

The background of the poster is a stylized illustration of a San Francisco street scene. In the center, a red and white cable car is moving away from the viewer. The cable car has a sign on its front that reads "2026 PALACE HOTEL". The street is lined with colorful buildings on both sides, and there are trees and street lamps. In the background, the Golden Gate Bridge is visible, spanning the water. The sky is a mix of light blue and green. The overall style is modern and artistic, with a color palette dominated by reds, oranges, yellows, and greens.

APsA 2026 NATIONAL MEETING

JAN 27 – FEB 1, 2026 • In-Person
Palace Hotel, San Francisco

SPONSOR • EXHIBITOR • ADVERTISER PROSPECTUS

Partner with APsA

The American Psychoanalytic Association (APsA) invites you to join us for the **2026 National Meeting** at the historic Palace Hotel in San Francisco, CA. This prestigious annual gathering brings together nearly 1,000 leading psychoanalysts, mental health professionals, researchers, educators, and students from around the world for six days of dynamic dialogue, learning, and collaboration.

By sponsoring, exhibiting or advertising at the APsA 2026 National Meeting, your organization will connect directly with an influential audience that values depth, insight, and intellectual engagement. Your support helps advance the mission of psychoanalysis—enhancing understanding of the human mind and fostering mental health across society—while placing your brand at the center of a world-class event.

The APsA National Meeting offers a unique platform to connect, engage, and learn from a distinguished audience. As a sponsor, exhibitor or advertiser, you will have the unparalleled opportunity to showcase your products and services to a highly engaged audience passionate about psychoanalysis and mental health.



Benefits of Partnering with APsA

1. Connect with an Influential Audience

Reach nearly 1,000 psychoanalysts, psychotherapists, educators, researchers, and students from across the United States and around the world. Attendees are decision-makers, referral sources, and thought leaders within their institutions and practices.

2. Strengthen Brand Credibility

Align your organization with the oldest and most respected psychoanalytic association in North America. Sponsorship with APsA positions your company as a trusted supporter of intellectual advancement, education, and mental health advocacy.

3. Maximize Visibility Across Multiple Channels

Your brand will be featured in high-traffic spaces—both physical and digital—including signage, session slides, program book, and promotional emails reaching thousands of professionals before, during, and after the meeting.

4. Engage Through Meaningful Experiences

From receptions to wellness sessions, coffee breaks to concerts, APsA offers interactive and memorable sponsorship touch points that build personal connections with attendees.

5. Extend Your Reach Beyond the Event

Sponsorship visibility continues long after the meeting week through post-event communications, recordings, and digital archives viewed by the broader APsA membership.

6. Support a Mission that Matters

By sponsoring APsA, you help advance psychoanalytic education, research, and clinical excellence—furthering understanding of human behavior and supporting mental health worldwide.

Sponsorship Opportunities Available

Take advantage of a wide range of sponsorship packages!

SPONSOR LEVELS	COST
Platinum Sponsor	\$20,000
Gold Sponsor	\$10,000
Silver Sponsor	\$5,000
Bronze Sponsor	\$3,000
Audio-Visual (A/V) Sponsor	\$3,000
Program Book Sponsor	\$2,500
Digital Marketing Sponsor	\$2,000
Wellness Sponsor	\$1,500
Friends of APsA	\$500
Exclusive Signature Sponsorship	Varied

Sponsorship Packages

Platinum Level Sponsor – \$20,000 (2 available)

The pinnacle of conference visibility.

Platinum Sponsors receive premium branding across all event touch points, including general sessions, signage, digital platforms, and promotional materials. As a Platinum Sponsor, you receive a complimentary exhibitor table, and your logo and message will appear on the inside covers of the Program Book. This elite level positions your organization as a thought leader in advancing psychoanalysis and allows direct engagement with APsA's most distinguished audience.

This sponsorship package includes:

- **APsA President's Reception**

Celebrate excellence and leadership. The President's Reception is one of the meeting's most anticipated events, where APsA leadership, speakers, and distinguished guests gather to honor contributions to the field. As the presenting sponsor, your brand will be showcased prominently throughout the reception, reflecting your support for the highest standards of psychoanalytic thought and community.

- **Tote Bag**

Put your brand in every attendee's hands. Each participant receives a beautifully designed conference tote featuring your logo alongside the APsA 2026 branding. This practical and stylish keepsake ensures long-lasting visibility well beyond the meeting week.

- **Lanyard**

Keep your brand close. Every attendee will wear a name badge on a lanyard featuring your company's logo. As participants network, attend sessions, and explore exhibits, your brand will be front and center in every interaction.

- **Badge**

Make a first impression that lasts. Your company's logo will appear on all attendee name badges, visible throughout the event on every participant. This simple yet powerful branding opportunity ensures ongoing exposure.

- **Art of Listening Concert**

Celebrate the creative spirit of psychoanalysis. The Art of Listening Concert brings together the worlds of art and mind through live performance. As sponsor, your company will be recognized in event signage and programs, aligning your brand with the beauty of listening, reflection, and expression.

Sponsorship Packages

Gold Level Sponsor – \$10,000

Stand out as a trusted supporter.

Gold Sponsors enjoy prominent logo placement, conference-wide recognition, and opportunities for high-impact engagement. As a Gold Sponsor, you receive a complimentary exhibitor table, and your logo and message will appear on the inside covers of the Program Book. This level ensures your brand is visible, respected, and remembered throughout the attendee experience.

This sponsorship package includes:

- **First Timers' Reception**

Welcome new voices to the APsA community. This lively cocktail reception introduces first-time attendees to APsA staff, leadership, and peers in an inviting setting designed to foster connection. Your sponsorship demonstrates commitment to welcoming and mentoring the next generation of psychoanalytic professionals.

- **Photography & Art Exhibit Sponsor**

Support the visual storytelling of psychoanalysis. The Photography & Art Exhibit celebrates creativity and interpretation, connecting inner experience with artistic expression. Your brand will be featured on exhibit signage and in printed and digital acknowledgments.

- **Daily Coffee Break Sponsor (1 per day)**

Keep the conversation flowing. As attendees recharge with coffee and refreshments, your logo will appear on signage, napkins, and the event program book—ensuring that your brand fuels both energy and engagement throughout the meeting.



Sponsorship Packages

Silver Level Sponsor – \$5,000

Elevate your presence.

Silver Sponsors receive strong visibility across conference materials and signage, underscoring your organization's ongoing commitment to professional excellence in psychoanalysis.

This sponsorship package includes:

- **Research Coffee Break Sponsor**

Inspire innovation over coffee. Held during the Research Forum, this break gives attendees a chance to exchange new ideas and findings. Your brand will be featured on signage and announcements, associating your organization with the advancement of psychoanalytic science.

- **Dinner Dance**

APsA's first-ever Dinner Dance offers an evening of great food, music, and connection! Receive recognition as the Dinner Dance Sponsor in event signage and digital promotions, logo placement on menus and table cards, and verbal acknowledgment during the event.

Bronze Level Sponsor – \$3,000

Be part of the conversation.

Bronze Sponsors receive recognition in conference signage, digital listings, and communications, connecting your brand with APsA's respected tradition of scholarly and clinical exchange.

This sponsorship package includes:

- **DPE Child Congress Coffee Break – “Sibling Relationships: Rival, Companion, Intimate Empathy, Resiliency, and Transformation”**

Support intellectual exploration. This special session delves into the “lateral dimension” of psychic life—the profound influence of sibling relationships. As coffee break sponsor, your brand will be featured in signage and program materials, aligning your company with innovation in psychoanalytic theory and research.

- **Dinner Dance**

APsA's first-ever Dinner Dance offers an evening of great food, music, and connection! Receive recognition as the Dinner Dance Sponsor in event signage and digital promotions, logo placement on menus and table cards, and verbal acknowledgment during the event.

Sponsorship Packages

A/V Sponsor – \$3,000 (4 available)

Be seen and heard.

Your brand will be integrated into the audiovisual systems that power general sessions, symposia, and panels. Attendees will see your logo displayed before sessions begin—an ideal opportunity for consistent visibility across the conference.

Program Book Sponsor – \$2,500 (4 available)

Stay in every attendee's hands.

The printed Program Book is the meeting's essential reference for sessions, speakers, and events. As a sponsor, your logo and message will appear on the outside cover and throughout the publication—ensuring exposure each time participants plan their schedules.

Digital Marketing Sponsor – \$2,000 (1 available)

Own the online experience.

Your logo will appear prominently across the conference website, registration pages, and official email communications. From pre-event promotions to post-meeting follow-up, your brand will be seen by every participant engaging digitally with APsA 2026.

Wellness Sponsor – \$1,500 (2 available)

Promote balance and renewal.

Encourage attendees to nurture both body and mind through the meeting's wellness offerings.

This sponsorship package includes:

- **1 Yoga Session – “Psyche and Soma”**

Before diving into a full day of sessions, attendees will enjoy a rejuvenating yoga experience connecting the mind (psyche) and body (soma). Your brand will appear on signage and the event schedule, reinforcing your commitment to holistic wellbeing and mental health.

Sponsorship Packages

Friends of APsA – \$500

Show your support in a meaningful way.

This entry-level sponsorship is perfect for individuals, small practices, and organizations who wish to contribute to the success of the meeting and align with APsA's mission of advancing psychoanalytic knowledge.

Exclusive Signature Sponsorship Options

ITEM	COST	DESCRIPTION
Keychains	\$2,000	Your logo on the official APsA keychain—an everyday reminder of your brand that travels beyond the conference.
Pens	\$750	Feature your logo on pens distributed in every session and registration bag. A simple, effective, and lasting visibility tool.
Notebooks	\$3,000	Your logo will adorn the cover of elegant conference notebooks used by attendees to capture insights and inspirations.
Cups	\$1,500	Logo-branded beverage cups keep your company in attendees' hands throughout the day—from morning coffee to evening receptions.
Hand Sanitizers	\$2,000	Provide a practical, health-conscious giveaway that ensures frequent logo exposure and demonstrates care for attendee wellbeing.
Marketing Flyer Insert	\$600	Include your promotional flyer in every attendee's registration bag. A direct marketing opportunity with guaranteed reach.

Exhibitor Opportunities

Exhibitor Rates

One 6-foot Table: \$2,500

Additional Table: \$1,000

Exhibitor Benefits

Exhibitors will have access to an engaged audience of clinicians, educators, and researchers throughout the week. Exhibit space includes a 6-foot table, two chairs, and recognition in conference materials and on-site signage.

- 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.

Exhibitor Important Dates

Delivery of Labeled Boxes to the San Francisco Palace Hotel

Monday, January 26, 2026

Installation

Wednesday, January 28 at 9:15 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, January 28	11:00 a.m. – 5:00 p.m.
Thursday, January 29	8:00 a.m. – 5:00 p.m.
Friday, January 30	11:00 a.m. – 5:30 p.m.
Saturday, January 31	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, January 31, 2026.

Notices

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

Advertising Opportunities

Program Book Advertising Guidelines

Deadline for print ready ads in the Final Program is Friday, December 5, 2025.

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:

- **1/4 page** 4.25" W x 5.25" H (actual ad dimensions: 3.58" W x 4.75" H)
- **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)



Advertising Opportunities

Program Book Advertising Pricing

Deadline for print ready ads in the Final Program is Friday, December 5, 2025.

Size	Standard	Exhibitor* *10% Discount
1/4 Page Ad	\$375	\$340
1/2 Page Ad	\$650	\$585
Full Page Ad	\$975	\$880
Two-page Spread	\$1850	\$1670



Join Us in San Francisco

The APsA 2026 National Meeting offers an unparalleled platform to showcase your products, services, and thought leadership to community shaping the future of psychoanalysis. Your partnership ensures continued advancement in the understanding of the human mind—while achieving your own goals for brand visibility, credibility, and engagement.

Reserve your sponsorship, exhibit or ad space today!

**For more information contact:
info@elationcommunications.com**

**WEBSITE
[APsA 2026 National Meeting](#)**
