



AMERICAN  
**PSYCHIATRIC**  
ASSOCIATION



# ANNUAL MEETING

May 5-9, 2018 • New York, NY

# 2018 Strategic Branding Opportunities

Jacob K. Javits Convention Center • [psychiatry.org/annualmeeting](http://psychiatry.org/annualmeeting)



**Plan Now  
to Promote  
Your Brand!**

# APA Strategic Branding Opportunities

**Extend your branding beyond your booth and make a larger impression on attendees with featured advertising and sponsorship opportunities. Branding opportunities allow you to:**

- Maximize your investment
- Connect with largest audience of psychiatrists
- Build visibility for your company
- Reach attendees with targeted marketing.
- Advertise to a wide range of attendees
- Promote your brand

Refer to the [Exhibitor Prospectus/Rules and Regulations](#) for exhibitor information.

## Meeting Stats

- Average Annual Meeting attendance (2014-2017): 12,000
- Number of exhibit hall attendees: 6,198
- Average number of leads via lead retrieval devices: 228
- APA Membership: 36,500

## Who to Contact

### American Psychiatric Association

1000 Wilson Boulevard, Suite 1825  
Arlington, VA 22209

### Exhibit Sales and Sponsorships

Vernetta Copeland  
Phone: 703-907-7382  
Email: [vcopeland@psych.org](mailto:vcopeland@psych.org)

### Product Theaters and Therapeutic Updates

Lilia Coffin  
Phone: 703-907-8512  
Email: [lcoffin@psych.org](mailto:lcoffin@psych.org)

### Pharmaceutical Media, Inc. (PMI)

30 East 33rd Street  
New York, NY 10016  
Fax: 212-685-6126

### Print Advertising

Eamon J. Wood  
Recruitment Advertising Manager  
(Non-Pharma Sales)  
Phone: 212-904-0363  
Email: [ewood@pminy.com](mailto:ewood@pminy.com)

Jill Redlund  
National Accounts Manager  
Phone: 212-904-0366  
Email: [jredlund@pminy.com](mailto:jredlund@pminy.com)

## Sponsorship/Advertising Rules and Regulations

Sponsors must be an exhibitor to participate and a booth must be fully occupied during the entire show unless noted.

As of February 1, 2018, non-exhibiting companies will be permitted to purchase available sponsorships, plus a non-exhibiting fee of \$3,500.

Sponsorships are accepted on a first-come, first-served basis. Once a sponsorship is selected, a letter of agreement and invoice will be provided. A signed agreement and payment is required within 30 days or the sponsorship will be returned to inventory.

Sponsorships must comply with the same APA Rules and Regulations that govern exhibits:  
[APA Exhibitor Prospectus/Rules and Regulations](#)

### Production Artwork Deadlines

The deadline for all production ready artwork is due Friday, March 16, 2018.

The following increases will be in effect after that date:

March 19 – March 30: Increase by 25%  
April 2 – April 13: Increase by 50%  
April 16 – April 30: Increase by 100%  
May 1 – Show site: Price upon request

*A graphic proof will be sent 5 - 7 business days after receipt of production artwork and sample pdf. Approval or revisions will be required 48 hours after receipt. If revisions are needed due to layout changes or improper sizing, the new date when Freeman receives the updated artwork will be considered the new date for pricing. Production will not continue until balance and any late charges are paid in full, which can further affect increases.*

*All production copy must be approved by APA.*



# Branding Opportunities

**Contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss the following opportunities:**

## Advertising Display Light Panels

Light the way throughout the exhibit hall and provide a means for exhibitors to promote their company name, product/service, product theaters, booth theme or booth location, on full-color display panels approximately 7' high by 37" wide. Graphics will be printed in color from exhibitor-supplied artwork.

**Rotating Advertising Displays:** Each display will have four individual display panels.

**Lighted, Four-Sided Rotation Display: \$26,000**

**Advertising Display Panels:** Single panel displays will be located by selected entrances and along the aisles of the Exhibit Hall.

**Single, Lighted Ad Panel: \$10,000 each**

*Any upgrades or special requests will involve an additional cost.*

## Exhibitor Suites

Be among the action on the Exhibit Hall floor by utilizing an executive suite located on the Exhibit Hall floor. These suites will provide an excellent venue to have private meetings with clients or conduct staff meetings. Several sizes are available to meet your individual requirements. There will be access to the suites from Sunday – Tuesday, 10:00 a.m. – 4:00 p.m. Refreshments may be ordered separately through Convention Center catering.

Private executive suites constructed with fabric-covered hard walls and lockable door, will include carpeting, a 22"x 28" identification sign and furnishings as listed below:

**Exhibitor Suite: 10' x 10' - \$3,000**

Furnishings include: 4 chairs, 1 round table (30" h x 36" w bistro table), 1 wastebasket.

**Executive Exhibitor Suite: 10' x 20' - \$6,000**

Furnishings include: 8 chairs, 2 round tables (30" h x 36" w bistro table), 2 wastebaskets.

**Silver Exhibitor Suite: 20' x 20' - \$12,000**

Furnishings include: 16 chairs, 2 round tables (30" h x 36" w bistro table), 2 wastebaskets.

*Note: Furniture upgrades and electricity will involve additional costs.*



# Branding Opportunities (continued)

**Contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss opportunities:**

## **CHARGING STATIONS \$25,000**

Everyone needs to recharge, so computer and cell phone charging stations are a great way to convey your message. Stations will be placed in a general area in the Exhibit Hall. APA will provide signage with sponsor's product logo.

## **AISLE BANNER DANGLER \$25,000**

Position yourself on the aisle banner sign where many attendees look for direction on the Exhibit Hall. Add your message, logo or booth number. This a sole sponsorship and the company will provide artwork for inclusion on all banner signs (maximum of 17 danglers).

## **PARK BENCHES \$20,000 (28 TOTAL)**

For a busy show, park benches are the perfect sponsorship for attendees. Park benches will provide areas for them to sit with colleagues along the main aisle of the Exhibit Hall. Sponsors will have an opportunity to have their artwork or logo on park benches from Sunday-Tuesday of the show. For an additional \$3,500, a literature rack is available at each pair of benches to display product information.

Note:

If there are additional opportunities that you are interested in supporting that are not listed, please contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss.

## **FIVE (5) SHUTTLE BUSES - CORPORATE LOGO OR PRODUCT BRANDED \$50,000**

See your message coming and going! Enjoy the ultimate marketing tool by purchasing a rolling advertisement during this year's Annual Meeting. Your custom artwork will be on display on the official shuttle buses providing service from Saturday through Wednesday during shuttle operation. Advertiser will enjoy maximum exposure as all attendees of the Annual Meeting will be able to see the coaches at the Convention Center and the public will view the advertising as the motor coaches drive around the city between the hotels and the Center.



## **CONVENTION CENTER DISPLAY OPPORTUNITIES**

Convention Center and hotel display opportunities are available for you to advertise on banners, column wraps, elevator and escalator clings, on a billboard marquee outside of the Convention Center, in exhibit hall and more. Refer to [PlanTour](#) for location availability, costs and specific details for each option.





## Branding Opportunities (continued)

**Contact Lilia Coffin at [lcoffin@psych.org](mailto:lcoffin@psych.org) to discuss the following opportunities:**

### **PRODUCT THEATER SESSIONS \$70,000 (60 Minutes)**

The sessions will take place in a separate theater area built in the Exhibit Hall. There will be 12, 60-minute promotional product presentation sessions available — 11:00 a.m., Noon, 1:00 p.m. and 2:00 p.m. on Sunday, Monday and Tuesday, with a standard set classroom for 250 participants and 50 additional chairs in the back of the room. The cost includes standard audiovisual equipment (LCD projector and screen), one advertising panel,\* boxed lunch and lead retrieval devices. Time slots will be assigned on a first-come, first-served basis. Announcement of the program, including topic, speaker and supporter will be listed in the *Exhibits Guide* portion of the *APA Guide*.

[Product Theater Guidelines](#)

**\*The cost for each additional advertising panel is \$4,500.**

**Please contact Lilia Coffin at [lcoffin@psych.org](mailto:lcoffin@psych.org) to be added to a waiting list.**

### **THERAPEUTIC UPDATES \$45,000 (per session)**

Evening, two-hour informational programs will be offered at a meeting hotel. Supporters may design a non-CME informational program for physicians attending the meeting. Hotel ballrooms will be preset for the programs in rounds. Announcement of the program including topic, speaker and supporter in the *APA Exhibits Guide*. All other program costs are the responsibility of the sponsor, including ballroom rental fees, if applicable, audiovisual equipment and food and beverages.

[Therapeutic Updates](#)



# Branding Opportunities (continued)

**Contact Vernetta Copeland at [vcopeland@psych.org](mailto:vcopeland@psych.org) to discuss opportunities:**

## **APA CAFÉ WITH WI-FI, COFFEE SERVICE AND CHARGING STATIONS \$125,000 (2)/\$62,500 EACH**

- **APA Café** along with a charging station, Wi-Fi and coffee will be located in the Exhibit Hall. Signage available for the support in the Café and listed in the *APA Guide* in the *Exhibits Guide* section.
- **Computer and cell phone charging stations** are a great way to get awareness out to the meeting attendees. Stations will be placed within the Cafes' in the Exhibit Hall. The logos will be on display throughout the duration of the Exhibit Hall hours and dates of the entire meeting for the charging station. APA will provide signage with sponsor's product logo.

## **HOTEL KEY CARDS OR "DO NOT DISTURB" DOOR HANGERS \$15,000 Per Hotel**

Put your brand and message in the hands of attendees as they come and go or at their hotel door with a key card or door hanger to remind them to visit your booth or build corporate or product awareness. Design and message must be preapproved. The supporter will incur all costs for production, shipping and distribution. The hotels are first-come, first-served, so do not wait.

## **WIRELESS INTERNET \$40,000**

Provide wireless internet access in non-CME areas of the Convention Center to attendees. The landing screen will be personalized with corporate logo and information. The company name will also be listed in the *APA Exhibits Guide*.

## **RESIDENT POSTER SESSION AND AWARDS \$25,000**

The APA is offering a special poster session dedicated to residents, medical students and research or clinical fellows. All will be formally invited to participate by sharing their research projects and practice experiences with colleagues. Award ribbons and certificates will be given for best posters in poster categories.

## **VIRTUAL REGISTRATION BAG \$1,000**

The Virtual Registration Bag allows companies to submit PDF materials for upload online to attendees prior to the meeting. This information will be sent to all attendees prior to the meeting along with their registration confirmations. The deadline for submission is April 20, 2018.

*Exhibiting is not required.*

**Contact Nina Taylor at [ntaylor@psych.org](mailto:ntaylor@psych.org) to discuss the following opportunity:**

## **INNOVATION ZONE**

The Mental Health Innovation Zone (MHIZ) is the APA's showcase and catalyst for the advancement of mental health technologies. Leaders, entrepreneurs and innovators in the mental health field gather to network, share ideas and develop innovative solutions to today's challenges in mental health care. The Innovation Zone will feature a small theatre and stage for a series of presentations and will feature the Psychiatry Innovation Lab, a "shark-tank" styled session, as well as many presentations on data mining, machine learning, AR/VR, telepsychiatry and much more. As a sponsor, you will have the opportunity to connect with attendees through demonstrations, idea exchanges and panel discussions. The sponsors will have additional brand visibility opportunities through signage, marketing campaigns and various media outlets. Each sponsorship tier unlocks a number of opportunities to connect and share your innovative ideas. Learn more at [psychiatry.org/innovation](http://psychiatry.org/innovation)

### **Sponsorship Levels:**

#### **Geopbyte \$30,000**

Includes: Smart desk with customizable panels in the innovation zone, one-hour industry expert presentation, signage, presentation companion MedicalMind podcast interview, onsite interview, program recognition and three (3) MHIZ exhibitor badges.

#### **Gigabyte \$15,000**

Includes: Smart desk in the innovation zone, 30-minute demonstration or session, signage, program recognition and two (2) MHIZ exhibitor badges.

#### **Megabyte \$5,000**

15-minute Ted-style talk and program recognition.

#### **Byte \$2,000**

Program recognition

*Exhibiting is not required.*

# Branding Opportunities (continued)

## **Contact PMI to discuss the following opportunities:**

**Tim Wolfinger, 917-710-8535, [twolfinger@pminy.com](mailto:twolfinger@pminy.com)**

**Jill Redlund, 908-313-7264, [jredlund@pminy.com](mailto:jredlund@pminy.com)**

### **APA DAILY AND ADVERTISING \$25,000**

Reach meeting attendees as they read late-breaking news and scientific coverage in the meeting's official newspaper. The *APA Daily* offers advertisers comprehensive exposure at the meeting, with 25,000 issues distributed in three editions over five days. The online *APA Daily* also offers bonus digital advertising opportunities—it is sent not only to meeting attendees but also to APA members who could not attend the meeting.

### **MOBILE EVENT APP \$40,000**

The APA Meetings App gives attendees all the information necessary to navigate the event. The sole sponsor will receive a global menu entry that connects to content or a website of its choice and acknowledgement in ads and promotion of the app. The sponsor will also receive a promoted post in each attendee's activity feed each day of the event. Attendees can build their personal schedules of sessions and exhibitor events and receive alerts. Additional app functions include the full schedule of scientific sessions, APA meetings and allied meetings, speaker bios, maps, exhibitor list, daily news, social media feeds and the city guide.

### **DISTRIBUTION RACKS \$20,000**

The exclusive sponsor of the *APA Daily* distribution racks is guaranteed incredible visibility each time an attendee passes by or grabs a newspaper from one of the racks placed at premium locations throughout the Convention Center. This unique marketing opportunity includes corporate advertising on the side panels, as well as a full-page, four-color ad in each issue of the *APA Daily*.

### **APA DOCTOR'S BAG DISTRIBUTION**

Be the sponsor of the Doctor's Bag and have your company name and logo imprinted on it or put your insert into the bag to be distributed directly to APA Annual Meeting attendees at registration on Friday, Saturday and Sunday, May 5-9, 2018.

Bag support and bag inserts available.



# Advertising Reservation Form

*APA Guide – 2018 American Psychiatric Association Annual Meeting*

**Deadline to Reserve Ad Space: March 20, 2018**

**Material Due: March 27, 2018**

The *APA Guide* to the Annual Meeting is the only official book distributed onsite to registrants at the APA Annual Meeting in New York, May 5-9, 2018.

The *APA Guide* combines the Program Book, New Research and Exhibits Guide into one comprehensive, full-color book.

All advertisers in the *APA Guide* will have their exhibit name highlighted in the Exhibits Guide section.

Advertising Sizes and Rates			Preferred Positions	
	Black & White	Four Color	Available in Four Color Only	
<input type="checkbox"/> <b>Full Page</b>	<input type="checkbox"/> \$3,940 net	<input type="checkbox"/> \$5,690 net	<input type="checkbox"/> <b>Cover 2</b>	\$13,550 net
<input type="checkbox"/> <b>½ Page</b>	<input type="checkbox"/> \$2,480 net	<input type="checkbox"/> \$3,710 net	<input type="checkbox"/> <b>Cover 3 and 4</b>	\$22,520 net
<input type="checkbox"/> <b>¼ Page</b>	<input type="checkbox"/> \$ 990 net	<input type="checkbox"/> \$2,180 net	<input type="checkbox"/> <b>Cover 4</b>	\$16,950 net
<input type="checkbox"/> <b>2 Page Insert</b> (supplied by advertiser)	\$8,170 net		<input type="checkbox"/> <b>Cover 3</b>	\$11,090 net
<input type="checkbox"/> <b>4 Page Insert</b> (supplied by advertiser)	\$16,290 net		<input type="checkbox"/> <b>Tab</b> (2 sided)	\$12,750 net

If ad has more than one unit, please specify ad configuration below.

## Cancellation Terms:

- All signed agreements are firm. No cancellations will be accepted after closing.
- All preferred positions (Cover 2, Cover 4, and Annual Meeting Guide Section Tabs) are non-cancellable after January 18, 2018.
- Preferred position cancellations will incur a 10% processing fee.

## Ad Specifications – (See following page)

☐ *Yes!* We would like to reserve space in the official *APA Guide of 2018 APA Annual Meeting*.

Please reserve the space checked above. (Space is subject to availability.)

## Contacts:

### Pharmaceutical Products and Services

Pharmaceutical Media, Inc.

Jill Redlund

P: 908-313-7264

E: [jredlund@pminy.com](mailto:jredlund@pminy.com)

### Non-Pharmaceutical Products and Services

Pharmaceutical Media, Inc.

Eamon J. Wood

P: 212-904-0363 F: 212-685-6126

E: [ewood@pminy.com](mailto:ewood@pminy.com)

## Return reservation form to:

### Pharmaceutical Media, Inc.

Susan Tagliaferro

P: 212-904-0378 F: 212-685-6126

E: [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

## Billing Information

Advertiser: \_\_\_\_\_

Bill to: ☐ Advertiser ☐ Agency

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Payment Information

Purchase Order Number (if available): \_\_\_\_\_

Credit Card (Type): \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

CC Number: \_\_\_\_\_

Exp: \_\_\_\_\_

Prepayment Amount (each ad): \_\_\_\_\_

Signature: \_\_\_\_\_

## Payment Terms: Payment Due Upon Receipt of Signed Order

This is an annual meeting publication. Just as payment for booth space is due prior to the meeting dates, so is payment for all ad placements.



# APA Guide – 2018 American Psychiatric Association Annual Meeting

## Advertising Specifications

### Ad Sizes

Trim size: 8 1/8"w x 10 7/8"h  
Bleed page: 8 3/8"w x 11 1/8"h  
Bleed page spread: 16 1/2"w x 11 1/8"h  
Full page: 7"w x 10"h  
1/2 page: 3 3/8"w x 10"h or 7"w x 4 7/8"h  
1/4 page: 3 3/8"w x 4 7/8"h  
*Keep essential elements 1/2" from bleed edges.*

### Print Requirements

We utilize 100% digital computer-to-plate production according to SWOP standards. Submit all ads in a PDF according to the guidelines available at <http://www.appi.org/Journals/Pages/AdvertisingInfo.aspx>. All 4-color ads must be accompanied by a digital SWOP certified proof. Visit [www.swop.org](http://www.swop.org) for a list of certified proofs.

### Design Services

We can design your ad in a PDF format for a non-commissionable production charge of \$75 for 1/4 page, \$150 for 1/2 page and \$200 for full page.

### For production information about inserts and premium tab dividers, contact:

**Susan Tagliaferro**  
Pharmaceutical Media, Inc.  
Production Manager  
30 East 33rd Street, 4th Floor  
New York, NY 10016  
**P:** 212-904-0378  
**E:** [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

### Send materials to:

**Susan Tagliaferro**  
Pharmaceutical Media, Inc.  
Production Manager  
30 East 33rd Street, 4th Floor  
New York, NY 10016  
**P:** 212-904-0378  
**E:** [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)



# Attendee Mailing Label Information

## Reach Annual Meeting Attendees and APA Members Before and After the 2018 APA Annual Meeting With APA Mailing Lists!

### Pre-Meeting Registration List

- Available April 16, 2018 (The list will be available for shipment from April 16, 2018 to July 25, 2018.)
- Various selection criteria are available including registrants, guests and geographic locations (excludes exhibitors, administration and press).
- Following the meeting, the registration list will be available thru July 25, 2018.

### APA Member List

- Send your message to APA members before the pre-registration list is available.
- U.S. count includes selections by member's area of interest and geographic location.

Contact [membership@psych.org](mailto:membership@psych.org) or 703-907-7364.

## 2018 Mailing List Pricing and Fees\*

	2018 APA Annual Meeting Attendees List	2018 APA Membership Mailing List
Microsoft Excel file	\$240 per 1,000 names + \$90 flat service fee	\$190 per 1,000 names + \$90 flat e-mail fee
Minimum Label Fee	\$450	\$400
Selection Fees (First three selections)	\$24 per 1,000 names	\$20 per 1,000 names
Additional Selections	\$10 per 1,000 names	\$10 per 1,000 names
nth name	\$10 per 1,000 names	\$10 per 1,000 names
Minimum Selection Fee	\$60	\$60

\* A \$90 flat email fee applies to all orders.

## Pre-Meeting Registration List

The APA provides mailing lists for the purpose of promoting approved educational or scientific courses, seminars, meetings, recruitment, books or products concerned with mental health or mental illness and its treatment. APA must approve mail pieces before the order can be processed, and reserves the right to refuse any request for rental of its mailing list. The lists are sold for **ONE-TIME use only** by the requestor, not to be reproduced in any form or sold to another user. All orders **must be used within an eight-week period** of receiving the list. Our list may not be used to purchase phone numbers, fax numbers and/or email addresses for any purpose. A reciprocity policy applies to rentals of the APA member list by publishers of professional psychiatric content, but this policy does not apply to exhibitors at the 2018 APA Annual Meeting who are purchasing the 2018 Pre-Meeting Registration List.