



AMERICAN
PSYCHIATRIC
ASSOCIATION



ANNUAL MEETING

May 17-21, 2025 • Los Angeles



2025

**Exhibitor Prospectus/
Rules and Regulations
Branding & Advertising
Opportunities**

psychiatry.org/annualmeeting

Edited as of October 8, 2024

Exhibit at the 2025 APA Annual Meeting

Required Health and Safety Protocols

The safety of everyone attending our Annual Meeting is our priority. To this end, we're planning to follow industry-wide health and safety standards, as well as the stricter of any requirements from federal, state, and local authorities. APA also reserves the right to require additional precautions prior to and during the in-person event. For additional information on APA's Health and Safety Guidelines, please visit the [meeting website](#).

The American Psychiatric Association (APA) invites you to participate in the exhibit/sponsorship program taking place May 17-21, 2025 in Los Angeles.

The APA is an organization of psychiatrists working together to ensure humane care and effective treatment for all persons with mental illness, including substance use disorders. It is the voice and conscience of modern psychiatry.

Hotel Reservations:

APA has secured room blocks with several hotels. We strongly encourage exhibitors to reserve their rooms within the APA hotel block. **onPeak is APA's official housing provider. Do not respond to phone or email hotel solicitations.**

[Hotel Reservations](#)

Why You Should Exhibit...

The APA Annual Meeting is the largest psychiatric meeting held annually, with over 11,000 anticipated attendees from around the globe, most of whom are physicians from psychiatric and other mental health disciplines, social workers and nurses. The meeting features hundreds of educational sessions and presentations on the latest research and serves as a symbol of the Association's commitment to improved patient care through professional education.



The Los Angeles Convention Center
1201 South Figueroa Street
Los Angeles, California 90015
South Hall

Meeting Dates: Saturday, May 17 – Wednesday, May 21, 2025

Exhibit Dates: May 17 – May 20, 2025

Saturday, May 17
 11:45 a.m. – 4:00 p.m.

Sunday, May 18
 9:15 a.m. – 4:00 p.m.

Monday, May 19
 9:15 a.m. – 4:00 p.m.

Tuesday, May 20
 9:15 a.m. – 1:30 p.m.

Wednesday, May 21
 Exhibits Closed

Note: There are no Exhibit Hall Breaks.

See full schedule on Pages 5-6

Value for Exhibitors

Perfect opportunity to:

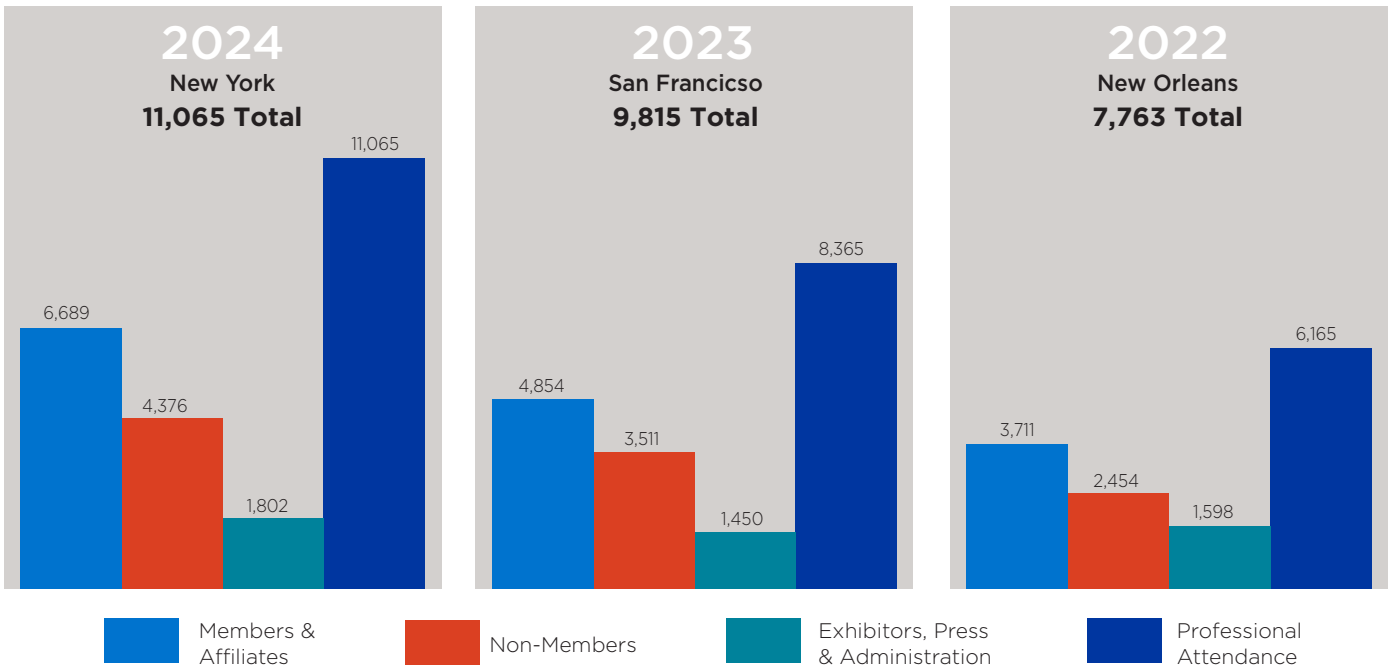
- Generate new sales leads
- Maximize visibility for your company
- Network with psychiatrists and mental health professionals from around the country
- Introduce new products and services
- Advertise to a wide range of attendees
- Increase your marketing with branding opportunities

Exhibit Hall Highlights:

- Unopposed exhibit hours Saturday – Tuesday
- Mid-Day Mingles, snacks & concessions
- Product Showcase Theaters
- The Stage, featuring non-CME presentations, charging stations, Wi-Fi plus digital branding opportunities
- Networking opportunities
- Career Expo & Publishers Book Expo
- APA Specialty Pavilions

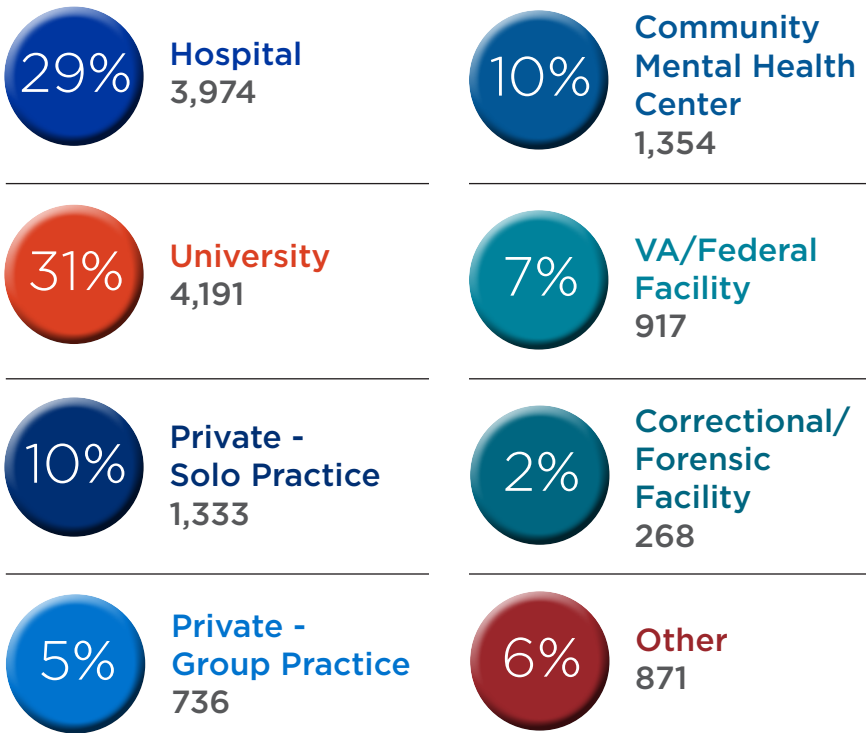
APA Statistics – Annual Meetings

Registration Data



2024 Annual Meeting Discipline & Primary Work Setting Data

Primary Work Setting



Discipline

Psychiatrist	6,865	58%
Resident	1,902	17%
Mental Health Advocate	864	7%
Student	1,388	12%
Physician (Other)	147	1%
Other	720	7%

Who to Contact:

American Psychiatric Association

800 Maine Avenue, SW, Suite 900
Washington, DC 20024

Exhibit Branding, Sponsorships and Exhibit Hall Presentations

Leslie LeGrande, CEM, DES
Associate Director Exhibits and Sponsorship Sales
Email: llegrande@psych.org

Exhibitor Sales, Services and Logistics

Kate McCullough, CEM
Exhibits Specialist
Email: kmccullough@psych.org

Exhibitor Registration

Registration & Meetings Manager
Email: registration@psych.org

Print/Digital Advertising Pharmaceutical Media, Inc. (PMI)

Tim Wolfinger
Managing Partner, EVP Sales
Phone: 212-904-0379
Email: twolfinger@pminy.com
30 East 33rd Street
New York, NY 10016

Advertising

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

Important Dates

2024

May

4 Advance Exhibit Sales Open (2024 Exhibitors only)

September

6 Exhibit & Sponsorship Sales Open

2025

January

3 First Cancellation Deadline (see page 20 for details)

February

21 Full Booth Payment Due

Second Cancellation Deadline
(see page 20 for details)

22 No Further Exhibit Refunds

Description Submission Deadline for the Meeting App

March

1 No refunds for sponsorships*

April

9 Additional costs incurred for sponsorship production items*

*Refer to contract for more details.



Schedule at a Glance

EXHIBITOR REGISTRATION/HOURS (As of August 15, 2024)

WEDNESDAY, MAY 14		MONDAY, MAY 19	
Pre-approved Installations	8:00 a.m. – 5:00 p.m.	Exhibitor Registration	7:30 a.m. – 1:00 p.m.
THURSDAY, MAY 15		General Registration	7:30 a.m. – 5:00 p.m.
Installation	8:00 a.m. – 5:00 p.m.	EXHIBIT HALL HOURS	9:15 a.m. – 4:00 p.m.
FRIDAY, MAY 16		TUESDAY, MAY 20	
Installation for all Exhibits	8:00 a.m. – 5:00 p.m.	Exhibitor Registration	7:30 a.m. – 1:00 p.m.
Exhibitor Registration	Noon – 6:00 p.m.	General Registration	7:30 a.m. – 5:00 p.m.
General Registration	Noon – 6:00 p.m.	EXHIBIT HALL HOURS	9:15 a.m. – 1:30 p.m.
SATURDAY, MAY 17		Exhibit Dismantling	1:30 p.m. – 11:00 p.m.
Exhibitor Registration	7:30 a.m. – 1:00 p.m.	WEDNESDAY, MAY 21	
General Registration	7:30 a.m. – 5:00 p.m.	ALL EXHIBITS CLOSED	
Installation of Exhibits	8:00 a.m. – 10:00 a.m.	General Registration	7:30 a.m. – 4:00 p.m.
Installation Completed/ Deadline for Installations	10:00 a.m.	Exhibit Dismantling	8:00 a.m. – 5:00 p.m.
ALL EXHIBITS OPEN	Noon – 4:00 p.m.	Note: There are no Exhibit Hall Breaks	
SUNDAY, MAY 18			
Exhibitor Registration	7:30 a.m. – 1:00 p.m.		
General Registration	7:30 a.m. – 5:00 p.m.		
EXHIBIT HALL HOURS	9:15 a.m. – 4:00 p.m.		

TENTATIVE MEETING SCHEDULE (As of October 8, 2024)

SATURDAY, MAY 17	
Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
Opening Session	10:30 a.m. - Noon
Product Showcases	12:30 p.m. - 4:00 p.m.
ALL EXHIBITS OPEN	Noon – 4:00 p.m.
Mid-day Mingles	12:30 p.m. - 1:30 p.m. (Snacks and Refreshments)
Poster Sessions	8:00 a.m. – 4:00 p.m.
Therapeutic Updates	7:30 p.m. – 9:30 p.m.
Unopposed Hours	Noon – 1:30 p.m./3:00 – 3:45 p.m.
*Restricted Hours	8:00 a.m. – 7:00 p.m.

* In accordance with APA policy, unofficial activities may NOT be held during the restricted times listed above.
Event dates and times are subject to change.

Schedule at a Glance (continued)

SUNDAY, MAY 18

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
EXHIBIT HALL HOURS	9:15 a.m. – 4:00 p.m.
Product Showcases	9:30 a.m. – 4:00 p.m.
Activities at The Stage (Coffee & Conversations, sponsored Talking Circles)	9:45 a.m. – 3:45 p.m.
Plenary (Tentative)	10:30 a.m. – Noon
Mid-day Mingles	11:45 a.m. – 1:30 p.m. (Snacks and Refreshments)
Poster Sessions	8:00 a.m. – 4:00 p.m.
MindGames	5:30 p.m. – 7:00 p.m.
President's Reception	7:30 p.m. – 9:30 p.m.
Therapeutic Updates	7:30 p.m. – 9:30 p.m.
Unopposed Hours	9:30 a.m. – 10:30 a.m./Noon – 1:30 p.m./3:00 p.m. – 3:45 p.m.
*Restricted Hours	8:00 a.m. – 7:00 p.m.

MONDAY, MAY 19

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
Plenary Session	10:30 – 11:30 a.m.
EXHIBIT HALL HOURS	9:15 a.m. – 4:00 p.m.
Product Showcases	9:30 a.m. – 4:00 p.m.
Activities at The Stage (Coffee & Conversations, sponsored Talking Circles)	9:45 a.m. – 3:45 p.m.
Plenary	10:30 a.m. – Noon
Mid-day Mingles	11:45 a.m. – 1:30 p.m. (Snacks and Refreshments)
Poster Sessions	8:00 a.m. – 4:00 p.m.
Convocation	5:30 p.m. – 6:30 p.m.
Foundation Event	7:30 p.m. – 9:30 p.m.
Therapeutic Updates	7:30 p.m. – 9:30 p.m.
Unopposed Hours	9:30 a.m. – 10:30 a.m./Noon – 1:30 p.m./3:00 p.m. – 3:45 p.m.
*Restricted Hours	8:00 a.m. – 6:30 p.m.

TUESDAY, MAY 20

Courses/Scientific Sessions	8:00 a.m. – 5:15 p.m.
EXHIBIT HALL HOURS	9:15 a.m. – 1:30 p.m.
Product Showcases	9:30 a.m. – 1:00 p.m.
Activities at the Stage (Coffee & Conversations, sponsored Talking Circles)	9:45 a.m. – 1:15 p.m.
Plenary - CEO Award Session	10:30 a.m. – Noon
Mid-day Mingles	11:45 a.m. – 1:30 p.m. (Snacks and Refreshments)
Poster Sessions	8:00 a.m. – 1:30 p.m.
Exhibits Closed	1:30 p.m.
Unopposed Hours	9:30 a.m. – 10:30 a.m./11:30 a.m. – 1:00 p.m.
*Restricted Hours	8:00 a.m. – 5:30 p.m.

WEDNESDAY, MAY 21

ALL EXHIBITS CLOSED

Courses/Scientific Sessions 8:00 a.m. – 5:15 p.m.

* In accordance with APA policy, unofficial activities may NOT be held during the restricted times listed above.

Event dates and times are subject to change.

Exhibit Pricing and Specifications

Booth Packages include:

- Listing in the Annual Meeting Guide (if received by deadline)
- Visibility in the APA Meetings App
- Visibility on the digital, exhibit floor map
- Unopposed exhibit hours Saturday – Tuesday
- Marketing and support opportunities
- Six (6) complimentary, exhibit-only staff registrations per 100 square feet of booth space
- Exhibitor Only Lounges, Saturday – Tuesday (exhibit hours only)

[View Floor Plan](#)

Publishers Book Expo and Career Fair Expo

Publishers Expo is a designated area designed for publishers of print and electronic media only.

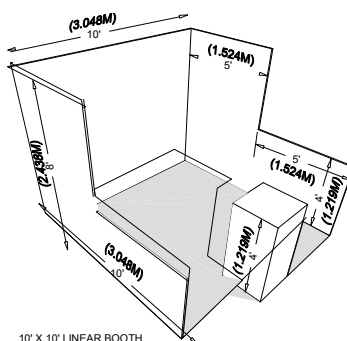
Career Expo is a designated area for recruitment purposes. Attending psychiatrists, mental health professionals, resident fellow members, residents and first through fourth year career professionals will have the opportunity to visit with companies exhibiting within this area during show hours.

Statistics for Recruitment:

Resident Fellow Members (previously Members in Training):	2022	2023	2024
	930	1,146	1,417
Early Career Psychiatrists:	1,832	2,013	2,127
International Medical Graduates:	2,074	2,032	1,170
Medical Students:	486	659	1,241

Booth Sales

	Advance Sales March 6, 2025	Rate as of March 7, 2025	
10 x 10 Inline	\$3,800	\$4,000	Includes: • Identification Sign • 8' back drape and 4' side drape
10 x 10 Corner	\$3,900	\$4,100	
10 x 20 Inline	\$7,600	\$7,800	
Corner Fee	\$100	\$100	



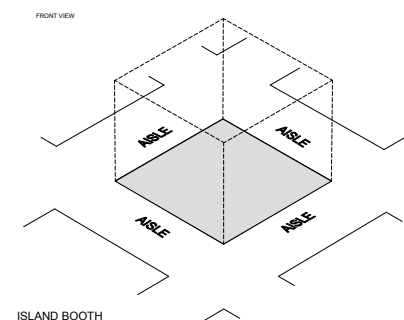
10' X 10' LINEAR BOOTH

- Displays over 4' in height and within 10 lineal feet of an adjoining booth or cross-aisle must be confined to the back 5 feet of the booth.
- End Cap booths are not allowed on the show floor.
- Overhead signage is not allowed with linear booths.

Island Booth (20' x 20', 400 sq. ft. minimum)

\$45.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager. Submit to APAE Exhibits@psych.org no later than **March 28, 2025**.
- Booth structures and hanging signs limited to 20' in height from floor to top of banner.



NOT INCLUDED: Booth cost does not include booth carpet, furnishings (tables/chairs), electricity, Wi-Fi, audiovisual equipment, floral, catering or labor. **APA requires that all exhibitors provide carpet for the entire booth space. APA prohibits exhibitors from conducting direct sales transactions (cash, checks, credit cards) on the show floor.**

By submitting your booth space reservation, you are confirming that you have read and agree to the 2025 Annual Meeting Rules and Regulations.

START-UP ZONE KIOSK DISPLAYS \$2,000

New this Year!

Exhibit opportunity available for start-up companies who have not exhibited at the APA Annual Meeting in previous years. Stand-alone kiosks within a designated carpeted area on the floor plan will be provided to the Start Up Zone exhibitors. For more information on exhibiting in the Start Up Zone, contact APAE Exhibits@psych.org.

How to Exhibit

2025 Floor Plan

Booth Reservations

Payment for Space

There is a 50% deposit required. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the American Psychiatric Association. Your invoice will provide mailing information for payments by check. **Check payments must be received by APA within 10 business days of exhibit space reservation.**

Full payment of all rental charges is due on or before February 21, 2025. Reservations submitted after February 21, must include full payment. Upon approval of reservation, all exhibiting organizations cancelling or downsizing exhibit space will be charged cancellation and/or processing fees as stated below. **Exhibitors are liable for unpaid booth fees if cancellations, reductions or changes occur prior to receipt of payment. No refunds will be issued for exhibit space cancellations received after February 21. There is no cut-off date to booth sales if space is available.**

Booth Cancellations and Reductions

There is a 10% processing fee for all cancellations or reductions to booth size, in addition to cancellation fees as applicable to the following:

Until January 3, 2025:	Full refund, less 10% processing fee of full booth amount
January 4 - February 21, 2025:	50% refund of total booth cost
After February 21, 2025:	No refunds

Exhibitor cancellation requests, including booth reductions and changes to configurations, must be received in writing at apaexhibits@psych.org. The fee will be refunded in the manner in which it was received.

Space Assignment

Exhibit space is assigned based on priority points during advance sales and then booths are assigned on a first-come, first served basis.



Priority Points

The priority point system is the loyalty reward system for APA exhibitors. Points are earned by exhibiting at the Annual Meeting, sponsorships throughout the year and advertising in APA's publications. Priority Points are accumulated as follows:

- One (1) point given to each company for exhibiting at the APA Annual Meeting, without a two-year consecutive absence
- One (1) point per survey participation
- One (1) point for advertisement (excluding classified advertising) in the *American Journal of Psychiatry*, *Psychiatric News*, and *Psychiatric Services*, regardless of the size or number of advertisements purchased
- **NEW!** Key anniversary points for cumulative exhibiting years starting with 2018 (i.e., 5 points for 5 consecutive exhibiting years, 10 points for 10 consecutive exhibiting years)
- Sponsorship points awarded on a sliding scale in increments of one (1) point per every \$5,000 spent

Sample scale:

Amount Spent	Priority Points
\$5,000-\$10,000	1
\$10,001-\$15,000	2
\$15,001-\$20,000	3
\$20,001-\$25,000	4
\$25,001-\$30,000	5
\$30,001-\$35,000	6

NEW! Companies will receive benefits based on their cumulative amount of Priority Points:

Gold Level (200+ Points)

- Priority in advanced booth sales
- Two (2) complimentary exhibitor/full registrations (Valued at \$597 each)
- One (1) carpet sticker recognition placed in front of booth
- Recognition in the Guide
- Recognition in Meeting App

Silver Level (100 - 199 Points)

- Advance booth sales prior to Annual Meeting
- One (1) complimentary exhibitor/full registration (Valued at \$597 each)
- One (1) carpet sticker recognition placed in front of booth
- Recognition in the Guide
- Recognition in Meeting App

Bronze Level (1 - 99 Points)

- Advance sales during Annual Meeting
- Listing in the Guide
- Listing in the Meeting App

APA Strategic Branding and Advertising Opportunities

Sponsorship 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 21, 2025, non-exhibiting companies will be permitted to purchase available sponsorships outside of the Exhibit Hall. The price will include a non-exhibiting fee of \$4,000.

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.

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

2024 Meeting Stats

Average Annual Meeting attendance (2018-2024)	10,575
Average Exhibitor Leads	237
Total Leads Collected	30,211
APA Membership	38,900



Branding Opportunities

Contact Ilegrande@psych.org to discuss the following opportunities:

Deadlines and Production Artwork

The deadline for production ready artwork is due Tuesday, March 18, 2025*. Production surcharge fees will apply for artwork submissions and approvals after this date. The following pricing model will be in effect after this date:

April 9 - April 18
Rate increase by 10%

April 19 - May 5
Rate increase by 25%

May 6
Rate increase by 50%
No guarantee of pre-show production.

A graphic proof will be sent five 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 GES 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.

*Refer to contract for details.

Convention Center and Host Hotel Branding Opportunities

CONVENTION CENTER AND HOTEL SPONSORSHIP PORTAL

A variety of branding opportunities are available at the Los Angeles Convention Center and at our host hotel, JW Marriott Los Angeles L.A. Live.

Offerings include hanging banners, escalator clings, door clings, stair wraps and other outward facing branding opportunities for our attendees to see as they transition between sessions, plenaries and other activities associated with the annual meeting. All great visibility points for your brand recognition.

[Sponsorship Portal](#)

HOTEL SHUTTLE WRAPS

Amplify your brand and message exposure with high-impact hotel shuttle bus advertising. Reach prospects as they enter and exit the convention center, and ride shuttles to and from hotels. This opportunity is ideal for announcing new products and services, expanding brand awareness, and driving prospects to your exhibit floor booth. Prices per bus.



Wrap options:

Full Ribbon Banner:	\$5,700
Full Side Wrap (includes exterior windows and lower half):	\$28,500
Lower Half Wrap:	\$18,000
Seat Headrest Covers:	\$2,250

HOTEL KEY CARDS OR "DO NOT DISTURB" DOOR HANGERS \$17,000 PER HOTEL (2 available)

During the lifespan of an event, an attendee will actively look at their keycard 8 - 12 times/day. This represents repeat impressions to your targeted demographic. Put your brand and message in the hands of attendees on a key card or door hanger. Sponsoring company will be acknowledged in the Guide. The supporter will incur all costs for production, shipping and distribution.

Branding Opportunities (continued)

Contact Ilegrande@psych.org to discuss the following opportunities:

WI-FI WITH SPLASHPAGE: \$35,000 each (Exclusive at Convention Center or Headquarter Hotel)

Sponsor complimentary WI-FI at The Stage and in the LACC lobby or at the host hotel where allied and component meetings take place. Your company's URL and logo will appear on the splash page plus acknowledgment in the Program Guide, Meeting App and with on sight signage.

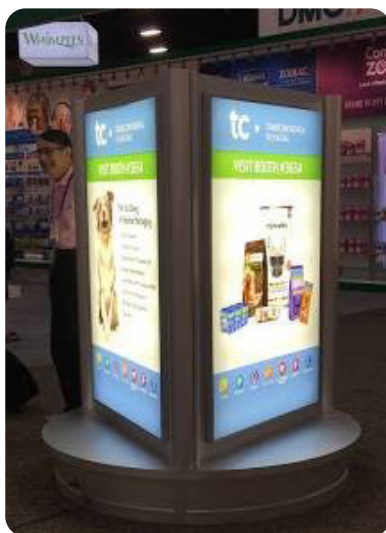
VIRTUAL REGISTRATION BAG \$1,100 exhibitors/\$1,700 non-exhibitors

The Virtual Registration Bag allows companies to submit PDF materials for upload online to attendees prior to the meeting. This information is also included with confirmations of preregistered attendees and on the APA website. Due date: March 22, 2025.

ADVERTISING DISPLAY LIGHT BOXES

Illuminate your branding with lighted advertising towers placed throughout the Exhibit Hall. Graphics will be printed in color from exhibitor-supplied artwork.

Lighted, Three-Sided Rotation Display: \$42,000



Single, Static Advertising Display Panels: \$25,000 each

AISLE BANNER DANGLER \$28,000 (Exclusive)

Branding that can't be missed! Add your company name, logo or booth number. This is a sole sponsorship and the company will provide artwork. Design is subject to change. Add your company name, logo or booth number. This is a sole sponsorship and the company will provide artwork. *Design is subject to change.*



PARK BENCHES \$28,000 (Exclusive)

For a busy show, park benches are the perfect sponsorship to allow attendees to stop and take a break. Benches will be placed on the two main aisles of the Exhibit Hall.



MID-DAY MINGLES \$10,000 Each (4 Available)

An attendee favorite! Sponsor a Mid-Day Mingle Station from 11:00 am to 1:30 pm during unopposed exhibit hours. Attendees will enjoy hors d'oeuvre, beverages or a tasty snack compliments of your company. Branding and signage on site and acknowledgment in the Program Guide and Meeting App.

LANYARD \$20,000 (EXCLUSIVE)

Place your logo on the APA Annual Meeting lanyard that attendees wear with their required name badge. Valuable opportunity to prominently showcase your company brand, allowing reach to a diverse audience of psychiatric and mental health professionals. Electronic artwork must be submitted by sponsor. APA show management and production vendor will manage production and onsite logistics. Only companies related to psychiatry, mental health and primary care are eligible to sponsor.

**NEW for
2025!**

Branding Opportunities (continued)

Contact llegrande@psych.org to discuss the following opportunities:

PROFESSIONAL HEAD SHOT LOUNGE \$20,000 (Exclusive)

Back by popular demand! Located next to APA Central, attendees will have the opportunity to have their head shot taken by a professional photographer. On site and digital acknowledgment included. Sponsor collateral or give aways are welcomed within the lounge.

5K RUN/WALK (EXCLUSIVE)

Be an "exclusive" sponsor of a 5K run/walk at the Los Angeles Convention Center. Get ready for an invigorating start to your day at our morning workout event. Lace up your shoes and choose between a refreshing walk or an energizing run. This is a great way to engage APA attendees, promote a healthy living (both mentally and physically) campaign your organization advocates for and creates a fun and memorable activity. Based on availability, a 5K run/walk course may be designed on site at the Los Angeles Convention Center (LACC). Potential add-ons would include branded smoothie stations, fruit stands, etc. Sponsor can also provide branded towels and water bottles to attendee participants. Please contact Leslie LeGrande at llegrande@psych.org to discuss custom options and pricing.

NEW for 2025!

NEW SPONSORSHIP IDEA? YOU NAME IT!

We can't think of everything! Do you have a new or different sponsorship you would like to explore? Let us know and we will work with you on creating something new that meets your company's objectives and budget. Contact Leslie LeGrande at llegrande@psych.org.

MIND AND BODY PAVILION (With PICKLEBALL OPTION)

Back by popular demand. Attendees can take a break from their busy schedule to receive a massage, engage in friendly competition playing corn hole, giant Jenga and Connect Four. Paint easels will be available for attendees to create their masterpiece. Newly added: Pickleball. All activities are integrated holistic approaches supporting lifestyle psychiatry. Sponsor recognition in the Program Guide, Meeting App and with onsite signage. Please contact Leslie LeGrande at llegrande@psych.org for pricing.

NEW for 2025!



PASSPORT PROGRAM \$1,000 Enhance Your Booth Traffic with Passport to Prizes

The Passport to Prizes activity gives attendees an extra incentive to stop by your booth. For \$1000 and limited to only 30 exhibitor participants. It is a great way to drive carrier traffic to exhibit booth. Your participation in the Passport to Prizes program will generate tons of opportunities to deliver your message and knowledge to attendees.

NEW for 2025!

Exhibitor Suites

Exhibitor suites are a convenient way to conduct meetings* with prospects and staff within the Exhibit Hall. Access to the suites is from Saturday to Tuesday. Refreshments may be ordered separately through the Convention Center catering.

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

Exhibitor Suite: 10' x 10' - \$5,500

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

Executive Exhibitor Suite: 10' x 20' - \$11,000

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

Silver Exhibitor Suite: 20' x 20' - \$22,000

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

* Meetings cannot be scheduled more than one hour before the Exhibit Hall opens. Names of meeting participants will be requested in advance to permit entrance.

Note: Furniture upgrades, food and beverage, and electricity involve additional costs.

Thought Leadership Opportunities

Contact Ilegrande@psych.org to discuss the following opportunities:

PRODUCT SHOWCASE THEATER SESSIONS \$87,500

Promote your product or message in a focused, 60-minute presentation to psychiatrists and other mental health professionals. Sessions are available from Saturday through Tuesday on a first-come, first served basis. The non-CME session provides standard audiovisual, a boxed meal or snack (optional), lead retrieval, and an advertising panel (artwork provided by exhibiting company). The program will be listed in the "Know Before You Go", on signage, in the Program Guide and Meeting App.



*** Late fees will be incurred for any artwork not submitted by the deadline.**

THE STAGE

Incorporate your branding/message at this multifaceted hub for meet ups and presentations. Branding opportunities include:

- **LED Wall Messaging (\$35,000 each or \$60,000 Exclusive)**
- **Coffee Breaks w/signage - \$20,000**
- **Wi-Fi & Splash Page at The Stage and public areas of the Center- \$35,000**
- **Talking Circles Session Presentations (30 minutes): \$25,000**
(see Talking Circles description for more information)



THERAPEUTIC UPDATES \$55,000 (1-2 Available depending on schedule)

Present a two-hour, informational program in banquet rounds in a lavish ballroom setting. The non-CME Therapeutic Update sponsorship does not include the program costs, which are the responsibility of the sponsoring company, audiovisual, signage, and food and beverages. The program topic, speaker and supporter will be listed in the Know Before You Go, on signage, in the Program Guide and in the Meeting App.

TALKING CIRCLES SESSIONS \$25,000 (Number of Sessions dependent on schedule)

NEW for 2025!

Present non-CME facilitator discussions at The Stage in a 20-30-minute slot geared toward small groups. These circles encompass new products introductions, promotional messages, book signings, etc. Great opportunity to have a meeting of the minds and engaging discussions about the topic driving circle discussion or activity. All requests must include a topic and overview for review and APA Approval by Show Management. The number of "Talking Circles" is dependent on the schedule allowance.

APA CONVOCATION (Price based on design and offering) (Exclusive)

Sponsorship includes acknowledgment in the Program Guide, Meeting App, and on signage located at the entrance to the session. Your logo will also be included in the Convocation booklet. Sponsors will have the option to say a few words of welcome to attendees. All speaking opportunities must be pre approved by APA.

POSTER SESSIONS \$30,000 + (Based on design and offering) (Exclusive)

The poster sessions offer recent, late-breaking findings on various topics through visual, self-explanatory presentations. A lounge area including a coffee station and branded tables will be available within the Poster Pavilion for attendees to grab a cup of coffee while viewing the posters and participating in Q&As with poster presenters. The sponsor will have the opportunity to speak before the Award Ceremony. Acknowledgment on signage and within the Program Guide and Meeting App. Support will be represented on signage and in the Guide.

Reach Conference Attendees (Pre- and Post-Event)

Future APA Meetings

Annual Meeting

2026

San Francisco

2027

New York City, NY

2028

Chicago, IL

2029

San Francisco

“Know Before You Go” Message \$17,000

As attendees prepare for the meeting, they will be updated with important information through a “Know Before You Go” notification along with their registration confirmation. Include your logo/messaging to the information they will utilize throughout the meeting.

eBlast Announcement \$22,000 (limited to 15 companies)

Send a custom e-blast message to targeted APA attendees. Only three (3) messages will be permitted per day three weeks before and after the meeting. The e-blast will generate interest and drive attendees to visit your booth or website. Make selections based on demographics, product categories, specialty/subspecialty, and clinical focus. The APA is not responsible for the number of clicks/openings by attendees.

Pre- and Post-Show Lists (no charge)

The APA will provide one, complimentary, pre- and post-U.S.-based conference attendee mailing list to exhibiting companies free of charge for the purpose of promoting participation in the exhibit. Approval is not granted to advertise receptions, dinners or other meetings and coordinated events by the exhibiting company. APA must approve mail pieces prior to materials being sent to attendees.

The lists are for **ONE-TIME use only** and is not to be reproduced in any form or sold to another user.

Email addresses are not provided.

Contact: apaexhibits@psych.org

Pre-show list available by April 4, 2025
Post-show list available on or before June 6, 2025



AMERICAN
PSYCHIATRIC
ASSOCIATION



Mental Health INNOVATION ZONE

Pioneering Tomorrow's Mental Health Solutions

Back for 2025!

Mental Health Innovation Zone

A premier hub for discovery and advancement, the Mental Health Innovation Zone (MHIZ) is designed for visionary companies and industry leaders to connect with a diverse audience, collaborate with top innovators, and showcase cutting-edge products, ideas, and methodologies. The MHIZ program features dynamic discussions with leading psychiatrists, academics, and industry experts on the latest trends and emerging topics in mental health technology.

Seize this exclusive opportunity to be at the forefront of the conversation and drive the future of mental health innovation.

Sponsorship Opportunities

Below are the tiers available:

Secure your spot now. Space is limited!

Title Sponsor: \$70,000

Elevate your brand to the forefront with our exclusive Title Sponsor package. This premier offering includes:

- Title acknowledgment on all promotional materials, including social media
- Two (2) one-hour stage-time presentations to showcase your innovations
- A branded kiosk to engage directly with attendees
- An onsite interview feature
- Prominent recognition in our printed program guide
- Four (4) MHIZ exhibitor badges for your team

Maximize your visibility & position your brand as a leader in the mental health innovation space.

Geobyte Sponsor: \$30,000

Make a significant impact with our Geobyte package, which includes:

- One (1) hour of stage-time for a powerful presentation
- A branded kiosk for direct interaction with attendees
- Recognition in our printed program guide
- Three (3) MHIZ exhibitor badges

This package is perfect for companies looking to establish a strong presence at the event.



May 17- May 20, 2025
Los Angeles Convention Center
Los Angeles, California

MHIZ Stage Highlights

- Lifestyle psychiatry demonstrations
- Dynamic panel discussions
- MindGames - residents jeopardy style competition
- MindGames Master - experienced psychiatrist competition
- Psychiatry Innovation Lab -shark tank style company competition

Why sponsor MHIZ?

- Become an industry leader
- Connect with key stakeholders
- Engage with innovators
- Directly interact with attendees
- Differentiate your brand
- Highlight your latest technologies
- Stay abreast of emerging trends
- And so much more!



Continued on next page

AMERICAN PSYCHIATRIC ASSOCIATION



Mental Health INNOVATION ZONE

Gigabyte Sponsor: \$15,000

Enhance your brand visibility with the Gigabyte package, offering:

- A 30-minute stage-time presentation to showcase your latest products and ideas
- A branded kiosk for attendee engagement
- Recognition in our printed program guide
- Two (2) MHIZ exhibitor badges

This package is ideal for companies looking to highlight their innovations.

Megabyte Sponsor: \$5,000

Get your message across with our Megabyte package, which includes:

- A 15-minute TED-style talk on stage to captivate your audience
- Recognition in our printed program guide

This package is perfect for companies seeking a concise yet impactful platform.

Byte Sponsor: \$2,000

Gain visibility with the Byte package, offering:

- Recognition in printed program guide, including a company description and logo

This affordable option ensures your brand is part of the MHIZ experience.

Psychiatry Innovation Lab (PIL) Sponsorship

Sponsor the PIL event to present your company's offerings to a vibrant community of tech enthusiasts & industry experts evaluating new business ideas.

PIL Title Sponsor: \$15,000

Elevate your brand to the forefront with our exclusive PIL Title Sponsor package. This premier offering includes:

- Two (2) 15-minute TED-style talk on stage, one during the PIL competition
- Notable mention as a prize contributor
- On stage signage
- Recognition in our printed program guide
- Two (2) MHIZ day passes

PIL Sponsor: \$5,000

Gain visibility with the PIL sponsor package, offering:

- Notable mention as a prize contributor
- On stage signage
- Recognition in our printed program guide

Med Buzz Hub Sponsor: \$65,000

Formally announce new FDA approvals and clearances through a unique and dynamic forum at the Med Buzz Hub. Sponsors will have the opportunity to showcase *new* medications, devices, and utilizations of existing medical products. Through the hub researchers and clinicians will have the opportunity to engage in discussions to learn about recent FDA approvals and clearances.

- Med Buzz Hub acknowledgment on all promotional materials
- Two (2) forty-five minute stage-time presentations to showcase your innovations
- A branded kiosk to engage directly with attendees
- An onsite interview feature
- Prominent recognition in our printed program guide
- Three (3) MHIZ exhibitor badges for your team



Contact

To learn more about how to participate and/or support the Mental Health Innovation Zone, please contact:

Ebony Harris

Director of Online Learning
eharris@psych.org or

Leslie LeGrande

Associate Director of Sponsorships
llegrande@psych.org



APA Advertising Opportunities

Contact PMI to discuss the following opportunities and pricing:

Tim Wolfinger, 212-904-0379, twolfinger@pminy.com

Eamon Wood, 212-904-0363, ewood@pminy.com



APA ANNUAL MEETING GUIDE

The APA Annual Meeting Guide is distributed onsite to attendees at the APA Annual Meeting. The Guide will include welcome letters, general information,

schedule-at-a-glance, session titles, and a list of all exhibitors. Exhibitors who advertise within the Guide will also have their information highlighted in the exhibitors' section.

WELCOME PREVIEW EMAIL SPONSORSHIP

The single-sponsored APA Annual Meeting Welcome Email Sponsorship deploys on Saturday to all meeting attendees. The email receives a 48% unique open rate.

DAILY DIGITAL COVERAGE SPONSORSHIP

The single-sponsored *APA Daily Digital sponsorship* provides on-site coverage of the meeting via multiple APA platforms: *Psychiatric News Alert* (48% Unique Open Rate), *PN Alert* on psychiatryonline.org and the APA Meetings App. These digital advertising opportunities reach attendees, plus APA members and mental health professionals not attending the meeting.

DAILY SESSIONS IN ADVANCE EMAIL SPONSORSHIP

Single-sponsor emails will be sent twice daily during the meeting, reaching all registered attendees (U.S. based) featuring information on top sessions scheduled for the day and important conference news & attendee updates. Two sponsorships are available: an AM edition dropping at approximately 7:00 a.m. each day highlighting the top morning sessions and a PM edition dropping at approximately 11:00 a.m. each day featuring highlighted afternoon sessions. Open rates for this email have run between 40% - 44%.

DIGITAL POST MEETING COVERAGE & HIGHLIGHTS SPONSORSHIP

A single-sponsored, custom email series (three emails in total) featuring the top takeaways from the Annual Meeting. Emails will drop the week immediately following the meeting and continue for two additional weeks, reaching over 30,000 APA members and attendees.

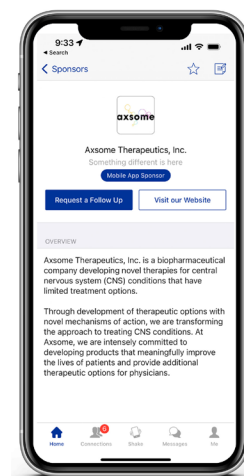
REGISTRATION BAG INSERT

Registration bags are given to all attendees at registration. Place your product information, presentation schedule, or announcement into the hands of APA members and mental health professionals attending the meeting.

NEW for 2025!

MOBILE EVENT APP SPONSORSHIP

The APA Meetings App gives attendees all the information necessary to navigate the event: build their personal schedules of sessions and exhibitor events, receive alerts, in addition to accessing the full schedule of scientific sessions, allied meetings, speaker bios, maps, exhibitor list, daily news, social media feed, and the city guide. Multiple sponsorship opportunities are available. Contact a representative for more information.



Advertising Reservation Form

2025 Annual Meeting Guide

Deadline to Reserve Ad Space: March 17, 2025

Material Due Date: March 24, 2025

The APA Annual Meeting Guide is distributed onsite to attendees at the APA Annual Meeting. The Guide will include welcome letters, general information, schedule-at-a-glance, session titles, and a list of all exhibitors. Exhibitors who advertise within the Guide will also have their information highlighted in the exhibitors' section.

Advertising Sizes and Rates			Preferred Positions	
	Black & White	Four Color	Available in Four Color Only	
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$4,140 net	<input type="checkbox"/> \$5,980 net	<input type="checkbox"/> Cover 2	\$14,250 net
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$2,610 net	<input type="checkbox"/> \$3,900 net	<input type="checkbox"/> Cover 3 and 4	\$23,640 net
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$1,040 net	<input type="checkbox"/> \$2,290 net	<input type="checkbox"/> Cover 4	\$17,820 net
			<input type="checkbox"/> Cover 3	\$11,640 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 3, and Cover 4) are non-cancellable after December 20, 2024.
- Preferred position cancellations will incur a 10% processing fee.
- All advertising orders are subject to APA's [Advertising Standard Terms](#).

Ad Specifications – (See following page)

☐ *Yes!* We would like to reserve space in the official APA 2025 Annual Meeting Guide.

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

Contacts:

Pharmaceutical Products and Services

Pharmaceutical Media, Inc.

Tim Wolfinger

P: 212-904-0379

E: twolfinger@pminy.com

Eamon J. Wood

P: 212-904-0363

E: ewood@pminy.com

Return reservation form to:

Pharmaceutical Media, Inc.

Kathy Clark

P: 212-904-0365

E: kclark@pminy.com

Billing Information

Advertiser: _____

Bill to: ☐ Advertiser ☐ Agency

Billing Address: _____

Name: _____

Email: _____

Phone: _____ Fax: _____

Credit Card Payment Information

Contact Kathy Clark

P: 212-904-0365

E: kclark@pminy.com

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 2025 Annual Meeting Guide 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. Keep elements within the bleed (marks, color bars) at least 1/8" away from live edge.

Print Requirements

We utilize 100% digital computer-to-plate production according to SWOP standards. All 4-color ads must be accompanied by a digital SWOP certified proof. Visit 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 contact:

Kathy Clark

Pharmaceutical Media, Inc.

Production Manager

P: 212-904-0365

E: kclark@pminy.com

Send materials to:

Kathy Clark

Pharmaceutical Media, Inc.

Production Manager

P: 212-904-0365

E: kclark@pminy.com



2025 Annual Meeting Rules and Regulations

By applying to exhibit at the APA Annual Meeting, you agree to these Rules and Regulations. All personnel staffing your exhibit must be familiar, and at all times comply, with the APA Rules and Regulations. **In addition, all Exhibitor personnel will be required to comply with all health and safety or similar protocols established by APA and/or the convention center to be allowed admittance to the facility.**

Eligibility for Exhibiting

The exhibits are an integral part of the APA Annual Meeting. Eligibility to exhibit at the APA Annual Meeting is limited to organizations offering professional products or services related to the field of evidence-based wellness, mental health and/or psychiatry. APA may decline, prohibit, reject, or revoke after approval any application to exhibit at any time and for any reason in its sole discretion without explanation. This includes, but is not limited to that APA may prohibit any part of an exhibit for any reason. APA reserves the right to assign exhibit booths and exhibit space, irrespective of priority points earned. **Active selling or product distribution is not permitted by exhibitors, with the exception of books and publications. All exhibitors must complete any forms and comply with any requirements that may be imposed by State or local authorities relating to the Annual Meeting.**

Control

APA shall at all times maintain full control over the planning, content, quality, implementation, and all other aspects of the Annual Meeting. Other than the limited, revocable license to utilize the assigned exhibit space, which must be used in accordance with these Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the Annual Meeting. Neither the acceptance of an application nor the existence of an exhibit at the Annual Meeting shall imply an endorsement by APA of the exhibitor or its products or services. APA shall not be liable to any person in any way for the acts or omissions of any exhibitor. Exhibitors are required to comply at all times with all applicable policies and requirements established by the Convention Center.

Space Reservations, Charges and Assignments

Contract for Space

The completion of the online reservation for exhibit space and the full payment of rental charges is required to reserve the exhibit space. By submitting your booth space reservation, you are confirming that you have read and agree to these Annual Meeting Rules and Regulations.

Booth Sales

	Advance Sales - March 6, 2025	Rate as of March 7, 2025
10 x 10 Inline	\$3,800	\$4,000
10 x 10 Corner	\$3,900	\$4,100
10 x 20 Inline	\$7,600	\$7,800
Corner Fee	\$100	\$100

No end cap booths allowed on the exhibit floor.

Booth includes a standard identification sign, 8' high back drape and 3' high side dividers.

Booth cost **does not** include booth carpet* (required), furnishings (tables/chairs), electricity, Wi-Fi, audiovisual equipment, floral, catering or labor.

- Displays over 4' in height and within 10 lineal feet of an adjoining booth or cross-aisle must be confined to the back half of the booth
- Corner booths cannot exceed 8' in height. **Hanging signs are limited to island booths only.**

***APA reserves the right to "force carpet," at exhibitor's expense, in any exhibit space without flooring.**

Island Booth (20' x 20', 400 sq. ft. minimum): \$45.00 per square foot

- Booth renderings/schematics are required and must be approved by Exhibit Manager no later than **March 28, 2025**.
- Booth structures and hanging signs are limited to 20' in height from floor to top of sign.

Table-Top Displays (6' table; minimal display): \$2,000

Companies that are start-up companies (as defined by APA) and are exhibiting for the first time at APA may be given the option to purchase a table-top exhibit within a specified area of the floorplan as determined by APA in its discretion. These companies will be allowed to exhibit in this area for the first year only.

Payment Information

A 50% deposit is required upon reserving a booth. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the American Psychiatric Association. **Check payments must be received by APA within 10 business days of exhibit space reservation.** Full payment of all charges is due on or before February 21, 2025.

Cancellations/Booth Reduction

No refunds will be issued for cancellations received after February 21, 2025.

There is a 10% processing fee assessed for any cancellations or reductions to booth size; for cancellations refunds will be provided as follows:

Until January 3, 2025 Full refund, less 10% (of full booth cost) processing fee

January 3 - February 21 50% of total booth cost refunded

After February 21 No refunds

Exhibitors are responsible for unpaid booth fees if cancellations, reductions or changes occur prior to receipt of payment.

There is no cut-off date to booth sales if space is available.

2025 Annual Meeting Rules and Regulations (continued)

Space Assignment

Exhibit space may be assigned based on priority points. Upon completion of priority point placement, space will become available on a first-come, first served basis.

Booth Activity Information

General Booth Conduct

The exhibitor must confine all activities to their assigned booth. Exhibitor representatives must conduct themselves professionally. Solicitation of attendees in the aisle or other spaces is prohibited. The exhibit must be staffed during all open hours. Packing of equipment and materials cannot begin before 1:30 p.m., May 20, 2025.

Promotional Contests and Raffles

Exhibitors are solely responsible for any promotional contests, giveaways, drawings, raffles and/or other incentive conducted by the exhibitor and shall indemnify, defend, and hold harmless APA from any liability therefor. Public address announcements of winners on the exhibit floor are not permitted.

Distribution of Refreshments & Catering

To promote attendee participation, APA permits the offering of in-booth refreshments. Lines may not block aisles or other booths, and control of lines is the responsibility of the distributing exhibitor company. Refreshments must be provided in compliance with any requirements, including exclusive provider requirements, of the Convention Center.

Distribution of Literature, Products, Booth Premiums and Promotional Activities

Distribution of product/service literature may be made only within the booth space assigned to the exhibitor presenting such material. Exhibitors are permitted to distribute descriptive product literature and products of their own manufacture, provided such distribution is in keeping with the educational and professional character of the Annual Meeting. No educational enduring materials that award CME credit may be distributed onsite (whether free or for sale).

Sunshine Act Reporting, Badge Scanning, and Mailing List

If an exhibitor will provide anything of value (including a meal) that is reportable as a physician payment under any applicable federal or state law, the exhibitor must prominently display signage within the exhibit space informing attendees that it will report the value transfer and provide them an opportunity to decline receipt of the transfer of value.

The exhibitor is solely responsible to inform attendees about its uses of personal information and to obtain any necessary rights, permission or consents that may be required by applicable laws and regulations from the attendee at the time the exhibitor scans the badge. The exhibitor indemnifies, defends, and holds harmless APA against any liability connected to its scanning of a badge or alleged use of attendee personal data.

Any mailing list provided to exhibitor by APA may be used one time only and must be destroyed immediately after the one-time use. The mailing list, in part or whole, may not be stored, reproduced, sold or distributed to anyone else by the exhibitor. Any violation of this provision may be prosecuted to the fullest extent permitted by law.

In-Booth Events

The use of opinion leaders or company employees for live activities to promote exhibitor products is permitted only within the assigned exhibitor booth space. Material presented in the Exhibit Hall must be promotional in nature and may not compete with the APA scientific program. No CME credit may be awarded for any activity in the Exhibit Hall.

Audience seating for live presenters and speakers with podiums and microphones is not permitted in booths.

Audiovisual Equipment

Audiovisual equipment is limited in operation to demonstrations only and shall not be used for showings designed to attract or amuse attendees. Showing of films in continuity may be done only in areas designed to protect other exhibitors from interference and annoyance and the exhibiting company is solely responsible for obtaining all required licenses for any such display. The use of glaring lights or objectionable light effects is prohibited. Sound speakers, podiums and/or microphones are not permitted. APA, itself or through a vendor, reserves the right to monitor and determine acceptable sound levels.

Book Giveaways and Signings

Book giveaways and signings are permitted within booths in the Exhibit Hall, provided that the book or literature being signed is related to the practice of psychiatry, that the actual cost of the book does not exceed \$75, and that the planned signing is identified to and acknowledged by APA in advance. All lines must be confined to the booth area, not blocking any aisles.

Market Research

Market research may only be conducted by firms directly hired by an Annual Meeting exhibitor. With its application for space, the exhibiting research company must submit a letter of authorization from the sponsoring company and a list of anything proposed for distribution. Market research booths must remain open and staffed throughout the Annual Meeting even if surveys are completed prior to 1:30 p.m., Tuesday, May 20, 2025. Interviews lasting longer than five minutes are not permitted on the exhibit floor and all interviews must be conducted within the confines of the booth space. Soliciting attendees in the aisles is strictly prohibited. Violations assessed against exhibiting market research companies may also be applied to the sponsoring company.

Photography and Videotaping Policy

Videotaping and photographing by exhibitors within the Exhibit Hall is restricted to individual booth space and/or Product Showcases and Huddle presentations. Attendees may at any time deny permission to be photographed or

2025 Annual Meeting Rules and Regulations (continued)

videotaped by the exhibiting company. Public relations camera crews working in the exhibit area must obtain credentials in the APA Newsroom prior to videotaping any event and be listed among the company's allotted badges for entry into the Exhibit Hall. APA, including through a vendor, may take photographs and/or videos of the Annual Meeting, including within the exhibit hall. Any photos or videography taken by APA, including of exhibitors and attendees, may be used for marketing, including on websites and social media, and for other purposes as determined by the APA.

Exhibitor Training Sessions

Training sessions are permitted only during published set-up hours. Everyone attending training sessions must wear an exhibitor badge. All training activity must take place in the booth. Roaming throughout the Exhibit Hall is not permitted. APA must be notified in advance of training sessions and be provided the specific dates and times.

Admittance to the Exhibit Hall

Admittance to the Exhibit Hall is limited to those adult individuals employed by the exhibiting company or those directly responsible for installation and dismantling. Under no circumstance will other individuals be allowed in the exhibit area until the official opening of exhibits at 11:45 a.m., Saturday, May 17, 2025.

Exhibitor Registration/Badge Allotments

Each exhibitor is allotted six (6) complimentary exhibitor registrations per 100 square feet of booth space. Each request above the allotment amount will incur a charge of \$50 per badge.

Exhibitor Exhibit Hall badges are for admittance to the Exhibit Hall and shuttle buses only. If company personnel will be attending scientific sessions, they must register for an Exhibitor Mental Health Professional or Full Exhibitor Registration badge and pay the appropriate registration fees. Exhibitors without proper registration will be asked to leave sessions.

A badge reprint fee will be applied upon reprint request.

Changes and Substitutions

Changes and cancellations for badge requests can be completed through the online exhibitor registration portal through Friday, May 16, 2025, free of charge. All changes, substitutions and reprints done onsite will incur a \$50 badge processing fee.

Installation

As a condition of your contract, your exhibit must be open on time and be staffed throughout the entire meeting until the final closing at 1:30 p.m., Tuesday, May 20, 2025. All installation of exhibits and crate removal must be complete before opening date (see below) to allow for final cleaning before opening of the hall.

WEDNESDAY, MAY 14

Pre-approved Installations 1:00 p.m. – 5:00 p.m.

THURSDAY, MAY 15

Installation 8:00 a.m. – 5:00 p.m.

FRIDAY, MAY 16

Installation for all Exhibits 8:00 a.m. – 5:00 p.m.

SATURDAY, MAY 17

Installation of Exhibits 8:00 a.m. – 10:00 a.m.

Installation Completed/
Deadline for Installations 10:00 a.m.

ALL EXHIBITS OPEN 11:45 a.m. – 4:00 p.m.

Set-up will not be permitted on Saturday, May 17 after 10:00 a.m.

All crates must be removed from the hall by 5:00p.m. on Friday, May 16. Installation of exhibits must be complete by 10:00 a.m. on Saturday, May 17 for final cleaning. If necessary, the APA will direct its service contractor to complete installation for an exhibit not set by the published time and the exhibitor will be billed and responsible for all costs incurred therefor, including the cost of labor, which includes forcing carpet and/or removing items.

Dismantling

The official Exhibit Hall closing time is 1:30 p.m., Tuesday, May 20, 2025, for all exhibits. Any exhibitor who packs materials or dismantles an exhibit prior to 1:30 p.m., Tuesday, May 20, 2025, may be subject to penalty, including forfeiture of all accrued priority points and suspension of exhibit eligibility for at least one (1) year. A second violation in this category may result in the company not being eligible to exhibit at future APA meetings.

Contractual Considerations

Anti-Discrimination Policy

Exhibitors conducting recruitment efforts represent and warrant that they do not discriminate on the basis of age, race, color, national origin, religion, sex, gender identity, sexual orientation, pregnancy, veteran status, marital status, disability, genetic information, or any other characteristic protected by law. Submission of an application for exhibit space evidences that the exhibitor agrees to this policy.

Compliance

Exhibitors must comply with all applicable federal and local laws and regulations and all applicable terms and conditions for their interactions at the Annual Meeting. The exhibitor shall not engage in any display, publication, performance, or other activity which conflicts with any applicable federal, state or local law, regulation, rule or ordinance. Nor shall the exhibitor, or its representatives or employees, engage in any potentially lewd or offensive display, publication or performance. Exhibitors will not display or bring into the exhibit any animal, bird or other non-human creature without express prior written permission of APA. Exhibitor shall indemnify, defend,

2025 Annual Meeting Rules and Regulations (continued)

and hold harmless APA from any liability for its alleged failure to comply with any applicable law, rule or regulation.

Food and Drug Administration

Exhibitors offering any products or devices regulated by the Food and Drug Administration (FDA) must comply with all applicable FDA regulations and guidelines, including FDA restrictions on the promotion of investigational drugs, approved drugs, and approved drugs for unapproved uses.

Accessibility

Exhibits must be fully accessible to individuals with disabilities, including as may be required under the Americans with Disabilities Act. Exhibitor is solely responsible for ensuring that its exhibit and any related materials are fully accessible to individuals with disabilities. Exhibitor shall indemnify, defend, and hold harmless APA from any claim that its exhibit or any aspect thereof is not fully accessible to individuals with disabilities.

Fire Safety Regulations

Exhibitors must comply with all applicable fire regulations and requirements. Booth decorations must be flameproof, and all hangings must clear the floor. Electrical wiring must conform with all applicable requirements and to the National Electrical Code Safety Rules. If inspection indicates that an exhibitor has not complied with these requirements, APA may cancel all or such part of the exhibit as may be in violation without refunding any fees paid or due.

Forfeiture

If an exhibitor does not follow these Annual Meeting Rules and Regulations or any other requirements established by APA, the exhibitor may be removed and shall forfeit all amounts paid or due, regardless of whether the exhibit space is subsequently leased to another entity. Exhibitors found by APA to be in violation of any of the Rules and Regulations will, at APA's discretion, have their badges confiscated and will be escorted from the Exhibit Hall.

Force Majeure

The performance of APA hereunder is subject to acts of God, pandemic, disease or epidemic, fear of personal safety by attendees, curtailment or interruption of transportation facilities, war, threats or acts of terrorism, government regulation, disaster, earthquake, hurricane, fire, strike or work stoppage, nuclear hazard, civil disorder, travel advisory, transmission failure, or other similar cause beyond the control of the parties that make it inadvisable, commercially impracticable, illegal, or impossible to hold the Annual Meeting in whole or in part, or to provide access to the facility in which, or platform via which, the meeting is to be held. In response to an event of force majeure, APA may, in its discretion, choose to change the form or format of the Annual Meeting, or to cancel the event.

Injury, Loss or Damage

APA does not provide liability or property damage insurance for any exhibitor's property. APA is not responsible for any injury, loss or damage that may occur to the exhibitor's representatives or property from any cause whatsoever. APA is not liable for any injury, loss, or damage which may be sustained by any person who may be on the premises leased or rented to the exhibitor, or watching, observing, or participating in any demonstration in the exhibitor's exhibit.

Exhibitor shall fully indemnify, defend, and hold harmless APA and the Convention Center, and all directors, members, officers, agents, employees, affiliates, and subsidiaries of each from any and all liabilities, actions, claims, losses, costs, fees, expenses or damages, including punitive damages and attorney fees, on account of any personal injury, death, damage to or loss of property or profits, or any other cause, which may, in whole or in part, arise out of or relate in any way to any act, omission, negligence, fault, or violation of law of exhibitor or its employees, agents, subcontractors, or invitees.

Insurance

The exhibitor shall, at its sole cost and expense, procure and maintain throughout the Annual Meeting comprehensive general liability insurance of not less than \$1,000,000 occurrence/\$5,000,000 aggregate, worker's compensation; comprehensive motor vehicle liability of not less than \$1,000,000 per occurrence; umbrella or excess liability coverage with a limit of \$4,000,000 per occurrence; and occupational disease insurance coverage in full compliance with all federal and state laws covering all the exhibitor's activities and employees engaged in the performance of any work for the exhibitor. The exhibitor shall name as additional insureds on such policies each of the persons named below and shall provide to APA a certificate of insurance evidencing such coverage.

Additional insureds must include:

American Psychiatric Association; Global Experience Specialists (GES); AEG Management LACC, LLC; and City of Los Angeles; and all directors, partners, members, shareholders, officers, agents, employees, agents, representatives, affiliates, successors and assigns, and subsidiaries of each of the above.

Failure to provide proof of insurance could lead to the following:

1. You will not be permitted to exhibit at the Annual Meeting. Your shipment whether sent to the advance warehouse or directly to the show site, will be held and not be delivered to your booth,
2. All exhibitor badges will be held and cannot be picked up, and
3. You will not be able to take part in the advance sales process for the upcoming Annual Meeting.

2025 Annual Meeting Rules and Regulations (continued)

Reassignments

Exhibit space not occupied at the opening of the exhibition may be reassigned by APA to another exhibitor without refund of any fees paid or due.

Repair or Damages

Nothing may be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceiling, furniture or other property of the Convention Center. Exhibitor will be solely responsible for any cost of repairing damage inflicted by the exhibitor, its employees, representatives or agents to the Convention Center.

Smoking Policy

Smoking is prohibited in the Convention Center including the Exhibit Hall.

Eviction and Restrictions

APA reserves the right to terminate an exhibitor's participation for any reason without explanation. APA is not liable for any refunds of any exhibit expenses in the event of termination.

Unofficial Activities

The APA restricts certain time periods during the meeting so that unofficial activities do not compete with official events, such as business meetings, peak educational programming times, the Opening Session, Convocation and Foundation events. In accordance with APA policy, unofficial activities may NOT be held during the restricted times listed below. If space in APA venues is requested, it must be accompanied by a full description of the activity.

Saturday, May 17	8:00 a.m. – 7:00 p.m.
Sunday, May 18	8:00 a.m. – 7:00 p.m.
Monday, May 19	8:00 a.m. – 7:00 p.m.
Tuesday, May 20	8:00 a.m. – 5:30 p.m.
Wednesday, May 21	8:00 a.m. – 5:30 p.m.

Allied Meetings

APA encourages affiliate organizations to host allied meetings and/or special events in conjunction with the meeting when they will not conflict with APA's restricted hours. For more information, visit: <https://www.psychiatry.org/psychiatrists/meetings/annual-meeting/allied-groups>. Details will be provided at a later date.

City-Wide Promotional Graphics and Signage

Any city-wide promotional graphics or signage which refer to the APA or the Annual Meeting displayed on billboards, buildings, pole banners, public uses or any other structures within the city, must be approved in advance in writing by APA. APA does not permit its logo to be used on any such advertising. Approved graphics may reference "APA" or "American Psychiatric Association" only. Exhibitors will be provided with contact to whom to submit graphics to be reviewed and approved upon request.

Interpretation and Amendments

APA shall have full power to interpret or amend these Annual Meeting Rules and Regulations, and its decision shall be final. Exhibitors shall abide by any additional requirements relating to the 2025 Annual Meeting that may hereafter be adopted by APA.