

ADVERTISING & EXHIBITOR PROSPECTUS

APsA 2024 NATIONAL MEETING

February 6 – 11, 2024
New York Hilton Midtown Hotel





Why you should advertise or exhibit...

APsA's National Meeting provides your company an opportunity to connect, learn and engage with psychoanalysts, psychotherapists, mental health clinicians, educators, scientists, researchers, scholars, and students. The community of the exhibit hall provides attendee's opportunities for scholarly advancement, personal connection and professional development. Join this community and put your brand face to face with these highly educated and engaged decision makers from around the world. Exhibiting, advertising and sponsoring with APsA is the perfect way for you to reach this targeted audience of mental health professionals.

Contact:
Michael Gray
Meetings Associate
meetadmin@apsa.org

EXHIBIT

\$1000/Table

\$700/Each Additional Table

Benefits include:

- Centrally located exhibit space open throughout the meeting, attracting a near constant stream of foot traffic.
- Recognition in the final program.
- 10% discount on advertising in the final program.



- Exhibitors are provided with one 6-foot cloth-covered table, two chairs, a waste paper basket and one easel.
- Added services can be provided by the hotel for an additional fee, paid directly to the hotel.
- Exhibitors receive Exhibit-Only badges for staff. Persons who wish to attend National Meeting sessions and events must register for the meeting separately.

Exhibit space is limited and will be assigned space on a first come, first served basis.

**For questions, please email Michael Gray:
meetadmin@apsa.org**

EXHIBIT

EXHIBITOR IMPORTANT DATES*

Delivery of Labeled Boxes to the New York Hilton Midtown Hotel

Monday, February 5th, 2024

Installation

Wednesday, February 7th at 8:00 a.m.

Exhibit table decorations, banners, seating, etc. are not to exceed assigned table space.

Exhibit Hours

Exhibits must be staffed at all times during exhibit hours.

Wednesday, February 7th 11:00 a.m. – 5:00 p.m.

Thursday, February 8th 8:00 a.m. – 5:00 p.m.

Friday, February 9th 11:00 a.m. – 5:30 p.m.

Saturday, February 10th 8:30 a.m. – 5:00 p.m.

Dismantling

All exhibits must be dismantled and removed from the hotel by 7:00 p.m. on Saturday, February 10th, 2024

Cancellation Policy

Exhibitors wishing to cancel must notify APsA in writing. Credit for the amount paid will be applied to a future meeting.

*Detailed instructions and procedures will be provided to Exhibitors approximately 6 weeks before the meeting.

Exhibitor Events & Unofficial Activities Policy

Educational activities that appear to compete with APsA's scientific program are not permitted.

This includes the presentation of research data and the promotion of off-site events occurring during the 2024 National Meeting.

Past Exhibitors

American Addiction Centers	The American Journal of Psychoanalysis
American Board of Psychoanalysis	Pasadena Villa
American Psychiatric Publishing	Polity Books
Art For Eternity Gallery	Psychoanalytic Electronic Publishing
Association Book Exhibit	Routledge
Austen Riggs Center	Routledge Journals
Bloomsbury Academic	Rowman & Littlefield
Bridges To Recovery	SAGE Publishing
Cirque Lodge, Inc.	Seabrook House
CooperRiis Healing Community	The Sigourney Award Trust
Ellenhorn	Silver Hill Hospital
Frenkel & Company	Steinberg Global Asset Management, Ltd
InternationalPsychoanalysis.net	The Menninger Clinic
Karnac	The Retreat at Sheppard Pratt
Muse	The Unconscious in Translation
Newport Psychoanalytic Institute	TherapyNotes, LLC
Nova Innovations	Tunnel X, Inc.
ORI Academic Press	W. W. Norton & Company, Inc
Other Press	Wiley
Oxford University Press	Yellowbrick

ADVERTISING

Not Exhibiting at the Meeting? Consider Advertising, Shared Flyer Table, Book Signing and Other Sponsorship Opportunities

Shared Flyer Table*

Non-Exhibitors can place flyers for their organization at the Shared Flyer Table, which will be located in a high traffic of the Exhibit Hall sure to be seen by more than 1,000+ mental health professionals.

Exhibitors are required to send a copy of their flyer to Michael Gray prior to the meeting for approval.

Exhibitors are required to supply their flyers (we suggest a minimum of 100). Unfortunately we are unable to return any unused flyers.



*Special pricing available for Advertisers, see page 9

**Deadline for receiving approved flyers at the APsA National Office is
Monday, January 22, 2024**

Book Signing

Authors who wish to hold a book signing will have the opportunity to reserve space at our book signing table. The table located in the center of the Exhibit Hall, will be reserved on a first-come, first-serve basis. While a schedule of all signings will be posted in the exhibit area. Book signings and meet the author events may be hosted by the book's publisher.

Sponsorship Opportunities

Other sponsoring opportunities such as lanyard advertising, stationery, pens, or sponsoring one of our daily coffee set-ups, are also available. For pricing and further information contact Michael Gray at meetadmin@apsa.org

ADVERTISING

REACH OUT YEAR ROUND

Stay in touch with our members by advertising in the **Journal of the American Psychoanalytic Association (JAPA)** and **The American Psychoanalyst (TAP)**



JOURNAL OF THE AMERICAN PSYCHOANALYTIC

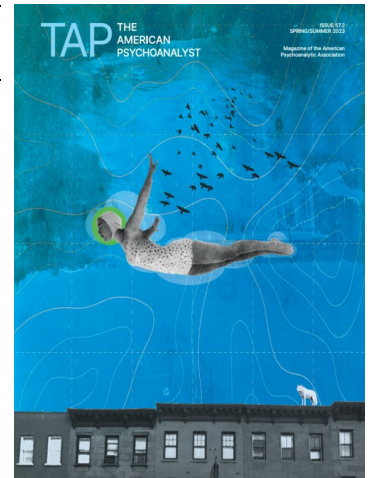
Journal of the American Psychoanalytic Association (JAPA), published bi-monthly. JAPA explores the critical topics in psychoanalysis today including clinical issues and innovations, new methodologies, education and professional development issues, interdisciplinary studies, and emerging theories and techniques.

THE AMERICAN PSYCHOANALYST

The American Psychoanalyst (TAP), the quarterly magazine of the Association.

TAP reports on news of the organization, events, meetings, reports from committees, elections, announcements and appointments. Political issues and controversies, innovations and initiatives are covered extensively. To this end, there are regular columns from the president, technology notes, and interviews with key members of the organization.

The second mandate of TAP is coverage of issues concerning American psychoanalysis as a practice and technique. Societal and government issues that concern psychoanalysis are featured as well as reports from developments in international psychoanalysis. Each edition also includes an in-depth section on a topic of special interest as well as regular columns on politics and public policy, and on psychoanalytic science.



For rates and more information contact Meetadmin@apasa.org

ADVERTISING

2024 NATIONAL MEETING PROGRAM ADVERTISING GUIDELINES

Deadline for print ready ads in the Final Program is Friday, November 17, 2023

Ad Guidelines:

- JPEG or PDF files only
- No embedded GB files
- If Pantone Colors are used, artwork must be setup as CMYK not the actual pantone color #
- DPI must be a minimum of 300
- For PDF's add bleeds and save as high res with cropmarks
(see actual ad dimensions below)

Ad Dimensions:

- $\frac{1}{4}$ page 4.25" W x 5.25" H
(actual ad dimensions: 3.58" W x 4.75" H)
- $\frac{1}{2}$ page 8.5" W x 5.375" H
(actual ad dimensions: 7.5" W x 4.75" H)
- Full page 8.5" W x 11" H
(actual ad dimensions: 7.5" W x 10" H)



APsA 2024 National Meeting

Pricing & Payment

Exhibiting

Table \$1,000

Additional Tables \$700/per

Flyers

\$75 per flyer (discounted rate for Advertisers see Promotion Package below)

Print Advertising/ Promotion Package Pricing

	Advertising		Promotion Package
	Standard	Exhibitor* *10% discount	Advertisement + 3 Flyers
1/4 Page Ad	\$375	\$340	\$410
1/2 Page Ad	\$650	\$585	\$680
Full Page Ad	\$975	\$880	\$1000
Two-page Spread	\$1850	\$1670	\$1870

Payment Information

To Pay by Credit Card Use the Following Link:

[APsA 2024 National Meeting Advertising & Exhibitor Order Form](#)

- On the payment site, complete the necessary Name/Company/Contact information.
- Under **Select Event**, choose: 2024 National Meeting
- Under **Exhibiting Table**, Select the number of tables
- Under **Exhibiting Table with Program Advertisement**, Select Ad Size
- Under **Advertising in Program Only**, Select ad size
- Under **Promotion Package for Advertisers with Flyers for Shared Flyer Table**, Select ad size (price includes 3 flyers for Shared Flyer Table)
- Click the **Submit** button at the bottom of the page to be re-directed to the Payment Portal page to input your payment information.

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