)

Saturday, May 28 8:00 am – 8:30 pm
(Hall will be closed 9am-10am and 6pm-7pm)

Dismantle

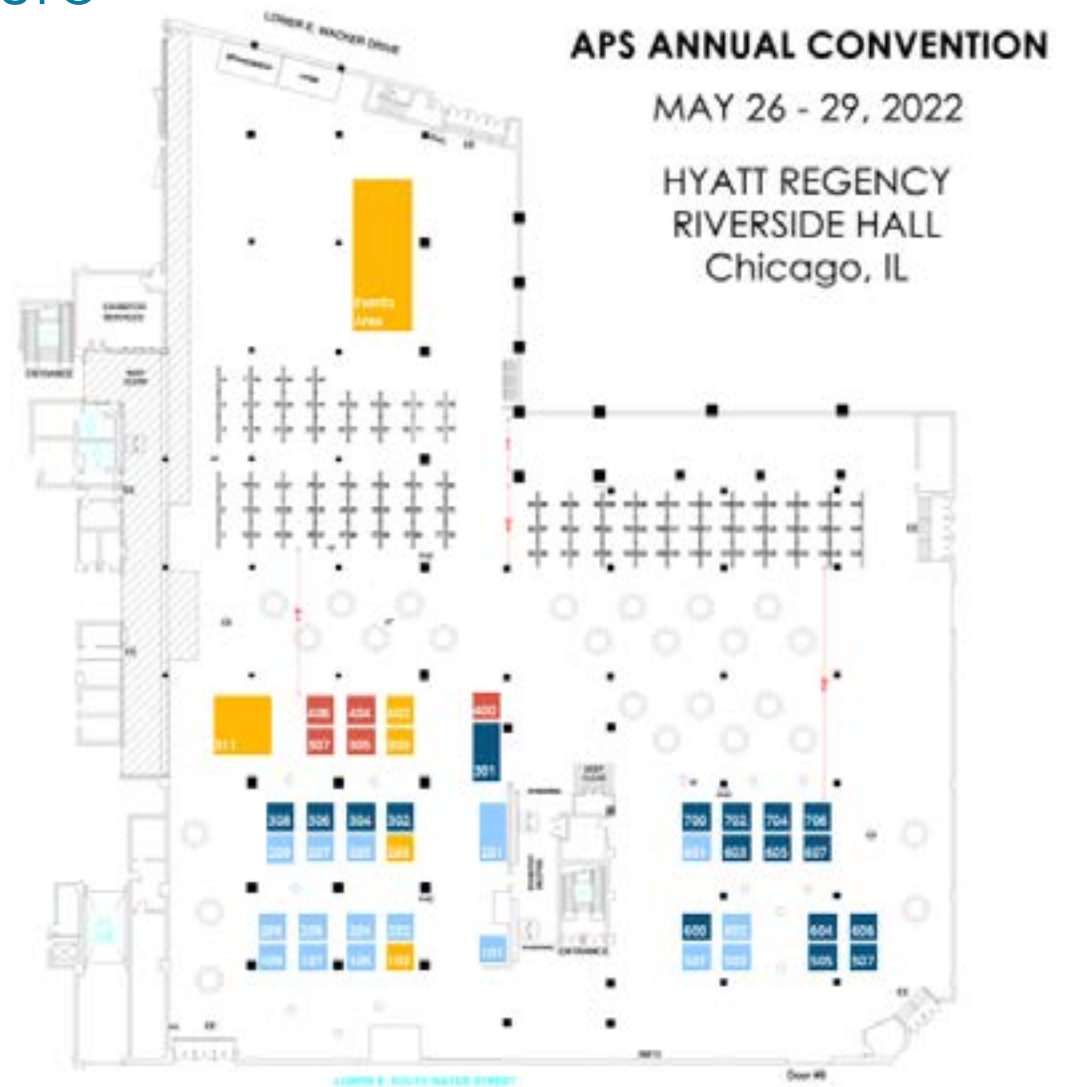
Saturday, May 28 8:30pm

This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. A final schedule will be included in your Exhibitor Services Manual and posted on the APS website.

Booth Reservation Procedure

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- Step 1 View the Floorplan [here](#)
 - Step 2 Choose an available booth.
(If you wish to combine booths,
please contact the Exhibits Sales Manager)
 - Step 3 Rent the booth online

Through the online portal, you will be able to download invoices, upload directory information, make payments, and include insurance information.



This floorplan is subject to change. View the most up-to-date floorplan online.

Sponsorship and Marketing Opportunities

The true value of APS sponsorship is that your organization is recognized as a supporter of the sciences. Your affiliation with APS and its members shows that your organization is dedicated to the advancement of psychological science. APS 2022 recognizes multiple levels of support; all conference advertising, sponsorships, and receptions are chosen individually but may be combined to achieve the listed sponsor levels.

Once you have chosen the conference support, sponsorships, promotions, and advertising options that best fit your marketing strategy, sponsorships levels will be assigned based upon the final total and recognized accordingly.

All Supporters Receive

- Logo recognition on APS Convention website, on-site signage, and mobile app
- Logo recognition in on-site Convention walk-in slideshow in plenary sessions
- Name recognition in at least one pre-Convention and one post-Convention email

Platinum Level

\$15,000+

- One Pre-Convention email banner ad
- Pre-registration attendee list at least two (2) weeks before Convention (mailing address only)
- Floor Sticker in front of your exhibit booth in exhibit hall with sponsorship level
- Logo recognition in the APS Observer magazine
- 2 Convention Registrations

Gold Level

\$10,000+

- One Pre-Convention email banner ad
- Floor Sticker in front of your exhibit booth in exhibit hall with sponsorship level
- Logo recognition in the APS Observer magazine
- 1 Convention Registration

Silver Level

\$7,500+

- Logo recognition in the APS Observer magazine
- 1 Convention Registration

Events

Networking Sessions – 1 sponsor per session

\$10,000 per session

Reach APS attendees in a social setting with events meant to promote networking. Support attendees as they interact with each other. Networking Sessions are limited (see below for days and times available).

Sessions:

Thursday, May 26, 2022

5:00pm to 6:00pm	Grand Hall Before Plenary Session
7:30pm to 9:00pm	Opening Reception in Exhibit Hall
9:00pm to 11:59pm	APSSC Student Social

Friday, May 27, 2022

7:00pm to 8:30pm	Evening Reception in Exhibit Hall
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Saturday, May 28, 2022

7:00pm to 8:30pm	Evening Reception in Exhibit Hall
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Benefits Includes:

- A pre-registration list of convention attendees (mailing addresses only) will be provided to sponsoring companies.
- Before the convention, APS will distribute an email to all attendees with details about the networking session, listing your company as the sponsor. In addition, reminders will be sent out throughout the convention.
- Opportunity to distribute a brochure or promo item on the reception tables.
- Your logo will appear on signs at your selected networking session.
- Event listing with company information in the meeting app.

Events *(Continued)*

Coffee Breaks – 1 sponsor per break \$1,500 each

Have your company name and logo associated with our coffee breaks (Exhibit Hall or Grand Hall).

Thursday, May 26, 2022

5:00pm to 6:00pm Grand Hall

Friday, May 27, 2022

8:00am to 9:00am Exhibit Hall
 1:30pm to 2:30pm Exhibit Hall
 5:00pm to 6:00pm Exhibit Hall

Saturday, May 28, 2022

8:00am to 9:00am Exhibit Hall
 1:30pm to 2:30pm Exhibit Hall
 5:00pm to 6:00pm Exhibit Hall
 5:00pm to 6:00pm (8 coffee breaks by Subject Area) Grand Hall

Sunday, May 29, 2022

8:00am to 9:00am Exhibit Hall
 10:00am to 11:00am Exhibit Hall

Schedule is subject to change

Benefits Includes:

- Your logo will appear on signs at your selected coffee break.
- Event listing with company information in the meeting app.

Events *(Continued)*

Meeting Room/Hospitality Suite

\$1,500 per 4 hours

Reserve space for your workshop, seminar, or other meetings. Reach attendees with events in your own style and format. Host a breakfast meeting for select clients or conduct a morning focus group—whatever makes sense for your goals. We will assign an appropriate meeting room based on your needs. Audio Visual Equipment and Food and Beverage are not included, but we are happy to help you coordinate.

Educational Events

Exhibitor Theater – 6 available

\$2,500

Inside the exhibit hall at the Events Area, we will offer the opportunity to showcase your expertise by providing educational content to attendees in a theater-style setting. These presentations are 15 minutes and are yours to customize how you would like to convey your message. You will have the ability to host a speaker of your choosing. APS will distribute an email to all attendees before the convention with details about the Exhibitor Theater programs. Reminders will be sent out to the attendees via the meeting app.

Student Diversity Registration Award

This award is intended to offset the cost of attending the 2022 APS Annual Convention. Applicants must be from an underrepresented group in psychological science and a current APS student member. If selected, recipients will receive complimentary registration.

Brand Promotions

Convention Wi-Fi - Exclusive

\$15,000

This opportunity keeps your company front and center with attendees as they utilize the Internet via Wi-Fi in the meeting space. Your logo or company name will appear on all signage, ads, and Wi-Fi promotions. The Wi-Fi passcode can be branded for your company.

Photo Booth - Exclusive

\$7,500

Sponsor a centrally located photo booth where APS participants can get a fun photos with colleagues. Participants will be encouraged to share their photos on social media using your handles and hashtags. Sponsorship signage will be placed at the photo booth with your company name and logo, along with company logo on the photo sheets.

Lanyards - Exclusive

\$7,500

Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the convention.

Branded Masks – Exclusive

\$5,000

Show your support with your company logo, along with the APS logo, on the branded masks. All attendees will receive a mask.

Branded Hand-Sanitizing Stations – 4 available \$3,000 each

Showcase your brand on hand-sanitizing stations placed in the exhibit hall and registration area. Your company name and logo will be displayed at each station.

Branded Charging Station – 2 available \$3,000 each

Provide attendees a quick “jump-start” for their mobile devices, laptops, and tablets. Your company name will appear on signage at the Charging Station. Two stations are available—one in the registration area and one in the exhibit hall—sponsor one or both.

Branded Mini Sanitizer Bottles or Pocket-Sized Sanitizer Wipes - Exclusive \$2,000

Have your logo on mini bottles of hand sanitizer or packs of sanitizer wipes distributed to all attendees at registration. The sponsor is responsible to order the item and have it shipped to hotel.

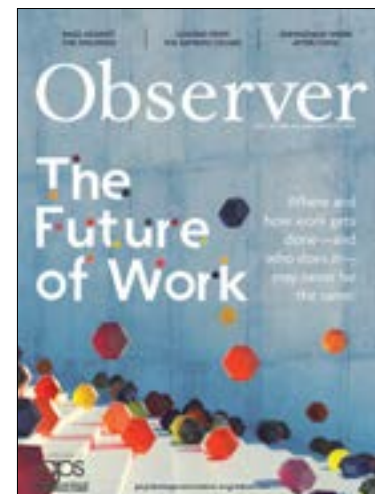
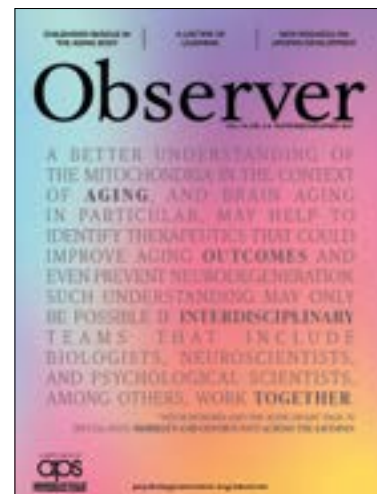
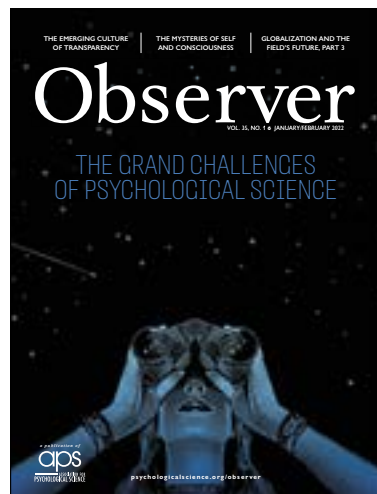
Print Advertising

The Observer Magazine

The APS Observer magazine educates and informs psychological scientists on matters affecting the research, academic, and applied disciplines of psychology; promotes the scientific values of APS Members; reports and comments on issues of national interest to the psychological scientist community; and more. *If interested in additional Observer Magazine issues, please reach out to Michelle Wescott at mwescott@discoverSB.com. Printing deadlines apply.*

Exclusive discount for exhibitors and sponsors

2 Page Spread	\$4,585
Full Page	\$2,695
Half Page	\$1,945
Third Page	\$1,670
Quarter Page	\$1,395





On-Site Signage & Branding

Floor Clings – 3 packages available

\$1,500 per package

Place your custom message in front of attendees as they enter the exhibit hall area. These floor stickers will feature your custom graphic along with the APS Logo. This package includes a total of three (3) floor stickers with an approximate size of 2'x2'.

Meter Board Advertising

\$1,500 each

Your branding has a captive audience as attendees navigate through the convention space and see your custom message. Your custom graphic and message will appear on both sides of the meter board. (approx. size 3' w x 6' tall)

Digital Advertising



Pre-Convention

Pre-convention e-mail ad	\$750/email
Convention Homepage Static Tile ad	\$2,500/30 days
Convention Site Rotating Banner ad	\$1,250/30 days
Convention Page Rotating Banner ad	\$700/30 days

Convention

Convention Daily E-mail ad	\$1,000/alert
Big Screen Slideshow	\$750/slide

Post-Convention

Email Banner ad	\$750/Email
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Mobile App Advertising

The Mobile App is a fantastic source of information on schedule, session descriptions, speakers, and exhibitors.

Splash Screen – Exclusive **\$5,000**

Branding the mobile app splash screen is a great option for visibility. Your custom graphic will be seen by all attendees each time they open the app.

Rotating Banner Ad – 3 available **\$1,000 each**

Display your custom advertising on a banner inside the mobile app – the banner will be located on the homepage of the App. Banner is 950 pixels wide by 380 pixels tall.

Gamification **\$500**

Drive more attendees to your exhibit booth by participating in the Event Game. Create a secret code that they will need to get from visiting your booth.

Push Notifications – 2 available per day **\$500 per push notification**

Send out text alerts through the APS 2022 app. With 150 characters, you can remind attendees to stop by your booth.





Association for Psychological Science
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About Chicago

Chicago is home to world-class museums, iconic skyscrapers, and a host of entertainment options. Experience the city's can't-miss dining scene, stroll down the Magnificent Mile, or take in the famed architecture that lines the Chicago River. The windy city offers a rich history, miles of sandy beaches, and local charm.

Hyatt Regency Chicago
151 E. Wacker Drive
Chicago, IL 60601, USA
Tel: +1 (312) 565-1234

Book your room at the Hyatt Regency Chicago by Friday May 6, 2022 to receive the APS discounted rate starting at just \$199/night plus applicable taxes and fees. Hurry, rooms may sellout before the deadline.
