

2024 ANNUAL MEETING

**ADVERTISING, EXHIBITING,
& SPONSORSHIPS PROSPECTUS**



**NY Marriott Marquis
New York City, USA
November 21–24, 2024**

THE SOCIETY

The Psychonomic Society represents more than 4,500 scientists from over 60 countries throughout the world and is the preeminent society for the experimental study of cognition and the allied sciences. The [Annual Meeting](#) is the highlight of the year for the approximately 2,400 members planning to attend. This is where our members converge to explore cutting-edge research, share insights, and ignite intellectual discussions. This year's gathering in New York City promises to be exceptional, with thought-provoking sessions, a renowned keynote speaker, and unparalleled networking opportunities.

Our advertising, exhibiting, & sponsorships were developed to help your organization:

- 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
- Recruit new hires from cognitive psychology and the allied fields

THE MEETING AT A GLANCE

ATTENDANCE

2023	In-Person	2,124
2022	Hybrid	2,828
2021	Virtual	3,047
2020	Virtual	4,127
2019	In-Person	2,221
2018	In-Person	2,238
2017	In-Person	2,120

2023 HIGHLIGHTS

- ✓ 41 Nations Represented
- ✓ Presentations: 314 Talks, 1,009 Posters
- ✓ Affiliate Meetings: 13
- ✓ Symposia: 5
- ✓ Award Recipients: 25
- ✓ Special Events: 8

QUESTIONS?

Contact **Lisa Delventhal**, Director of Membership, Marketing & Communications: ldelventhal@psychonomic.org

THE SPECIFICS

EXHIBIT HOURS

U.S. Eastern Time (EST)

BOOTH SET-UP

November 21: 8:00 AM – 12:00 PM

EXHIBIT HOURS

November 21: 4:00 PM – 6:30 PM*

..... 7:30 PM – 9:00 PM**

November 22: 8:00 AM – 10:15 AM

..... 10:45 AM – 2:30 PM

..... 4:00 PM – 7:30 PM**

November 23: 8:00 AM – 10:15 AM

..... 10:45 AM – 2:30 PM

..... 4:00 PM – 7:30 PM**

BOOTH TEAR DOWN

November 23: 7:30 PM – 9:30 PM

KEY DEADLINES

DEADLINE TO EXHIBIT/SPONSOR: September 1

MEETING APP LAUNCH: October 15

ROOM RESERVATIONS DEADLINE: October 31*

*Our room blocks at the New York Marriott Marquis & Sheraton New York Times Square open in early July and remain open through October 31, or whenever the room block has been filled, whichever comes first. Take advantage of negotiated special rates and be sure to book your rooms early. The information on the [Annual Meeting](#) webpage will be updated regularly as the planning process continues. Please check the page frequently for the latest updates and details as they become available.

****Please join us for the
Keynote Address from 6:30 –
7:30 PM on Thursday, Nov. 21***

*****A secondary space (high tops)
will be provided during the
Opening Reception and Poster
Sessions at no charge***



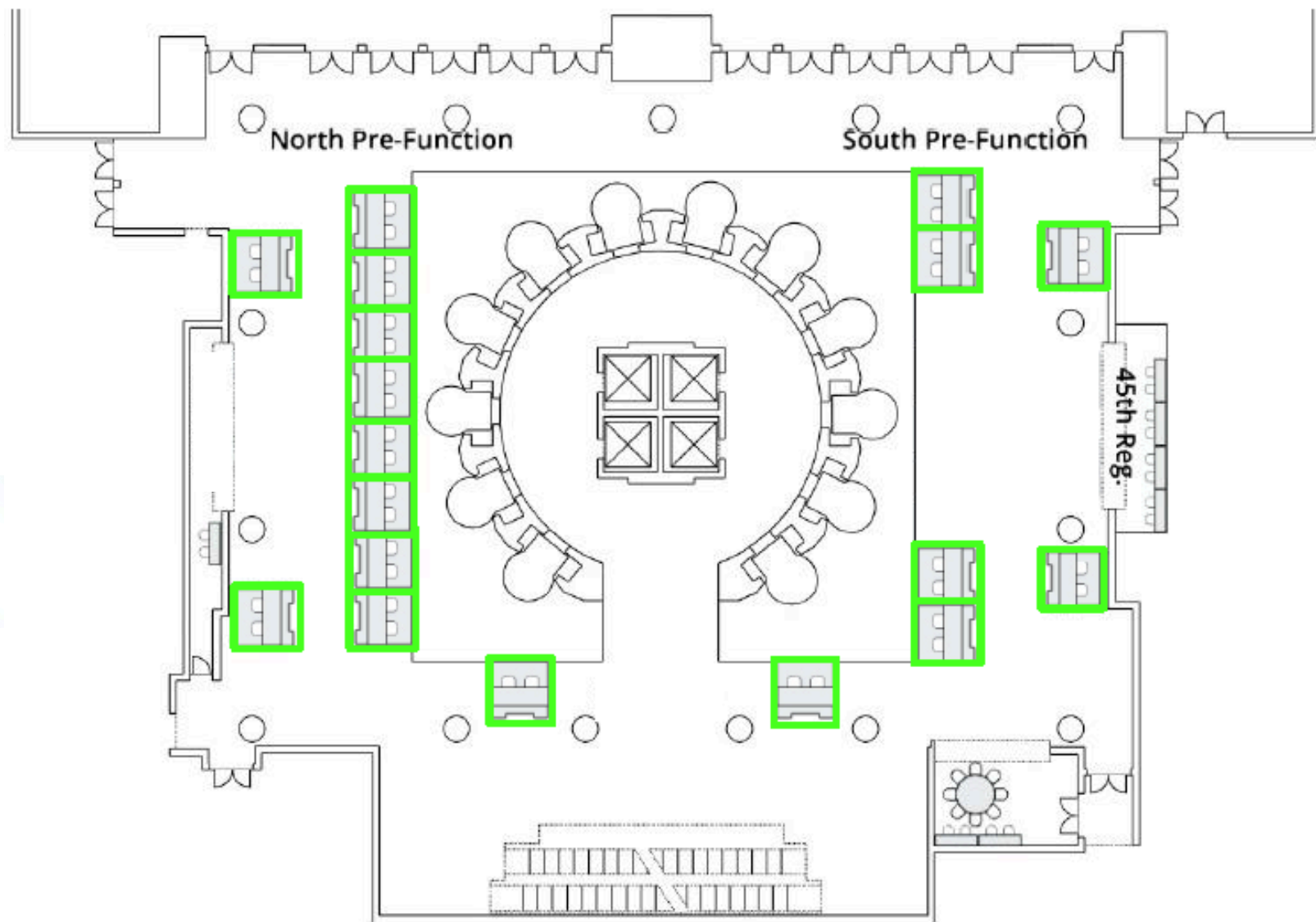
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THE VENUE

BOOTH PLACEMENT

This year, the exhibit booths will be located around the elevator bank on the 5th floor, which is where registration is located. The placement and numbering of booths will be finalized in September. Additionally, we are making arrangements for all exhibitors to have a secondary presence (high-top tables) during the Opening Reception and Poster Sessions. You can find the complete floor plans for the venue [here](#).



QUESTIONS?

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THE EXPERIENCE



QUESTIONS?

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THE OPPORTUNITIES

ADVERTISING

DIGITAL PRESENCE PACKAGE (\$500)

- Company logo posted & linked on our site under [2024 Sponsors](#)
- x2 Recognition in the [Psychonomic Scientist](#) (newsletter with 10,000+ subscribers)
- x1 (PowerPoint slide/logo/16:9 ratio) on a large display during Keynote and Opening Session
- Listing & logo on the conference mobile app and x2 230-character push notification



EXHIBITS

STANDARD BOOTH PACKAGE (\$1,500)

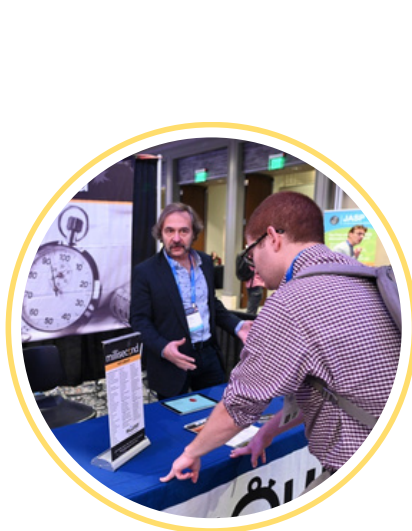
- Digital Presence Package
- Recognition in *Abstract Book*
- x2 Event Registrations
- x1 8'x8' booth space
- x2 Chairs, x1 table, and x1 wastebasket
- x1 multiplug (power source)
- Onsite Support

EXTENDED BOOTH PACKAGE (\$2,750)

- Digital Presence Package
- Recognition in *Abstract Book*
- x4 Event Registrations
- x1 8'x16' booth space
- x4 Chairs, x1 table and x1 wastebasket
- x1 multiplug (power source)
- Onsite Support

CUSTOMIZED BOOTH PACKAGE (to be determined)

Please discuss your budget, goals, interests, and unique needs with [Lisa Delventhal](#), Director of Membership, Marketing & Communications.



SPONSORSHIPS

POSTER RECEPTIONS

FRIDAY & SATURDAY NIGHTS WITH CASH BARS (\$3,500)

- Digital Presence Package
- Recognition in the *Abstract Book*
- Signage near cash bars in Poster Hall

GRADUATE STUDENT SOCIAL (\$5,000)

- Digital Presence Package
- Half page ad/recognition in *Abstract Book*
- Signage and table at the Social
- Vendor provided giveaways, if desired

MEETING WI-FI (\$5,000)

- Digital Presence Package
- Recognition in Service Set Identifier (SSID)
- Half page ad/recognition in the *Abstract Book*
- Wi-fi sponsor featured on reverse side of attendee badges

MEETING LANYARDS (\$5,000)

- Digital Presence Package
- Half-page ad/recognition in *Abstract Book*
- Signage in registration area
- Logo on every lanyard

AWARDS CEREMONY (\$10,000)

- Digital Presence Package
- x1 Standard Booth package
- Recognition in *Abstract Book*
- Full-page ad in *Abstract Book*
- Signage at Awards & Business Meeting
- Shoutout at the start of the Ceremony

CUSTOM PACKAGE (to be determined)

Please discuss your budget, goals, interests, and unique needs with [Lisa Delventhal](#), Director of Membership, Marketing & Communications.

COFFEE BREAKS

FRIDAY, SATURDAY & SUNDAY AM/PM (\$3,500)

- Digital Presence Package
- Recognition in the *Abstract Book*
- Signage placed at all coffee stations



D & I RECEPTION (\$10,000)

- Digital Presence Package
- x1 Standard Booth package
- Recognition in *Abstract Book*
- Full page ad in *Abstract Book*
- Signage at the D&I Reception
- Shoutout at the start of the Reception

TERMS & CONDITIONS

BOOTH SPACE

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design incorporates 8ft (2.4m) wide by 8ft (2.4m) deep booth spaces, unless constricted by space or other limitations. A maximum back wall height limitation of 8ft (2.44m) is generally specified. The exhibits will be set up in the 5th floor foyer space, adjacent to registration and session rooms. The space is carpeted.

SALES TAX

Exhibitors are responsible for ensuring compliance with local and state sales tax laws in the City of New York and State of New York, 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 Marriott.

STAFFING

Each Exhibitor is requested to have at least one (1) person monitoring its booth at all times during open exhibit hours. All representatives must be registered and wearing badges.

MUSIC

Exhibitors are prohibited from playing copyrighted music and/or playing any music.

SET-UP AND TEAR DOWN

Exhibit set-up must be completed by Thursday, November 21 between 8:00 AM and 12:00 PM local time for inspection. Booth tear down will occur Saturday, November 24 between 7:30 PM and 9:30 PM. Shipping details and welcome kits will be provided in September.

GET SOCIAL!



TERMS & CONDITIONS (CONT'D)

SHIPPING

Information on shipping methods, rates, and labels will be sent to each exhibitor by the Psychonomic Society approximately 5 weeks before the annual meeting. The exhibitor will ship, at their own risk and expense, all articles to be exhibited directly to the Marriott Marquis FedEx Center. The exhibitor will be responsible for payment of shipping, receiving and handling charges directly with the Marriott Marquis FedEx Center. The exhibitor will be responsible for picking up incoming shipments and dropping off outgoing shipments, per instructions sent closer to the annual meeting.

CANCELLATION POLICY

Receipt of a signed booth contract is a commitment to exhibit at the 2024 Annual Meeting. Notification of booth space cancellation must be submitted in writing to Lisa Delventhal, Director of Membership, Communications & Marketing, ldelventhal@psychonomic.org. If notice of cancellation is received: 1) Before October 1, 2024, PS will refund the exhibit fee less a service charge of \$500. 2) After October 1, 2024, the 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, 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

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) assumes full responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless to the Hotel, its owner, and its management company, as well as The Psychonomic Society, and each of their respective agents, subsidiaries, affiliates, servants, and employees, from any and all such losses, damages, 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 The Psychonomic Society 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 Exhibitor's sole responsibility to obtain such insurance.



Please click [here](#) to make arrangements to advertise, exhibit, or sponsor at the 2024 Annual Meeting. **Thank you!**