2023 ANNUAL MEETING
ADVERTISING, EXHIBITING, & SPONSORSHIPS PROSPECTUS

Hilton San Francisco Union Square
San Francisco, California, USA
November 16–19, 2023
WHO WE ARE

The international community of cognitive psychologists recognizes the Psychonomic Society as the pre-eminent society for the experimental study of cognition. Since it was formed more than sixty years ago, the Society has grown to represent more than 4,300 scientists from more than 60 countries throughout the world.

It is our pleasure to invite you to attend and support the 2023 Annual Meeting of the Psychonomic Society. Our advertising, exhibiting, & sponsorships were developed to help your company:

• Gain exposure to our international following of over 10,000 scientists
• Develop new audiences and connect with existing clients and customers
• Engage onsite attendees through product demos, discussion, and activities
• Acquire talent—building and maintaining a pipeline of quality new hires

2023 ANNUAL MEETING

The 2023 Annual Meeting attracts distinguished researchers and senior scientists, innovative early-career investigators, independent scholars engaged in rigorous and progressive studies, faculty at top colleges and universities, academic administrators, and graduate students already making important scientific contributions.

HOTEL RESERVATIONS
Open now to October 23*
* or whenever room block has been filled, whichever comes first

EXHIBIT HOURS

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
<th>US Pacific Time</th>
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<tr>
<td>November 16</td>
<td>3:30 PM – 9:30 PM</td>
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<tr>
<td>November 17</td>
<td>10:00 AM – 4:00 PM</td>
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<tr>
<td>November 18</td>
<td>10:00 AM – 4:00 PM</td>
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BOOTH SET-UP

November 16 . . . . . . . . . . . . . . 8:00 AM – 3:30 PM

BOOTH TEAR DOWN

November 18 . . . . . . . . . . . . . . 4:00 PM – 6:00PM

Join more than 2,200 of our colleagues in San Francisco, California, USA, at Hilton San Francisco Union Square this November 16–19, 2023.

We request that you book your reservations directly in order to take advantage of negotiated special rates. It is highly recommended attendees book rooms early.
QUESTIONS?

Lisa Delventhal, Director of Communications & Marketing
ldelventhal@psychonomic.org
## PACKAGES & OPPORTUNITIES

### DIGITAL PRESENCE PACKAGE ($500)
- Company logo posted & linked on our site under [Sponsors/Exhibitors](#)
- Listing & logo on the conference mobile app and a 230-character push notification
- x2 Recognition in the [Psychonomic Scientist Newsletter](#) (released monthly with circulation of 10,000+ subscribers)
- x1 Ad (PowerPoint slide – 16:9 ratio) displayed during the opening session/keynote slideshow as well as on a 50” monitor near registration (continuous loop)

### STANDARD BOOTH PACKAGE ($1,000)
- Recognition in [Abstract Book](#)
- x2 Event Registrations
- x1 10’x10’ with 8’ black pipe and drape
- 6’ skirted table (black)
- x2 Chairs and x1 wastebasket
- x1 ID Sign
- x1 multiplug (power source)
- Onsite Support

### EXTENDED BOOTH PACKAGE ($1,750)
- Recognition in [Abstract Book](#)
- x4 Event Registrations
- x1 10’x20’ with 8’ black pipe and drape
- x2 6’ skirted table (black)
- x4 Chairs and x1 wastebasket
- x1 ID Sign
- x1 multiplug (power source)
- Onsite Support

### CUSTOMIZED BOOTH PACKAGE (to be determined)
Discuss your budget, goals, interests, & unique needs with [Lisa Delventhal](#), Director of Communications & Marketing.

### SPONSORSHIPS

#### POSTER RECEPTION
- **FRIDAY NIGHT ($1,000)**
- **SATURDAY NIGHT ($1,000)**
  - Recognition in [Abstract Book](#)
  - Signage near cash bars in exhibit hall

#### COFFEE BREAKS
- **FRIDAY MORNING ($2,500)**
- **SATURDAY MORNING ($2,500)**
- **SUNDAY MORNING ($1,000)**
  - 9:30 – 10:30 AM
  - Recognition in [Abstract Book](#)
  - Signage placed at all coffee stations

#### GRADUATE STUDENT SOCIAL ($3,500)
- Recognition in [Abstract Book](#)
- Signage and shoutout at the social
SPONSORSHIPS (cont’d)

KEYNOTE ADDRESS ($5,000)
(posted for on demand and evergreen viewing after meeting)

• Recognition in Abstract Book
• x1 Digital Presence Advertising package
• Slide displayed prior to the commencement of the address
• Shoutout at start of Keynote Address

ANNUAL MEETING LANYARDS ($7,500)
(your logo on every attendee—and all the photos!)

• Recognition in Abstract Book
• Half-page ad in Abstract Book
• x1 Digital Presence Advertising package
• Shoutout at Opening Ceremony

AWARDS CEREMONY ($10,000)
(encourage & amplify the achievements of our exceptional scientists)

• x1 Standard Booth package
• Recognition in Abstract Book
• x1 Digital Presence Advertising package
• Half-page ad in Abstract Book
• Signage at Awards Ceremony and Business Meeting
• Shoutout at start of Awards Ceremony

DIVERSITY & INCLUSION ($15,000)
(demonstrate your commitment to our collective efforts & shared values)

• x1 Extended Booth package
• Recognition in Abstract Book
• x1 Digital Presence Advertising package
• Full page ad in Abstract Book
• Signage and shoutout at D&I Reception Event
• Signage and digital acknowledgements recognizing support for accessibility
• Shoutout at Opening Ceremony

CUSTOM PACKAGE (to be determined)
Discuss your budget, goals, interests, & unique needs with Lisa Delventhal, Director of Communications & Marketing.
Booth Space
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the standard in the US. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m x 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified. The exhibits will be set up in the poster hall and the space is carpeted.

Sales Tax
Exhibitors are responsible for ensuring compliance with local and state sales tax laws in the city of San Francisco and state of California, USA.

Fire Regulations
The exhibitor must be aware of and comply with all safety, fire, environmental, and health ordinances regarding installation, operation of equipment, displays, and exhibit materials. Material not conforming to such regulations will be removed at the exhibitor’s expense. Hazardous materials of any type are prohibited.

All door openings and aisles must be kept clear by order of the Fire Marshall. Absolutely no storage of material of any type is allowed behind, beneath, or between booths. Exit signs, fire alarms, and fire extinguishers must be visible at all times.

Food and Beverages
Any food or beverages dispensed or given away at booths must be approved by PS, and prepared by the catering services of the Hilton.

Staffing
Each Exhibitor is requested to have at least one (1) person monitoring its booth at all times during open exhibit hours outlined above. All representatives must be properly registered, wearing badges and proper business casual attire. Exhibitor’s registration will permit entrance to the exhibit hall during move-in, show hours, tear down, move-out, and all exhibit hall functions. Exhibitors wishing to attend other business and social functions must register appropriately.

Music
Exhibitors are prohibited from playing copyrighted music and/or playing any music at a volume that disturbs neighboring exhibitors.

Set-Up and Tear Down
Exhibit set-up must be completed by Thursday, November 16 between 8:00 am and 3:30 pm local time for inspection. Any booth setup not completed by 3:30 pm will need to be set up the next morning before 10:00 am or the General Services Contractor may complete the setup at the exhibitor’s expense. Booth tear down will occur Saturday, November 18 between 4:00 pm and 6:00 pm. Shipping details and exhibit kits will be provided by the General Services Contractor in September.
Shipping
Information on shipping methods, rates, and labels will be sent to each exhibitor by the General Services Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The General Services Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage, and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights.

Cancellation Policy
Receipt of a signed booth contract is a commitment to exhibit at the 2023 Annual Meeting. Notification of booth space cancellation must be submitted in writing to Lisa Delventhal, Director of Communications & Marketing, at ldelventhal@psychonomic.org. If notice of cancellation is received: 1) Before October 1, 2023—PS will refund the exhibit fee less a service charge of $500. 2) After October 1, 2023—Exhibitor forfeits 100% of total cost of exhibit space assigned. Refunds will not be available for other sponsorship categories.

Event Cancellation or Postponement
In the event that the Psychonomic Society cancels or postpones the event due to circumstances beyond the control of the organization, whether such occurrence is an act of God, terrorism, war, rioting, third party, etc., the obligation of the parties under the applicable agreements shall automatically be terminated, and exhibit fees shall be refunded to exhibitors minus a prorated share of expenses actually incurred by the Society in connection with the event.

Exhibitor Responsibility Clause
To the fullest extent permitted by law, the person/legal entity described as “Exhibitor” in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as “Exhibitor” in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless Hilton San Francisco Union Square (“Hotel”), Hotel’s Owner, S.F.Hilton, LLC, Hilton Worldwide, Inc., and each of their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, “Hotel Parties”), as well as THE PSYCHONOMIC SOCIETY INC. (“Group”), from and against any and all claims or expenses arising out of Exhibitor’s use of the Hotel’s 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 obligations in this 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 Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate 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.

EXPRESSION OF INTEREST FORM
Please click here to express your interest in advertising, exhibiting, or partnering with the Psychonomic Society.