

Exhibitor & Sponsorship PROSPECTUS



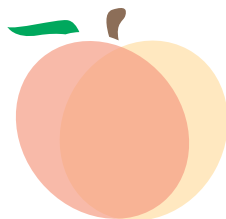
For More Information

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2018 SPSP
Annual Convention
March 1-3

Atlanta

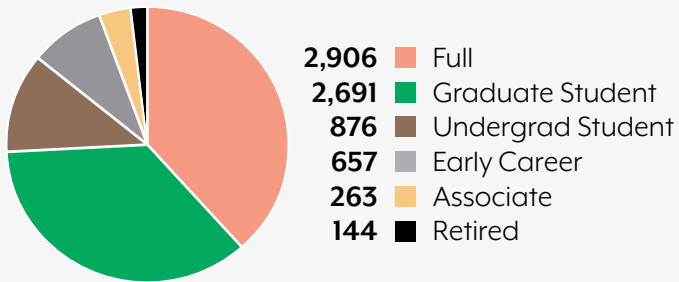
2018 Convention

The Society for Personality and Social Psychology's Annual Convention is at the Hyatt Regency Atlanta and the Atlanta Marriott Marquis from March 1-3, 2018. With over 7,000 members, SPSP is the largest Social and Personality Psychology organization in the world. Join over 3,600 attendees in the Poster and Exhibit Hall at the Hyatt Regency to build partnerships with our science that can change the landscape of personality and social psychology.

Exhibits at the SPSP Annual Convention are paired with attendee meal breaks, social hours, and poster sessions, ensuring prime exposure to the event's most highly trafficked areas. For the floor plan, exhibit hours, policies and more in-depth information on the Hall, please visit our Exhibitor webpage at meeting.spssp.org/exhibits

SPSP Membership Demographics

7,537 as of January 1, 2017



26%
International

74%
Domestic

Convention Attendance

3,486 at the 2017 SPSP Convention



83%
Domestic

17%
International

Canada	264
United Kingdom	107
Germany	71
Australia	44
Israel	38
Netherlands	27

Highlights

Exhibitor Theater

We will again be featuring a small theater for featured talks, product demonstrations, town halls, Q&A sessions, or just about anything else your imagination can dream up. Unlike last year, the Exhibitor Theater will not be in the hall but be set as a session room nearby. We will advertise and promote Exhibitor Theater presentations in the mobile app as well as with signage onsite. Purchase the add-on with your package and join the program for a chance to have targeted time to present in front of our attendees.

Exhibit Hours

Thursday, March 1 Exhibitor Move-In & Setup Exhibits Open	11:00 AM - 3:00 PM 4:30 PM - 7:00 PM
Friday, March 2 Exhibits Open Exhibits Open (<i>Optional</i>) Exhibits Open	8:00 AM - 2:00 PM 2:00 PM - 6:15 PM 6:15 PM - 8:00 PM
Saturday, March 3 Exhibits Open Exhibits Open (<i>Optional</i>)	8:00 AM - 2:00 PM 6:15 PM - 8:00 PM*

Please Note...

** Evening hours on Saturday (6:15 – 8pm) during the closing reception are optional. If exhibitors elect to remain through the close of the opening reception, this time is included with booth space at no extra charge. Exhibits must be broken down at either the 2pm or 8pm closing time on Saturday.*

Dates to Remember in 2017

Nov. 3rd,
2017

Early Bird Deadline

All rates will be assessed a 15% late fee after this date.

Dec. 8th,
2017

Exhibitor Services Kit Available

The kit will be sent via email and posted on our website.

Mid- Jan.
2018

Exhibitor Booth Assignment

Jan. 5th,
2018

Deadline for Logos and Print Marketing Materials

After this date, we'll work with you to deliver accurate signage, marketing, and brand representation, but guarantees cannot be made.

Become an SPSP Partner

Combine sponsorship with your exhibit booth to become an SPSP Partner. Partner packages include **HUGE SAVINGS** on many inclusions and partners enjoy discounted prices on exhibit booth ad-ons as well.

	Silver Partner (\$2,200)	Gold Partner (\$2,700)	Platinum Partner (\$3,200)	Diamond Partner (\$5,550)	Value
Standard 10'x10' Exhibit Booth	X	X	X	X	\$1,675
Your choice of a 10'x10' or a 10'x20' Exhibit Booth				X	\$860
Convention Registrant List	X	X	X	X	\$215
One Black and White Full-page Printed Program Ad		X	X	X	\$900
Premium Exhibitor Listing			X	X	\$375
Up to Three Additional Exhibitor Registrations				X	\$540
Choice of Any Available Level 1, 2, 3, or 4 Sponsorship				X	\$5,300
Choice of Any Available Level 2, 3, or 4 Sponsorship			X		\$1,800
Choice of Any Available Level 3 or 4 Sponsorship		X			\$1,100
Choice of Any Available Level 4 Sponsorship	X				\$900
Total Savings	\$590	\$990	\$1,765	\$4,315	

See page 9 for sponsorship levels and details

Diamond Partner - \$5,550 (a savings of \$4,315!)

- Choice of any available Level 1, 2, 3, or 4 sponsorship (\$5,300 Value)
- A 10'x20' or a 10'x10' Exhibit Booth Package (\$2,535 Value)
- (1) Black and White Full Page Printed Program Ad* (\$900 Value)
- Up to (3) additional complimentary Exhibitor Registrations, for a total of up to (6) (\$540 Value)
- Premium Exhibitor Listing (\$375 Value)
- Complimentary convention registrant list (\$215 Value)

Platinum Partner – \$3,200 (a savings of \$1,765!)

- Choice of any available Level 2, 3, or 4 sponsorship (\$1,800 Value)
- A 10'x10' Exhibit Booth Package (\$1,675 Value)
- (1) Black and White Full Page Printed Program Ad* (\$900 Value)
- Premium Exhibitor Listing (\$375 Value)
- Complimentary convention registrant list (\$215 Value)

Gold Partner - \$2,700 (a savings of \$990!)

- Choice of any available Level 3 or 4 sponsorship (\$900 Value)
- A 10'x10' Exhibit Booth Package (\$1,675 Value)
- (1) Black and White Full Page Printed Program Ad* (\$900 Value)
- Complimentary convention registrant list (\$215 Value)

Silver Partner - \$2,200 (a savings of \$590!)

- Choice of any available Level 4 sponsorship (\$900 Value)
- A 10'x10' Exhibit Booth Package (\$1,675 Value)
- Convention registrant list (\$215 Value)

Please Note...

* It is SPSP's sole discretion to review and approve/deny any and all Logos and Ads placed within convention materials.

Don't miss your chance to Exhibit at #SPSP2018!

Standard Exhibit Booth - \$1,675

- (1) 10'x10' booth space to include:
 - (1) 7"x44" identification sign
 - (1) 6'x30" skirted table
 - (2) chairs
 - Standard 8' back drape, and (2) 36" high side rail drapes
- Booth spaces will be carpeted, as the Exhibit Hall is in a ballroom. Additional carpet can be purchased through the Service Contractor.*
- Up to (3) complimentary Exhibitor badges. Badges allow access to all sessions and the exhibit hall
 - A convention branded digital "We're Exhibiting" sticker for online and print marketing
 - Access to the private Exhibitor Lounge for light refreshments
 - Complimentary breakfast and lunch for all registered exhibitors on Friday and Saturday

Listing Options

(Please Select One)

Basic Listing	Standard Listing	Premium Listing
on Convention Website and Mobile App.	on Convention Website and Mobile App to include organization description, logo, and web link to connect attendees directly to your site from online convention materials.	on Convention Website and Mobile App to include priority listing, organization description, logo, and web link. (1) Banner Ad in an SPSP member-wide e-blast. A complimentary registrant email list for one time use.
Complimentary	\$215	\$375

College/University Exhibit Booth - \$1,300 (savings of more than \$375!)

Only available to academic institutions. Academic publishers are not eligible.

- Standard Exhibit Booth including:
 - (1) Complimentary 2-Hour Reception Space Rental in the Convention Center for Friday or Saturday Evening**

Premium Publishers Booth - \$2,500 (savings of \$1,950!)

Only available to publishing companies.

- Standard Exhibit Booth including:
 - Your choice of (1) 10'x10' or (1) 10'x20" exhibit booth
 - Complimentary access to a private focus group room**
 - (1) Complimentary timeslot in the Exhibitor Theater program
 - Premium Exhibitor Listing
 - (1) Black and White full-page ad in the printed program*
 - Complimentary convention registrant list

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** Reception space and focus group rental fees are complimentary and available as space permits. All food, beverage, and audio visual charges will be the sole responsibility of the host organization. Receptions can start no earlier than 6:00pm and must conclude by 8:30pm. Focus Groups can occur between 8am and 8pm. Choice of timeslot will be on a first-come first-served basis.

Exhibits Continued...

Exhibit Add-Ons

		Exhibitor Price	Partner Price
Additional 10'x10' Adjacent Booth Space		\$860	\$650
Additional Badges	Booth Staff Only	\$180	\$140
	Psychologist/ Attendee	\$350	\$350
Premium Exhibitor Listing on the Convention Website & Mobile App (to include Logo and link to organization homepage)		\$375	Included in Platinum and Diamond Sponsorships
(1) Hour Session in the Exhibitor Theater Program		\$550	\$450
(1) Hour Private Focus Group Room**		\$275	\$225
Attendee Registrant Email List for One-time Use		\$215	Included in Gold, Platinum and Diamond Sponsorships

Partner prices available to those who have purchased a Diamond, Platinum, Gold, or Silver Partner Package.



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Sponsorship Opportunities

Level 1

Registration (exclusive) - \$3,200

As the exclusive registration sponsor have your logo appear on the registration webpage, in convention emails, and on the check-in/registration desks on-site in Atlanta. Obtain maximum exposure and traffic to your website by being the first name almost 3,600 attendees see after when they register for #SPSP2018!

Convention Wifi (exclusive) - \$3,200

The number one question at convention continues to be “What is the wifi password?” YOU could choose that. As the exclusive wifi sponsor you will have your logo appear on the wifi splash page when attendees log in to the internet from their devices on-site. Additionally you can choose the simple password for the convention wifi network. Your logo and brand will appear on signage throughout the convention center. When people ask “What’s the wifi password?” this year, be the one to answer that question!

Diversity Reception (exclusive) - \$3,200

Celebrate your organization’s and SPSP’s commitment to diversity by sponsoring this fantastic evening! Each year, on Friday night, the Diversity and Climate Committee hosts a reception for over 300 people to recognize and celebrate the many graduate students from diverse backgrounds who are recipients of the committee’s highest awards. As the sponsor, your logo will appear on the event program and all signage. Your organization will be thanked by the Diversity and Climate Committee Chair during their opening remarks.

Non-Academic Employee Social Hour (exclusive) - \$3,200

The world of Social and Personality Psychology is vast and diverse. Many attendees and SPSP members are thirsty for opportunities outside of academia. Attendees interested in non-academic careers and those members and attendees already in those careers meet at this hugely popular networking reception to discuss partnerships, tactics, strategy and opportunities for entering the applied side of this field. Your sponsorship of this event includes banding on all signage, event drink ticket, and listing in the program, as well as the opportunity to provide welcome remarks and materials onsite at the event.

Closing Reception (exclusive) - \$3,200

After a great convention, celebrate the new opportunities created with attendees as the sponsor of the closing reception Saturday night in the Exhibit Hall. Your logo will appear on all signage, and yours will be the last name attendees see before wrapping up another great SPSP convention in Atlanta!

Opening Reception (exclusive) - \$5,300

Welcome everyone to the Annual Convention. Your logo will be placed on all signage at the first major event of the convention. Be the first to officially welcome attendees to Atlanta, and since the reception is in the Exhibit Hall, your booth staff will get twice the bang for their buck!

Student Social (exclusive) - \$5,300

Over 500 student attendees gather each year on Thursday night at a local night spot for a night of networking and fun! As the exclusive sponsor of this event, your logo will appear on promotional materials, drink tickets, and any signage related to the event. Additionally, you will be able to work with the SPSP planning team on elements of the party to include promoting your organization. Don’t miss your chance to be a part of one of the best experiences of our student attendees each year!

Sponsorship Opportunities Continued...

Level 2

Exhibit Hall Charging Stations (3 available) - \$1,600

A computer, a tablet, a phone – they all take power. Attendees crowd our charging stations to get a quick jolt of juice into their most used devices. Why not give them some material to read, or a website to check out, or a brand name to consider while they wait? As the sole sponsor of your own charging station, brand this counter however you'd like. We'll provide the power, you provide the URL for attendees to browse.

Poster Check (exclusive) - \$1,600

Poster check has grown in popularity year after year. It offers attendees a place within the exhibit hall to check their cumbersome posters while they are not presenting. Your sponsorship will include name and brand recognition in all signage and materials, as well as the exclusive opportunity to provide information about your organization to attendees at poster check.

Convention Mobile App (exclusive) - \$1,800

With the increasing demand for conventions to “go-green,” SPSP has adopted a new mobile app that allows attendees access to the program, the ability to build and customize their own schedules, and network and connect with one another and the social media space. The app enjoys impressive adoption rates with over 70% of attendees downloading and using the app onsite. The exclusive sponsor of the app receives over 420,000 impressions on their banner ads over the three day convention.

Level 3

Boxed Lunches (2 available) - \$1,100

With over 2,000 boxed lunches ordered every year, the sea of people invading the Exhibit Hall at lunch time seems endless. You know what else is endless – the possibilities that come from that many people knowing you sponsored their lunch. You will have the option to provide branded napkins and stickers for the boxed lunches. Your name and logo will also appear on all lunch signage and tickets so everyone knows who to thank for being full!

Early Career Networking Social Hour (exclusive) - \$1,100

The Early Career segment of our membership and attendees is fast growing and full of untapped potential. These psychologists are just out of school and in the beginning formative years of their careers. Each year they gather at a local spot on Wednesday evening, before the convention kicks off, to network and discuss career opportunities. Harness the power of this demographic by being the sponsor of their official welcome event. Your brand messaging will appear in emails, all signage and drink tickets, and materials relating to this event.

Sponsorship Opportunities Continued...

Level 4

Continental Breakfasts (2 available) - \$900

Breakfast is the most important meal of the day. Why not be the most important name attendees see? Sponsor a continental breakfast and have your name on signage with the option to provide compostable paper products. When attendees go to sessions after getting energized for the day, they'll have you to thank!

Coffee Breaks (4 available) - \$900

Whether it's the mid-morning or mid-afternoon pick-me-up, attendees rush to the Exhibit Hall to get a cup of Joe during coffee breaks. Signage, napkins, cups – it's all up to you. Be the name they see (and remember) when they finally get their caffeine fix!

Advertise with SPSP

Over 3,400 Attendees were Talking About SPSP Last Year
It's your turn to talk to them!

	Price	Partner Price
One Time Attendee Email Blast (content created by Exhibitor)*	\$800	\$650
Banner Ad included in SPSP Member-Wide E-blast**	\$275	\$225
Full-Color Back Cover Program Ad**	\$1,600	\$1,600
Full-Color Back Cover Schedule at a Glance Ad**	\$1,650	\$1,650
Black & White Inside Front Cover Program Ad**	\$1,100	\$900
Black & White Inside Back Cover Program Ad**	\$1,100	\$900
Full Page Black & White Program Ad**	\$900	\$700

Partner prices available to those who have purchased a Diamond, Platinum, Gold, or Silver Partner Package.

Please Note...

* This price (\$800) is for anyone who has not purchased a booth or a partner package. The convention registrant list is available as an Exhibitor Add-On for \$215 and is included in some Partner Packages.

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