

EXHIBIT AND SPONSORSHIP PROSPECTUS



ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

**HILTON SAN FRANCISCO
UNION SQUARE
SAN FRANCISCO, CA
MAY 23 - 26, 2024**

WHAT'S INSIDE

The Value of Partnering with APS.....	2
Who Attends.....	3
Who is APS.....	4-7
Why Exhibit.....	8
Past Exhibitors & Supporters	9
Exhibit Hall Information.....	10
Tentative Exhibitor Schedule.....	11
Floor Plan.....	12
Sponsorship and Marketing Opportunities.....	13
Educational Opportunities	14
Event Opportunities.....	15-18
Branding Opportunities.....	19-20
Digital Advertising	21
Mobile App Advertising.....	22
APS 2024 Terms & Conditions	23-25

THE VALUE OF PARTNERING WITH APS



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

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?

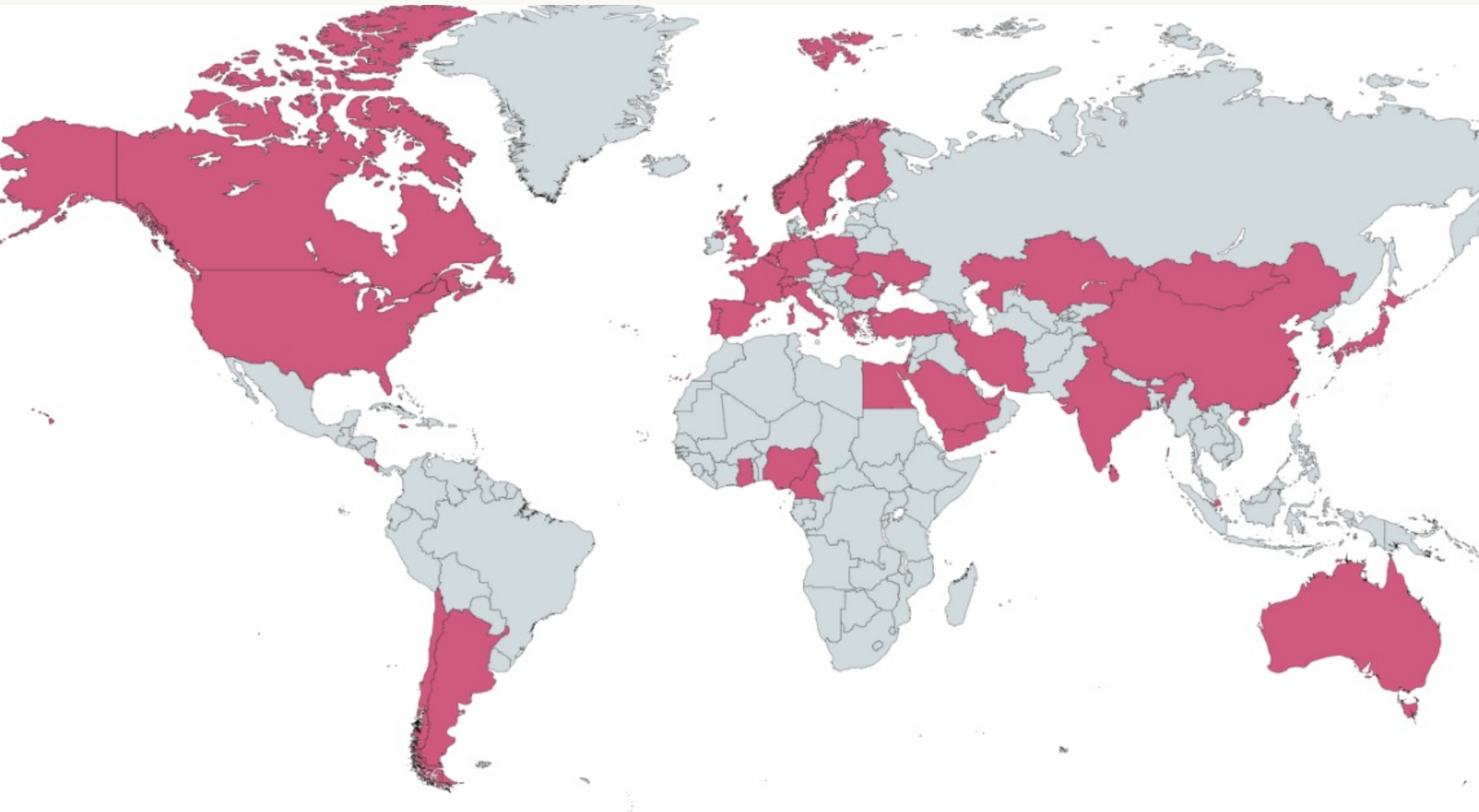


APS convention attendees are leading psychological scientists, including academics, clinicians, researchers, teachers, and administrators.

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

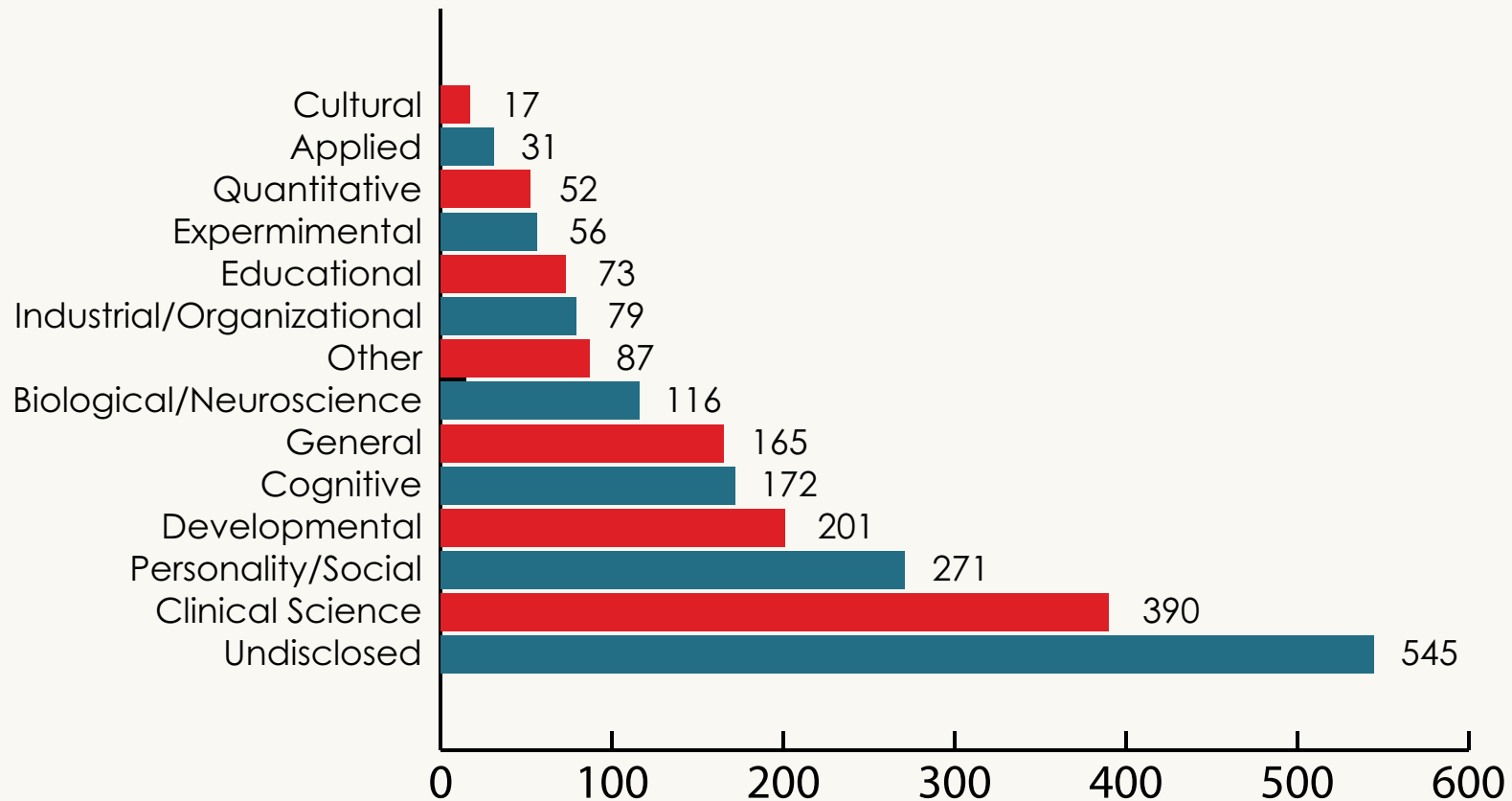
WHO ATTENDS? (CONT.)

2023 Convention Attendees - 44 countries represented



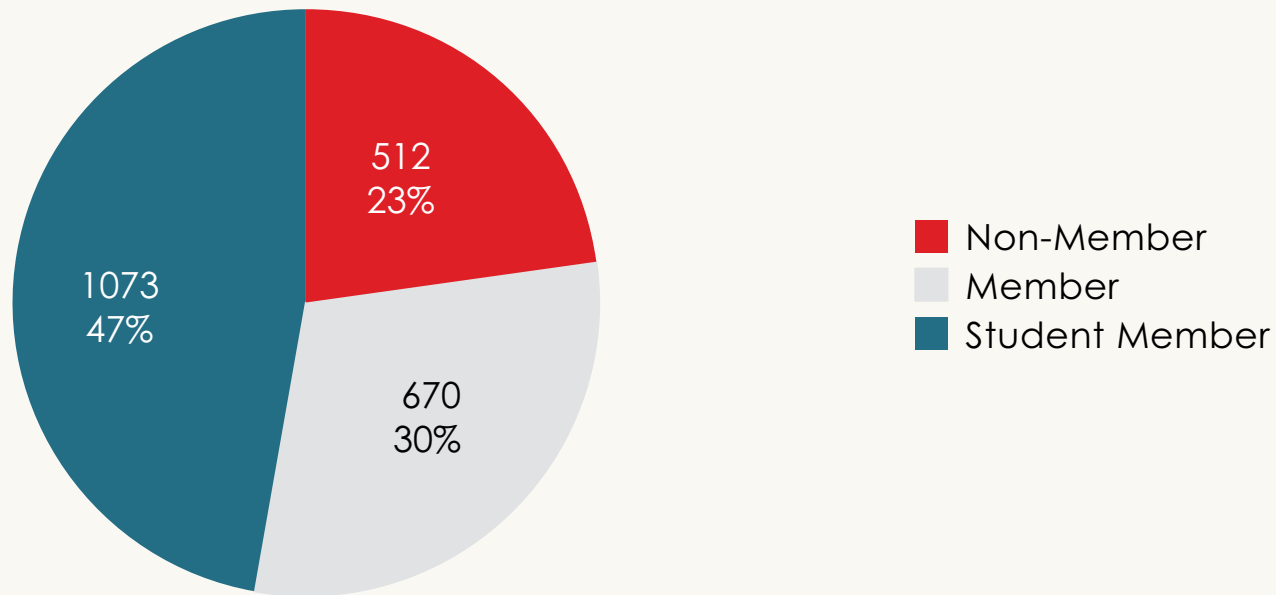
WHO ATTENDS? (CONT.)

2023 APS Annual Convention Primary Major Field of Registered Attendees



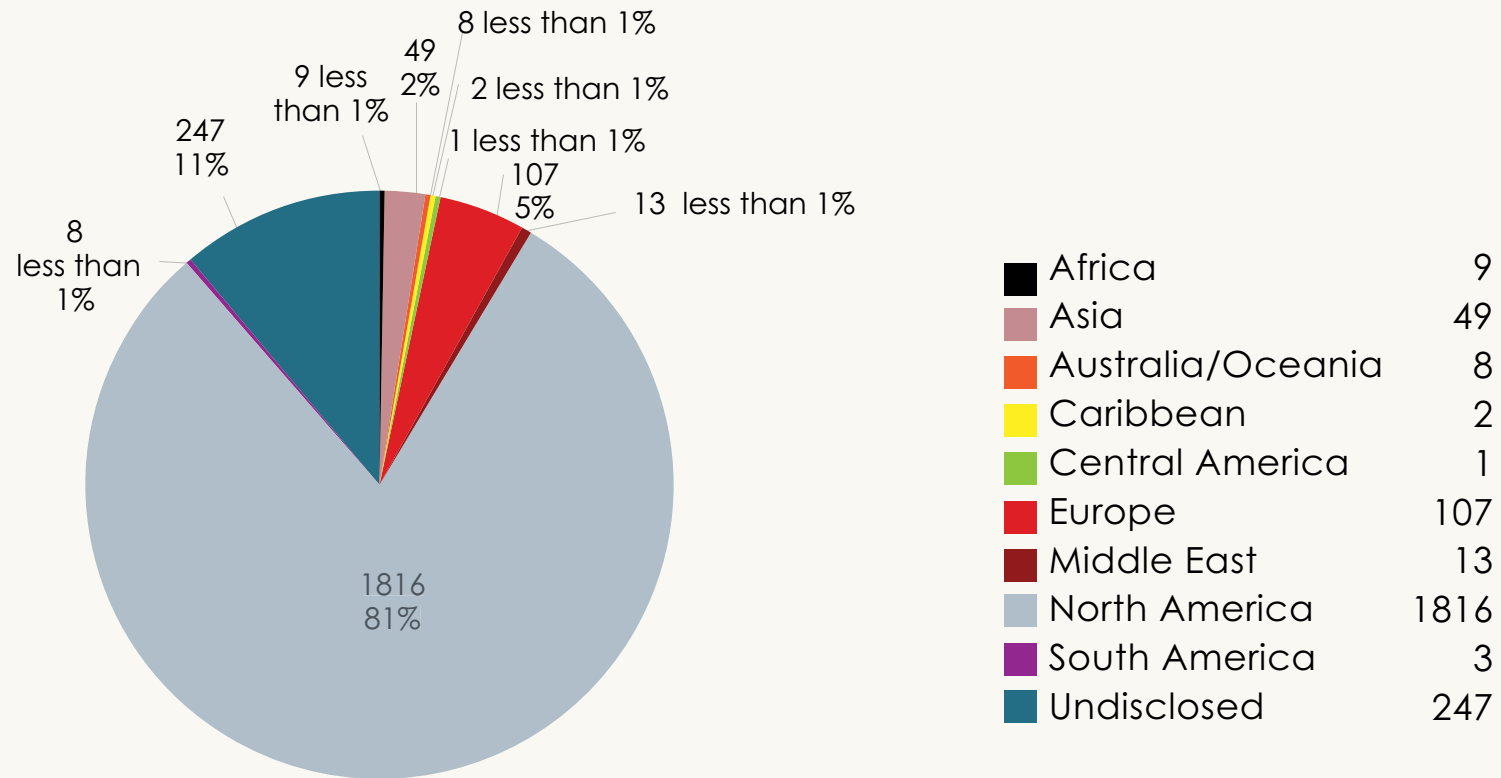
WHO ATTENDS? (CONT.)

2023 APS Annual Convention Attendees by Registration Type



WHO ATTENDS? (CONT.)

2023 APS Annual Convention Registered Attendees by Geographic Region



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 2024 EXHIBIT HALL WILL FEATURE:

- 19 hours of exhibit time
- Poster presentations surrounding the exhibits
- Psych Learning Center
- Receptions on Thursday and Friday nights
- Coffee breaks in the Hall throughout Friday and Saturday

WHO SHOULD EXHIBIT?

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

PAST EXHIBITORS & SUPPORTERS

Alliant International University	Health and Retirement Study (University of Michigan)	Random House Penguin Group
Artinis Medical Systems	iWorx Systems Inc.	Roger Williams University
Association for Advanced Training in the Behavioral Science	Journal of Studies on Alcohol and Drugs	Routledge/Taylor & Francis Group
American Psychological Association	MacMillan Learning	Sage Publishing
Berkeley Initiative for Transparency in the Social Sciences	Mangold International	Salimetrics
BIOPAC Systems, Inc.	Millisecond Software	Society for Personality and Social Psychology (SPSP)
Brain Vision, LLC	Movisens GmbH	Sona Systems Ltd
California Correctional Healthcare Service	Multidisciplinary Digital Publishing Institute	Springer Nature
Cambridge University Press	National Institute on Alcohol Abuse & Alcoholism (NIAAA)	StataCorp
Cedrus Corporation	Neumann University	Stens Corporation
Center for Deployment Psychology	NIRx Medical Technologies LLC	The Focus Foundation
Center for the Study of Traumatic Stress	Noldus Information Technology Inc.	The Kavli Foundation
CloudResearch	Nova Southeastern University	The Psych Store
Elsevier	NuRelm, Inc	Top Hat
Ewing Marion Kauffman Foundation	Prolific	TurkPrime
Frontiers	Psi Chi	University of Connecticut
Harvard University Press	Psychology Software Tools Inc.	University of Michigan Program in Survey Methodology
	Psychonomic Society	W. W. Norton & Company, Inc.

EXHIBIT HALL INFORMATION

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 convention registrations
- Discounted additional convention registrations, maximum 2
- Company name, logo, and description on the APS website and mobile app
- Complimentary post-convention 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 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 26, 2024, 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 26, 2024, 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.

EXHIBITOR PRICING

Booth Size	Price
10 x 10	\$2,500
Corner Fee	\$150

TENTATIVE EXHIBITOR SCHEDULE:



Installation

Thursday, May 23, 2024

10:00 am – 4:00 pm

Exhibit Hall Hours

Thursday, May 23, 2024

7:15 pm – 9:00 pm

(Opening Reception and poster presentations)

Friday, May 24, 2024

10:00 am – 8:30 pm

(Hall will be closed 6pm-7pm)

Saturday, May 25, 2024

10:00 am – 6:00 pm

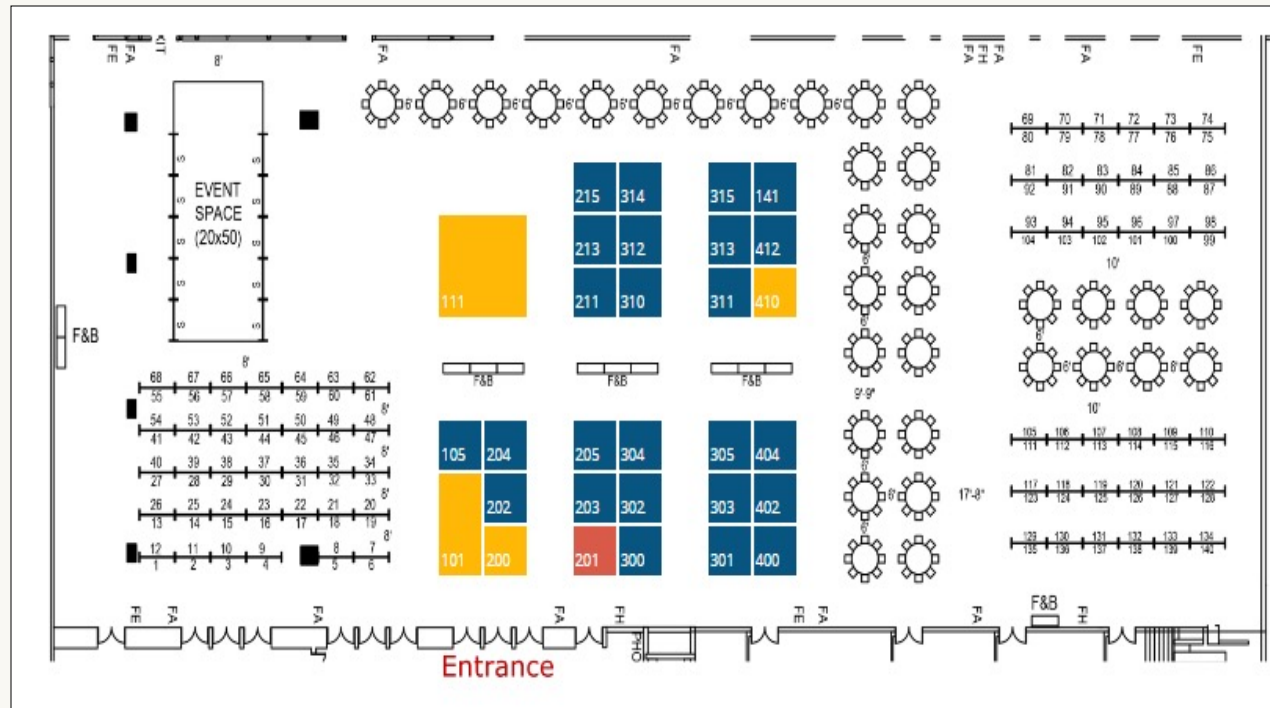
Dismantle

Saturday, May 25, 2024

6:00pm

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.

FLOOR PLAN



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.

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 2024 recognizes multiple levels of support; all convention advertising, sponsorships, and receptions are chosen individually but may be combined to achieve the listed sponsor levels.

Once you have chosen the convention 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 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 address only)
- Floor Sticker in front of your exhibit booth in 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 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

EDUCATIONAL OPPORTUNITIES

NEW! Psych Learning Center \$1,500 / 6 available

The *Psych Learning Center* is located inside the exhibit hall in the Events Area. 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.

Sponsorship 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 Psych Learning Center (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 Psych Learning Center
- Podium/mic and standard AV (screen and projector) Laptop not provided.
- Theater seating for 50 people
- A push notification via the meeting app sent out prior to the presentation

Available Times

Friday, May 24, 2024 12:00pm to 12:15pm
Friday, May 24, 2024 12:25pm to 12:40pm
Friday, May 24, 2024 12:50pm to 1:05pm
Saturday, May 25, 2024 12:30pm to 12:45pm
Saturday, May 25, 2024 1:20pm to 1:35pm
Saturday, May 25, 2024 1:55pm to 2:10pm

NEW! Inclusivity Spotlight \$7,500 / Exclusive

The Inclusivity Spotlight is a prominent part of the APS Annual Convention. It brings together experts and prominent speakers 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.

- 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

EVENT OPPORTUNITIES

NEW! Student Networking Social

\$10,000 / Exclusive

This is a great opportunity to support the APS student attendees in a social setting on Thursday, May 23, 2024. Students will have the opportunity to meet and network with other student attendees. The event will take place at the hotel from 9:00 pm to 12:00 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 convention, 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)

NEW! Student Hub

\$7,500 / Exclusive

Located in the exhibit hall next to the APS booth, this area is in a visible location in the busy exhibit hall 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 2' tall x 3' wide) 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 convention, 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)

EVENT OPPORTUNITIES (CONT.)

Poster Session Sponsorship

\$4,500 / Exclusive

Sponsor the highly popular poster sessions 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 23, Friday, May 24 and Saturday, May 25.

Benefits Include:

- Company logo and description of the poster sessions on the APS website and mobile app
- Company logo on two (2) signs (approx. size 36" w x 72" tall) by the poster area
- Three (3) floor stickers 3' x 3' each (approximate custom graphic size of 2' tall x 3' wide) with your company logo and APS logo leading to the poster area

NEW! APS Award Ceremony and Breakfast

\$15,000 / Exclusive

APS honors members throughout their careers with the field's most prestigious awards and recognitions. The 2024 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.

- 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

EVENT OPPORTUNITIES (CONT.)

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. If interested in catering, please coordinate with APS at aps@discoversb.com

Coffee Breaks

\$2,500 each / 8 available

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

Thursday, May 23, 2024

5:00pm to 6:00pm (8 coffee breaks by Subject Area) Various rooms

Subject Areas:

Biological/Neuroscience

Clinical Science

Cognitive

Developmental

Industrial/Organizational

Methodology

Personality/Emotion

Social

EVENT OPPORTUNITIES (CONT.)

Coffee Breaks (Cont.)

Friday, May 24, 2024

8:00am to 9:00am.....General Session
10:00 am to 11:00 amExhibit Hall
1:30pm to 2:30pmExhibit Hall
5:00pm to 6:00pmExhibit Hall

Saturday, May 25, 2024

10:00am to 11:00am.....General Session
1:30pm to 2:30pmExhibit Hall
5:00pm to 6:00pmGeneral Session

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

NEW! Popcorn Social

\$2,000 / 3 available

Who doesn't love popcorn? Select one of the coffee breaks above and add on this fun snack! A 22"x 28" sign will be placed by the popcorn cart with your company logo.

BRANDING OPPORTUNITIES

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.

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) Graphics due to APS by April 15, 2024.

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. Graphics due to APS by April 15, 2024.

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 2' tall x 3' wide. Graphics due to APS by April 15, 2024.

Branded Hand-Sanitizing Stations

\$1,000 each / 4 available

Showcase your brand on hand-sanitizing stations placed in the exhibit hall and registration area (a total of two (2) stations per sponsorship). Your company name and logo will be displayed at each station on a 22" x 28" sign. Graphics due to APS by April 15, 2024.

NEW! Elevator Clings

\$3,000 each / 4 available



Elevate your message to APS convention attendees. This is a great opportunity to engage a captive audience – while they wait – with larger-than-life messages on elevators. Create a custom message, along with the APS convention logo for all attendees to see. Each sponsorship includes (1) one set of elevator doors.

BRANDING OPPORTUNITIES (CONT.)

NEW! Escalator Clings

6,000 / Exclusive

Escalator glass clings are great for branding because they are in high-traffic areas as attendees navigate around the convention. All attendees will take the escalator from Level 1 to the Grand Ballroom (exhibit hall). This is a perfect location for showcasing your creative message, along with the APS logo. (Includes (2) glass clings on (1) escalator)



DIGITAL ADVERTISING

Pre-Convention

Pre-Convention E-mail Banner Ad (600px x 150px)	\$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)

\$750/slide

Slide will be shown each day of the convention in the plenary session

Post-Convention

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

MOBILE APP ADVERTISING

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

Splash Screen

\$10,000 Exclusive

Branding the mobile app splash screen is a great option for visibility. Your custom graphic will be seen by all attendees. The splash screen displays for a few seconds to every attendee when they open the app.

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 convention 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.

APS 2024 TERMS & CONDITIONS

General Information: The Association for Psychological Science (APS) Annual Convention general sessions, Exhibit Space, and Poster Sessions will be held at the Hilton San Francisco Union Square near Union Square in California. Exhibit booth assignments will be made in the order in which reservations are received. The Association for Psychological Science reserves the right to alter the floor plan and reassign booth space at any time if deemed in the best interests of the exhibition.

Show Management: The exhibition is organized and managed by APS. Any matters not covered in these Rules and Regulations are subject to the interpretation of the APS and all exhibitors must abide by their decisions. Exhibitors must comply with the Hilton San Francisco protocols & procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Booth Equipment: All standard 10-foot deep x 10-foot wide booths include one draped back wall, two draped side rails, one sign identifying your organization, 6' table, 2 chairs, and waste basket. The Exhibit Hall is carpeted, but carpet of your choice may also be rented from the exposition service company. Additional furniture, carpet, electricity, internet, and other accessories must be rented from the exposition service company using the appropriate order forms in the Exhibitor Service Kit. All booth equipment and furniture must be confined to the measured limits of the booth. Nothing may be taped, nailed, tacked or otherwise affixed to any part of the Exhibit Hall without the written consent of the hotel. Any property destroyed or damaged by the exhibitor must be replaced in its original condition by the exhibitor or at the exhibitor's expense.

Arrangement of Exhibits: Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions within its booth. All

demonstrators or other promotional activities must be confined to the limits of the exhibit space. The Show Management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor's expense.

Subleasing of Space: Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

Payment and Cancellation Policy: Full payment must accompany all reservations. 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 26, 2024, 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 26, 2024, 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.

No Shows: There are no refunds issued for booth space and/or all registrations of no-show exhibiting organizations and or booth personnel.

Sales Tax: Exhibitors are responsible for ensuring compliance with local and state sales tax laws in San Francisco, CA, USA.

Fire Regulations: All materials to be used in the Exhibit Hall must be nonflammable and conform to the fire regulations of the City of San Francisco, CA, USA. Material not conforming to such regulations will be removed at the exhibitor's expense. Engines, motors, or any other kind of equipment may be operated only with the consent of the hotel. All door openings and aisles must be kept clear by order of the Fire Marshall. Absolutely no storage of material of any type is allowed behind, beneath, or between booths. Exit signs, fire alarms, and fire extinguishers must be visible at all times.

Music: Exhibitors are prohibited from playing copyrighted music and/or playing any music at a volume that disturbs neighboring exhibitors.

APS 2024 TERMS & CONDITIONS (CONT.)

Exhibitor representatives are responsible for maintaining a collegial and professional environment for attendees, APS staff, venue staff, other exhibitors, and others participating in the APS Convention. Any exhibitors found to be engaging in unethical conduct or detrimental behaviors, as determined at the sole discretion of convention management, will be evicted from the meeting and will forfeit booth rental and other exhibit-related payments.

APS Code of Conduct [Link: <https://www.psychologicalscience.org/code-of-conduct>]

APS is committed to science being conducted, discussed, presented, and published in ways that promote the lively and productive exchange of ideas. To demonstrate this commitment, APS expects all attendees to conduct themselves professionally and, out of respect for others and for the spirit of our gathering, refrain from actions or speech that could reasonably be construed as harassing or personally disparaging.

Security: Although security guards may be provided at the discretion of APS, the Exhibitor agrees to retain the sole responsibility at all times for the security of all exhibit materials. Exhibitors are strongly encouraged not to leave items of value unattended in booths.

Handout Materials, Giveaways, and Prize Drawings: Promotional giveaways and exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by APS. All hand-out materials are expected to be of a professional nature. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. APS reserves the right to disallow any material that it believes to be inappropriate.

Solicitation of Exhibitors: No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of APS.

Violations: APS may at its discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees

or agents shall at the option of APS forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to APS all monies paid or due. Upon evidence of violation, APS may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that APS may incur thereby.

Severability: All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

Children Policy: Children under the age of 18 are not permitted in the Exhibit Hall during setup and teardown; unless prior arrangements have been made through APS.

Liability and Insurance: Exhibitor assumes responsibility and agrees to indemnify and defend APS and the hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither APS nor the hotel maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitor shall be fully responsible to pay for any and all damage to property owned by Hilton San Francisco, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hilton San Francisco, SB Expos and Events, Association for Psychological Science, and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include, without limitation, all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of San Francisco, CA; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual,

APS 2024 TERMS & CONDITIONS (CONT.)

broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before May 23 - May 26, 2024 which shall include exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the Annual Convention. (c) Other insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

Exhibitor assumes responsibility and agrees to indemnify and defend APS and the Hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither APS nor the Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Staffing, Installation and Dismantling: Each Exhibitor is required to have at least one (1) person monitoring its booth at all times during open hours (Please place provided sign in booth if taking a short break). It is recommended that at least two (2) people be assigned to monitor each exhibit. Exhibitors are expected to maintain their exhibit space during all open exhibit hours. Exhibits must be set and ready by 4:00pm on Thursday, May 23rd. Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes on Saturday, May 25th at 6:00 pm.

Exhibitor Registration: APS reserves the right to accept or decline each exhibitor registration that is submitted. This can be done at any time if deemed in the best interest of the exhibition, and refunds will be given as specified in the payment and cancellation policy.

Food and Beverages: Any food or beverages dispensed or given away at booths must be approved by APS and prepared by the catering services of the hotel. For more information, please contact: aps@discoversb.com.

Alcohol Policy for Exhibitors: Exhibitors are not permitted to serve alcohol in APS Exhibit Hall booths. An exception may be made in the case of the Opening Night Reception, and requests will be considered on a case-by-case basis. Requests for advance permission to serve alcohol during the Opening Night Reception must be submitted 8 weeks before the first day of the Convention. A fee may apply to the distribution of alcohol in APS Exhibit Hall booths.

Cancellation of Exposition: If an emergency arises prior to the opening day or during the event, which prevents APS from holding the exposition for any reason beyond APS's control (such as, but not limited to damage to building, riots, strikes breached by exposition location, terrorism, or the threat of terrorism, disease or epidemic, acts of government or acts of God), then APS reserves the right to cancel the exposition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit fees less a proportionate share of the exposition cost incurred. If for any reason, APS determines that the location of the exhibition should be changed, no refund will be made, but APS shall assign to the exhibitor, in lieu of the original space, such other space as APS deems appropriate and the exhibitor agrees to use such space under applicable rules and regulations. APS shall not be financially liable or otherwise obligated to the Exhibitor in the event the exhibition is canceled, postponed, or relocated, except as provided herein.

Rules and regulations may be updated. In this case, you will be notified.

Association for Psychological Science
Michelle Wescott
Sales Manager - Exhibits and Sponsorships
Office: 301-200-4616 ext 113
aps@discoverSB.com

APS INSISTS ON SCIENCE

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.

For more information, please contact Michelle Wescott, 301-200-4616 ext 113, aps@discoverSB.com