

# 118th APA Annual Convention

August 12–15, 2010 • San Diego, CA



AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

## Application for Exhibit Space

The American Psychological Association is hereby authorized to reserve space for my/our exhibit at the 118th annual meeting of the American Psychological Association, to be held in the San Diego Convention Center, August 12–15, 2010.

### A. FREE-TAKE-ONE EXHIBIT

Reserve \_\_\_\_\_ space(s) in the Free-Take-One Exhibit @ \$300 per piece displayed = \$ \_\_\_\_\_

(Please include a sample of each brochure to be displayed with your application.)

### B. EXHIBIT BOOTH SPACE

1. All booths measure 10' x 10' on the enclosed floor plan. All booths are equipped with 8' backdrop and 3' side draperies. The basic rate includes guard security, general lighting, ventilation, air conditioning, and a 7" x 44" two-line identification sign.

2. Principal products to be displayed \_\_\_\_\_

(First time exhibitors please include a sample brochure with your application.)

3. Total number of booths requested: \_\_\_\_\_

4. Preferred location

1st \_\_\_\_\_ 5th \_\_\_\_\_

2nd \_\_\_\_\_ 6th \_\_\_\_\_

3rd \_\_\_\_\_ 7th \_\_\_\_\_

4th \_\_\_\_\_ 8th \_\_\_\_\_

Convention Management reserves the right to rearrange the floor plan or to relocate booths.

5. List any probable exhibitor you wish to be near \_\_\_\_\_

6. List any probable exhibitor you do not wish to be near \_\_\_\_\_

7.  We do not require a two-line identification sign.

We do require a two-line identification sign. It should read:

Company \_\_\_\_\_ City and State \_\_\_\_\_

### IMPORTANT

**C. A 40-WORD DESCRIPTION OF OUR EXHIBIT** for approval of the Board of Convention Affairs, for publication on the APA Convention Web site, and for publication in the Convention Program. Descriptions received after April 1, 2009 will be published in the Program Supplement. Descriptions received after July 2, 2009 will only be published on the Web. Using your company password provided on your confirmation letter, simply logon to APA's interactive exhibit floor plan and complete your booth description.

### D. PAYMENT

Our payment of \$ \_\_\_\_\_ is enclosed, in accordance with the following table:

**Applications received prior to March 1, 2010:** 50% with the application, and the balance due by April 1, 2010;

**Applications received after March 1, 2010:** 100% with application.

**PAYMENT BY CHECK:** Mail this form, along with your check made payable to the American Psychological Association to:  
**American Psychological Association, Exhibits Department, 750 First Street, NE, Washington, DC 20002-4242**

**PAYMENT BY PURCHASE ORDER:** Under government regulations, federal or state agencies may defer payment if a copy of a Purchase Order is submitted with application.

**PAYMENT BY CREDIT CARD:**  Visa  MasterCard  American Express

Account number \_\_\_\_\_ Expires \_\_\_\_\_

Name as it appears on the card \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_

Amount \$ \_\_\_\_\_ Signature \_\_\_\_\_

### E. AGREEMENT AND SIGNATURE

In making this application we agree to conform to the exhibit regulations of the 118th Annual Convention of the American Psychological Association, which are hereby made a part of this application. It is mutually agreed that all of said regulations shall be interpreted by the Board of Directors of the American Psychological Association, and the parties hereto shall be bound by such interpretation.

Name of company applying \_\_\_\_\_

Name of contact authorized to sign (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State and Zip Code \_\_\_\_\_

Web Address \_\_\_\_\_

Telephone No. \_\_\_\_\_ Date \_\_\_\_\_, 20 \_\_\_\_\_

Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

### DISMANTLING EXHIBITS

**Hours:** Sunday, August 15, 12:00 pm to 8:00 pm; Monday, August 16, 8:00 am to 12:00 noon. Exhibits must NOT be disturbed, dismantled, or removed before 12:00 pm on Sunday, August 15. Exhibitors are required to begin dismantling their exhibit at 12:00 pm, Sunday, August 15, with all exhibit materials dismantled and packed by 12:00 noon, Monday, August 16. Violations of this regulation will result in the delay of the exhibitor's Exhibitor Prospectus for booth selection at the 2011 APA Convention. Repeated violation of this regulation will result in the exhibitor not being invited to exhibit at the APA Convention.

### \*\*\*\*\* For APA Use Only (do not write in this space)

Space Assignment \_\_\_\_\_ Confirmation Mailed \_\_\_\_\_

Inv # \_\_\_\_\_ Inv Date \_\_\_\_\_ Label Document \_\_\_\_\_

Cost of Space \$ \_\_\_\_\_ Master Exhibit List \_\_\_\_\_

Deposit Received \$ \_\_\_\_\_ Convention Exhibitor Program \_\_\_\_\_

Date/Check No. \_\_\_\_\_ Web List \_\_\_\_\_

Balance Due \$ \_\_\_\_\_ Exhibitor Supplement \_\_\_\_\_

Balance Received \_\_\_\_\_ Exhibitor Kit Sent \_\_\_\_\_

Date/Check No. \_\_\_\_\_ Product List \_\_\_\_\_

White copy—APA Yellow copy—Exhibitor (please retain for your records)

**You may fax this form to: Mona Alcazar, APA Advertising & Exhibit Sales Department, (202) 216-7610, or e-mail at malcazar@apa.org.**

It is understood that the following points are accepted as part of the contract between the American Psychological Association and those who purchase exhibit space in the 2010 APA Exhibit.

## EXHIBIT CONTENT

Decisions regarding the acceptability of exhibits will be made in the first instance by the APA Chief Staff Officer, in consultation with the Board of Convention Affairs (BCA) Chair. The APA, acting through its Chief Staff Officer, reserves the right and sole discretion to reject any proposed exhibit for any reason. Potential exhibitors are advised that the acceptability of products or services for display at the APA Convention is based on legal, social, professional, and ethical considerations. Exhibits may not be inconsistent with the professional nature of the APA Convention. Exhibit space is not intended for airing either side of a controversial social, political, or professional issue. Exhibit space is not intended for the purpose of campaigning for APA president or any other APA governance office. Exhibit space for insurance programs is limited to only those programs endorsed or sponsored by the American Psychological Association Insurance Trust (APAIT). In addition, APA reserves the right to decline exhibit requests from companies exhibiting products and services that could be considered competing with the APA Member Benefits Program (examples include, but are not limited to: affinity credit cards, telephone long distance services, financial programs, car rentals, hotels, and magazine services). APA also reserves the right to decline exhibit requests to conduct non APA surveys inside the exhibit hall, the headquarter or supplemental hotels, or any area where an APA event or function is being held during the APA Annual Convention. APA reserves the right to require exhibitors to edit, amend, or eliminate parts of exhibits that in the Association's opinion are not in keeping with the Association's objectives or are otherwise inconsistent with APA policies. Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval of the Chief Staff Officer. For more information on conducting a contest, lottery, raffle, or game of chance, refer to the Exhibitor Prospectus under the heading "Promotional Opportunities."

**Accreditation:** Exhibiting of educational programs in the APA Exhibit Hall is restricted to those schools or other institutions fully accredited by regional or other institutional accrediting associations recognized by the U.S. Department of Education. In addition, doctoral programs accredited by the American Psychological Association must include that information in their exhibit booth materials. Doctoral programs not accredited by the APA must include the following statement in their exhibit booth: "This program is not accredited by the American Psychological Association."

**Department of Defense:** Exhibit materials inside the exhibit hall advertising positions requiring military service must include the following disclaimer: "Eligibility for military service requires certain physical abilities and attributes including age, height, weight, and physical ability requirements. Furthermore, U.S. law prohibits service members from engaging in homosexual acts and prohibits lesbian, gay, or bisexual service members from stating their sexual orientation."

**Equal Employment Opportunity:** The American Psychological Association endorses equal employment opportunity practices and accepts exhibit applications only from organizations that are not discriminatory on the basis of race, color, sex, religion, age, national origin, veteran status, or physical disability. In addition, APA encourages exhibitors not to discriminate on the basis of marital status, the numbers and ages of dependent children, mental disability, or sexual orientation.

**Access for Persons with Disabilities:** APA works to provide an accessible convention for all attendees with disabilities and believes that persons with disabilities should be given the opportunity to participate and interact to the fullest extent possible. As a prospective exhibitor, APA encourages you to make your booth accessible to persons with disabilities. This entails simple alterations to remove or modify physical barriers and to provide accessible promotional materials. Exhibitors should set up their displays to allow persons using wheelchairs to easily enter the booth and view materials. This can be done by lowering displays or counters and insuring that there is ample entrance space in the display area. Exhibitors should provide order forms or promotional materials in alternate formats such as large print, Braille, or computer disk for persons who are blind or visually impaired. Additionally, any videos shown should be captioned for persons who are deaf or hearing impaired. Approach persons with disabilities with a positive, relaxed attitude in the same way you would approach any other prospective customer. Plan in advance how you will welcome persons with disabilities into your booth. If altering your display is not an option, make up in service what you lack in "architecture."

## ACCEPTANCE OF EXHIBITS

Applications for exhibit space are subject to review as described in the exhibit prospectus under the heading "Exhibit Content." First-time exhibitors should include a sample brochure or pamphlet with their exhibit application for this purpose. Unethical conduct or infraction of rules on the part of the exhibitor or the exhibitor's representatives, or both, will subject the exhibitor or said representatives to dismissal from the exhibition area, in which event it is agreed that no refund shall be made by the American Psychological Association and, further, that no demand for redress will be made by the exhibitor or the exhibitor's representatives. The exhibition of products or services at the American Psychological Association Annual Convention is neither an endorsement of the exhibiting organization nor of the products or services exhibited. APA is not responsible for any claims made by an exhibitor. In addition, an exhibitor may not, without prior consent, incorporate in subsequent promotions the fact that a product or service has been exhibited at an APA Annual Convention.

## EXHIBIT RULES AND REGULATIONS

**Exhibit Booth Specifications:** Booth dimensions indicated on the exhibitor floor plan are believed to be accurate, but may be approximate. All booths are 10' x 10'. The allowable floor load is 350 lbs. per square foot. Following are specifications for in-line, peninsula, end-cap, and island booths. No walls, partitions, decorations, or other obstructions may be erected without adequate see-through to neighboring exhibitors. Exhibitors who wish to use any non-standard booth equipment or any signs, decorations, or arrangements of display material that conflict in any way with these regulations must submit 2 copies of a detailed sketch or proposed layout (including dimensions) at least 10 days before the convention for approval by the Director, Convention and Meeting Services.

**Standard In-Line Booth:** Standard in-line booths must not be higher than 8 feet at the back wall and 4 feet on the side dividers along the aisles. Display fixtures over 4 feet in height must be confined to that area of the exhibit booth which is within 4 feet of the backline.

**Peninsula Booth:** A peninsula booth is defined as two or more booths facing a cross-aisle—essentially an island exhibit attached to the end of a row of in-line booths. Peninsula booths must not be higher than 16 feet at the back wall and can only extend 4 feet to the left and right from the center backline. The exhibit must drop to the 4-foot height maximum of in-line booths. The 16 feet in height can extend to the front of the booth as long as it is centered within the back wall limit. To ensure adequate see-through of peninsula booths (and to avoid on-site display changes or alterations), Convention Management requires peninsula booth display blueprints or sketches be forwarded to the Exhibit Sales Director ten days prior to the convention.

**End-cap Exhibits:** An end-cap booth is exposed to aisles on three sides and composed of two booths. End-cap booths are generally 10 feet deep by 20 feet wide. The maximum back wall height of 8 feet is allowed only in the rear half of the booth space and within 4 feet of the two side aisles with a 4 feet height restriction imposed on all materials in the remaining space forward to the aisle. To ensure adequate see-through of end-cap booths (and to avoid on-site display changes or alterations), Convention Management requires end-cap booth display blueprints or sketches be forwarded to the Exhibit Sales Director ten days prior to the convention.

**Island Booth:** An island booth is defined as a block of booths completely surrounded by aisles. Maximum height for an island booth is 16 feet. The visual creation of island booth displays should be done with the visibility of neighboring in-line booths in mind. Careful consideration should be given to the placement of the 16-foot height maximum. As a general rule, the 16-foot maximum of a display unit should be centered in the island space (in line with the back wall of neighboring exhibitors). To ensure adequate see-through of island booths (and to avoid on-site display changes or alterations), Convention Management requires island booth display blueprints or sketches be forwarded to the Exhibit Sales Director ten days prior to the convention.

**Services and Equipment Provided:** In addition to use of the space itself for the entire exhibit period, the price of the booth includes a standard 2-line sign showing the name, city and state of the exhibitor and the booth number; janitorial service for the aisles of the exhibit area; and four complimentary registrations per booth (two complimentary registrations per Employer booth). Each booth has aluminum framework with blue and white drapery. The aisles will be carpeted in blue. Display units, carpeting, tables, chairs, electricity, telephone service, Internet, daily cleaning, etc. for individual booths are not included in the price of the booth space. These items may be ordered at additional cost from the show decorator and the San Diego Convention Center. Information on ordering these services will be included in an online Exhibitor Service Kit available in May. (Employer booths include carpeting, one 6' draped table, two chairs, one wastebasket, and two convention registrations.)

**Security:** As a courtesy, the Association will provide security for the exhibit area on a 24-hour basis during the entire exhibit period. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. Neither the San Diego Convention Center nor the APA is liable for, or carries any insurance on, exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense. Exhibitors who wish to carry items out with them at the end of the day will be required to fill out a Property Removal Slip available from the security staff or APA Exhibit Management. No one, including exhibitors, will be allowed in the exhibit hall prior to 7:30 am once the show opens. (This excludes the days of set-up). Following are some additional security recommendations: Ship your materials with a qualified carrier and be sure to lock trunks/crates. Securely tape or band cartons and under no circumstances mark the name or type of articles contained therein. Furnish your shipping company with an accurate and complete bill of lading. Do not leave your booth unattended during the set-up period. Do not leave valuable exhibit materials or personal items under tables or displays. Do not include exhibit material in containers to be stored with empties. Do not leave purses, briefcases, small laptop computers, CD players, cell phones, pagers, or prototype software/hardware in your booth. At the close of the exhibit, pack as quickly as possible, and under no circumstances leave your space unattended. If at all possible, have one of your staff remain in your booth space with your shipment until it is actually picked up by official service personnel. Promptly report any missing items or suspicious person to security.

## OPERATING THE EXHIBITS

**Soliciting/Demonstrating:** Canvassing, exhibiting, or distributing advertising matter outside the designated exhibit area is prohibited. Soliciting or demonstrating by an exhibitor must be confined to the exhibitor's own booth. Exhibitors should be considerate of neighboring exhibitors when soliciting attendees to visit their booths. Distribution of the exhibitor's printed advertisements must be done within the exhibitor's own space. Persons who are not exhibitors are prohibited from any detailing, exhibiting, or soliciting within the convention hotels. No exhibits, displays, or advertising material of any kind will be allowed in the convention hotel rooms or hallways unless approved by the Director, Convention and Meeting Services. Failure to comply with this regulation can result in dismissal from the exhibit hall. Aisles in front of the booths must be kept clear. Enough space must be allocated within each exhibit booth for attendees to browse or watch product demonstrations. Any activity that causes attendees to congregate in the aisle or in adjacent exhibit booths will be curtailed or eliminated.

**Sale of Merchandise:** Order taking by exhibitors accepting checks or credit cards is permitted, provided that all transactions are conducted in a manner consistent with the scholarly and professional nature of the meeting. Cash transactions are discouraged.

**California Sales Tax:** Exhibitors selling merchandise (including order taking) are required to apply for and obtain a Temporary Seller's Permit in the State of California. For more information, contact the California State Board of Equalization, (800) 400-7115, or (916) 227-6600 (Out of State Business Field Office); or visit their Web site at [www.boe.ca.gov](http://www.boe.ca.gov).

**Copyrights and Proprietary Material:** ASCAP, BMI, dramatist fees, copyright license fees, patent fees, or any other fee or royalty attached to copyrighted or proprietary material are the exhibitor's responsibility. Neither APA or the San Diego Convention Center is responsible for any violation for infringer's rights of any owner or presented material.

**Catering:** The San Diego Convention Center has exclusive food and beverage rights within the Convention Center. Food and beverage items used as traffic promoters (e.g. coffee, bar service) must be purchased from the San Diego Convention Center's exclusive in-house caterer, Tides. A complete Catering Guide will be included in the Online Service Kit available in May.

**Helium Balloons:** Helium balloons and helium tanks are prohibited in the APA exhibit hall.

**Pyrotechnics and Lasers:** Pyrotechnics and lasers are prohibited in the APA exhibit hall.

**Glitter, Confetti, Stickers, and Decals:** Glitter, confetti, stickers or decals may not be used in connec-

tion with any exhibit in the APA exhibit hall, or used for any purpose within the San Diego Convention Center.

**Noise:** Objectionable sound devices may not be operated. Engines or any other kind of equipment may be operated only with the consent of the Director, Convention and Meeting Services. Exhibitors should be considerate of neighboring exhibitors when operating any sound system.

**Animals:** With the exception of guide, signal or service animals, animals are not allowed in the facility without prior written approval. Approval is based on whether the animal is legitimately part of a show, exhibit, or activity requiring the use of animals. If allowed, the exhibitor is ultimately responsible for the liability and sanitary needs associated with the animals.

**Fire Regulations:** All decorations, drapes, signs, banners, acoustical materials, plastic cloth, or similar decorative materials used in exhibit construction must be flame retardant and must meet current fire regulations. All table coverings, fabric walls, paper, or any decorative material must be flame-retardant to the satisfaction of the San Diego Fire Department. The San Diego Convention Center rigorously enforces this regulation, and may field flame test any questionable materials. Helium tanks, pyrotechnics, and lasers are prohibited in the APA exhibit hall. Literature on display shall be limited to reasonable quantities (a one day supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes. Storage of any kind is prohibited behind back drapes, display walls, or inside the display area. All cartons, crates, containers, packing materials, etc. which are necessary for repacking will need to be tagged with an "Empty" sticker for removal from the show floor. Information concerning accessible storage onsite will be included in the Exhibitor Service Kit available in May.

**Destruction of Property:** All property destroyed or damaged by an exhibitor must be replaced in the original condition by the exhibitor or at the exhibitor's expense. Nothing may be taped, nailed, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, or decorative walls.

**Subletting Space:** Exhibitors may not assign, sublet, or apportion all or any part of the space allotted to them. Any materials other than those manufactured or distributed by the exhibitor in the regular course of business may not be exhibited by the exhibitor or be allowed by the exhibitor to be exhibited by other persons or firms without the written consent of the Director, Convention and Meeting Services.

## DECORATION & DRAYAGE SERVICES

**Carpeting:** Individual booths are not carpeted by APA (except for Employer booths). Carpeting for individual booths can be ordered through the show decorator at an additional cost. Information on ordering carpeting will be included in the Online Exhibitor Service Kit available in May.

**Lighting and Electrical Work:** Adequate illumination of the exhibit area is provided. Individual electric outlets may be obtained at additional cost. All electrical work must be ordered through and installed by Trade Show Electrical (TSE), the exclusive supplier for the San Diego Convention Center to ensure that it will meet safety requirements. Electrical services available include 500 watt, 120-volt duplex outlet; 1500 watt, 120-volt duplex outlet; and 30 amp, 120-volt dedicated circuit. A detailed electrical service order form will be included in the Online Exhibitor Service Kit available in May.

**Hanging Items:** Overhead hanging signs are allowed by APA, provided you have an island booth configuration. The hanging of any overhead sign is also contingent on rigging policy within the San Diego Convention Center. APA Convention Management and the San Diego Convention Center require blueprints or sketches be forwarded for approval prior to the convention.

**Technology & Telecommunication Services:** Smart City Networks is the San Diego Convention Center's exclusive telecommunications provider. All of the following services are provided from a convenient single source at the San Diego Convention Center:

Wi-Fi, the instant wireless Internet access system, has been installed at 72 points throughout the Center including all public areas, meeting rooms and exhibit halls; Complete Telephone Services; ISDN, T-1 and other Special Data Circuits; High Speed Internet Access; Temporary LAN/WAN/VPN construction; Point-to-Point Networking; Webcasting (Internet Broadcasting) and video e-mail NEW!; Internet/E-mail stations/"Cyber Cafes" New! In addition to full service telephone services, Smart City Networks offers high speed Internet access using fast Ethernet protocols to all exhibit spaces and meeting rooms. Their network service professionals also offer turnkey data networking services that enable you to create Local Area Networks (LANs), Wide Area Networks (WANs) and Virtual Private Networks (VPNs) all using the latest technology. Custom configurations are available so you need not hesitate to ask. Refer to ordering information in the Online Exhibitor Service Kit available in May.

**Cleaning Services:** Booth cleaning is not included in the cost of booth space. Complimentary cleaning of standard show aisles will be provided. Interior booth cleaning and trash removal is a chargeable cost to the exhibitor. Booth cleaning personnel will not clean the interior of exhibit booths without a written order. Booth cleaning order forms will be included in the Online Exhibitor Service Kit available in May.

**Union Jurisdiction & Labor:** Exhibitors are required to observe all union labor contracts enforced within the exhibit hall. Union jurisdictions include the overall set-up and dismantling of exhibits and utilities, not including the unpacking and placement of exhibit materials in the booth. The SDCCC has entered into a Jurisdiction agreement with its Union Labor Partners; Painters & Allied Trades, International Alliance of Theatrical Stage Employees, International Brotherhood of Electrical Workers and The Teamsters to perform specific work in certain areas of the Convention Center that are "Exhibit" or "Production" in nature. This includes the activities of Move In, Installation, Dismantling and Move Out of Trade Shows, Conventions, Exhibits, Corporate Events and Theatrical Events. The current Areas of Jurisdiction are Exhibit Halls A-H, Ballrooms 6 & 20 and the Sails Pavilion. Please note that this jurisdiction does not encompass work ordinarily performed by the San Diego Convention Center Corporation Employees or the Center's third party contractors. It also does not apply to work performed by the licensee's employees under their respective payroll who are specifically engaged to perform this work on a continuing basis for their organization. More information will be available in your Online Exhibitor Service Kit mailed in May.

**Freight Handling:** Labor Unions claim jurisdiction over all unloading and reloading of freight, exhibit materials, product, empty containers, and related equipment. They also have jurisdiction over all material handling equipment including but not limited to forklifts, towmotors, dollies, pallet jacks, etc.

**Freight Deliveries:** The Convention Center will not accept delivery of show materials or freight. Freight carriers should deliver freight to the attention of show management's official service contractor or show management. Delivery address should reference the name of the event location (i.e., hall or meeting room) and show contact name. Direct to show site freight will only be accepted Wednesday, August 11, 2010.

**Escalators & Elevators:** Public passenger elevators are provided for the use of wheelchairs, baby carriages, strollers and other similar devices. Passenger elevators or escalators are not to be used for transporting equipment. Freight elevators are for the movement of freight and equipment. They are not to be used by the public.

**Public Parking:** On-site, private vehicle parking at the San Diego Convention Center is available in the underground 1,900-space garage and through an outside parking management company. Daily rates apply and there is no overnight or 24-hour parking.

**Exhibitor Move-In Procedures:** All exhibitor move-in is restricted to the San Diego Convention Center Loading Dock. No exhibitor will be allowed access with his or her move-in materials via any other entrance to the facility. Unless the item is a pop-up exhibit or can be hand carried from the parking garage, all freight must go through the loading dock.

**Personal Protective Equipment (PPE):** All exhibitors, service providers and show management personnel working on the show floor during move-in and move-out periods are required to wear approved protective footwear.

**Smoking Policy:** The San Diego Convention Center is a non-smoking facility. By state law, and in the interest of public health, the San Diego Convention Center has adopted a non-smoking policy. There are designated areas outside the building where smoking is permitted.

**Recycling Program:** Recycling is part of the San Diego Convention Center's operating philosophy. The San Diego Convention Center recycles paper, cardboard, plastic, wood pallets and more! Please visit [www.visitsandiego.com](http://www.visitsandiego.com) for more details.

**Motorized carts:** For safety reasons, motorized carts, including Segways, are not allowed in any public areas including the lobby.

**Safety:** APA and the San Diego Convention Center's goal is to provide a safe environment for you and everyone associated with your exhibit. Please help us meet our goal by adhering to the following basic safety related policies: All show and exhibitor equipment must be UL approved. Extension cords shall be three-wire with ground and shall service one appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Home-type "cube" taps are prohibited. Spliced wires are heat generators and are prohibited. The use of welding equipment, open flames, decorative candles or smoke emitting devices or material is prohibited. Exceptions may be made with prior approval by the Fire Marshal. All display materials must be flame retardant according to California fire codes. A fire retardancy certificate of the display materials and the exhibitor booth construction must be posted or readily available within the exhibit. If smoke detectors are required for exhibit enclosures or for multi-level exhibit booths, or if the Fire Marshal deems necessary, special fire watch coverage will be in effect and billable when the exhibit or show is closed for business. Exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators and aislesways must be kept clear at all times. Exit signs must be kept visible at all times. Fire extinguishers, fire protection valves and fire hose cabinets must be kept clear at all times. In the event that an alarm goes off, please know that the San Diego Convention Center does not deactivate any alarm until the proper emergency response team is on-site, verifies the cause of the alarm and then deactivates the alarm. The San Diego Convention Center operates at a maximum safety level that helps them to insure life safety. In case of an emergency following an alarm, the San Diego Convention Center will activate their public address system and provide direction to everyone in the facility. When the public address system starts to operate, please listen and follow the directions. Electrical equipment shall be installed, operated and maintained in a manner that does not create a hazard to life or property. Sufficient access and working space must be provided for all electrical equipment and must comply with current N.E.C. standards. No spray painting is allowed on the premises. No saw cutting is allowed inside the San Diego Convention Center. The San Diego Convention Center does NOT allow any "hard construction" type of activities to be executed on the exhibit floor or within the building such as but not limited to material sawing, painting, welding, soldering, etc. without PRIOR written approval.

## LIABILITY AND INSURANCE

The exhibitor, upon contracting to exhibit, expressly releases the APA or any of its officers, directors, employees, or committee members, or the Board of Convention Affairs, or the owners, employees, or representatives of the San Diego Convention Center (hereafter collectively referred to as the APA and the Center) from any responsibility or liability for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property prior to, during, or subsequent to the period covered by the exhibitor's contract, including, but not limited to, any responsibility or liability for negligently caused injury, loss, or damage; and further, the exhibitor agrees to hold harmless and indemnify the APA and the Center against any and all claims made against the APA and/or the Center by any person and arising out of the exhibitor's acts or omissions.

## BOOTH CANCELLATIONS/REFUND POLICY

Because of the many advance preparations in connection with the APA Exhibit, the cancellation deadlines are as follows:

- Full refund for cancellations received prior to April 2, 2010.
- 50% refund for cancellations received from April 2 - July 2, 2010.
- No refund for cancellations received after July 2, 2010.

If the Convention Exhibit is canceled due to circumstances beyond the control of the American Psychological Association or the San Diego Convention Center, all payments connected with booth rental will be refunded.

## CONTRACTUAL AGREEMENT

It is agreed that the exhibitor will abide by the rules and regulations cited above before, during, and after the exhibit, and by other reasonable rules considered necessary by the American Psychological Association or San Diego Convention Center, provided that these rules do not materially alter the exhibitor's contractual rights. All matters and questions not covered by these regulations are at the decision of Convention Management. These regulations may be amended at any time by Convention Management, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original regulations. The application to exhibit at this APA Annual Convention and any agreement incorporated in it shall be governed by the laws of the city of San Diego, CA.