

# Exhibit and Sponsorship Prospectus

International Barcelona  
Convention Center  
Barcelona, Spain  
May 28 – 30, 2026



QUESTIONS?

Contact APS Exhibits & Sponsorship Sales Manager at 301-850-1043 or [aps@discoverSB.com](mailto:aps@discoverSB.com)



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

APS 2026 will blend cutting-edge scientific programming with a celebration of global collaboration and cross-cutting and integrative psychological science. The Convention will feature integrative science symposia, submitted and invited talks, posters, methodological workshops, professional development for early-career researchers and students, opportunities to meet fellow researchers, a teaching institute, and special events celebrating the culture of Barcelona and Spain.



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.

## WHO ATTENDS?

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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
- Early-Career Researchers
- Students – the Future Leaders

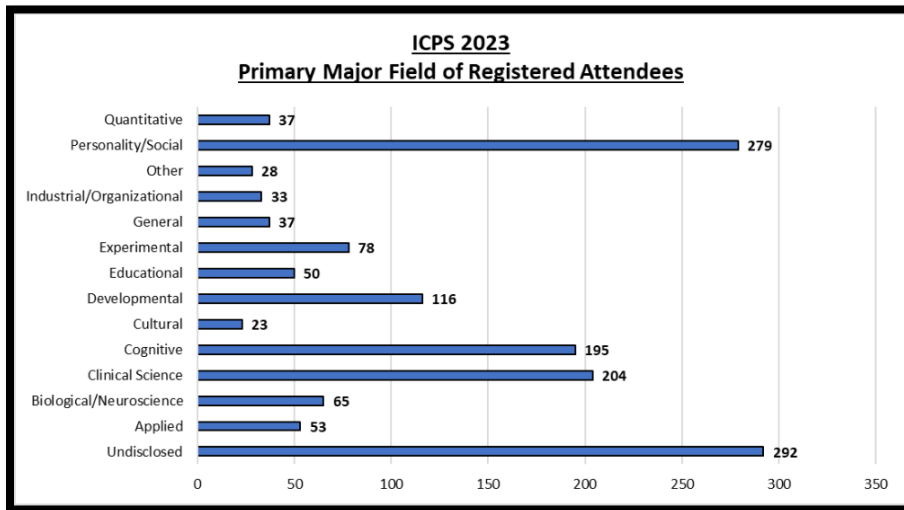
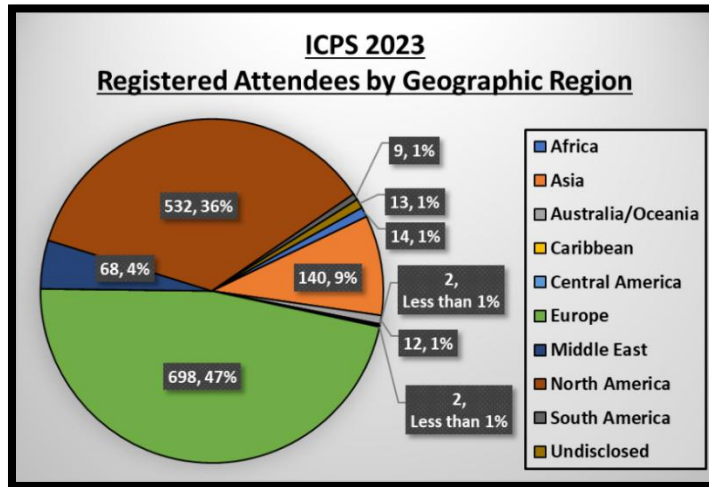
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# ICPS Convention 2023 Attendees in Brussels – 64 countries represented

Top 10 countries:

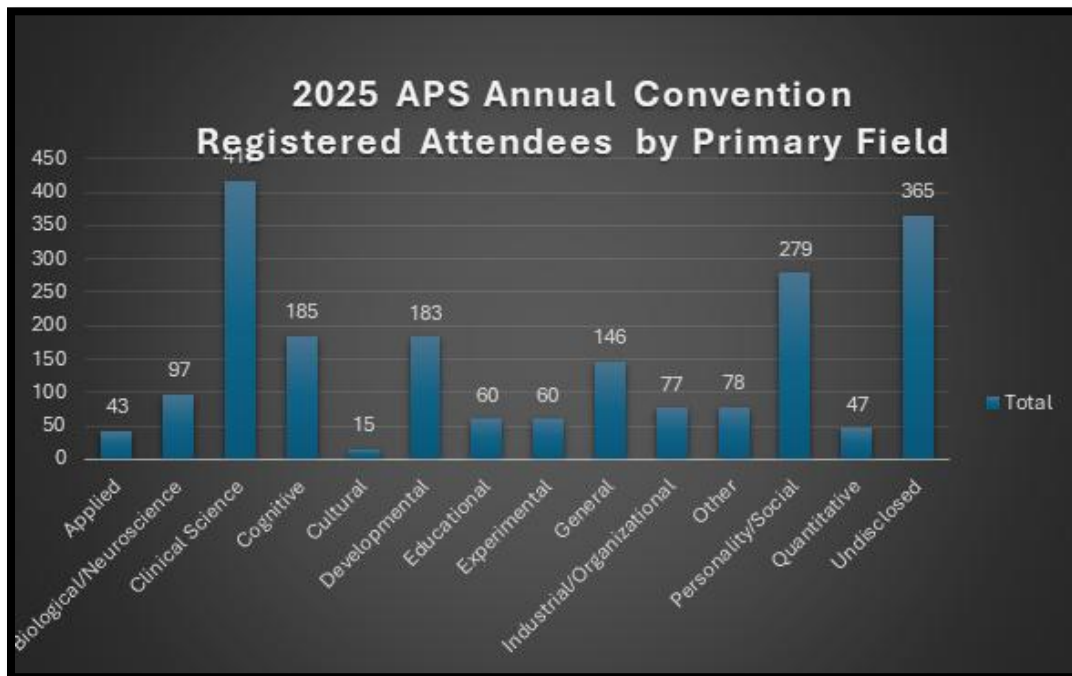
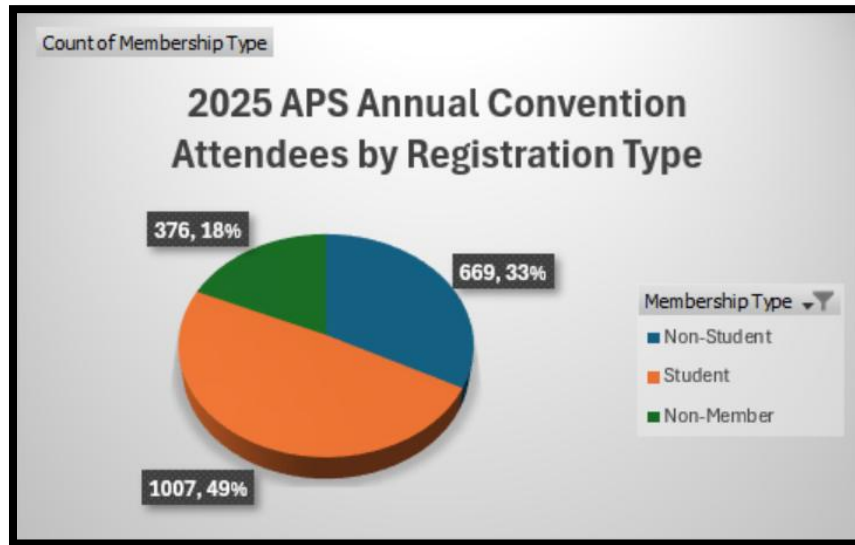
USA, Belgium, Netherlands, United Kingdom, Germany, Canada, France, Italy, Japan, Israel



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# APS Convention 2025 Attendees in Washington DC – 37 countries represented



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## WHY EXHIBIT?

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- **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 2026 Exhibit Hall will feature:

- 14 hours of exhibit time
- Poster presentations surrounding the exhibits
- F&B areas
- Receptions on Thursday and Friday Evenings

## WHO SHOULD EXHIBIT?

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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

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Acadia Healthcare  
Alliant International University  
Artinis Medical Systems  
American Psychological Association  
Because Science Gift Shop  
Besample  
Berkeley Initiative for Transparency in  
the Social Sciences  
BIOPAC Systems, Inc.  
Bloomsbury Academic  
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  
Open Science Tools Ltd  
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  
US Navy Recruiting  
W. W. Norton & Company, Inc.

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# EXHIBIT HALL INFORMATION

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## Exposition Booth Package

The Exposition Package Includes:

- 2 exhibitor registrations per 6 sq. meters of space
  - Discounted additional registrations available at \$300 each
- Standard hardwall booth shell, ID sign, carpet
- LED Strip light (1 unit every 4.5 sqm)
- Pre-Opening Booth Cleaning
- Table and chair
- Expo hall security
- Company listing and description on the APS website and mobile app
- Participation in the Saturday evening networking reception

## 2026 Exhibitor Pricing

<u>Booth Size</u>	<u>Price</u>
Basic (6 sqm)	\$2,650
Premium (12 sqm)	\$5,000

## 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 23, 2026 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 23, 2026, 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](mailto:aps@discoverSB.com).

Sponsorships are non-refundable.

## Terms and Conditions:

All contract exhibitors must follow APS's rules, regulations, and policies. The Terms & Conditions can be viewed [here](#).

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## Tentative Exhibitor Schedule\*

### Installation

Thursday, May 28, 2026 1:00 pm – 5:30 pm

### Exhibit hall hours

Thursday, May 28, 2026 8:15 pm – 9:30 pm (Opening Reception and poster presentations)

Friday, May 29, 2026 11:00 am – 2:00 pm  
4:00 pm – 6:30 pm  
8:00 pm – 9:30 pm (Evening Reception)

Saturday, May 30, 2026 10:00 am – 2:00 pm  
4:00 pm – 6:30 pm

### Dismantle

Saturday, May 30, 2026 6:30 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.**



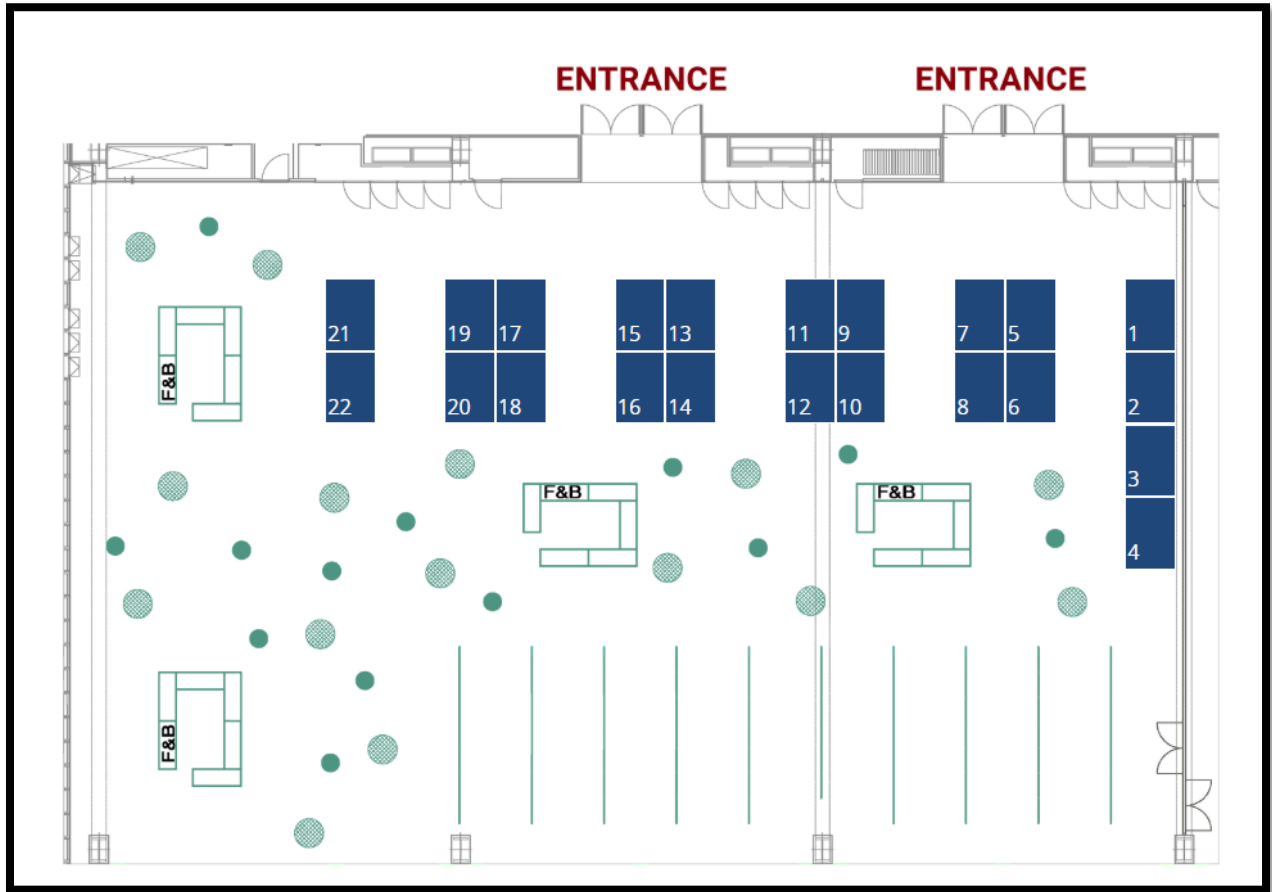
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# FLOORPLAN

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## ADD 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

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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 2026 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 the 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)
- Two (2) Convention Registrations

### Gold Level

**\$10,000+**

- One (1) Pre-Convention email banner ad
- One (1) Convention Registration

### Silver Level

**\$7,500+**

- One (1) Convention Registration

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## EDUCATIONAL OPPORTUNITIES

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### **NEW! "Industry Day" Sponsor**

**\$7,000 / Exclusive**

Industry Day is a premier event showcasing the powerful application of psychological science beyond academia. This dynamic program offers a unique window into how psychological research, theory, and methods are being used to solve real-world challenges in industries such as healthcare, technology, government, business, nonprofit, and more.

Attendees will engage with psychological scientists working in diverse professional settings and learn how their expertise drives innovation, informs policy, improves organizational performance, and enhances individual and societal well-being.

### **Benefits Include:**

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

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## EVENT OPPORTUNITIES

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### **APS Award Ceremony and Breakfast**

**\$15,000 / Exclusive**

APS honors members throughout their careers with the field's most prestigious awards and recognitions. The 2026 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 28, 2026. Students will have the opportunity to meet and network with other student attendees. The event will take place from 9 pm to 12 am (location TBD).

#### **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. 50cm x 197cm)
- 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 50cm x 197cm)
- 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 28, Friday, May 29, and Saturday, May 30.

### **Benefits Include:**

- Company logo and description of the poster session on the APS website and mobile app
- Company logo on one (1) sign (approx. 50cm x 197cm) by the poster area on the sponsored day



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## Coffee Breaks

**\$2,500 each / 7 available**

Have your company name and logo associated with our coffee breaks located in the Exhibit Hall.

<b>Date</b>	<b>Time</b>	<b>Location</b>
<b>Friday, May 29, 2026</b>	11:00 am to 11:30 am	Exhibit Hall
	4:00 pm to 4:30 pm	Exhibit Hall
	5:30 pm to 6:00 pm	Exhibit Hall
<b>Saturday, May 30, 2026</b>	10:00 am to 10:30 am	Exhibit Hall
	1:00 pm to 1:30 pm	Exhibit Hall
	4:00 pm to 4:30 pm	Exhibit Hall
	5:30 pm to 6:00 pm	Exhibit Hall

*\*Break times subject to modification.*

### **Benefits include:**

- 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 (50cm x 197cm)
- One (1) push notification about the break to all attendees through the mobile app

## **Coffee Break – Early Career & Networking**

**\$4,000 / Exclusive**

Have your company name and logo associated with our coffee break designed for early-career and postdoc professionals. Day and Time TBD

### **Benefits include:**

- 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 (50cm x 197cm)
- One (1) push notification about the break to all attendees through the mobile app

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# BRANDING OPPORTUNITIES

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## 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:**

- Sign with your company logo at the Headshot Lounge (50cm x 197cm)
- 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 29th and One (1) on Saturday, May 30th



## **NEW! Water Coolers**

**\$6,000 / Exclusive**

Immerse your brand in the heart of the exhibition hall, with the exclusive sponsorship of water coolers throughout the hall. This innovative sponsorship will not only help quench the thirst of attendees during exhibition hall hours but will also elevate your brand presence.

## 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.



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### **NEW! Three-Sided Towers**

**\$3,000 each**

Place your company messages and brand in front of attendees as they navigate the exhibition hall and main exhibition lobby. Each unit has three (3) sides that can display your custom message and graphics to all attendees. These towers will be placed in prominent locations throughout the registration and entrance lobby and the exhibition. Design of towers must be approved by APS.



### **Two-Sided Totems**

**\$2,000 each**

Promote your company in the main hallway of the session rooms. These signs are placed in the hallway, visible to all attendees before they head into their sessions. Design of totems must be approved by APS.



## **DIGITAL ADVERTISING**

### **NEW! Attendee "Know Before You Go" Email**

**\$4,000 / Exclusive**

Display your company's custom graphic banner (which can be linked to an external URL) on the "Know Before You Go" email sent to all APS Annual Convention registrants. This helpful how-to will include all of the necessary information to ensure all attendees have a successful virtual experience. With more than 2,000 attendees, your custom graphic banner will reach them all.

### **Convention Walk-in PowerPoint Slide (16:9)**

**\$950 each slide**

Your slide will be shown each day of the convention in the general session

### **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
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### **Post-Convention**

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

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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**

**\$600 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 visit your booth to receive points in the convention game. More information to come!

**Looking to create a custom sponsorship? Reach out to [aps@discoversb.com](mailto:aps@discoversb.com)**

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