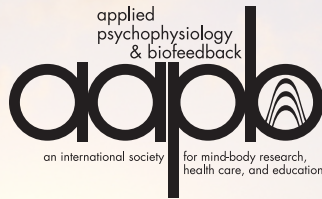
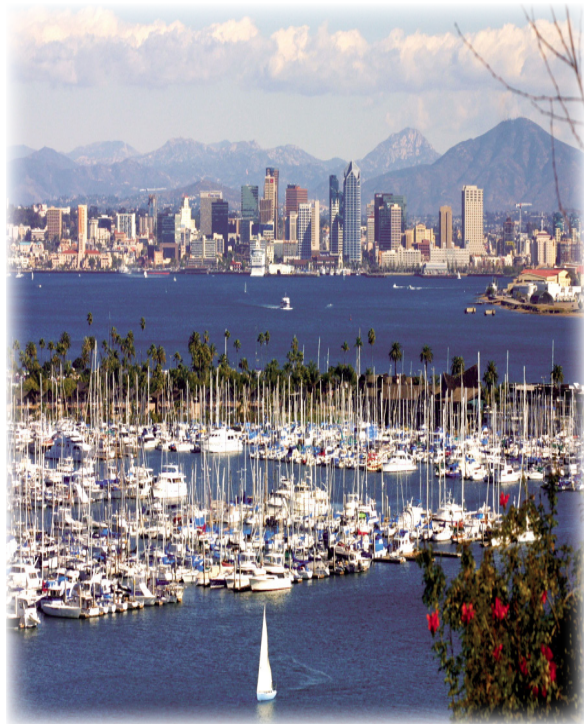


2010 Annual Meeting



Call for Exhibits



www.aapb.org

Workshops: March 24-25, 2010
Conference: March 25-27, 2010

Town & Country Resort Hotel
San Diego, California

Schedule-at-a-Glance

Thursday, March 25, 2010

Exhibitor Set-up	8:00am – 12:00pm
Exhibit Hall Open	2:00pm – 5:00pm
Opening Reception in Exhibit Hall	6:30pm – 8:00pm

Friday, March 26, 2010

Exhibit Hall Open	11:00am – 1:00pm
Exhibit Hall Closed	1:00pm – 2:30pm
Exhibit Hall Open	2:30pm – 7:00pm
Poster Session & Reception in Exhibit Hall	5:00pm – 7:00pm

Saturday, March 27, 2010

Exhibit Hall Open	11:00am – 1:00pm
Exhibit Hall Closed	1:00pm – 2:30pm
Exhibit Hall Open	2:30pm – 6:00pm
Exhibitor Teardown	6:00pm – 8:00pm

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

Exhibitor Rules and 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.

Who Attends

Attendees at the AAPB Annual Meeting include researchers and clinicians 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.

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 25, 2010.

Booth Fees/Specifications

First Booth:	Before	After
	12/1/09	12/1/09
AAPB Member	\$1195	\$1495
Non-Member	\$1395	\$1695
Corporate Member	\$1045	\$1345
Additional Booths:	Before	After
	12/1/09	12/1/09
AAPB Member	\$595	\$845
Non-Member	\$795	\$1075
Corporate Member	\$495	\$745

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. 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.

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.

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. **When two or more exhibitors ask for the same booth location, booths will be assigned based on the date your application is submitted.** 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, regardless of application date. AAPB reserves the right to refuse or restrict space for any reason. We will begin assigning space after January 15, 2010.

Media Distribution Opportunities

Maximize your marketing effort by inserting a brochure, coupon, or flyer in each attendee registration packet for a fee of \$250 for AAPB corporate members, \$300 for AAPB members, and \$350 for non-members. Giveaway pieces cannot be larger than 8½" x 11" and/or 4 pages. 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.

Promotional Option

AAPB invites you to help promote the Annual Meeting to your customers. AAPB will prepare PR email messages. If you are willing to send the messages to your customers, AAPB will extend a \$100 discount to your booth fee. Please be sure to select the Promotion Option on the Exhibit Contract under Additional Opportunities.

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 City Electrical Code. No part of any exhibit may be suspended from or attached to any part of the exposition facility.

Additional Representative Registration

Each exhibitor is allowed two representatives per booth without charge. This entitles the representatives to attend 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.

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.

- a. 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 in the opinion of AAPB.
- b. 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.
- c. The applicant agrees to comply with AAPB's Rules and Regulations governing Exhibits.
- d. The application, fees and any required documents are received prior to the established deadline.
- e. AAPB reserves the right to refuse a booth to any applicant.

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.

Subleasing/Sharing

Subleasing of exhibit space is not permitted, nor may two companies share the same leased 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 it has rented and has the right to refuse those considered its competitors from gaining access to, photographing, videotaping or otherwise mechanically recording its 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 6:00pm on Saturday, March 27. All exhibit material must be packed and ready for shipment by 8:00pm. All space occupied by an exhibitor must be surrendered in the same condition as at the commencement of occupation.

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 24, 2010 and will receive a full refund less a \$100 processing fee. No refunds will be granted to an exhibitor after February 24, 2010. 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. General security service will be provided by AAPB for the exhibition period, but neither the security service nor AAPB will be responsible for loss of or damage to any property.

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

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.

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.

Accommodations

The Town and Country Resort is Southern California's playground in the heart of beautiful Mission Valley. This luxury resort has towering palm trees, lush gardens with rose fragrances and whimsical statuettes surrounding some of the finest accommodations in San Diego. Any San Diego attraction is just minutes from the Town and Country Resort, including SeaWorld Adventure Park, the world-famous San Diego Zoo, and the San Diego Wild Animal Park.

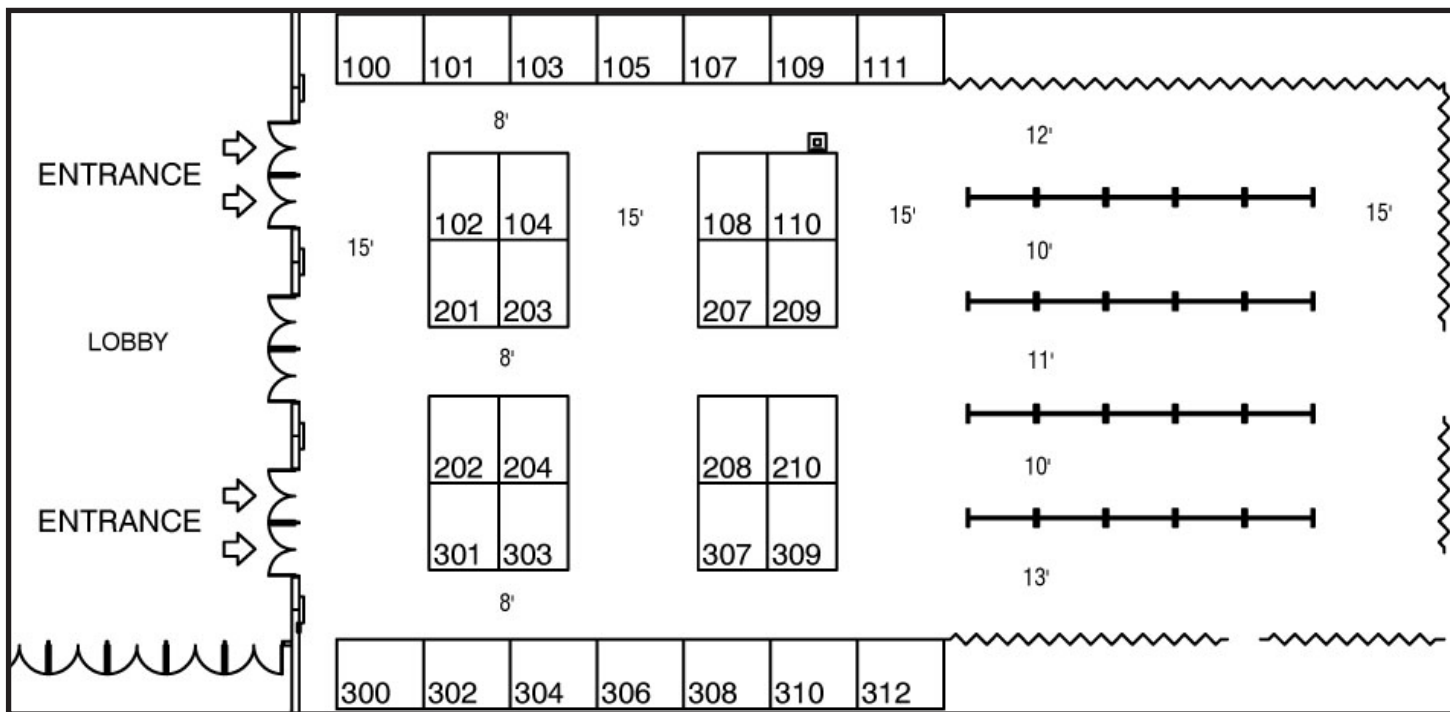
Hotel Rates and Reservation Deadline

AAPB has reserved a block of sleeping rooms at a discounted rate at the Town & Country Resort Hotel. This allows AAPB the use of the meeting and exhibit space at a great discount. Your support in staying at the Town & Country Resort Hotel helps to keep AAPB's meeting and membership costs down. The discounted room rate for the Annual Meeting is \$156 single/double occupancy (plus applicable taxes). To receive this discounted room rate, you must identify yourself as an AAPB attendee. The deadline to make your reservations is March 5, 2010. For reservations, call 619-291-7131 or 800-77-ATLAS.

AAPB Contact

For any additional information or questions contact:
 Allison Mendrys
 AAPB Meeting Coordinator
 10200 W. 44th Avenue, Suite 304
 Wheat Ridge, CO 80033
 Tel: 303-422-8436
 Fax: 303-422-8894
 Email: amendrys@resourcenter.com
www.aapb.org

Exhibit Hall Floorplan



AAPB 2010 Exhibitor Application

Application Deadline: January 15, 2010

Institution/Company: _____

Main Contact: _____

Email: _____

Exhibit Representative Name: _____

Email: _____

Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Website/URL: _____

Agreement

With this application we agree to conform to the Exhibit Rules for the 2010 AAPB Annual Meeting, that are hereby made a part of this application.

Signature: _____

Company Listing

IMPORTANT: Provide a description of 50-words or less for your company's product(s)/service(s) to be published in AAPB promotional materials. Please email your description to amendrys@resourcenter.com when you submit the Exhibitor's Application.

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

<i>First Booth:</i>	Before 12/1/09	After 12/1/09
AAPB Member	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1495
Non-Member	<input type="checkbox"/> \$1395	<input type="checkbox"/> \$1695
Corporate Member	<input type="checkbox"/> \$1045	<input type="checkbox"/> \$1345

<i>Additional Booths:</i>	Before 12/1/09	After 12/1/09
AAPB Member	<input type="checkbox"/> \$595	<input type="checkbox"/> \$845
Non-Member	<input type="checkbox"/> \$795	<input type="checkbox"/> \$1075
Corporate Member	<input type="checkbox"/> \$495	<input type="checkbox"/> \$745

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 based on the date your application is submitted.**

Sponsorship Opportunities

Thursday Welcome Reception – This is the kickoff of the event. We will accept one sponsor for this event who will receive major recognition, including special signage and podium recognition.

\$5,000
(exclusive)

Biofeedback Bistro – Sponsors of this event will receive major recognition, including special signage and podium recognition.

\$3,500
(exclusive)

Wednesday Breakfast and AM & PM Breaks – Offers exclusive recognition for Workshop breakfasts and morning & afternoon refreshment breaks; covers multiple workshops.

\$1,500
(exclusive)

Thursday Breakfast and AM & PM Breaks – Offers exclusive recognition for Workshop breakfasts and morning & afternoon refreshment breaks; covers multiple Workshops and the Conference Opening Session.

\$2,000
(exclusive)

Friday Breakfast and AM & PM Breaks – Offers exclusive recognition for Short Course breakfasts and General Conference morning & afternoon refreshment breaks.

\$1,500
(exclusive)

Saturday Breakfast and AM & PM Breaks – Offers exclusive recognition for a General Conference and Short Course morning & afternoon refreshment breaks.

\$1,500
(exclusive)

Gold and Silver Speaker Sponsorship – Have your logo appear in the Onsite Programs with the description and/or listing of a keynote presentation and on the AAPB website. NOTE: All speakers are selected by AAPB. Sponsorship covers the speaker honorarium and expenses.

\$1,500 (Gold)
(exclusive)
 \$1,000 (Silver)

Workshops Sponsor – Sponsor one of several Workshop speakers. NOTE: All speakers are selected by AAPB. Sponsorship covers the speaker honorarium and additional expenses.

\$750
(exclusive - per workshop)

Meeting Tote Bags – Have your logo printed prominently on the registration tote bags.

\$1,500
(exclusive)

Meeting Accessories – Several other items are available that may be given to each of the attendees, such as note pads, pens, lanyards, etc. Sponsor one of these items and have your logo used long after the event. For more information, contact Allison Mendrys at amendrys@resourcenter.com.

Various
\$1,500 to \$5,000

Advertising Opportunities

2010 Preliminary Program Advertising Order

(Ads due by October 14, 2009)

- Half Page, 4 Color Outside Back Cover (6 ¼ x 7 ¼) \$700
- Full Page, 4 Color Inside Back Cover w/bleed (8 5/8 x 11 1/8) \$600
- Full Page, 4 Color Inside Front Cover w/bleed (8 5/8 x 11 1/8) \$600
- Full Page, b/w or gray-scale only (7 x 10) \$400
- Half Page, b/w or gray-scale only (7 x 5) \$350

2010 Onsite Program Advertising Order

(Ads due by February 12, 2010)

- Full Page, 4 Color Outside Back Cover (4 x 9) \$700
- Full Page, 4 Color Inside Back Cover w/bleed (4 x 9) \$600
- Full Page, 4 Color Inside Front Cover w/bleed (4 x 9) \$600
- Full Page, b/w or gray-scale only (4 x 9) \$400
- Half Page, b/w or gray-scale only (4 x 4 ½) \$350

*Please note: Corporate members will receive a 25% discount on advertising rates.

Exhibitor Demonstration Registration Form

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 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 amendrys@resourcenter.com as it will appear in the printed/posted AAPB promotional materials. If you have any questions, please contact Allison Mendrys at (303) 422-8436.

- AAPB Corporate Member \$250
- AAPB Member \$325
- Non-member \$375

Schedule Preferences

In the boxes below, please rank, in number order, your top three (3) choices (ex: 1st, 2nd, 3rd). There are eight, 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 3

_____ Early AM (between 7:45 – 8:45am)
_____ Lunch time (Noon – 1:00pm)

Saturday, April 4

_____ Early AM (between 7:45 – 8:45am)
_____ Lunch time (Noon – 1:00pm)

Fee Summary

Meeting Registration	\$ _____
Exhibit Booth(s)	\$ _____
Additional Exhibitor Pass(es)	\$ _____
Sponsorship	\$ _____
Media Distribution	\$ _____
Demonstration	\$ _____
Advertising	\$ _____
Discount for Promotional Option	\$ _____
TOTAL ENCLOSED	\$ _____

Payment Method

- Check
- Visa
- Master Card
- American Express
- Discover

Credit Card #: _____

Expiration Date: _____

Name of Cardholder: _____

Signature: _____

Cancellation Policy

Cancellations must be in writing and postmarked by February 24, 2010 to receive a full refund, minus a \$100 processing fee. There will be no refunds for cancellations received after February 24, 2010.