

Invitation to Exhibit

Don't miss the world's largest gathering of child and adolescent psychiatrists!



AAAP's

64TH ANNUAL MEETING

October 23–28, 2017

Washington, DC

Washington Marriott Wardman Park & Omni Shoreham Hotel

Exhibit Dates:
October 25–27, 2017



AMERICAN ACADEMY OF
CHILD & ADOLESCENT
PSYCHIATRY

WWW.AACAP.ORG

You Are Invited

Not sure which opportunity is right for you?
Contact AACAP's Meetings & Exhibits Manager at
202.966.9574 or exhibits@aacap.org to find out more.

Meet with the largest gathering of child and adolescent psychiatrists in the world!

You are invited to exhibit at AACAP's 64th Annual Meeting. The American Academy of Child and Adolescent Psychiatry encourages all organizations committed to children's mental health to support the clinical practice and science of child and adolescent psychiatry through our Annual Meeting. We are anticipating attendance of over 4,000 medical professionals in Washington, DC this year.

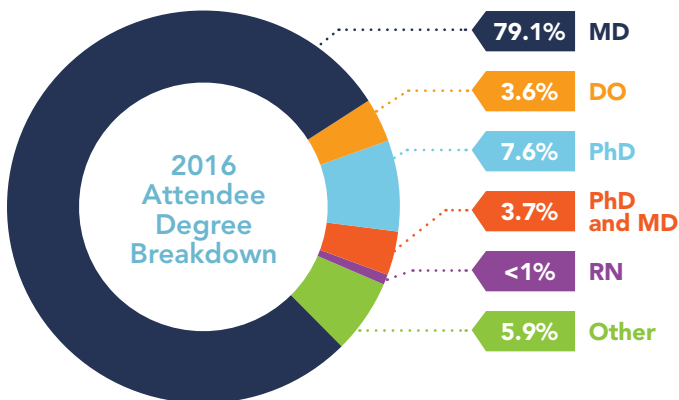
Take the opportunity to...

- Build brand awareness
- Answer inquiries about your company/organization
- Promote new products and technology
- Obtain direct orders for your company/organization
- Recruit for your hospital or practice
- Gain client referrals
- Support AACAP

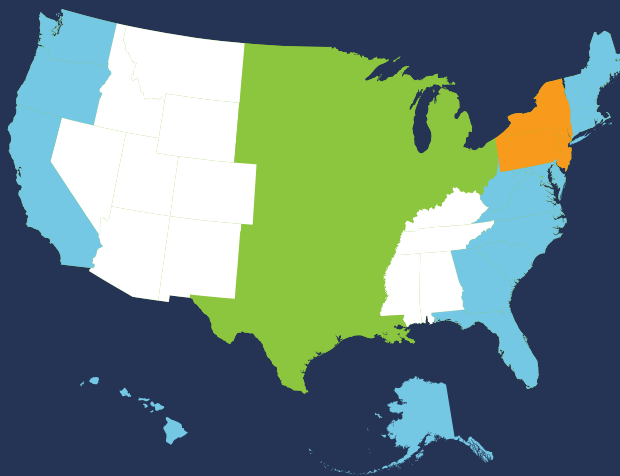
About the Attendees

Over 5,400 child and adolescent psychiatrists, pediatricians, and other professionals were in attendance at AACAP's 63rd Annual Meeting in New York last year.

The majority of attendees are child and adolescent psychiatrists; however, the Annual Meeting also attracts adult psychiatrists; behavioral health practitioners, juvenile justice professionals, nurses, pediatricians, psychologists, researchers, social workers, teachers, and other professionals who work with children and adolescents.



Registration by geographic location at AACAP's 63rd Annual Meeting in New York City, NY



*Percentages based on total number of U.S. attendees.

Top 5 Countries of International Attendees

- 1 Canada
- 2 Australia
- 3 Sweden
- 4 Brazil
- 5 Spain





To download a copy of the exhibitor registration form or to register online, visit www.aacap.org/exhibits/2017.

Exhibitor Information



What's Included With a Booth Purchase:

All 10' x 10' booths include:

- 8' high backdrop drapery and 3' high side-rail drapery.
- Identification sign with organization or company name, city, state, country, and booth number.
- 500-character product description in the Annual Meeting Exhibits Guide and on the Annual Meeting website.
- Listings in the Annual Meeting Exhibits Guide, Program Book, AACAP App, and on the Annual Meeting website.
- Two "Exhibit Only" non-transferable badges for each 10'x10' booth space. Additional badges are available for \$150 per badge. If you do not provide a name for your complimentary badges and/or purchase additional badges by Friday, October 6, 2017, you will incur a fee of \$250.
- 24-hour security coverage in the Exhibit Hall.
- Carpet throughout the entire Exhibit Hall.

Please note: Tables, chairs, furniture, etc. are not included in the cost of the booth. You can purchase these items through Shepard Exposition Services.

Exhibitor Service Center

To make the exhibit process easy for you, AACAP has created an Exhibitor Service Center for confirmed Exhibitors as a central place for all your exhibitor needs. Through the Exhibitor Service Center you will have access to:

- Edit your contact information and submit a description for your booth.
- Submit badge names for complimentary badges and purchase additional badges.
- View your booth number, when it has been assigned, and the most up-to-date exhibit hall floor plan.
- Submit giveaway requests.
- Download the Exhibitor Service Kit from the conference decorator, Shepard Exposition Services.
- View Exhibit Hall hours and other information.

Important Dates and Deadlines

- ✓ **Last day to receive artwork for Registration Magazine advertisement:**
Friday, July 7, 2017
- ✓ **Last day to receive artwork for September/October AACAP News advertisement:**
Friday, July 28, 2017
- ✓ **Last day to receive artwork for Exhibits Guide advertisement:**
Monday, September 11, 2017
- ✓ **Last day for island floor plan to be submitted to AACAP for approval:**
Friday, September 15, 2017
- ✓ **Giveaway approval form deadline:**
Friday, September 22, 2017
- ✓ **Exhibitor appointed contractor notification deadline:**
Friday, September 29, 2017
- ✓ **First day for warehouse deliveries without a surcharge:**
Monday, October 2, 2017
- ✓ **Discount price deadline for all decorator orders:**
Thursday, October 5, 2017
- ✓ **Exhibitor badge form deadline:**
Friday, October 6, 2017
- ✓ **Lead retrieval form deadline:**
Friday, October 6, 2017
- ✓ **Last day for warehouse deliveries without a surcharge:**
Friday, October 13, 2017



Exhibit Hall Hours:

Exhibitor Move-In
Tuesday, October 24
12:00 pm–5:00 pm

Wednesday, October 25
10:00 am–5:00 pm

Thursday, October 26
10:00 am–4:00 pm

Friday, October 27
9:00 am–12:30 pm

Exhibit Hall Tear Down
Friday, October 27
12:30 pm–7:00 pm



Floor Plan



The Exhibit Hall is centrally located just below Registration, and adjacent to scientific sessions and New Research Posters.

Exhibit Hall A and B South at the Washington Marriott Wardman Park



View an interactive floor plan with real-time booth availability online at www.aacap.org/exhibits/2017 starting in August. As booths are assigned the floor plan will update automatically.

Booth Categories

Booth assignments begin in July and confirmations will be emailed starting in August. Please register early and we will do our best to accommodate your preferred location.

- | | |
|---|---|
| ISLANDS | STANDARD |
| 20' X 20'—\$20,000 | 10' X 10' |
| 30' X 20'—\$30,000 | \$2,000 |
| PREMIUM | NON-PROFIT* |
| 10' X 10' | 10' X 10' |
| \$2,500 | \$900 |

*Non-Profit (501(C)(3) status only). Limited space availability, register early.

Lead Retrieval

Available through a module in the AACAP App, exhibitors will be able to collect leads from meeting attendees. Once the module is purchased, booth representatives can use the "Leads" feature on their smart phone or tablet to capture and track customers coming into their booth. Cost is \$200–\$325 per user.



Other Promotional Opportunities



Maximize your exposure through the following promotional opportunities:

Literature Table

The Literature Table is available for distribution of free brochures and other materials from your company.

Pamphlets, brochures, cards, leaflets, magazines, and similar materials will be displayed prominently so that those visiting the meeting can help themselves. These materials will be replenished by AACAP staff regularly.

We recommend 200–1,000 copies of each item for display. Unused materials cannot be returned. A sample of each piece to be displayed must be submitted with your application and payment, to allow for pre-approval.

A fee of \$350 for for-profit companies and \$175 for non-profit companies (501(c)(3) status only) applies for each style or type of brochure, pamphlet, leaflet, booklet, or other item displayed. Deadline is **October 2, 2017**.

Materials should be delivered to the address below and must arrive no later than **October 2, 2017**. Any packages sent directly to the hotel will be at your own risk, and you will be responsible for any package handling fees from the hotel.

AACAP

Attn: Meetings & Exhibits Manager
Literature Table Materials
3615 Wisconsin Ave. NW
Washington, DC 20016

Signage in the Exhibit Hall

AACAP attendees won't be able to bypass your company/organization when they pass by your advertisement in the Exhibit Hall.

- Purchase a double-sided (3' wide x 7.5' high) sign in the Exhibit Hall. Cost: \$800 per panel. Due date: September 11, 2017.

Customized Promotional Packages

Discounts are available when combining two or more of AACAP's 64th Annual Meeting promotional opportunities.

To sign up for one of these opportunities, please visit www.aacap.org/exhibits/2017 for online registration and fax-in/mail-in forms. Contact AACAP's Meetings & Exhibits Manager at 202.966.9574 or exhibits@aacap.org for more information.

Pre-Event Attendee Mailing List

Promote your company/organization through direct mailing to registered attendees before the event. All mailings will be handled through a third-party vendor.

Meet the Author

Promote your book at this year's Annual Meeting!

Join us at our "Meet the Author" table in the Exhibit Hall. Sign up for a one-hour time slot to promote your book. We include a 50-word description on a flyer distributed to all attendees as well as a listing in the Annual Meeting *Program Book*. Limited time slots are available beginning on Wednesday, October 25 and ending on Friday, October 27. Cost: \$300 per hour for each book, which defrays costs of booth rental. You must sign up by September 15, 2017, for your listing to appear in the *Program Book*.

Please note: AACAP is not responsible for providing your book at the Meet the Author Table.

Advertising Opportunities

Printed Publications

Registration Magazine:

Approximate Circulation: 2,000
Distributed to potential Annual Meeting attendees, this publication includes the preliminary program, registration information, and hotel and travel information.
Cost: \$600–\$3,500
Due date for artwork: July 7, 2017

AACAP News September/October Issue:

Approximate Circulation: 9,000
Distributed to the entire AACAP membership, this special issue includes highlights of the Annual Meeting.
Cost: \$700–\$4,000
Due date for artwork: July 28, 2017

Exhibits Guide:

Approximate Circulation: 4,000
Distributed to all Annual Meeting attendees, the *Exhibits Guide* includes descriptions of each exhibitor and a map of the exhibit hall.
Cost: \$500–\$2,300
Due date for artwork: September 11, 2017

Full pricing, submission deadlines, ad submissions specs, and conditions available online.

Sponsorship Opportunities for Exhibitors

www.aacap.org/annualmeeting/2017

Exhibition Rules and Regulations

Exhibit Criteria

AACAP reserves the right to require any exhibitor to remove an exhibit or any part of an exhibit which, in the sole judgment of AACAP, is misleading or deceptive, in poor taste, or unsuitable to or not in keeping with the character and objectives of the conference. AACAP also reserves the right to refuse space to any organization, individual, company, etc. that it deems inappropriate.

Liability and Insurance

AACAP is not responsible for injury, loss, or damage that may occur to exhibitors, their employees, agents, or property prior to or during this meeting. The exhibitor, upon signing the application form, expressly releases AACAP and its employees and agents from liability, and the exhibitor further agrees to indemnify same against any and all claims due to such injury, loss, or damage. Each exhibitor must provide for safeguarding of their goods, materials, equipment, personnel, and display at all times. General security will be provided by AACAP for the set-up and duration of the exhibit show. AACAP strongly recommends that each exhibitor secure a rider to its insurance policy for items during transportation to and from this meeting, as well as during installation, exhibit show days, and dismantling.

Hold Harmless

The Exhibitor assumes responsibility and agrees to indemnify and defend AACAP and its respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that AACAP does not maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Hotel Guidelines

Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless Hotel, Marriott International, and the Hotel's Owner (JBG), and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), and Group from and against any claims or expenses arising out of the use of the exhibition premises.

Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity in this Responsibility Clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel, Washington Marriott Wardman Park the Hotel's

Owner, and each of such entities' owners, subsidiaries and affiliates (collectively, "Hotel Parties") and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with Certificates of Insurance at least 30 days prior to the use of the exhibition premises.

The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Payment

For online registration or to download a copy of the registration form for fax-in or mail-in, please visit www.aacap.org/exhibits/2017. Applications without full payment will not be processed. Payment must be received with your application.

No Show, Early Departures, Etc.

Exhibitors must be present to man their booths for the entirety of the meeting. A penalty of 20% of your booth cost will be charged to any exhibitor who leaves the conference early or does not set up on time.

Giveaways

All giveaways that are not literature must be pre-approved by AACAP. Please visit the Exhibitor Service Center (a customized link will be emailed with your exhibit confirmation) to submit giveaways. **Please note that bags of any kind are not permitted.**

Cancellation

Booth reservations may be cancelled and a refund issued, less 50%, prior to **August 20, 2017**. Cancellation after August 20, 2017 obligates the exhibitor to pay full rental. No refunds will be made after this date unless the space has been resold; then a 50% refund will be issued.

Exhibitor Sales

Sales are permitted in the exhibit area. It is the responsibility of vendors making sales in the AACAP exhibit space to comply with state, local, and federal regulations and to pay appropriate taxes, including local sales taxes.

Other Rules

(a) In the event the exhibitor fails to install the display by Wednesday, October 25 at 10:00 am, or fails to pay the full space rental at the time specified, or fails to comply with any provisions concerning the use of display space, AACAP will have the right to take possession of the said space and resell it, or any part thereof. (b) All demonstrations, sales activities, and distribution of circulars and promotional materials must be pre-approved by AACAP in writing, and confined to the limits of

the exhibitor's booth, except that which is specifically authorized by AACAP. Any advertising premium or novelty giveaway must be items that can be used in the professional activities of the booth visitor and must be of modest value. Exhibitors must display only goods manufactured or dealt within their regular course of business, unless otherwise approved by AACAP. Food giveaways must be modest and pre-approved by both AACAP and the Washington Marriott Wardman Park. (c) Exhibits which include operation of audio-visual equipment or any noise-making machines may not operate the equipment in a manner that will disturb other exhibitors and their patrons. If an exhibit is determined to be disruptive by AACAP, the exhibitor will be asked to cooperate in resolving the disruption. If proper action is not taken by the exhibitor, AACAP reserves the right to take disciplinary action. (d) No copyrighted music will be played at this event. Additionally, no filming or photography of meeting attendees is permitted without prior approval by AACAP. (e) Exhibitors are not permitted to dismantle or abandon their booths before the show officially ends. (f) See AACAP's Operating Principles for Extramural Support of AACAP Meetings and Related Activities on www.aacap.org for detailed regulations. (g) All island booths must submit a floor plan to AACAP for preapproval by September 15, 2017.

Shipping and Storage

Shipments should be received and stored by Shepard Exposition Services prior to the Annual Meeting. Delivery of the shipment to the booth, removal of the empty crates to storage, return of empty crates at the close of the show, and delivery of your shipment to the loading platform will be provided by Shepard Exposition Services at the prevailing rates. A drayage information rate sheet will be included in the exhibitor's kit. It is the exhibitor's responsibility to mark and label their own crates/boxes.

Hotel Poacher Information

AACAP does not utilize third-party brokers for its hotel bookings unless indicated on its website. While it is not illegal for a travel firm or booking agent to solicit potential customers, it can be difficult to determine the legitimacy of offers from these organizations and guarantee that a room will be reserved at the hotel. If you don't make your housing reservations directly with the meeting hotel as instructed by AACAP, we will not be able to assist you. Please contact AACAP Meetings Department at 202.966.7300, ext. 2006 or meetings@aacap.org with any questions or concerns.



Register for your booth online at
www.aacap.org/exhibits/2017.

Please type or print clearly.

Exhibit Contact Name _____

Organization _____

Address _____

City, State, Zip, Country _____

E-mail _____

Telephone _____ Fax _____

Role of Contact:

- Exhibit Logistics Contact
- Financials Contact
- Exhibiting Company Contact
- Other: _____

Alternate Contact Name _____

Company _____

Address _____

City, State, Zip, Country _____

Phone _____ Email _____

Role of Contact:

- Exhibit Logistics Contact
- Financials Contact
- Exhibiting Company Contact
- Other: _____

The information provided below will be used exactly as written in all meeting publications for the exhibiting company, on the AACAP website and on the booth ID Sign:

Exhibiting Organization Name _____

Exhibiting Organization Website _____

Exhibiting Organization Address _____

Exhibiting Organization City, State, Zip, Country _____

Exhibiting Organization Phone _____

Choose Type of Service:

- Association
- Insurance
- Recruiter
- Educational
- Media
- Research
- Government Agency
- Pharmaceutical
- Software
- Hospital
- Publisher
- Treatment Center
- Other, explain _____

Referred to AACAP by:

- Past AACAP exhibitor
- Promotional email from AACAP
- AACAP member—please fill in his/her name _____
- Invitation to Exhibit
- Advertisement
- Other, please indicate: _____

Booth Information

(Please go to www.aacap.org/exhibits/2017 for the Exhibit Hall floor plan with available booths)

Number of booth spaces requested _____

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

List any probable exhibitor you do not wish to be near.
 (Note: Avoidance of a specific exhibitor may affect booth location.)

Booth Type:

- Island 20' x 20' @ \$20,000
- Standard 10' x 10' @ \$2,000
- Island 30' x 20' @ \$30,000
- Non-Profit 10' x 10' @ \$900
- Premium 10' x 10' @ \$2,500

***Custom Booth Sizes Are Available.** Please contact AACAP's Meetings & Exhibits Manager at 202.966.9574 or exhibits@aacap.org for more information.

AACAP Literature Table

Reserve _____ space(s) on the AACAP Literature Table @ \$350 (for profit) or \$175 (non-profit) (501(c)(3) status only) per piece displayed \$ _____
 (A sample of each piece to be displayed must be included with your application and payment for pre-approval.) Deadline is October 2, 2017.

Meet the Author

Reserve _____ one hour slots for Meet the Author @ \$300 per book \$ _____.

Method of Payment

Check enclosed (made payable to AACAP) for \$ _____.

Payment in full is due with this application.

I authorize AACAP to charge \$ _____ to my
 Visa MasterCard American Express

Cardholder Name _____

Account Number _____ Exp. Date _____ CSV Code _____

Cardholder Signature _____

Credit Cards Only: Fax your application to 202.464.0131; Attention: Exhibits

Check: Mail application along with payment to:

AACAP, Attn: Exhibits, 3615 Wisconsin Ave. NW, Washington, DC 20016-3007.

Agreement

We have read and agree to abide by the exhibit rules and regulations as listed in the brochure and on AACAP's website. This form becomes a contract when signed:

Signature _____

Print Name _____

Hotel Information

The host hotels for the Annual Meeting are the Washington Marriott Wardman Park and the Omni Shoreham Hotel. The room rate is \$272/night plus tax for a single/double room at the Washington Marriott Wardman Park. The room rate is \$274/night plus tax for a single/double room at the Omni Shoreham Hotel. Attendees can start making hotel reservations on June 15, 2017. If you need to reserve 10 or more sleeping rooms, please contact Jill Brafford at 202.966.7300 or jbafford@aacap.org by June 15, 2017 to make separate arrangements.

Contacts

**AACAP Exhibits, Advertising,
Meet The Author, and Literature Table**
AACAP Meetings and Exhibits Manager
3615 Wisconsin Ave. NW
Washington, DC 20016
Phone: 202.966.9574 | Fax: 202.966.5894
exhibits@aacap.org

Official Decorator:
Shepard Exposition Services
4710 Trident Court
Baltimore, MD 21227
Phone: 410.737.9270 | Fax: 410.737.9275
www.shepardes.com



Future AACAP Exhibit Opportunities

2018 Pediatric Psychopharmacology Update Institute

January 26–27, 2018
New York Marriott at the Brooklyn Bridge
Brooklyn, NY

65th Annual Meeting

October 22–27, 2018
Seattle, WA

2019 Pediatric Psychopharmacology Update Institute

January 25–26, 2019
New York Marriott at the Brooklyn Bridge
Brooklyn, NY

66th Annual Meeting

October 14–19, 2019
Chicago, IL

67th Annual Meeting

October 19–24, 2020
San Francisco, CA

68th Annual Meeting

October 25–30, 2021
Atlanta, GA