

Exhibit and Sponsorship Prospectus

Washington Hilton Hotel
Washington, D.C.
May 22 – 25, 2025



QUESTIONS?

Contact APS Exhibits & Sponsorship Sales Manager at 301-850-1043 or aps@discoverSB.com

APS ANNUAL CONVENTION

The APS Annual Convention is an international psychological science conference featuring invited and submitted content. The Convention brings together thousands of psychological scientists from disciplines spanning the full spectrum of the field.



ABOUT APS

APS is the leading international organization dedicated to advancing scientific psychology across disciplinary and geographic borders. Our 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.



QUESTIONS?

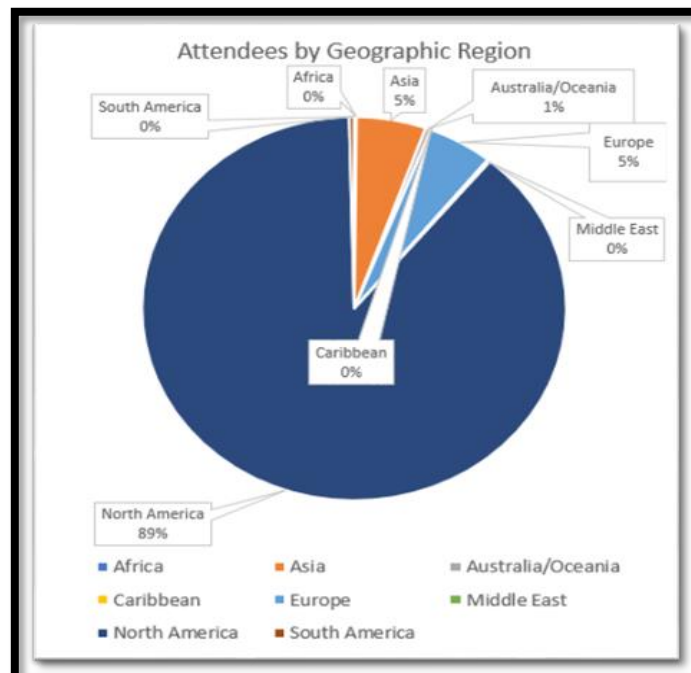
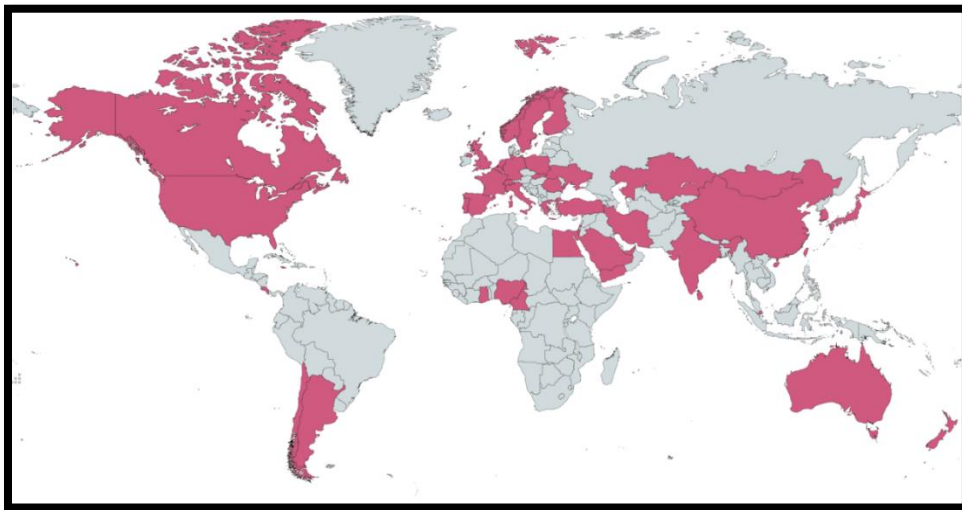
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WHO ATTENDS?

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

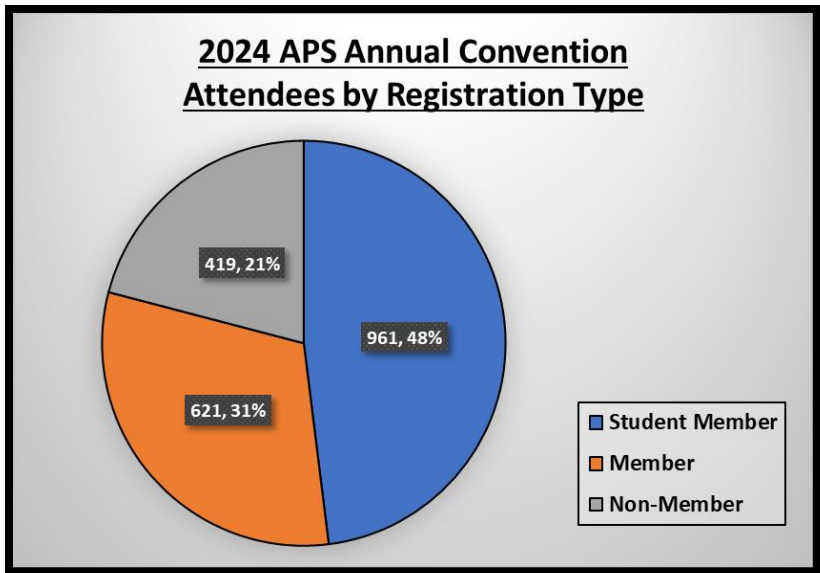
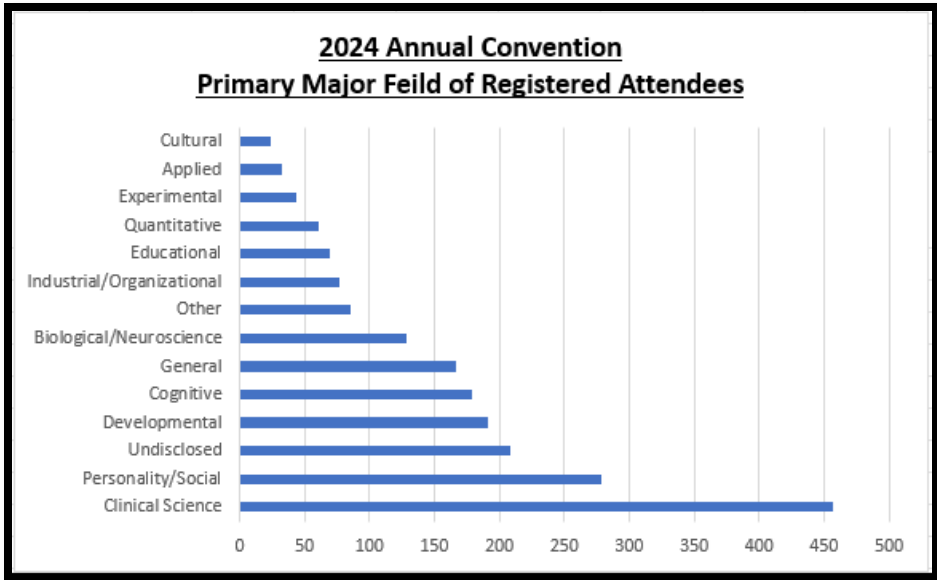
- Distinguished Researchers & Educators
- Academic Administrators
- Faculty at Top Colleges & Universities
- Clinical Researchers
- Data Specialists
- Project Managers
- Business & Management Consultants
- Students – The Future Leaders

Convention 2024 Attendees – 44 countries represented



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WHY EXHIBIT?

- **Meet** face-to-face with current and prospective customers
- Get **access** to the leaders 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 2025 Exhibit Hall will feature:

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

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 Databases
- Research Tools and Analytics
- Survey Tools and Programs
- Textbook Publishers
- University Graduate Programs
- University Presses

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PAST EXHIBITORS & SUPPORTERS

Acadia Healthcare
Alliant International University
Artinis Medical Systems
American Psychological Association
Besample
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
DataClassroom
Elsevier
Ewing Marion Kauffman Foundation
FlatWorld
Frontiers
Harvard University Press
Health and Retirement Study (University of Michigan)
iWorx Systems Inc.
Journal of Studies on Alcohol and Drugs
Mangold International
Millisecond Software
Movisens GmbH
Multidisciplinary Digital Publishing Institute
National Institute on Alcohol Abuse & Alcoholism (NIAAA)
Neumann University
NIRx Medical Technologies LLC
Noldus Information Technology Inc.
Nova Southeastern University
NuRelm, Inc
Palgrave MacMillan
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)
Sona Systems Ltd
Springer Nature
StataCorp
Stens Corporation
Stories of Science
The Focus Foundation
The Kavli Foundation
The Psych Store
Top Hat
TurkPrime
University of Connecticut
University of Michigan Program in Survey Methodology
US Air Force Health Professions
W. W. Norton & Company, Inc.

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EXHIBIT HALL INFORMATION

2025 Exhibitor Pricing

<u>Booth Size</u>	<u>Price</u>
10 x 10	\$2,500
Corner Fee	\$150 per corner

Exhibit Booth Package

The Exhibit Booth Package Includes:

- 10' x 10' booth space
- Identification sign
- 6' table, 2 chairs, and wastebasket
- 8' high back drape and side rails in show colors
- Security when exhibits are closed
- Two full conference registrations
- Discounted additional Convention registrations @ \$300 each, maximum 2
- Company name, logo, and description listed on the website and mobile app
- Complimentary post-conference attendee list (mailing addresses 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 the 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 January 24, 2025 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 January 24, 2025, will forfeit 100% of the total price of the exhibitor's booth space. Cancellation and reduction notices must be submitted in writing to the Exhibits Manager at aps@discoverSB.com.

Sponsorships are non-refundable.

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.

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Tentative Exhibitor Schedule

Installation

Thursday, May 22, 2025 10:00 am – 4:00 pm

Exhibit hall hours

Thursday, May 22, 2025 7:15 pm – 9:00 pm (Opening Reception and poster presentations)

Friday, May 23, 2025 10:00 am – 9:00 pm (Hall will be closed 6 pm – 7:30 pm)

Saturday, May 24, 2025 10:00 am – 6:00 pm

Dismantle

Saturday, May 24, 2025 6:00 pm

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.



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FLOORPLAN



Booth Reservation Procedure

- 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.

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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 2025 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, sponsorship levels will be assigned based on the final total and recognized accordingly.

All Sponsors will 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
- Sponsor ribbons for the registration badge

Platinum Level

\$15,000+

- One (1) Pre-Convention email banner ad
- Pre-registration attendee list at least two (2) weeks before Convention (mailing addresses only)
- Floor Sticker in front of your exhibit booth in the exhibit hall with sponsorship level
- Two (2) Convention Registrations

Gold Level

\$10,000+

- One (1) Pre-Convention email banner ad
- Floor Sticker in front of your exhibit booth in the exhibit hall with sponsorship level
- One (1) Convention Registration

Silver Level

\$7,500+

- Floor Sticker in front of your exhibit booth in the exhibit hall with sponsorship level
- One (1) Convention Registration

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EDUCATIONAL OPPORTUNITIES

Events Area

\$1,000 / 3 available

The **Events Area** is accessible from the exhibit hall in the DuPont Room. This is an excellent opportunity to showcase your expertise by providing educational content to attendees in a theater-style setting. These presentations are 15 minutes long 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. A push notification via the meeting app will be sent out prior to the presentation.

Benefits Include:

- Ability to host a speaker/topic of your choosing (speaker/topic are subject to APS approval)
- One (1) sign with all the company logos at the entrance to the Events Area (sign approx. size 3' w x 6' tall)
- Full description of the session on the APS website and mobile app
- Email sent to all attendees prior to the Convention with the list of programs for the Events Area
- A push notification via the meeting app sent out prior to the presentation

Available Times

Friday, May 23, 2025, 12:00 pm to 12:15 pm

Friday, May 23, 2025, 12:20 pm to 12:35 pm

Friday, May 23, 2025, 12:40 pm to 12:55 pm

If the event schedule allows, more sessions may be added.

Inclusivity Spotlight

\$7,500 / Exclusive

The Inclusivity Spotlight is a prominent part of the APS Annual Convention. It brings together experts and leading psychological scientists to discuss race and gender disparities in the field of psychological science and ways to reduce them. This 1-hour session is planned by the APS Program Committee in consultation with the APS Diversity, Equity, and Inclusion Committee.

Benefits Include:

- Company logos on signage mentioning Inclusivity Spotlight throughout the convention
- Sponsorship listed in the APS Mobile app and website
- Name recognition in at least one pre-convention email
- Logo recognition in on-site convention walk-in slideshow in plenary sessions

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EVENT OPPORTUNITIES

APS Award Ceremony and Breakfast

\$15,000 / Exclusive

APS honors members throughout their careers with the field's most prestigious awards and recognitions. The 2025 APS Awards Ceremony will recognize recipients of the James McKeen Cattell Fellow Award, James S. Jackson Lifetime Achievement Award for Transformative Scholarship, William James Fellow Award, Mentor Award, and Janet Taylor Spence Award for Transformative Early Career Contributions. Sponsor this continental breakfast and the award ceremony where convention attendees will celebrate the achievements of their colleagues. All convention attendees are invited to attend this event.

Benefits Include:

- Company logo on the APS website and mobile app
- Sponsorship listed in the APS mobile app and website
- Company logo on APS signage mentioning the award ceremony throughout the convention space
- Name recognition in at least one pre-convention email
- Logo recognition in on-site convention walk-in slideshow in plenary sessions

Student Networking Social

\$10,000 / Exclusive

This is a great opportunity to support the APS student attendees in a social setting on Thursday, May 22, 2025. Students will have the opportunity to meet and network with other student attendees. The event will take place at the hotel from 9 pm to 12 am.

Benefits Include:

- Company logo and full description of the event on the APS website and mobile app
- One (1) sign with company logo at the entrance to the event (sign approx. size 3' w x 6' tall)
- Before the conference, APS will distribute an email to all student attendees with details about the networking social, listing your company as the sponsor.
- A push notification via the meeting app will be sent out prior to the Networking Social.
- Sponsor can distribute a brochure or promo item on the reception tables (items must be approved by APS)

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Student Hub

\$7,500 / Exclusive

Located in the Exhibit Hall, this area is in a visible location and invites students to relax and recharge between sessions at the convention.

Benefits Include:

- One (1) sign with company logo at the entrance to the Student Hub (sign approx. size 3' w x 6' tall)
- Three (3) floor stickers 3' x3' each (approximate size of custom graphic 3' wide x 2' tall) with your company logo and APS logo leading to the Student Hub
- Charging station with your company logo
- Casual set up with tables and chairs
- Before the conference, APS will distribute an email to all student attendees with details about the Student Hub, listing your company as the sponsor.
- Sponsor can place promotional items around the Student Hub (items must be approved by APS)

Poster Session Sponsorship

\$3,000 each / 3 available

Sponsor one of the highly popular poster session days and reach APS attendees as they participate in the poster presentations. Physical posters will be in the exhibit hall. The poster sessions take place on Thursday, May 22, Friday, May 23, Saturday, May 24 and Sunday, May 25.

Benefits Include:

- Company logo and description of the poster session on the APS website and mobile app
- Company logo on one (1) sign (approx. size 36" w x 72" tall) by the poster area on the sponsored day

Meeting Room/Hospitality Room

\$1,500 / ½ day (4 hours)

\$2,500 /Full day (8 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. All Food and Beverage must be ordered through the hotel.

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Coffee Breaks

\$2,500 each / 7 available

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

Date	Time	Location
Friday, May 23, 2025	8:00 am to 9:00 am	General Session
	10:00 am to 11:00 am	Exhibit Hall
	2:00 pm to 3:00 pm	Exhibit Hall
	5:00 pm to 6:00 pm	General Session
Saturday, May 24, 2025	10:00 am to 11:00 am	Exhibit Hall
	1:30 pm to 2:30 pm	Exhibit Hall
	5:00 pm to 6:00 pm	General Session

**Break times subject to modification.*

Benefits Includes:

- Company logo and description of the coffee break on the APS website and mobile app
- One (1) sign with company logo at the coffee break (sign 22" x 28")
- One (1) push notification about the break to all attendees through the mobile app

Coffee Break - Flash Talk & Networking

\$4,000 / Exclusive

Have your company name and logo associated with our coffee break during the highly attended Flash Talk and Networking session on Thursday, May 22nd from 4:00 pm to 5:45 pm. There will be 8 sessions going on during this time.

Benefits Includes:

- Company logo and description of the coffee break on the APS website and mobile app
- One (1) sign with company logo at the coffee break (sign 22" x 28")
- One (1) push notification about the break to all attendees through the mobile app

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BRANDING OPPORTUNITIES

Headshot Lounge

\$7,000 /Exclusive

The headshot lounge offers attendees the opportunity to have professional portraits taken by our photographer, free of charge while they are at the Convention! As the exclusive sponsor of this area, your organization will receive full recognition for providing attendees with the opportunity to walk away with a new professional headshot. The lounge is located inside the Exhibit Hall.

Benefits Include:

- 22" x 28" sign with your company logo at the Headshot Lounge
- Flyers promoting the Headshot Lounge on tables throughout the convention space
- Three (2) Push Notifications to remind attendees to visit the Headshot Lounge
 - One (1) on Friday, May 23rd and One (1) on Saturday, May 24th

Lanyards

\$5,000 / Exclusive

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

Branded Charging Station

\$3,000 each / 2 available

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



Exhibit Hall Floor Clings

\$2,500 per package / 3 available

Place your custom message in front of attendees as they navigate 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 (3'x3') with an approximate custom graphic size of 3' wide x 2' tall. Design and placement of floor clings must be approved by APS.

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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). Design and placement of meter boards must be approved by APS.



Individual Floor Clings

\$950 Each

Place your custom message in front of attendees as they navigate the convention. This floor sticker will feature your custom graphic along with the APS Logo. Each floor sticker is (3'x3') with an approximate custom graphic size of 3' wide x 2' tall. The location of the floor cling will be decided once it is purchased. Design and placement of floor clings must be approved by APS.

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DIGITAL ADVERTISING

Pre-Convention

Pre-convention E-mail Banner Ad (600px x 150 px)	\$750/email
Pre-Convention Homepage Static Tile ad (800px x 500px)	\$2,500/per month
Pre-Convention Site Rotating Banner ad (800px x 500px)	\$1,250/per month
Pre-Convention Page Rotating Banner ad (600px x 150 px)	\$700/per month

Convention

Convention Daily E-mail ad (600 x 150px) – 3 available	\$1,000/email
Walk-in PowerPoint Slide (16:9)	\$950/slide
Slide will be shown each day of the convention in the general session	

Post-Convention

Post-convention E-mail banner ad (600 x 150px) – 1 available	\$1,500/email
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MOBILE APP ADVERTISING

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

Rotating Banner Ad

\$1,750 each / 5 available

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

Push Notifications

\$500 per push notification / 2 available per day

One in the morning, one in the afternoon

Push notifications deliver value to your customers and prospects, right on their conference app home screens. With 150 characters, push notifications are a proven, proactive way to drive engagement and brand awareness. Use the APS push notifications as an opportunity to get attendees to your booth, a special event or offer, or alert attendees to your company promotions and giveaways.

Gamification

\$500 each

Drive more attendees to your exhibit booth by participating in the Event Game. Attendees will need to scan a QR code at your booth to receive points.

Looking to create a custom sponsorship? Reach out to aps@discoversb.com

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