



Psych Congress

CELEBRATING
30 YEARS



**PRIME BOOTH
LOCATIONS
GO QUICKLY!**

REACH **2,000** U.S. BASED
MENTAL HEALTH
CLINICIANS

Conference

September 16–19, 2017

Saturday–Tuesday

Exhibit Hall

September 16–18, 2017

Saturday–Monday



NEW ORLEANS

Secure your priority placement for 2017!

Booth Assignments

Booths will be based on availability and assigned on a first-come, first-served basis. Tiebreakers will be determined using a point system based on years in attendance and booth revenue. Advertisements, promotional sponsorships, and literature displays do not accrue points.

Conference

September 16–19, 2017

Saturday–Tuesday

Exhibit Hall

September 16–18, 2017

Saturday–Monday

Location

New Orleans Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130

Host Hotels

Hilton New Orleans Riverside
Hyatt Place New Orleans Convention Center
Lowes New Orleans
Marriott New Orleans Downtown at the Convention Center

**Submit your 2017 Exhibitor
Application and Contract
as follows**

VIA FAX OR EMAIL TO:

Laboratories, Medical Device,
Pharmaceutical &
Pharmacogenetics Companies

Jennifer Griffith

Senior Director, National Accounts
Exhibits and Sponsorship Services
949.302.0734 | Cell: 714.350.7316
Fax: 714.922.6153
jennifer.griffith@naccme.com

All Other Companies

Samantha Manochio

Associate Manager, National Accounts
Exhibits and Sponsorship Services
609.371.1137 ext. 5212 | Cell: 732.800.4343
Fax: 609.371.2733
smanochio@naccme.com



2017 Psych Congress Audience

Attendees of Psych Congress are made up of psychiatric and mental health care professionals from across the United States. Educational content delivered at Psych Congress benefits psychiatrists, primary care physicians, physician assistants, psychologists, advanced practice nurses, advanced practice psychiatric nurses, and registered nurses. Other health care professionals who desire to improve their diagnostic and treatment skills and advance their knowledge of mental disorders can also benefit by attending Psych Congress.

2017 Expected Attendance

Professional Attendance	2,000
Exhibitors & Sponsors	350
Poster Presenters	50
Faculty & Staff	80
Press, Partners, Others	40

Primary Specialty

Psychiatry	1,700	85%
General Practice	20	1%
Family Practice	40	2%
Internal Medicine	20	1%
Neurology	20	1%
Psychology	80	4%
Other	120	6%

Years in Practice

1 to 5	15%
6 to 10	13.5%
11 to 15	16%
16 to 20	17%
20+	38.5%
Retired	N/A

Professional Audience

Psych MD/DO	1,060	53%
PCP MD/DO	30	1.5%
Psychologist	60	3%
Advanced Practice Nurse/NP	500	25%
Physician Assistant	100	5%
MSW	20	1%
RN/Nurse	60	3%
MFCC	20	1%
Pharmacy	40	2%
Other MD	60	3%
Other Allied	50	3%

Primary Practice

Office-based – Solo Practice	340	17%
Office-based – Group Practice	490	24.5%
Hospital Staff – Private Hospital	130	6.5%
Hospital Staff – State/VA	170	8.5%
Hospital Staff – Community	180	9%
Hospital Staff – Other	20	1%
Teaching	80	4%
Research	40	2%
Other	550	27.5%

Professional Attendance Breakdown by State

State	Count	Percent
AK	7	0.5%
AL	32	1.5%
AR	59	3%
AZ	76	3.5%
CA	312	15.5%
CO	65	3%
CT	12	0.5%
DC	10	0.5%
DE	2	0%
FL	107	5.5%
GA	51	2.5%
HI	14	0.5%
IA	12	0.5%
ID	12	0.5%
IL	44	2%
IN	19	1%
KS	19	1%
KY	15	1%
LA	200	10%
MA	32	1.5%
MD	24	1%
ME	2	0%
MI	49	2.5%
MN	22	1%
MO	37	2%
MS	7	0.5%
MT	19	1%
NC	36	2%
ND	7	0.5%
NE	4	0.5%
NH	5	1%
NJ	43	2%
NM	29	1.5%
NV	20	1%
NY	73	4%
OH	31	1.5%
OK	10	0.5%
OR	43	2%
PA	42	2%
RI	4	0.5%
SC	7	0.5%
SD	4	0.5%
TN	21	1%
TX	114	6%
UT	21	1%
VA	26	1%
VT	2	0%
WA	88	4.5%
WI	24	1%
WV	4	0.5%
WY	2	0%
VI	1	0%
PR	1	0%
CANADA	50	3%
OTHER	28	1.5%

Prime booth locations will go quickly — maximize your exposure with a booth package!

Taking advantage of a booth package helps you make a bigger impact in the exhibit hall and allows you to access various benefits only available to package holders. Booth packages include the benefits of regular booth holders, in addition to traffic enhancers such as an advertisement in the Psych Congress directory and a listing in the “Passport to Prizes” booklet.

2017 Booth Rates

Applies to contracts received on/after October 25, 2016

Size	Booth Only	Booth Package
10'×10'	\$2,850 (IN-LINE)	\$4,700 (IN-LINE)
	\$3,050 (CORNER)	\$4,900 (CORNER)
10'×20'	\$5,700 (IN-LINE)	\$7,550 (IN-LINE)
	\$5,900 (CORNER)	\$7,750 (CORNER)
10'×30'	\$8,550 (IN-LINE)	\$10,400 (IN-LINE)
	\$8,750 (CORNER)	\$10,600 (CORNER)
20'×20'	\$11,400	\$13,250
20'×30'	\$17,100	\$18,950
20'×40'	\$22,800	\$24,650
30'×30'	\$25,650	\$27,500
20'×50'	\$28,500	\$30,350
30'×40'	\$34,200	\$36,050
30'×50'	\$42,750	\$44,600
40'×40'	\$45,600	\$47,450
40'×50'	\$57,000	\$58,850
50'×50'	\$71,250	\$73,100
60'×60'	\$102,600	\$104,450

2017 rates are based on \$28.50 (\$21.75 nonprofit) per square foot. Corner booths have an additional \$200 premium (excludes island booths).

2017 Nonprofit & Government Rates

Available to 501(c)(3) Nonprofits & Government Agencies

Size	Booth Only	Booth Package
10'×10'	\$2,175 (IN-LINE)	\$3,613 (IN-LINE)
	\$2,375 (CORNER)	\$3,813 (CORNER)
10'×20'	\$4,350 (IN-LINE)	\$5,788 (IN-LINE)
	\$4,550 (CORNER)	\$5,988 (CORNER)

Booth Packages Include

- › Advertisement in the Psych Congress Directory
- › Listing in the “Passport to Prizes” booklet
- › Highlighted listing in the Psych Congress Directory
- › Listing on the Psych Congress website
- › Back and side wall drapes (excludes island booths)
- › Identification sign with your company name (excludes island booths)

Booths Only Include

- › Back and side wall drapes (excludes island booths)
- › Company listing in the Psych Congress Directory
- › Company listing on the Psych Congress website
- › Identification sign with your company name (excludes island booths)

AE	Total \$
Booth \$	Ad \$
Booth #	

Company Name

Parent Company

Company Phone

Company Fax

Company Mailing Address

City

State

Zip

Company Description

- ☐ Hospital/Treatment Facility
 ☐ Nonprofit Association
 ☐ Pharmaceutical
☐ Products/Services
 ☐ Publishing
 ☐ Software/Electronic Medical Records
☐ Recruitment/Locum Tenens
 ☐ Other (please specify) _____

Please list your product name and indication or focus:

What are your goals for exhibiting at Elevate by Psych Congress (check all that apply)

- ☐ Awareness
 ☐ Donations
 ☐ Education
 ☐ Product Launch
☐ Recruitment
 ☐ Sales
 ☐ Other (please specify) _____

Preferred Booths

1st Choice _____ 2nd Choice _____ 3rd Choice _____

We wish to avoid having our exhibit located adjacent to or opposite the following company(ies) _____

Avoidance of specific exhibitors is not guaranteed and may negatively affect your booth placement

2017 Booth Rates

Size	Booth Only	Booth Package
10'x10'	☐ \$2,850 (IN-LINE) ☐ \$3,050 (CORNER)	☐ \$4,700 (IN-LINE) ☐ \$4,900 (CORNER)
10'x20'	☐ \$5,700 (IN-LINE) ☐ \$5,900 (CORNER)	☐ \$7,550 (IN-LINE) ☐ \$7,750 (CORNER)
10'x30'	☐ \$8,550 (IN-LINE) ☐ \$8,750 (CORNER)	☐ \$10,400 (IN-LINE) ☐ \$10,600 (CORNER)
20'x20'	☐ \$11,400	☐ \$13,250
20'x30'	☐ \$17,100	☐ \$18,950
20'x40'	☐ \$22,800	☐ \$24,650
30'x30'	☐ \$25,650	☐ \$27,500
20'x50'	☐ \$28,500	☐ \$30,350
30'x40'	☐ \$34,200	☐ \$36,050
30'x50'	☐ \$42,750	☐ \$44,600
40'x40'	☐ \$45,600	☐ \$47,450
40'x50'	☐ \$57,000	☐ \$58,850
50'x50'	☐ \$71,250	☐ \$73,100
60'x60'	☐ \$102,600	☐ \$104,450

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10'x20'	☐ \$4,350 (IN-LINE) ☐ \$4,550 (CORNER)	☐ \$5,788 (IN-LINE) ☐ \$5,988 (CORNER)

Company Website

Company Email (Optional)

Contact Name

Title

Contact Phone

Contact Email

Booth Traffic Enhancer

If you are not reserving a Booth Package would you like your company to be published in the Passport to Prizes booklet?

☐ Passport to Prizes | \$500

Terms & Conditions

If this request is accepted, we agree to pay for said exhibit space at the rate indicated by our booth selection at left. We agree to pay to NACCME in U.S. currency drawn from a U.S. bank as follows:

Minimum (50%) payment due within 30 Days: \$ _____

Balance (if any) due by May 19, 2017: \$ _____

NACCME FED ID #20-3237337. We fully understand that this form shall become a binding contract upon acceptance of exhibit space by the applicant and is subject to the terms, conditions, rules and regulations set forth herein and on the reverse side. NACCME reserves the right to approve all exhibit contracts and may restrict inappropriate products/services.

Applicant's Authorized Signature

Date

Applicant's Printed Name

Date

Applicant's Title

Payment Information

We agree to pay the total booths cost as rental for the space allotted to us. We understand that 50% is due within 30 days and the final balance is due May 19, 2017.

Submit Exhibitor Application & Contract

Laboratories, Medical Device, Pharmaceutical & Pharmacogenetics Companies:

jennifer.griffith@naccme.com | Fax: 714.922.6153

All Other Companies: **smanochio@naccme.com | Fax: 609.371.2733**

1. SHOW SPONSOR AND EXHIBITION MANAGEMENT Exhibition Management and organizer is Psych Congress. All communications with Exhibition Management shall be in care of Psych Congress. Exhibition Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. Exhibition Management reserves the right to decline, prohibit or expel an exhibit or exhibitor that in its judgment is out of character of the exhibition and/or is in violation of this contract or any rules and regulations now or hereafter in effect. This reservation being all-inclusive as to persons, things, printed matter, product(s), conduct, etc. Dimensions of all exhibit areas are believed to be accurately stated on the floor plans, but any discrepancies are not the fault of Exhibition Management. Exhibition Management reserves the option in any emergency either to substitute comparable display space if required by unforeseen circumstances, or to refund the exhibit fee. Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held. Psych Congress reserves the right to approve all exhibit contracts and may restrict inappropriate products/services. The Psych Congress follows the IAAE Guidelines for Display Rules and Regulations: <http://www.psychcongress.com/sites/naccme.com/files/iaae-display-rules-regs.pdf>

2. SOLICITATION Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Exhibitor's exhibit or product(s) may not extend into any aisle. No exhibitor shall arrange his exhibit so as to obscure or prejudice adjacent exhibitors in the opinion of Exhibition Management.

3. SUBLETTING OF SPACE Exhibitor agrees not to assign, sublet or apportion space or any part thereof allocated to him, nor to exhibit or advertise goods other than those manufactured or sold by him in the regular course of business, unless approved in writing by Exhibition Management.

4. INSURANCE Exhibitor shall, at his own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with exhibitor's obligations under this paragraph.

(A) Workers' Compensation insurance;

(B) Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable);

(C) Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds Psych Congress and each of its subsidiaries. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to Psych Congress, shall be furnished to organizer 60 days before the first day of the Event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to organizer.

The exhibitor understands that neither Psych Congress nor New Orleans Convention Center maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain such insurance.

5. DEFAULT OF OCCUPANCY It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the Exhibition Management be unable to effect the sale of the space as herein provided, the Exhibition Management is then expressly authorized to occupy or cause said space to be occupied in such manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the exhibitor and without in any way releasing said exhibitor from any liability hereunder, and said exhibitor expressly agrees to pay the Exhibition Management the full sum as herein set forth. If the exhibitor fails to comply in any respect with the terms of this agreement, then Exhibition Management shall have the right, without notice to the exhibitor, to sell or offer for sale the exhibit space covered by this contract, said exhibitor to be liable for any deficiency, loss or damage suffered by Exhibition Management by reason of the premises stated, which loss or damage the exhibitor agrees to pay Exhibition Management upon demand together with reasonable expenses and costs incurred by reason thereof.

6. BUILDING OCCUPANCY Exhibition Management will not be liable for the fulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, natural disasters, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the exhibition or for any cause beyond its control. However, in the event of its not being able to hold an exhibit for any of the above-named reasons, it will reimburse exhibitor on a pro rata basis on any amount paid, less any and all legitimate expenses incurred, such as, but not limited to, rent, advertising, salaries, operating costs, etc.

7. INDEMNIFICATION Exhibitor assumes responsibility and agrees to indemnify and defend Psych Congress, New Orleans Convention Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

8. LIABILITY Exhibitor shall not commence any action arising from this agreement or any breach thereof, or in any manner relating to the Psych Congress except in a competent court in the county of Hudson, state of New Jersey.

9. SECURITY Exhibition Management will provide perimeter security guard service only. Exhibitor is responsible for insuring its own exhibit and display materials from place of shipment to the exhibition facility and return, including the period during which materials remain in the exhibition, covering all risks (liability, fire, theft, damage, etc.). Exhibition Management is not responsible for lost, damaged or stolen goods.

10. PROTECTION OF FACILITIES Nothing shall be posted, tacked, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the authority. Packing, unpacking and assembly of exhibits shall take place only in designated areas and in conformity with directions of the Exhibition Management and New Orleans Convention Center or hotel facility manager or their assistants.

11. EXHIBITOR SERVICE MANUAL Exhibition Management will furnish an Exhibitor Service Manual to the exhibitor at least 90 days prior to the exhibition. This manual will include specifications for drayage, labor requirements, labor rates, electricity, lighting, water, carpeting, furniture, telephones, food and beverage service, etc. This manual is to be read over carefully by the person in charge of preparing the exhibit.

12. SERVICE ORGANIZATIONS Exhibition Management shall designate contractors to perform work at exhibitor's expense where not otherwise done by Exhibition Management pursuant to this contract. Where union personnel are required by the exhibition facility or by contractors involved, it shall be the exhibitor's responsibility to comply with such requirements. In no event shall Exhibition Management be responsible for the conduct of contractors or their employees. Exhibition Management assumes no responsibility for failure to perform by contractors, their charges or any other matter relating to contractors or the exhibition facility.

13. BOOTH A standard booth package (back and side wall draping and identification sign) is provided by Exhibition Management without cost to the exhibitor. If the exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display may exceed a height of 8' on the back wall or be higher than side wall specifications without the written consent of Exhibition Management. The Psych Congress follows the IAAE Guidelines for Display Rules and Regulations: <http://www.psychcongress.com/sites/naccme.com/files/iaae-display-rules-regs.pdf>. Island booths must submit booth plan for approval in advance 30 days to show management.

14. DISSEMINATION OF INFORMATION Exhibitors displaying products that are regulated by the Food and Drug Administration (FDA) must comply with all respective guidelines concerning their promotion, along with any FDA restrictions associated with unapproved products on display.

15. FURNITURE If the exhibitor requires furniture, carpet, etc., the exhibitor should communicate in advance with the official decorator. See the Exhibitor Service Manual for full details.

16. INSTALLATION AND DISMANTLING The specific requirements as to time for installation and dismantling of exhibits shall be as set forth in the Exhibitor Service Manual supplied to each exhibitor for the particular convention or conference for which a license has been granted. Such requirements shall be binding upon the exhibitor as though fully set forth herein. The exhibitor agrees to wait until the official hall closing time before dismantling his booth, regardless of traffic flow.

17. ACCESS TO DISPLAYS Exhibition Management may from time to time promulgate such regulations thereto as may be found in its judgment to be most practicable.

18. RESTRICTION ON SELLING All over-the-counter sales of any kind that involve the exchange of currency for goods received during the exhibition are prohibited, except as approved by Psych Congress in writing in advance of the exhibition.

19. RULES AND REGULATIONS Detailed rules and regulations will be included in the 2015 Prospectus. Once available, please reference the Prospectus for detailed information including food and beverage policies, promotional sponsorships, and more.

20. CHILDREN Under no circumstances will children under 18 be allowed in the exhibit hall during installation or dismantle. For reasons of insurance, children are not permitted on the show floor at any time. Because of limited seating capacity and the highly technical nature of the programs, children under the age of 18 are not invited to attend presentations.

21. COPYRIGHTED MATERIALS Exhibitors shall not play or permit the playing, performance, or distribution of any copyrighted material at the Event unless they have obtained all necessary rights and paid all required royalties, fees or other payments.

22. BOOTH RELOCATION Organizer reserves the right to rearrange the floor plan at any time. The organizer reserves the right to relocate exhibitors should it become necessary for causes beyond the control of the organizer, or advisable in the best judgement of the organizer. After assignment of space, exhibitor agrees to accept relocation to other comparable space if the organizer deems such a relocation to be necessary or appropriate.

23. CHANGES TO EVENT Organizer reserves the right to rename or relocate the event or change the dates on which it is held. If organizer changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days earlier or 30 days later than the dates on which the event originally was scheduled to be held, no refund will be due to exhibitor, but organizer shall assign to exhibitor, in lieu of the original space, such other space as organizer deems appropriate. Exhibitor agrees to use such space under the terms of this contract.

24. CANCELLATION OF EVENT Organizer may cancel all or any part of the event or reduce the amount of space allocated to the event for any reason in its sole discretion and for acts beyond its reasonable control, which acts may include but are not limited to fire, strike, earthquake, damage, construction or renovation to the exhibit facility, government regulation, public catastrophe or natural disaster. If the event is canceled in its entirety, this contract shall automatically terminate, and organizer shall refund to exhibitor all exhibit space rental fees previously paid in full satisfaction of all liabilities of organizer to exhibitor. Refunds shall not be made for partial cancellations or reductions in the size or scope of the event. Any exhibitor who cancels this contract prior to any cancellation of the event by organizer shall not be entitled to any refunds paid pursuant to this section.

25. CANCELLATION OR DOWNSIZING BY EXHIBITOR If exhibitor desires to cancel or downsize this agreement, exhibitor may only do so by giving notice thereof in writing sent to the organizer with evidence of receipt. In the event the exhibitor cancels or downsizes all or part of the exhibit space contracted for hereunder, organizer shall assess cancellation fee as a percentage of the total exhibit space rental fee as follows:

\$0.00 Penalty	On/Before December 30, 2016
50% Penalty	On/After January 1, 2017 and Before May 5, 2017
100% Penalty	On/After May 5, 2017

26. REFUND POLICY Please reference the cancellation or downsizing terms and penalties under #25 Cancellation by Exhibitor. There will be no refunds for cancellations received on/after May 5, 2017.

Laboratories, Medical Device, Pharmaceutical & Pharmacogenetics Companies

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SPONSOR AND EDUCATION PROVIDER



LOGISTICS AND MEETING PROVIDER

