

## *Exhibitor Prospectus/Invitation to Publishers*

### **American Psychology – Law Society, Division 41 of APA**

**We invite you to participate in the Book Exhibit, Advertising in the Program or conference bags, or sponsoring an event at the 2009 annual meeting of the American Psychology-Law Society, in San Antonio, Texas at the Crowne Plaza Riverwalk, March 5-7, 2009. We anticipate 1,000 participants, both domestic and international.**

- Why Exhibit/Advertise?** The members of AP-LS represent a highly educated market that influences health care delivery, research, higher education, and law. They buy and develop the products and services you deliver. Psychologists, psychiatrists, and law professionals from across the country will attend this meeting. There is also a large student population in attendance.
- Exhibitors will have the option of choosing to have a table top booth one, two, or all three days of the conference.
- Exhibit Hours** Thursday, March 5<sup>th</sup> 12:00 PM - 5:00 PM  
Friday, March 6<sup>th</sup> 9:00 AM – 5:00 PM  
Saturday, March 7<sup>th</sup> 9:00 AM – 5:00 PM
- Installation of Exhibits** Thursday, March 5<sup>th</sup> 9:00 – 12:00 PM  
Friday, March 6<sup>th</sup> 7:00-9:00 AM  
Saturday, March 7<sup>th</sup> 7:00-9:00 AM
- Assignments of Space** Applications for exhibit space must be made on the form enclosed. Exhibitors with affiliations to parent companies who desire space together should submit the applications together. *Priority of space assignment will be based on the date and time the application is received.* Exhibit booth payment can be made by check or credit card. A deposit of \$200 should be enclosed with application.
- Acceptance of Exhibits** The AP-LS Conference Committee will determine whether an exhibit is deemed appropriate. First time exhibitors should include a sample brochure. Unethical conduct or infraction of rules on the part of the exhibitor will subject the exhibitor to dismissal from the exhibition area, in

which event it is agreed that no refund shall be made by AP-LS, and, further, that no demand for redress will be made by the exhibitor.

**Exhibit Booth**

Table top booths (includes 6' draped table, 2 side chairs, wastebasket and 7" x 44" ID sign)

**Attendee Packets**

As a courtesy to our exhibitors, the normal fee will be waived for placing a flyer or other promotional material in each attendee's packet.

**Operating Exhibit**

Soliciting or demonstrating by an exhibitor must be confined to the exhibitor's own booth/table. Exhibitors may not assign, sublet, or apportion any part of the space allotted to them.

Order taking by exhibitors accepting checks or credit cards is permitted, provided all transactions are conducted in a manner consistent with the scholarly and professional nature of the meeting. Cash transactions are discouraged.

**Liability**

The exhibitor/advertiser, upon contracting to exhibit/advertise, expressly releases AP-LS, the APA, or any of its officers, directors, employees, or committee members from any responsibility or liability for any injury, loss, or damage that may occur to the exhibitor or the exhibitor's employees during, or subsequent to the period covered by the contract.

**Cancellation/Refund**

Full refund for cancellations received prior to *December 15, 2008*. Fifty percent refund for cancellations received prior to *January 15, 2009*. *No refunds after January 15, 2009*.

**Shipping**

Instructions for shipping your display to the hotel will be sent after reservations are made. The hotel may charge your organization for receiving boxes. Please do not send materials to the AP-LS Central Office. For questions, contact Kathy Gaskey: [APLS@ec.rr.com](mailto:APLS@ec.rr.com) or by phone: 910-933-4018.

**Contractual Agreement**

It is agreed that the exhibitor will abide by the rules and regulations of the annual meeting of AP-LS before, during, and after the exhibit, and by other reasonable rules considered necessary by the hotel, provided that these rules do not materially alter the exhibitor's contractual rights.

**Application for Exhibit Space**  
**March 5-7, 2009/San Antonio, TX**  
**AP-LS Annual Conference**

AP-LS is hereby authorized to reserve space for my/our exhibit at the annual meeting to be held at the Crowne Plaza Riverwalk, San Antonio, TX

A. Exhibit Booth/Table Space

1. Tabletop booth: \$125 per booth ½ day (Thursday) / \$250 per booth full day.
2. Total number of booths requested: \_\_\_\_\_
3. Days booth requested (Thur/Fri/Sat): \_\_\_\_\_
4. Analog phone line requested for credit card processing @ \$100/day: \_\_\_\_\_
5. Company \_\_\_\_\_ City/State \_\_\_\_\_
6. Representative's contact info: \_\_\_\_\_
7. Principle products to be displayed (first time exhibitors, please enclose a sample brochure):

B. Please provide a 40-word description of the exhibit

C. Payment – Down payment of \$200 is enclosed for exhibits. Balance due by January 15, 2008.

1. Payments should be made out to APLS and sent to: Kathy Gaskey, APLS, PO Box 11488, Southport, NC 28461. Fax form to 910-933-4018
2. Credit card payment: Visa/MC (circle one)

Account Number \_\_\_\_\_ Exp: \_\_\_\_\_

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

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

Amount: \$ \_\_\_\_\_ Signature: \_\_\_\_\_

D. Agreement and Signature

In making this application we agree to conform to the exhibit regulations of the annual meeting of the American Psychology-Law Society. It is mutually agreed that all regulations shall be interpreted by the AP-LS conference committee, and the parties hereto shall be bound by such interpretation.

Name of Company: \_\_\_\_\_

Name of contact authorized to sign: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

City/State/Zip/Country: \_\_\_\_\_

Federal Tax ID# or SS#: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Address \_\_\_\_\_ Date: \_\_\_\_\_, 20\_\_

For AP-LS Use Only

Cost of Exhibit \$ \_\_\_\_\_

Date/Check # \_\_\_\_\_

Deposit Received \_\_\_\_\_

Confirmation Sent: \_\_\_\_\_

Date/check # \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

## 2009 AP-LS Conference Promotional Opportunities

**Take-One Brochure Table** – For the benefit of those who do not, or cannot, rent a booth exhibit, a Take-One Brochure Exhibit/Table for the distribution of free brochures and other material is available. Pamphlets, brochures, leaflets, cards, magazines, etc. will be displayed prominently so that those visiting can help themselves. This will be for paid Take-One Exhibitors ONLY. Other materials will be removed. A one-time fee of \$100 will be charged for this service. *Unused materials will not be returned.*

**Conference Program Advertising** - This year we will have space for business advertisements in our conference program, which will be given to all conference attendees. Below is the list of advertisement sizes and costs. Placement of ads will be given on an availability basis. If you want to place an advertisement in the American Psychology-Law Society Conference Program for the 2009 conference, please send your camera ready ad materials and payment to Kathy Gaskey by January 15, 2009.

Back outside cover	\$1,000
Front inside cover	\$ 750
Back inside cover	\$ 650
Full page (8 x 10.5 in.)	\$ 500
Half page (8 x 5 in. horz.)	\$ 250
Quarter page (4 x 5 in. vert.)	\$ 150

For more information, please contact:

Kathy Gaskey  
PO Box 11488  
Southport, NC 28461-3936  
Phone: (910) 933-4018  
Fax: (910) 933-4018  
E-mail: [APLS@ec.rr.com](mailto:APLS@ec.rr.com)

### **Attendee Packets**

To place a flyer in an attendee's packet, please contact Kathy Gaskey – [APLS@ec.rr.com](mailto:APLS@ec.rr.com). Price is \$250 per item unless vendor is also advertising elsewhere. If vendor is exhibiting (other than the Take-One table) or advertising in the program at the half page level or higher, this fee is waived.

### **Sponsorship -**

We also welcome proposals of sponsorship to defray costs of meeting materials, catered events, audio-visual, etc. For instance, conference bags and/or name tag lanyards could have your company's name on them, or a cocktail reception could be sponsored by your organization and referred to in the program accordingly. Please contact Kathy Gaskey, [APLS@ec.rr.com](mailto:APLS@ec.rr.com) for details.

**Application for Program Advertising**

**March 5-7, 2009/San Antonio, TX**

**AP-LS Annual Conference**

AP-LS is hereby authorized to reserve space for advertisement in the AP-LS conference program. Camera ready proofs due by January 15, 2009.

E. Take-One Exhibit/Table	\$100	_____
F. Program Advertising:		
Back outside cover	\$1,000	_____
Front inside cover	\$ 750	_____
Back inside cover	\$ 650	_____
Full page (8 x 10.5 in.)	\$ 500	_____
Half page (8 x 5 in. horz.)	\$ 250	_____
Quarter page (4 x 5 in. vert.)	\$ 150	_____
Leaflet Space (in packet) (Include Sample)	\$ 250 (unless advert.)	_____
	<b>TOTAL</b>	<b>\$_____</b>

G. Payment: Full fee enclosed for advertising.

1. Payment should be sent to: Kathy Gaskey, APLS, PO Box 11488, Southport, NC 28461.  
Fax form to 910-933-4018

2. Credit card payment: Visa/MC (circle one)

Account Number \_\_\_\_\_ Exp: \_\_\_\_\_

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

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

Amount: \$ \_\_\_\_\_ Signature: \_\_\_\_\_

H. Agreement and Signature

In making this application we agree to conform to the advertising regulations of the annual meeting of the American Psychology-Law Society. It is mutually agreed that all regulations shall be interpreted by the AP-LS conference committee, and the parties hereto shall be bound by such interpretation.

Name of Company: \_\_\_\_\_

Name of contact authorized to sign: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

City/State/Zip/Country: \_\_\_\_\_

Federal Tax ID# or SS#: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Address \_\_\_\_\_ Date: \_\_\_\_\_, 20\_\_

For AP-LS Use Only

Cost of Space/Ad \$ \_\_\_\_\_

Date/check # \_\_\_\_\_

Payment Received \_\_\_\_\_

Confirmation Sent: \_\_\_\_\_