



## **EXHIBITOR, SPONSORSHIP 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 over 3000 people at the 2024 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

<b>DATE OF CONFERENCE:</b>	<b>THURSDAY APRIL 18 – SATURDAY APRIL 20 2024</b>
<b>LOCATION OF EXHIBITS:</b>	<b>UPPER EXHIBIT HALL 4TH FLOOR, PALMER HOUSE CHICAGO</b>
<b>MOVE IN:</b>	<b>WEDNESDAY APRIL 17 AFTER 3 P.M.</b> NOTE: THE EXHIBIT ROOM WILL CLOSE ON APRIL 17 AT 8 P.M. BUT WILL OPEN ON THURSDAY APRIL 18 AT 7 A.M. FOR EXHIBITORS TO SETUP
<b>EXHIBIT DAYS AND HOURS:</b>	<b>THURSDAY APRIL 18 8:30 A.M. – 5 P.M.</b> <b>FRIDAY APRIL 19 8.30 A.M. – 3 P.M.</b> <b>SATURDAY APRIL 20 8.30 A.M. – 2.30 P.M. (SUBJECT TO CHANGE)</b>
<b>MOVE OUT:</b>	<b>SATURDAY APRIL 20 AFTER 2.30 P.M.</b>

### **TO BOOK YOUR HOTEL ROOM:**

Please book early to ensure you get the preferred group rate – details can also be found on the Midwestern Psychological Association website <https://book.passkey.com/go/MPA2024>



## ***SPONSORSHIP OPPORTUNITIES***

### **PLATINUM SPONSOR \$7,500**

Your sponsorship includes:

- 1 Exhibit Booth (best available 101 – 116 booths)
- 8 complimentary conference registrations
- Full page color ad in the hardcopy and online program books (inside front/back cover if available – if not available, then a B/W full page ad)
- Identification as Platinum Conference Sponsor on convention app, event website, and in email marketing
- Full integration into MPA's social media plan surrounding the conference
- Placement on top of the exhibitor directory
- Logo permanently displayed in the convention program Logo on onsite signage

### **GOLD SPONSOR \$5,000**

Your sponsorship includes:

- 1 Exhibit Booth (best available 105 – 116 booths)
- 4 complimentary conference registrations
- Full page, B/W program ad (no covers) in the hardcopy and online program books
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into MPA's social media plan surrounding the conference
- Logo permanently displayed

### **SILVER SPONSOR \$3,000**

Your sponsorship includes:

- 3 complimentary conference registrations
- Full page, B/W program ad (no covers) in the online program book
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into MPA's social media plan surrounding the conference

### **BRONZE SPONSOR \$1,500**

Your sponsorship includes:

- Full page, B/W program ad (no covers) in the online program book
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the conference



## **PROGRAM AND WEBSITE ADVERTISING INFORMATION**

Advertising space is available in the MPA Convention Program, which is given to all individuals who register for the meeting. For 2023 we expect over 3000 attendees.

### **COPY**

Copy for full page adverts can be submitted for inclusion in the official program for the Annual Convention of the Midwestern Psychological Association. Layouts for the ads must be provided by the advertiser in camera-ready form (high resolution, black and white, PDF).

### **SIZE**

Maximum finished size for a full-page layout is 4.75" wide by 7.25" high. Layout copy submitted for publication should be a press ready PDF with images at 300 dpi.

### **FEES**

		<b>Discounted rate for Exhibitors</b>
Back cover (COLOR AD)	\$1100	\$1000
Inside Cover (front) (COLOR AD)	\$900	\$800
Inside Cover (back) (COLOR AD)	\$900	\$800
Full page (BLACK AND WHITE)	\$500	\$400

***The availability of the back and inside cover pages should be determined by contacting the MPA Convention Manager. These ads can be in submitted in color.***

If a submitted ad layout requires additional expense before it can be printed, these costs will be billed to the advertiser.

### **DEADLINE**

The deadline for full payment and receipt of advertising copy is **February 28, 2024**.

Unless specified in writing, all copy becomes the property of the Midwestern Psychological Association and will not be returned.

### **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

### **Advertising on the MPA Website**

You may also advertise your graduate program, journal, business, or service on the MPA website. There is no deadline for advertising on the website. All ads run through the end of the fiscal year, July 1st.

**Requirements:** Please prepare a 728 x 90 or 970 x 90 pixel ad in color or black-and-white. When you submit your ad, indicate the url (web address) to which you'd like people directed when they click your ad (e.g., your school/business website).

**Rates:** Home page: \$750; Other pages: \$400; job listing complimentary for academic institutions. For job placement companies or for-profit institutions, \$100 for 3 months placement.

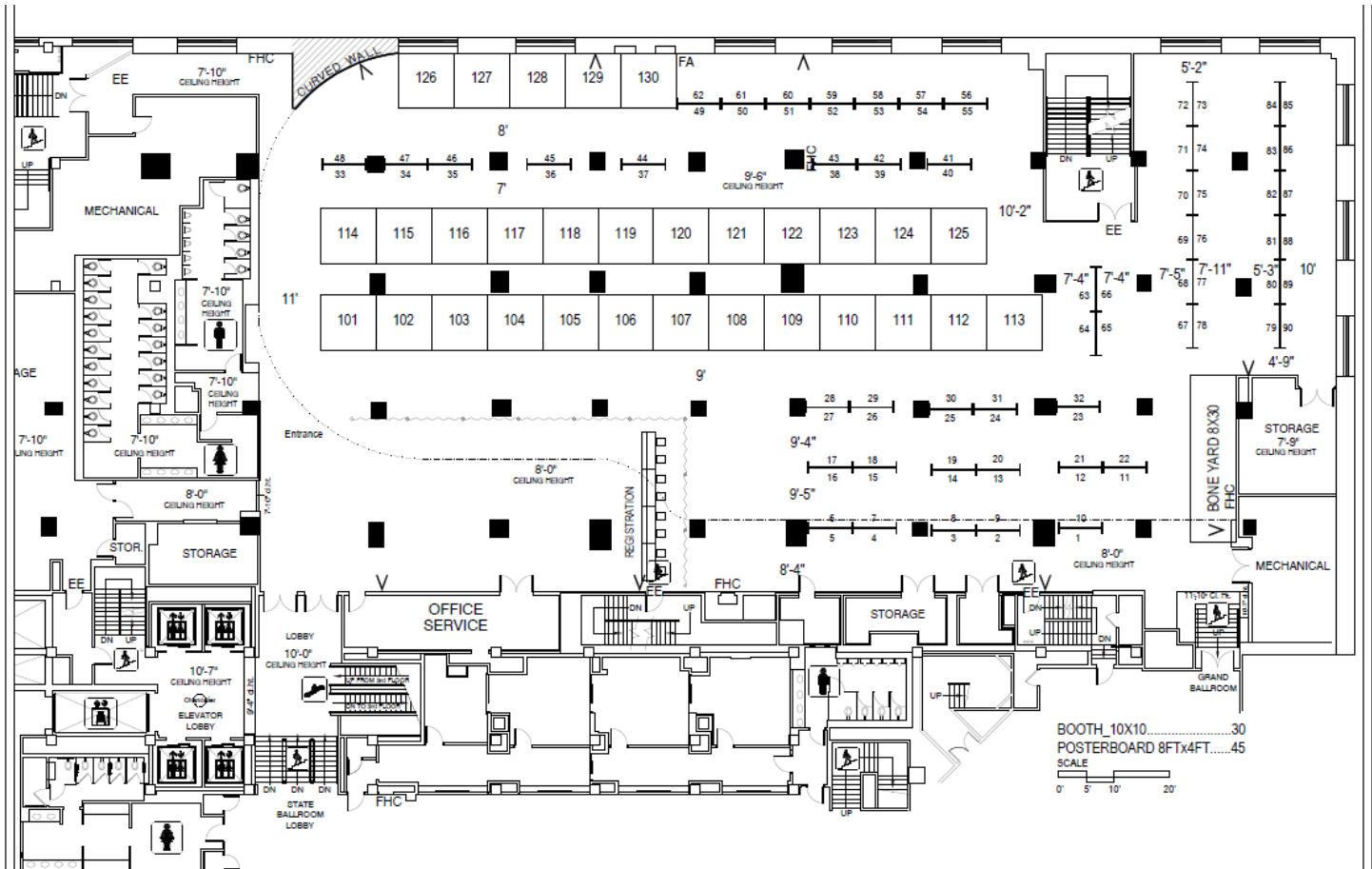
### **PAYMENT**

Upon receipt of your order, MPA will submit an invoice via e-mail and you will be able to pay electronically into the MPA PayPal account or check (details below).

Booth No.	Cost
101 – 104;	\$1300
105 – 113	\$1100
114 - 116	
117 - 130	\$900

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 Alliance Expo. An exhibitor kit will be mailed to exhibitors in February 2024.

Included in the above rates is registration for up to 3 people.





**2024 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 2024 Midwestern Psychological Association convention to be held at the Palmer House Hilton Hotel, Thursday, April 18 – Saturday, April 20, 2024. **I understand that spaces are assigned in the order that signed contracts and payments are received.**

I would like to be a  
**Platinum sponsor** \_\_\_\_\_ **Gold sponsor** \_\_\_\_\_ **Silver Sponsor** \_\_\_\_\_ **Bronze Sponsor** \_\_\_\_\_

**Booth space requested\*:**

<b>First Choice#</b>		<b>Second Choice#</b>		<b>Third Choice#</b>	
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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. PLEASE NOTE THAT ONE TABLE, 2 CHAIRS AND A WASTE BASKET WILL BE PROVIDED IN THE BOOTH

I am ordering

\_\_\_\_\_ Back Cover @ \$1100  
 \_\_\_\_\_ Inside Front Cover @ \$900  
 \_\_\_\_\_ Inside Back Cover @ \$900  
 \_\_\_\_\_ Full Page @ \$500

I am an exhibitor

\_\_\_\_\_ Back Cover @ \$1000  
 \_\_\_\_\_ Inside Front Cover @ \$800  
 \_\_\_\_\_ Inside Back Cover @ \$800  
 \_\_\_\_\_ Full Page @ \$400

Only full-page ads are accepted for the back cover, inside front and back covers. Please determine the availability of these covers before placing your order.

\_\_\_\_\_ Rotating Logo on MPA app @ \$500  
 \_\_\_\_\_ Main page advert on MPA website @\$750  
 \_\_\_\_\_ Inside page on MPA website @ \$400

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  
 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



## 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 18; 8.30am to 3 pm on Friday, April 19, and 8.30 am to 2.30 pm (subject to change) on Saturday, April 20, 2024.

**SET UP AND REMOVAL OF EXHIBITS** Set up of exhibits may begin after 3:00pm on Wednesday, April 19; 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 20 after the last poster session.

**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. Shipping of material to and from the Exhibit Hall must be arranged through Alliance Expo. An exhibitor kit will be mailed to exhibitors in February 2024.

**ELECTRICITY** This can be arranged directly with the hotel. Please contact Jennifer.Marszewski@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 31, 2023 will receive a 100% refund. Cancellations between January 1, 2024 and January 31 2024 will receive a 50% refund. Cancellations after February 1 2024 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.