

Exhibitor Prospectus

Sponsorship Opportunities Guide



The goal of this conference is to bring clinicians, physicians, researchers and professionals involved with biofeedback and applied psychophysiology together to exchange information, ideas, scientific data and to share experiences.

April 11-14,
2018

Orlando
Caribe
Royale All
Suite Hotel
&
Conference
Center
Orlando, FL

www.aapb.org

Association for Applied Psychophysiology & Biofeedback (AAPB)

49th ANNUAL SCIENTIFIC MEETING

2018 CALL FOR EXHIBITORS

The **Association for Applied Psychophysiology & Biofeedback (AAPB)**, the pioneering professional society devoted to education and research in this field, will be hosting its 49th Annual Scientific Meeting **in Orlando, Florida** at the **Orlando Caribe Royale All-Suite Hotel and Convention Center**. Please save the dates and make sure to attend the entire meeting. You won't want to miss the opportunity to attend practical workshops, learn from leading clinicians and researchers and check out the latest equipment.

Who Attends: Attendees at the AAPB Annual Meeting include clinicians, educators and researchers from around the world, representing all levels and facets of the field. Each of them comes to the meeting seeking new ideas in product and service technology. Attendance is approximately 300 individuals. We understand that you need return on investment for your sponsorship, exhibiting, and advertising dollars. Partnering with AAPB gives you strategically focused access to an influential audience of professionals specifically engaged in the field of brain-body health. This alliance offers many key opportunities, including high visibility, hospitality, and networking. Our sponsorship options are designed to help you maximize your organization's educational interests and sales benefit. Additionally, we can customize a package best suited for your goals.

Exhibiting Show Times

Thursday, April 12, 2018

Exhibitor Set-up	8:00am – 12:00pm
Exhibit Hall Open	2:00pm – 6:30pm
Opening Reception in Exhibit Hall	6:30pm – 8:00pm (<i>optional</i>)

Friday, April 13, 2018

Exhibit Hall Open	7:00am – 7:00pm
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Saturday, April 14, 2018

Exhibit Hall Open	7:00am – 1:00pm
Exhibitor Teardown	1:00pm – 4:00pm

***Exhibit Hall times are subject to change.**

Booth Pricing

First Booth:

	Before 12/1/17	After 12/1/17
AAPB Member	\$1,295	\$1,595
Non-Member	\$1,495	\$1,795

Additional Booths:

	Before 12/1/17	After 12/1/17
AAPB Member	\$695	\$945
Non-Member	\$995	\$1,275

What's Included

Each 8' x 10' exhibit space includes one draped six foot table, two chairs, a waste basket, an identification sign, plus an 8' draped back wall and 3' draped side rails. In addition to the exhibit booth space, you will receive:

- Two exhibit representative registrations with full access to all elements of the Annual Meeting
- Additional "exhibit only" passes available for additional sales representatives at only \$90 each (does not include access to Annual Meeting sessions)
- Listing on the AAPB Annual Meeting web page (including link to exhibitor's website)
- Listing in the Annual Meeting onsite program guide (including company description)
- A pre- and post-Annual Meeting attendee mailing list
- One year listing on the AAPB website as a supporter of AAPB with a link to your company website
- Promotional email message sent to attendees prior to the Annual Meeting listing the exhibitors with a company profile and special offers to encourage attendees to visit the exhibit hall
- Exhibitor listing in each promotional message that gets sent to potential attendees
- Discount on attendee bag inserts – exhibitors can purchase a tote bag promotional insert
- Exhibitor listing in Annual Meeting wrap-up newsletter
- Program advertisements available to exhibitors at the member rate
- Exhibitor Demonstrations exclusively available to exhibitors

2018 PROMOTIONAL OPPORTUNITIES

Vendor Promotional Eblast Message

Reach your potential customers AND maximize your presence before arriving in Orlando! AAPB's goal is to assist you, our exhibitor, in increasing your sales benefit by targeting key prospects with pre-show marketing in the weeks leading up to the Annual Meeting. The eblast message will serve as a resource for attendees to learn more about your company and meeting discounts. This promotional opportunity is **FREE** for all 2018 exhibitors. To participate in this program, please provide a brief company profile and/or 2018 special conference promotions (50 words or less) with your agreement and AAPB will include your message in our special vendor eblast message to be sent prior to the Annual Meeting! All information must be received by **Wednesday, February 7, 2018**.

Advertising Opportunities – Lower Prices to Save YOU Money AND Maximize Exposure!

AAPB offers advertising in the preliminary and onsite program to heighten your reach and provide optimal visibility among meeting attendees. As the primary tool for attendees to navigate the education, networking and exhibitor offerings of the meeting, the Preliminary and Onsite Programs are referred to by attendees months prior to the meeting as a resource, as well as multiple times daily throughout the event.

To place an ad, please complete the ad order section on the contract. We can accept your ad as an electronic file; TIFF or PDF.

Deadlines: We must receive your ad copy, exhibitor registration form, and payment no later than November 17, 2017 for the Preliminary Program. Your ad copy for the final on-site program is due no later than January 12, 2018.

Preliminary Program Advertising – Place an ad in our online program that is sent electronically to more than 3,000 potential attendees!

~~\$450 – Half Page, 4 Color Outside Back Cover (8 ½ x 5 ½) – Sold~~

\$300 - Full Page, 4 Color Inside Back Cover (8 ½ x 11)

~~\$300 – Full Page, 4 Color Inside Front Cover (8 ½ x 11) – Sold~~

\$250 - Full Page, 4 Color (8 ½ x 11)

\$200 - Half Page, 4 Color (8 ½ x 5 ½)

Onsite Program Advertising – Reach 300 Annual Meeting attendees in the onsite guide that attendees keep close at all times.

\$650 - Full Page, 4 Color Outside Back Cover (4 x 9)

\$500 - Full Page, 4 Color Inside Back Cover (4 x 9)

~~\$500 – Full Page, 4 Color Inside Front Cover (4 x 9) – Sold~~

\$300 - Full Page, b/w or gray-scale only (4 x 9)

\$250 - Half Page, b/w or gray-scale only (4 x 4 ½)

Registration Bag Insert

Maximize your marketing effort by inserting a brochure, coupon, or flyer in each attendee registration packet for a fee of **\$300** for AAPB members, and **\$450** for non-members. Giveaway pieces cannot be larger than 8½" x 11" 4 pages total. AAPB reserves the right to refuse inappropriate materials. Inserts must be pre-approved. Include a copy with your booth application. Upon approval, we will notify you with the shipping address, quantity needed and receiving deadline.

Exclusive Exhibitor Demonstrations

Take advantage of the opportunity to demonstrate your latest product or service in a scheduled 60-minute time slot. The 60 minutes allotted should include the demonstration and Q & A time. There are a limited number of time slots available on a first-come, first-served basis. Please email your title and description to jsalas@kellencompany.com as it will appear in the printed/posted AAPB promotional materials. If you have any questions, please contact Jose Salas at (800) 477-8892, 6115. **SOLD OUT!**

● ~~AAPB Exhibitor \$400 per session~~

● ~~Non-exhibitor \$550 per session~~

2018 SPONSORSHIP OPPORTUNITIES

Maximize your return on investment! By optimizing your dollars through sponsorships and advertising, you ensure that your exhibit will get the attention of the AAPB attendees who influence decisions to purchase your products and services.

As an added bonus, each company who takes advantage of our promotional and sponsorship opportunities will receive a 6-month web banner advertisement on the AAPB website, based on a cumulative promotional and sponsorship contribution of \$1,500 or more. **This is a \$1,200 value FREE to you for supporting the AAPB Annual Meeting!**

By partnering with AAPB, your company will be front and center with our worldwide community. This partnership provides you with an exclusive opportunity to cultivate mutually beneficial relationships with our members in ways that are best suited to meet the individual needs of your business.

All sponsors will receive the following:

- Opportunity to use "AAPB 2018 Annual Meeting Sponsor" logo on your marketing materials
- Sponsorship logo designation on the AAPB website for one year
- Acknowledgement on sponsor signage at the Annual Meeting
- Sponsor recognition in meeting marketing materials, depending on publication schedule

Combine any of the sponsor options below with an exhibit booth to maximize your exposure at the 2018 AAPB Annual Scientific Meeting. If you do not see an option on the list that appeals to your company, please contact Jose Salas at AAPB at jsalas@kellencompany.com and we will be happy to customize a sponsorship package to help you gain the most return on your investment.

Keynote & Plenary Speakers - \$1,600 each

These events feature prominent speakers in the field. Take advantage of this opportunity to connect with the majority of conference attendees.

Additional benefits include:

- Recognition as the Exclusive Sponsor of the session
- Informational table to display marketing materials
- Logo recognition on pre-session welcome slide
- Sponsor recognition in any pre-session marketing materials

Tote bags—\$2,000 Sponsored by Neurofield

Sponsoring the Official AAPB Annual Meeting tote bag will make your company a center point of every attendee's attention.

Additional benefits include:

- Tote Bags (sponsor to provide print-ready artwork)

Pens - \$850

Available to each attendee in the tote bag – branded with your company logo

Cyber Café—\$2,000 for Exclusive Sponsorship, \$1,000 per day for Partial Sponsorship Sponsored by Bio-Medical Instruments

The Cyber Café is the hot spot where AAPB attendees go to catch up on email or their favorite website. You'll be remembered and associated with this convenient service that attendees count on.

Additional benefits include:

- Opportunity to brand each of the computers with company logo and customized screen savers
- Sponsor may bring items such as mouse pads, pens and notepads for the workstations at their expense (subject to AAPB approval)
- Banner or kiosk sign with logo in Cyber Café

Notepads with Sponsor Logo - \$1,600

Your brand will be front and center with your logo featured on a notepad given to every conference attendee. This take-away piece will be utilized by attendees long after the conference end.

Additional benefits include:

- Notepads (sponsor to provide print-ready artwork)

Additional options for your consideration can include the follow – OR feel free to make recommendations!
Pricing is assessed separate and upon request.

Hotel Key Cards - Student Lunch - Coffee & Espresso Break - Cell Phone Charging Stations - Meal Sponsor

2018 SPONSORSHIP OPPORTUNITIES (continued)

~~Badge holders/lanyards—\$1,800~~ Sponsored by Bio-Medical Instruments

Each attendee is required to wear a badge at all times for access to educational sessions and the exhibit hall. The badge-holder/lanyard sponsor will have the exclusive opportunity to prominently feature their logo on all the lanyards.

Additional benefits include:

- Logo on lanyards for all 4 days of the pre-conference workshops and sessions

Morning and Afternoon Refreshment Breaks - \$1,600 each

Sponsor has the opportunity to brand its company to conference attendees as they relax between sessions. Each break ranges between 15-30 minutes and gives the sponsor the ability to clearly display their company logo.

Additional benefits include:

- Recognition as the Sponsor of the Morning or Afternoon break
- Logo prominently displayed in sponsored break area during designated time

Welcome Reception in Exhibit Hall - \$2,000 for Exclusive Sponsorship, \$600 for Partial Sponsorship

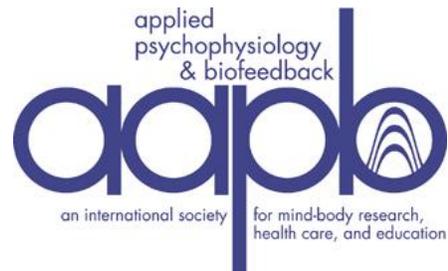
The welcome reception is the first event of the conference. By sponsoring this event your company name will be the first introduced to conference attendees.

Additional benefits include:

- Recognition as Sponsor of the Welcome Reception
- Opportunity to welcome guests as they arrive
- Appropriate signage surrounding the reception

Additional benefit for Exclusive Sponsor includes:

- Cocktail napkins with company logo



ABOUT AAPB

The Association for Applied Psychophysiology and Biofeedback (AAPB) was founded in 1969 as the Biofeedback Research Society. The goals of the association are to promote a new understanding of biofeedback and advance the methods used in this practice. AAPB is a non-profit organization as defined in Section 501(c)(6) of the Internal Revenue Service Code. AAPB exists to advance the development, dissemination and utilization of knowledge about applied psychophysiology and biofeedback to improve health and the quality of life through research, education and practice. Membership in AAPB is open to professionals interested in the investigation and application of applied psychophysiology and biofeedback, and in the scientific and professional advancement of the field. AAPB members represent the fields of psychology, medicine, nursing, social work, counseling, physical therapy, education and other health care areas. Biofeedback has become an accepted form of treatment not only within the medical community, but with consumers as well. Today, through the efforts of the AAPB staff, board members, committees, and many health care professionals, alternative medicine almost equals traditional medicine in total revenues.

Mission: Promotes and represents the science and practice of self-regulation to enhance health and performance

Vision: To integrate self-regulation into everyday life

Strategic Goals

- **Public Awareness:** Creating heightened public awareness about the industry
- **Standardization:** Developing evidence-based, ethical and professional standardization for those practicing in the industry
- **Membership Growth:** Facilitating focused and purposeful membership growth
- **Innovation:** Building an environment suitable for innovation to prosper

RULES & REGULATIONS

The following Rules and Regulations, along with the terms and conditions of the application for exhibit space, are an integral and binding part of your contract with AAPB.

Additional Representative Registration

Each exhibitor is allowed two representatives per booth without charge. This entitles the representatives to attend all sessions. Badges for additional sales representatives may be purchased in advance or onsite for \$90 per person. These badges are for extra sales personnel only. These badges DO NOT permit attendance to the sessions. Limit two additional badges per booth.

Assignment of Exhibit Space

Every effort will be made to assign the exhibitor the first choice of locations or as near the first choice as possible. However, AAPB reserves the right to assign space, reassign booths and/or redesign the exhibit area as may be necessary for any reason bearing on the best interests of the meeting. Contracts received after January 5, 2017 will be considered on a space available basis. AAPB reserves the right to refuse or restrict space for any reason.

Exhibit Hours and Installation

The Association reserves the right to make schedule changes of the Exhibit hours at its discretion. The exhibit area will be open to exhibitors for 1/2 hour prior to the scheduled show opening. Exhibit space will not be released to the exhibitor until all conditions, as set forth in these rules, are met. All exhibits must be fully operational by 12:00pm, Thursday, March 16, 2017.

Disclosure

The following information will be printed in the onsite program:

1. Some of the products exhibited here may not be proven effective for the suggested applications. All claims should be considered carefully.
2. Some of the equipment being exhibited may not have been registered by the FDA or declared safe and effective.
3. An FDA declaration of safe and effective for one use may not apply to uses being promoted here. Please check with each vendor to assure yourself regarding the FDA status of any device you are considering.
4. AAPB makes no endorsement, either stated or implied, by selling booth space to any vendor or for any device.

Hotel Use

AAPB reserves the right to control suite reservations and meeting space at the hotel. No exhibitor will be allowed access to a hotel suite to circumvent the AAPB Exhibits. No social functions may be scheduled during the AAPB Meeting events. If space is needed, you must submit the request for approval.

Exhibit Design/Construction Requirements

Exhibitor identification in all AAPB publications and on all signs and booth graphics must be the one company name submitted on the Application for Exhibit Space. Overstatement in the design is to be avoided and attention-getting devices such as balloons, flashing signs or lights are prohibited. Exhibits must render a safe assembly during installation, dismantling and exhibition periods. Materials used in the exhibit area must be flame

retardant in accordance with the City Fire Ordinances. Electrical equipment and display components must conform to the City Electrical Code. No part of any exhibit may be suspended from or attached to any part of the exposition facility.

To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must not be higher than 8' in the back and 3' high along dividers and aisles. No walls, partitions, decorations, or any other obstructions may be erected that in any way interfere with the view of any other exhibit. Exhibitors desiring to use other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations must submit two copies of a detailed sketch or a proposed layout at least six weeks prior to the opening of the exhibit, and must receive written approval from the Meeting Manager.

Exhibit Area Attendance/Badge Control

Exhibit area attendance is restricted to qualified exhibitors and those covered under the AAPB Registration procedures. Exhibitor representatives must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation of other exhibitors. Badges are to be worn at all times. Anyone in the working area of a booth who is not wearing an identifying badge may be asked for identification by security personnel. The Meeting Manager must approve any additions or changes in booth personnel made during the Meeting.

Exhibitor badges may be made out only in the name of the company shown on the application for exhibit space. False certification of individuals as exhibitors' representatives, misuse of exhibitors' badges, or any other method or device used to assist unauthorized personnel to gain admission to the exhibit floor will be cause for expelling the violator from the exhibit area, banning further entrance to the exhibit floor, or removing the exhibit from the floor without obligation on the part of AAPB whatsoever.

Guest Badges

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit areas. To this end, guest badges will be available by request for each company at Exhibitor Registration. Guest badges will allow admittance to the exhibits only. Replacement badges will not be available. Guest badges are not to be used by exhibit booth sales personnel. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and the guest from the exhibit hall and is considered a violation of the AAPB Rules and Regulations.

Presentations

All activities of each exhibitor, its employees and/or agents during the AAPB Annual Meeting, which are directed toward AAPB meeting registrants, must be confined to the exhibitor's booth space. The exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations. No exhibits, displays or advertising material of any nature will be allowed in hotel rooms unless approved in writing by the Meeting Manager.

RULES & REGULATIONS (continued)

Subleasing/Sharing

Subleasing of exhibit space is strictly prohibited, nor may two companies share the same leased space including companies who purchase multiple booths. Each exhibiting company is required to complete an application in order to exhibit. Squatters are strictly prohibited in the AAPB Exhibit Hall. AAPB reserves the right to dismiss a company who has not paid for exhibit space.

Press Conferences

Press conferences by exhibitors on the exhibit floor during exhibit hours are prohibited. All news conferences must be coordinated with the AAPB staff.

Entertainment or Social Functions

No entertainment or social functions may be scheduled to conflict with the official AAPB program, scientific or technical exhibit hours. Requests for use of function space at the facility must be made in writing to AAPB. Upon receipt of a request for function space, AAPB will notify you if space is available and if any space rental fees are required. It is the responsibility of the exhibitor to finalize arrangements with the hotel. For additional information please contact the Meeting Manager.

Photography

Picture-taking, other than by the official photographer, is prohibited during setup, dismantling and non-exhibit hours. Cameras will not be allowed on the exhibit floor during these times. Each exhibitor has control over the space he/she has rented and has the right to refuse those considered its competitors from gaining access to, photographing, videotaping or otherwise mechanically recording his/her exhibit or presentations.

Care of Exhibit Space

The exhibit and booth area must be maintained and kept in clean and good order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

Dismantling/Removal of Exhibits

Each exhibitor will complete arrangements for removal of material from the Exhibit Area in accordance with these rules and the instructions provided in the Exhibitor Service Kit. No packing or dismantling of exhibits will be allowed until the official closing of the exhibit hall at 4:30pm on Saturday, April 14, 2018. All exhibit material must be packed and ready for shipment by 6:30pm. All space occupied by an exhibitor must be surrendered in the same condition as at the commencement of occupation.

Eligibility for Exhibiting

AAPB reserves the exclusive and total right to determine the acceptability of applications for exhibit space. Applications must meet all of the following criteria.

- The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are directly related to the field of applied psychophysiology and biofeedback in the opinion of AAPB.

- The applicant is reasonably determined by AAPB to be highly ethical and reputable, and the goods and services to be exhibited are reasonably believed by AAPB not to be harmful, ineffective, fraudulent, based on non-proven science, or illegal.
- The applicant agrees to comply with AAPB's Rules and Regulations governing Exhibits.
- The application, fees and any required documents are received prior to the established deadline.
- AAPB reserves the right to refuse a booth to any applicant.

Terms

Full fees are to be remitted with the application. No applications will be accepted or processed without receipt of the full fee.

Cancellation

All exhibitors wishing to cancel their exhibit space must do so in writing prior to February 9, 2018 and will receive a full refund less a \$100 processing fee. No refunds will be granted to an exhibitor after February 9, 2018. If the meeting/exhibits should be cancelled due to circumstances beyond the control of AAPB or the hotel, all payments connected with the booth rental will be refunded.

Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. The facility will be locked during non-exhibiting hours, but neither the facility nor AAPB will be responsible for loss of or damage to any property.

Fire Regulations

All doors and openings must be kept clear. Exit signs, fire alarms, and extinguishers must be visible at all times. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other decorations must be able to stand a flameproof test. For additional information, please contact the official decorator.

Liability and Insurance

The exhibitor, upon contracting to exhibit, agrees to protect, indemnify, defend and hold harmless AAPB and its officers, directors, employees, committee members and agents, and the and its officers, directors, employees and agents from any and all claims, losses, damages, injury or expenses arising out of or caused by exhibitors' installation, removal, maintenance, occupancy or the use of the exhibition premises or a part thereof or other activities or functions of the exhibitors. The exhibitor acknowledges that it is responsible for obtaining insurance coverage in such amounts, as it deems appropriate to comply with its obligations herein and for its own protection. AAPB will not be responsible for delays, damage, loss or other unfavorable conditions caused by circumstances beyond its control. Under government order or emergency, or other fair reasons beyond its control, AAPB reserves the right to cancel the show with no further liability to the exhibitor than full refund of space rental payments made. AAPB reserves the right to change the location of the exhibition in the event a

RULES & REGULATIONS (continued)

strike, fire, or Act of God should render unusable the hall in which the exhibition has been scheduled or any other meeting facility.

Interpretation and Enforcement

These regulations become a part of the contract between the exhibitor and AAPB. AAPB has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decision of AAPB and all decisions so made shall be binding on all parties. Those who fail to observe these conditions in this contract or, in the opinion of AAPB, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.

Violations and Penalties

Upon evidence of substantial violation, AAPB may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall forfeit to AAPB all monies paid or due, and pay all expenses and damages that AAPB may incur through the enforcement of this rule.

Hotel Information

At Orlando Caribe Royale All-Suite Hotel and Convention Center, guests enjoy

- Onsite dining include: The Tropicale and The Venetian Chop House
- Two lounges: The Loft Lobby Bar; The Falls Lounge
- 24-hour café: Cafe 24
- 1.5 mile running/bicycle trail
- Pool and waterslide located in the main pool area
- Bicycle rentals: visit the fitness center for rentals starting at \$10 for one hour

AAPB has reserved a block of sleeping rooms at a discounted rate at the Orlando Caribe Royale All-Suite Hotel and Convention Center. Your support in staying at the host helps to keep AAPB's meeting and membership costs down. The discounted room rate for the Annual Meeting is \$159 single/double occupancy (plus applicable taxes). To receive this discounted room rate, you must identify yourself as an AAPB attendee by **referencing AAPB** when making your reservation. **The deadline to make your reservations is Friday, March 19, 2018.**

For reservations, call 800-823-8300 and reference AAPB.

AAPB Contact

For any additional information or questions contact:

Jose Salas

AAPB Account Associate

10200 W. 44th Avenue, Suite 304

Wheat Ridge, CO 80033

Tel: (720) 881-6115

Fax: (720) 881-6102

Email: jsalas@kellencorpany.com

www.aapb.org

Orlando Caribe Royale All-Suite Hotel and Convention Center

Address:

8101 World Center Dr, Orlando, FL 32821

We invite you to join us for some fun in the sun at the Orlando Caribe Royale in Orlando, Florida. Orlando is one of the top premiere vacation destinations with more than 68-million visitors every year. Orlando has something for everyone; beaches, shopping, food, music, amusement parks and so much more.

Our meeting will take place at the largest all-convention suite hotel in Florida, offering plenty of space for our attendees. Between sessions, you can splash at the resort-style pool, play a little tennis, or relax at the boutique on-site spa. AAPB conference hotel is located approximately 17 miles from the Orlando International airport, 4.1 miles from Disney World, and 9 miles from Universal Studios Orlando. Amenities include private pool for villa guests, pool and water slide in main pool area, spa services at the Island Spa, fitness center, two on-site restaurants, two lounges and a 24-hour cafe. There's also a complimentary shuttle service to nearby amusement parks and the Orlando Vineland Premium Outlets.

RESERVATIONS

AAPB has secured a \$159 room rate – so be sure to make your reservation before March 19, 2018 to receive the special rate. For individual reservations, call **1-800-823-8300**, and reference **“AAPB.”**



AAPB 2018 EXHIBITOR APPLICATION

APPLICATION DEADLINE: Jan 5, 2018

Institution/Company: _____

Main Contact: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax _____

Email to be listed online: _____

Website/URL: _____

Agreement: With this application we agree to conform to the Exhibit Rules for the 2018 AAPB Annual Meeting, that are hereby made a part of this application.

Signature: _____

Booth Representatives

Please list name(s) of person(s) who will be responsible for staffing your exhibit area. The agreement includes registration for two representatives for each paid booth. Names must be submitted at the time of application.

1. _____

2. _____

Badges for additional representatives may be purchased in advance or on-site at Exhibitor Registration for \$90 per person. These badges are for extra sales personnel only. This badge does NOT permit attendance to the sessions. Limit 2 per booth.

1. _____

2. _____

Booth Location Request

PLEASE LOCATE US NEAR

We prefer to be located NEAR one of the following companies (specific names, not type of businesses):

1. _____

2. _____

3. _____

DO NOT LOCATE US NEAR

"Located away" means not directly next to or across the aisle. We prefer to be located away from the following, competing companies (specific names, not types of businesses):

1. _____

2. _____

3. _____

Booth Fees

First Booth:

AAPB Member

Non-Member

Before 12/1/17

\$1,295

\$1,495

After 12/1/17

\$1,595

\$1,795

Additional Booths:

AAPB Member

Non-Member

Before 12/1/17

\$695

\$995

After 12/1/17

\$945

\$1,275

We request _____ booth(s) for a total of \$ _____.

Please list booth numbers:

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

If our space is not available, we will accept AAPB's alternate placement.

AAPB reserves the right to assign space as necessary in the Meeting's best interest. Every effort will be made to assign the exhibitor their first choice of locations or as near the first choice as possible. When two or more exhibitors ask for the same booth location, booths will be assigned on a first-come, first-served basis and in consideration of support level

Cancellation Policy

Cancellations must be in writing and postmarked by February 9, 2018 to receive a full refund, minus a \$100 processing fee. There will be no refunds for cancellations received after February 9, 2018

Sponsorship Opportunities

- Keynote & Plenary Speakers - \$1,600 each
- ~~Cyber Café - \$2,000 for Exclusive Sponsorship~~
- ~~Cyber Café - \$1,000 per day for Partial Sponsorship~~
- Notepads with Sponsor Logo - \$1,600
- ~~Tote bags - \$2,000~~
- ~~Badge holders/lanyards - \$1,800~~
- Pens - \$1100
- Welcome Reception in Exhibit Hall - \$2,000 for Exclusive Sponsorship
- Welcome Reception in Exhibit Hall - \$500 for Partial Sponsorship
- Morning and Afternoon Refreshment Breaks - \$1,600 each
- Lunch or Breakfast Sponsorship - \$1000

Please call the AAPB office at (800) 477-8892 for additional details on available opportunities and to customize your sponsorship package.

Advertising Opportunities

2018 Preliminary Program Advertising Order

(Ads due by November 10, 2017)

- ~~Half Page, 4 Color Outside Back Cover (8 ½ x 5 ½) - \$450~~
- Full Page, 4 Color Inside Back Cover (8 ½ x 11) - \$300
- ~~Full Page, 4 Color Inside Front Cover (8 ½ x 11) - \$300~~
- Full Page, 4 Color (8 ½ x 11) - \$250
- Half Page, 4 Color (8 ½ x 5 ½) - \$200

2018 Onsite Program Advertising Order

(Ads due by January 12, 2018)

- ~~Full Page, 4 Color Outside Back Cover (4 x 9) - \$650~~
- Full Page, 4 Color Inside Back Cover w/bleed (4 x 9) - \$500
- ~~Full Page, 4 Color Inside Front Cover w/bleed (4 x 9) - \$500~~
- Full Page, b/w or gray-scale only (4 x 9) - \$300
- Half Page, b/w or gray-scale only (4 x 4 ½) - \$250

Exhibitor Demonstration Registration **SOLD OUT!**

Take advantage of the opportunity to demonstrate your latest product or service in a scheduled 60-minute time slot. The 60 minutes allotted should include the demonstration and Q & A time. Complete the requested info below and return it with your Exhibit Contract and payment. There are a limited number of time slots available on a first-come, first-served basis. Please email your title and description to jsalas@kellencompany.com as it will appear in the printed/posted AAPB promotional materials. If you have any questions, please contact Jose Salas at (720) 881-6115 or jsalas@kellencompany.com.

- ~~AAPB Member - \$400~~
- AAPB Non member - \$550

Schedule Preferences

In the boxes below, please rank, in number order, your top three (3) choices (ex: 1st, 2nd, 3rd). There are four, 60-minute time slots available on a first-come, first-served basis. NOTE: Those choosing two demo slots must select one morning time and one lunch time. AAPB reserves the right to schedule and change the time slots in the best interest of the overall meeting.

Friday, April 13

8am - 9am - CNS Vital Signs

12:30pm - 1:30pm - Thought Technology

Saturday, April 14

8am - 9am - Neurofield, Inc

11:30am - 12:30pm - Bio-Medical

Company Listing for AAPB Website and Onsite Program

Provide a description of 50-words or less for your company's product(s)/service(s) to be published on the AAPB website and onsite program. Please email your description to jsalas@kellencompany.com when you submit the Exhibitor's Application.

Company Listing for Vendor Eblast

Please email your company logo (high resolution in .tiff or .eps format) and brief company profile or special offers (50 words or less) by February 2, 2018 to: Jose Salas at jsalas@kellencompany.com for inclusion in the promotional vendor eblast that AAPB will send on your company's behalf.

Media Distribution

AAPB will place your brochure in each registrant's tote bag. Please distribute _____ item(s) in the tote bags at a fee of \$300 for AAPB members; \$450 for non-members per brochure, pamphlet, etc. AAPB reserves the right to accept or reject materials and issue a refund of the fee if rejected.

Fee Summary

Exhibit Booth(s)	\$ _____
Additional Exhibitor Pass (es)	\$ _____
Sponsorship	\$ _____
Media Distribution	\$ _____
Demonstration	\$ _____
Advertising	\$ _____
TOTAL ENCLOSED	\$ _____

Payment Method

- Check
 - Visa Master Card American Express Discover
- Credit Card #: _____
- Expiration Date: _____ CVV: _____
- Name of Cardholder: _____
- Signature: _____

Return your application WITH payment to: AAPB Exhibits Manager
10200 West 44th Avenue, Suite 304 Wheat Ridge, CO 80033
Phone: (800) 477- 8892 Fax: (720) 881-6102