



## EXHIBITOR and ADVERTISING PROSPECTUS

The Midwestern Psychological Association (MPA) conference is packed with important educational sessions and speakers, and presentations of psychological research from universities and colleges from all over the Midwestern region. We expect an attendance of about 3000 people at the 2020 MPA Convention. Exhibits will be located in the Upper Exhibit Hall located on the 4<sup>th</sup> floor of The Palmer House 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.

Please note that the Registration area is in the front as you enter the Exhibit Hall and all attendees and exhibitors will need to ensure that they are wearing a badge to access the Exhibits and Posters. Please feel free to contact me at any time if you need more information or would like to discuss your participation.

Lorraine Grogan, MPA Convention Manager  
Email: [Lorraine.grogan@conferencedirect.com](mailto:Lorraine.grogan@conferencedirect.com)  
Tel: 412-398-2182

**DATE OF CONFERENCE:** THURSDAY APRIL 23 – SATURDAY APRIL 25 2020

**LOCATION OF EXHIBITS:** UPPER EXHIBIT HALL 4TH FLOOR, PALMER HOUSE CHICAGO

**MOVE IN:** WEDNESDAY APRIL 22 AFTER 3 P.M.  
NOTE: THE EXHIBIT ROOM WILL CLOSE ON APRIL 22 AT 8 P.M. BUT WILL OPEN ON THURSDAY APRIL 23 AT 7 A.M. FOR EXHIBITOR SETUP

**EXHIBIT DAYS AND HOURS:** THURSDAY APRIL 23 8:30 A.M. – 5 P.M.  
FRIDAY APRIL 24 8.30 A.M. – 5 P.M.  
SATURDAY APRIL 25 8.30 A.M. – 2.30 P.M.

**MOVE OUT:** SATURDAY APRIL 25 AFTER 2.30 P.M.

**ALL TIMES SUBJECT TO CHANGE**

**TO BOOK YOUR HOTEL ROOM:** <https://book.passkey.com/event/49938058/owner/1455/home>.

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

### ADVERTISING INFORMATION

There are several other marketing opportunities available:

#### Advertising in the MPA Program Book

Full Page, Black and White Ad \$350

(For Exhibitors, the price is \$200)

More details are in the Advertising sheet attached.

#### Advertising on the MPA App - \$500

Your logo will be on a rotating banner on the MPA App which most attendees will be referencing before, during and after the Convention

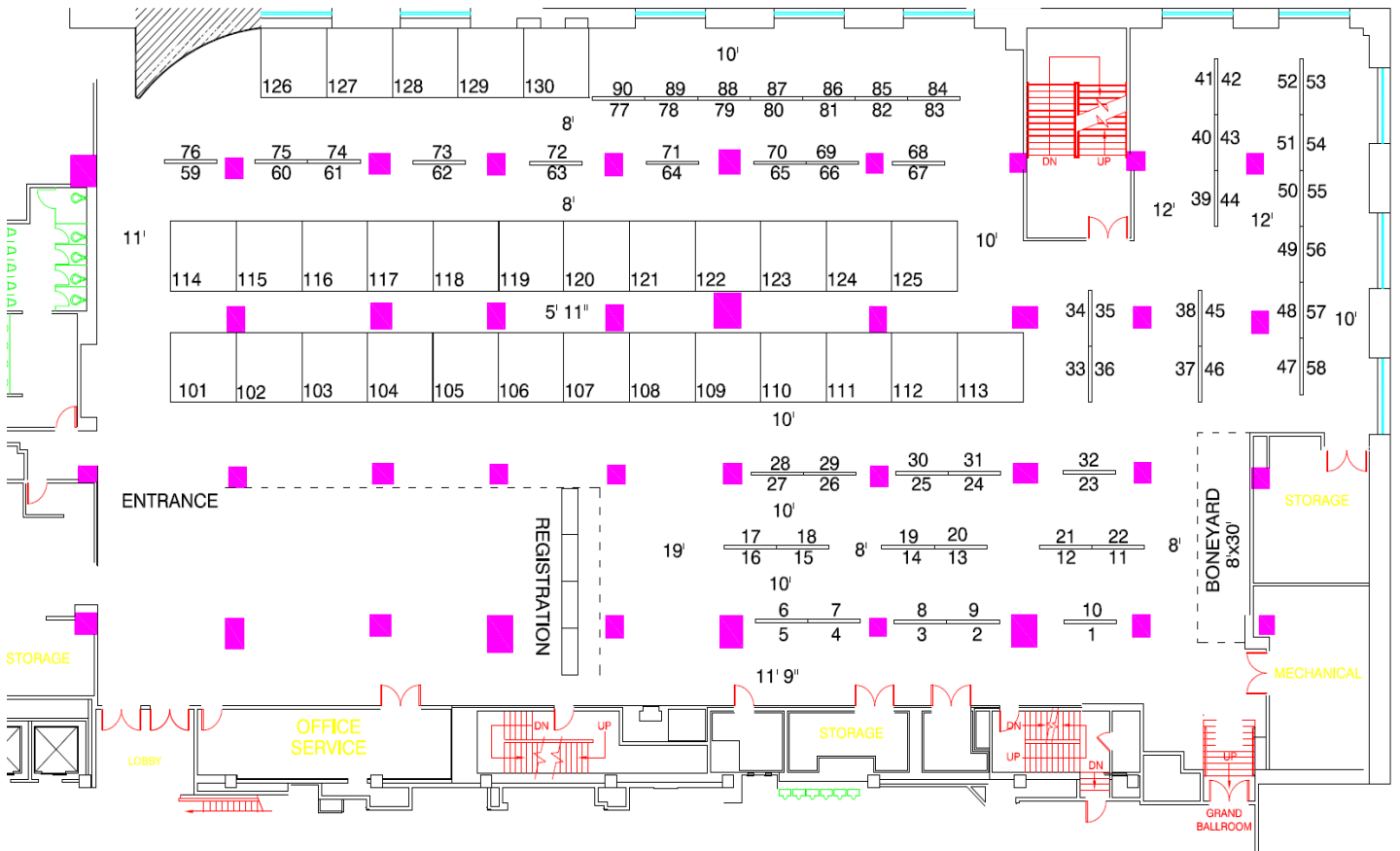
*Please note that in an effort to be "green" the MPA Council has decided that we will no longer give out tote bags at the Registration so there will no longer be an opportunity to insert anything in the bags. Instead we encourage you to advertise on the MPA App as an alternate option*



**MIDWESTERN PSYCHOLOGICAL ASSOCIATION  
UPPER EXHIBIT HALL, 4<sup>TH</sup> FLOOR  
PALMER HOUSE, CHICAGO  
APRIL 23 - 25 2020**

Booth No.	Cost
101 – 104	\$950
105 – 110	\$850
111 - 113	\$750
116 - 130	

All booths are 8' wide x 10' long. Each booth will have an 8' draped back wall and 3' draped side rails. The floor of the exhibit hall is carpeted, so exhibitors need not rent carpet for their booths. Furnishings for booths are **COMPLIMENTARY**. Each booth will receive a 6'x 30" table, 2 chairs and a waste basket. Shipping of material to and from the Exhibit Hall must be arranged through Viper Tradeshows. **PLEASE NOTE THAT WE WILL INCLUDE WIFI FOR EXHIBITORS THIS YEAR.** Included in the rates is registration for up to 3 people. An exhibitor kit will be mailed to exhibitors in February 2020.





**2020 EXHIBITOR CONTRACT FORM**

<b>NAME OF ORGANIZATION</b>	
<b>ADDRESS</b>	
<b>CITY, STATE AND ZIP</b>	
<b>CONTACT PERSON</b>	
<b>PHONE</b>	
<b>FAX</b>	
<b>EMAIL</b>	

Please reserve the space below or other comparable space for the 2020 Midwestern Psychological Association convention to be held at the Palmer House Hilton Hotel, Thursday, April 23 – Saturday, April 25, 2020. **I understand that spaces are assigned in the order that signed contracts and payments are received.**

**Booth space requested\*:**

<b>First Choice#</b>		<b>Second Choice#</b>		<b>Third Choice#</b>	
----------------------	--	-----------------------	--	----------------------	--

\*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. **PLEASE NOTE THAT ONE TABLE, 2 CHAIRS AND A WASTE BASKET AND WIFI WILL BE PROVIDED IN THE BOOTH**

**YES, I would like to advertise in the MPA Program Book (Please tick)**

*\$350 for a full page, black and white; \$200 for exhibitors*

**YES, I would like to advertise on the MPA App (Please tick)**

*\$300 for a banner advert*

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

<b>NAME (PRINTED)</b>	
<b>SIGNATURE</b>	
<b>DATE</b>	

Please fill in all the blue highlighted fields above and send form electronically to [Lorraine.Grogan@conferencedirect.com](mailto:Lorraine.Grogan@conferencedirect.com) MPA will send you an electronic invoice from our PayPal account with the confirmed number of your booth and amount owed. You will then be able to make an e-payment directly into the MPA account. Please note that your booth is not confirmed until MPA receives payment for the booth.

OR

Please make checks payable to Midwestern 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.



## MIDWESTERN 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 8:30am to 5:00pm on Thursday, April 23 and Friday, April 24, and 8.30 am to 2.30 pm (subject to change) on Saturday, April 25, 2020.

**SET UP AND REMOVAL OF EXHIBITS** Set up of exhibits may begin after 3:00pm on Wednesday, April 22; some exhibitors prefer to wait until Thursday to reduce the number of travel days and the Exhibit Hall will be open at 7:00am for those exhibitors. Removal of exhibits will be on Saturday, April 25 after the last poster session which will finish at 2.20pm. Should you need your empty containers before that time, please liaise with Lorraine Grogan to store your containers onsite in the MPA office onsite at the hotel.

**BOOTHS** Prices quoted are for 8x10 ft. spaces and include back drapes, side rails, carpeted floors, and exhibitor's registration fees for designated representatives. Furnishings for booths are COMPLIMENTARY. Each booth will receive a 6'x 30" table, 2 chairs and a waste basket. Wifi for the booth will also be provided. Shipping of material to and from the Exhibit Hall must be arranged through Viper Tradeshows. An exhibitor kit will be mailed to exhibitors in February 2020.

**ELECTRICITY** This can be arranged directly with the hotel. MPA has arranged for a 20% discount for power to the exhibit booths. Please contact Guimazoa Gonzalez at [Guimazoa.Gonzalez@hilton.com](mailto:Guimazoa.Gonzalez@hilton.com) to set up your requirements.

**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.

**DISPLAY DRAYAGE** It is the responsibility of each individual exhibitor to check with the official drayage company to be certain that their exhibits meet with hall floor limitations as well as entrance requirements.

**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.

**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.

**FEES** Booths are priced according to the location of the space. To secure an exhibit space, submit full payment with your contract form. The fee for each space will be on a first-come, first-served basis.

**CANCELLATIONS AND REFUNDS** Cancellations of exhibit space must be provided in writing to the Convention Manager of MPA. Cancellations before December 1, 2019 will receive a 100% refund. Cancellations between December 2, 2019 and January 1 2020 will receive a 50% refund. Cancellations after January 2 2020 will not be refunded.

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

**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 Midwestern Psychological Association, its officers and staff, and our designated decorator, 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.