



EXHIBITOR and ADVERTISING PROSPECTUS

The Southwestern Psychological Association (SWPA) conference is packed with important educational sessions and speakers, and presentations of psychological research from universities and colleges from all over the Southwestern region. We expect an attendance of approx. 1400+ at the 2017 SWPA Convention. Exhibits will be located in Regency West and Center located on the Ballroom level of the Hyatt Regency San Antonio Riverwalk along with Academic Posters. There will be several poster sessions occurring each day during exhibit hours, which will ensure a steady flow of visitors to exhibits and will benefit both exhibitors and attendees.

Lorraine Grogan, SWPA Convention Manager
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DATES OF CONFERENCE: FRIDAY MARCH 31 – SUNDAY APRIL 2 2017

LOCATION OF EXHIBITS: REGENCY WEST AND CENTER, BALLROOM LEVEL

MOVE IN: THURSDAY MARCH 30 AFTER 4 P.M.
NOTE: THE EXHIBIT ROOM WILL CLOSE ON MARCH 30 AT 9 P.M. BUT WILL OPEN ON FRIDAY MARCH 31 AT 7 A.M.

EXHIBIT DAYS AND HOURS: FRIDAY MARCH 31 8.00 A.M. – 5 P.M.
(NOTE THAT THERE IS A RECEPTION AT APPROX 5.30PM ON THIS DAY AND EXHIBITORS ARE WELCOME TO STAY OPEN)
SATURDAY APRIL 1 8.00 A.M. – 5 P.M.

MOVE OUT: SATURDAY APRIL 1 AFTER 5 P.M.
(ALL TIMES SUBJECT TO CHANGE)

TO BOOK YOUR HOTEL ROOM: <https://resweb.passkey.com/go/SWPPsychologicalAssn2017>

Please book early to ensure you get the preferred group rate – details can also be found on the Southwestern Psychological Association website <http://wordpress.swpsych.org/>

ADVERTISING INFORMATION

There are several other marketing opportunities available:

Advertising in the SWPA Program Book

Full page (8.5 x 11 inches), 4-color inside front and inside back \$500

Full page (8.5 x 11 inches), black-and-white ad placed inside the program \$350; \$300 for Exhibitors

Maximum finished size for a full-page layout is 8" wide by 11" high. Layout copy submitted for publication should be a press ready PDF with images at 300 dpi.

The deadline date for all ads is February 1 2017 and the copy should be sent to Lorraine.grogan@conferencedirect.com

Sponsorship of the Friday SWPA Reception - \$750

Get your name and message in front of the attendees. This is an exclusive opportunity and you will be able to put up posters, hand out giveaways and talk to the attendees about your products and/or services during the 2 hour reception.

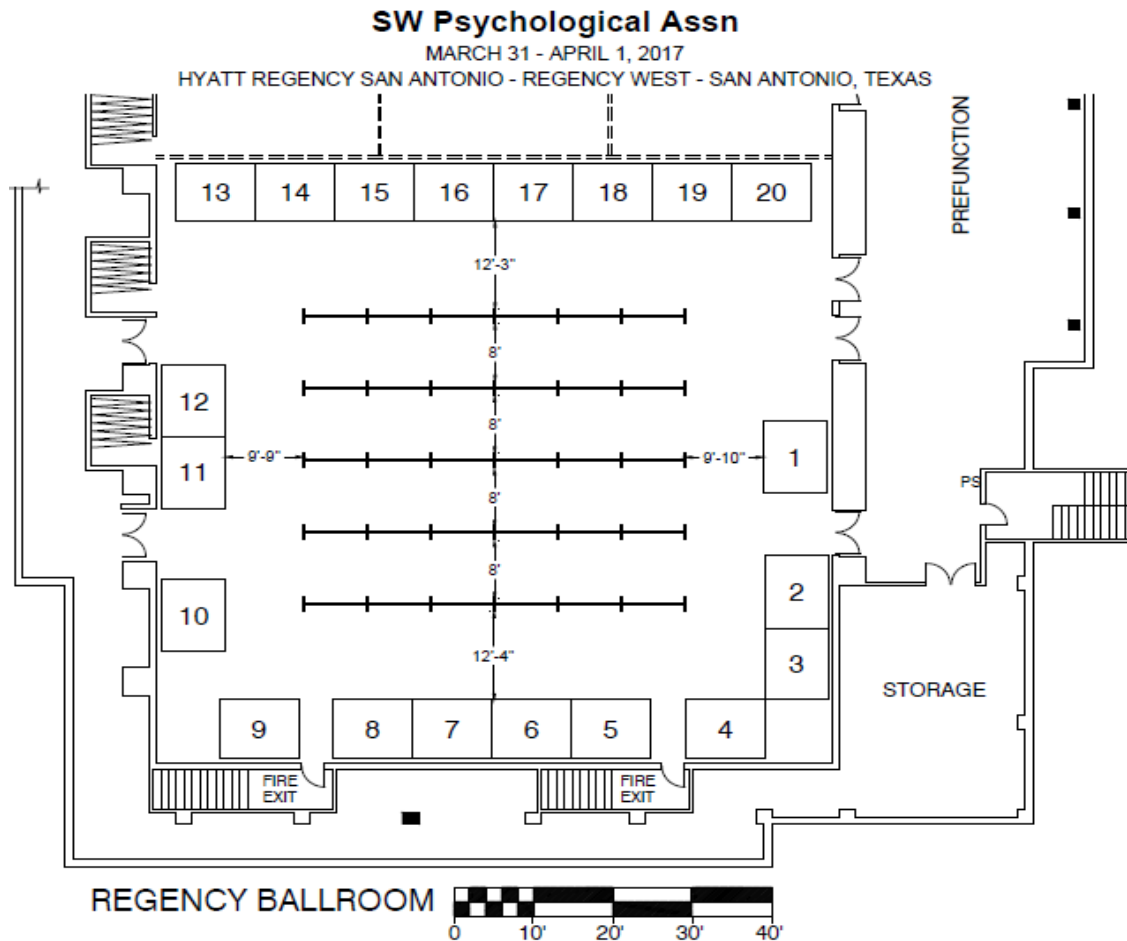
We will be happy to discuss other sponsorship opportunities – please contact Lorraine Grogan at Lorraine.grogan@conferencedirect.com



**SOUTHWESTERN PSYCHOLOGICAL ASSOCIATION
 REGENCY WEST AND CENTER, BALLROOM LEVEL
 HYATT REGENCY SAN ANTONIO RIVERWALK
 MARCH 31 – APRIL 1 2017**

Booth No.	Cost
1 - 5	\$500
6 - 17	\$400
18 - 20	\$500

All booths are 8' wide x 10' long. Each booth will have an 8' draped back wall and 3' draped side rails, a 6' table, 2 chairs, an identifying sign and a wastepaper basket. The floor of the exhibit hall is carpeted. Additional furnishings for booths and shipping of material to and from the Exhibit Hall must be arranged through Freeman. An exhibitor kit will be mailed to exhibitors in February, 2017.





2017 EXHIBITOR CONTRACT FORM

NAME OF ORGANIZATION	
ADDRESS	
CITY, STATE AND ZIP	
CONTACT PERSON	
PHONE	
FAX	
EMAIL	

Please reserve the space below or other comparable space for the 2017 Southwestern Psychological Association convention to be held at the Hyatt Regency Hotel, San Antonio Riverwalk Friday, March 31 – Saturday, April 1, 2017. **I understand that spaces are assigned in the order that signed contracts and payments are received.**

Booth space requested*:

First Choice#		Second Choice#		Third Choice#	
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*The cost of each booth space is listed above on the exhibit area plan. We will refund the difference if you are assigned to a lower cost booth.

YES, I would like to advertise in the SWPA Program Book (Please tick)
 \$350 for a full page, black and white; \$300 for Exhibitors

I/We have read and agree to comply with the enclosed regulations for exhibits at the SWPA Convention.

NAME (PRINTED)	
SIGNATURE	
DATE	

Please fill in all the blue highlighted fields above and send form electronically to Lorraine.Grogan@conferencedirect.com SWPA will send you an electronic invoice with the confirmed number of your booth and amount owed. Please note that your booth is not confirmed until SWPA receives payment for the booth.

OR

Please make checks payable to Southwestern Psychological Association. Address details for checks will be given in the invoice email.

If you need a W-9 FORM or Tax ID number please contact Lorraine Grogan.



SOUTHWESTERN PSYCHOLOGICAL ASSOCIATION CONVENTION EXHIBITOR REGULATIONS

CONTRACT These regulations together with the signed contract for exhibit spaces constitute the entire agreement.

PERIOD OF EXHIBITS The exhibit area will be open from Friday (March 31) and Saturday (April 1) from 8:00am to 5:00pm. Please note that there will be a reception on Friday evening from 5.30 – 7.30 p.m. which will be held in the exhibit/poster space. Exhibitors are welcome to staff their booths during this time.

SET UP AND REMOVAL OF EXHIBITS Set up of exhibits will be on Thursday, March 30 from 4 p.m. – 9 p.m. and Friday March 31 from 7 – 8 a.m. Removal of exhibits will be on Saturday, April 1 after the close of the show (that is, beginning at 5:00pm). Additional details will be provided as the dates of the convention are approaching and all times are subject to change.

BOOTHS Prices quoted are for 8 x 10' spaces and one 6' x 30" table, 2 chairs, a sign at the back of the booth, and a wastepaper basket.

SOLICITATIONS AND BOOTH ATTRACTIONS Exhibitors may display, demonstrate, give away samples, or take orders for merchandise. Exhibitors are requested not to produce sound solely for the purpose of attracting delegates to their booths. Neither demonstrations outside of space assigned nor displays in hotel guest rooms will be permitted. It is required that exhibitors staff their booths continuously during the show hours.

BOOTH DECORATION Arrangements for decorations, furniture, signs and services not specifically covered by this agreement may be made with our official exhibition contractor.

DISPLAYS Exhibitors will contact the hotel directly to ensure that they are conforming with hotel fire regulations.

ADVERTISING LITERATURE Exhibitors will be permitted to give out catalogs, circulars, and folders in their booths only. Canvassing of any kind, or distributing literature in the exhibit halls or meeting rooms by non-exhibitors will not be allowed.

FEES To secure an exhibit booth, submit full payment with your contract form. The fee for each space will be on a first-come, first-served basis.

APPLICATION FOR EXHIBIT SPACE Complete the contract form and return one copy with full payment to the address on the form. Assignment of tables will be on a first-come, first-served basis.

SOUND APPARATUS Sound apparatus and noise-making equipment must be regulated to a level that will not disturb other exhibitors.

FLAME PROOFING All table covers and flammable decorations must be rendered flame-retardant to meet the requirements of the local Fire Department, which will close any exhibit not meeting City Fire Regulations. Do not leave waste paper or cartons behind drapes or in the booths.

LIABILITY It is agreed that exhibitors shall assume all responsibility for damage to the exhibit hall, and they shall indemnify, hold harmless, and exempt The Southwestern Psychological Association, its officers and staff, its management and staff, from all personal and property loss or liability that may ensue from any cause whatsoever. All claims for any such loss or injury are expressly waived by the exhibitor. While the exhibit area will be closed when not open to the public, these measures are not guarantees of safety. Exhibitors are urged to secure themselves against risks of liability or loss.

FAILURE TO OCCUPY SPACE Spaces not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and the space may be resold, reassigned, or used by the exhibit manager. If the exhibit is on hand, the exhibitor

management reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline, and to instruct the exhibitor to be billed for all charges thus incurred.

SUBLETTING OF SPACE No exhibitor shall assign, sublet, or apportion a whole **or** any part of the space allotted nor exhibit therein any goods other than those manufactured and/or sold by him/her in the regular course of business. In case the exhibit space is not available for the uses therein specified due to war, governmental action or order, acts of God, fire, strikes, labor disputes, demonstrations, or any such causes beyond the control of the sponsoring association, this agreement shall immediately terminate and, in such event, the exhibitor shall and does waive any claim to damages or any other recovery thereof except the return of the amounts paid as rental for the space less the pro-rata share allocated to the space or the actual expenses incurred by the sponsoring organization in connection with the exhibit.

CANCELATION OF EXHIBIT SPACE

1. **CANCELLATION** In the event that notification or intent to cancel is received by SWPA management at least 30 days prior to the opening of the exhibit, all sums paid by the exhibitor minus a service charge of \$100.00 will be refunded.
2. **LATE CANCELLATION** Cancellation within 30 days prior to the opening of the exhibit obligates the exhibitor to full payment of the rental. No refund will be made after this date unless the space has been resold, in which case the exhibitor will be entitled to a refund as provided under item 1.