EXHIBITOR & SPONSOR PROSPECTUS

2021 Reconnecting
Thriving Together Again!

AAPB 52ND ANNUAL SCIENTIFIC MEETING

OCTOBER 20-23, 2021
CARIBE ROYALE HOTEL
ORLANDO, FLORIDA
The Association for Applied Psychophysiology & Biofeedback (AAPB), the pioneering professional society devoted to education and research in this field, will be hosting its 52nd Annual Scientific Meeting in Orlando, Florida at the Caribe Royale on October 20-23, 2021. Please save the dates and make sure to attend the entire meeting. You won’t want to miss the opportunity to attend practical workshops, learn from leading clinicians and researchers and check out the latest equipment.

Who Attends: Attendees at the AAPB Annual Meeting include clinicians, educators and researchers from around the world, representing all levels and facets of the field. Each of them comes to the meeting seeking new ideas in product and service technology. Past attendance is approximately 400 individuals. We understand that you need return on investment for your sponsorship, exhibiting, and advertising dollars. Partnering with AAPB gives you strategically focused access to an influential audience of professionals specifically engaged in the field if brain-body health. This alliance offers many key opportunities, including high visibility, hospitality, and networking. Our sponsorship options are designed to help you maximize your organization’s educational interests and sales benefit. Additionally, we can customize a package best suited for your goals.

### Exhibiting Show Times

<table>
<thead>
<tr>
<th>Thursday, October 21, 2021</th>
<th>Booth Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibitor Set-up</strong></td>
<td><strong>First Booth:</strong> <strong>Before 8/10/21</strong> <strong>After 8/10/21</strong></td>
</tr>
<tr>
<td><strong>Exhibit Hall Open</strong></td>
<td>AAPB Member $1,395 $1,695</td>
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<tr>
<td><strong>Opening Reception in Exhibit Hall</strong></td>
<td>Non-Member $1,695 $1,995</td>
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<td><strong>Exhibit Hall Open</strong></td>
<td><strong>Additional Booths:</strong> <strong>Before 8/10/21</strong> <strong>After 8/10/21</strong></td>
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<tr>
<td><strong>President/Poster Reception</strong></td>
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<th>Saturday, October 23, 2021</th>
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<tr>
<td><strong>Exhibit Hall Open</strong></td>
<td><strong>Closing Reception</strong></td>
</tr>
<tr>
<td><strong>Exhibitor Teardown</strong></td>
<td>1:00pm – 4:00pm</td>
</tr>
<tr>
<td><strong>Closing Reception</strong></td>
<td>6:00pm – 9:00pm</td>
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</table>

*Exhibit Hall times are subject to change. Your booth does not need to be manned during times when attendees are in session. All exhibitors are welcome to enjoy educational sessions and receptions.*

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**What’s Included:**

Each 8’ x 10’ exhibit space includes one draped six foot table, two chairs, a waste basket, an identification sign, plus an 8’ draped back wall and 3’ draped side rails. In addition to the exhibit booth space, you will receive:

- Two exhibit representative registrations with full access to all elements of the Annual Meeting
- Additional “exhibit only” passes available for additional sales representatives at only $100 each (does not include access to Annual Meeting sessions)
- Listing on the AAPB Annual Meeting web page (including link to exhibitor’s website)
- Listing in the Annual Meeting onsite program guide (including company description)
- A pre- and post-Annual Meeting attendee mailing list
- One year listing on the AAPB website as a supporter of AAPB with a link to your company website
- Promotional email message sent to attendees prior to the Annual Meeting listing the exhibitors with a company profile and special offers to encourage attendees to visit the exhibit hall
- Exhibitor listing in each promotional message that gets sent to potential attendees
- Discount on attendee bag inserts – exhibitors can purchase a tote bag promotional insert
- Exhibitor listing in Annual Meeting wrap-up newsletter
- Program advertisements available to exhibitors at the member rate
- Exhibitor Demonstrations exclusively available to exhibitors
Vendor Promotional E-blast Message

Reach your potential customers AND maximize your presence before arriving in Orlando! AAPB’s goal is to assist you, our exhibitor, in increasing your sales benefit by targeting key prospects with pre-show marketing in the weeks leading up to the Annual Meeting. The e-blast message will serve as a resource for attendees to learn more about your company and meeting discounts. This promotional opportunity is INCLUDED IN THE PURCHASE PRICE for all 2021 exhibitors. To participate in this program, please provide a brief company profile and/or 2021 special conference promotions (50 words or less) with your agreement and AAPB will include your message in our special vendor e-blast message to be sent prior to the Annual Meeting! All information must be received by Monday, September 20, 2021.

Advertising Opportunities – Lower Prices to Save You Money AND Maximize Exposure!

AAPB offers advertising in the preliminary and onsite program to heighten your reach and provide optimal visibility among meeting attendees. As the primary tool for attendees to navigate the education, networking and exhibitor offerings of the meeting, the Preliminary and Onsite Programs are referred to by attendees months prior to the meeting as a resource, as well as multiple times daily throughout the event.

To place an ad, please complete the ad order section on the contract. We can accept your ad as an electronic file: TIF or PDF.

Deadlines: We must receive your ad copy, exhibitor registration form, and payment no later than July 20, 2021 for the Preliminary Program. Your ad copy for the final on-site program is due no later than September 20, 2021.

Preliminary Program Advertising – Place an ad in our online program that is sent electronically to more than 3,000 potential attendees!

$500 - Full Page, 4 Color Inside Back Cover (8 ½ x 11)
$500 - Full Page, 4 Color Inside Front Cover (8 ½ x 11)
$300 - Full Page, 4 Color (8 ½ x 11)
$250 - Half Page, 4 Color (8 ½ x 5 ½)

Onsite Program Advertising – Reach 400+ Annual Meeting attendees in the onsite guide that attendees keep close at all times.

$700 - Full Page, 4 Color Outside Back Cover (4 x 9)
$550 - Full Page, 4 Color Inside Back Cover (4 x 9)
$550 - Full Page, 4 Color Inside Front Cover (4 x 9)
$350 - Full Page, b/w or gray-scale only (4 x 9)
$300 - Half Page, b/w or gray-scale only (4 x 4 ¼)

Registration Bag Insert

Maximize your marketing effort by inserting a brochure, coupon, or flyer in each attendee registration packet for a fee of $450 for AAPB members, and $650 for non-members. Giveaway pieces cannot be larger than 8½” x 11” 4 pages total. AAPB reserves the right to refuse inappropriate materials. Inserts must be pre-approved. Include a copy with your booth application. Upon approval, we will notify you with the shipping address, quantity needed and receiving deadline.

Exclusive Exhibitor Demonstrations

Take advantage of the opportunity to demonstrate your latest product or service in a scheduled 60 or 90-minute time slot. The time allotted should include the demonstration and Q & A time. There are a limited number of time slots available on a first-come, first-served basis. Please email your title and description to info@aapb.org as it will appear in the printed/posted AAPB promotional materials. If you have any questions, please contact Michelle Cunningham at (303) 919-4585. Virtual Equipment Coaching sessions are also available for those who cannot travel to Orlando.

AAPB Exhibitor $500 per session/Non-exhibitor $1000 per session
Maximize your return on investment! By optimizing your dollars through sponsorships and advertising, you ensure that your exhibit will get the attention of the AAPB attendees who influence decisions to purchase your products and services. By partnering with AAPB, your company will be front and center with our worldwide community. This partnership provides you with an exclusive opportunity to cultivate mutually beneficial relationships with our members in ways that are best suited to meet the individual needs of your business.

All sponsors will receive the following:

- Opportunity to use “AAPB 2021 Annual Meeting Sponsor” logo on your marketing materials
- Sponsorship logo designation on the AAPB website for one year
- Acknowledgement on sponsor signage at the Annual Meeting
- Sponsor recognition in meeting marketing materials, depending on publication schedule

Combine any of the sponsor options below with an exhibit booth to maximize your exposure at the 2021 AAPB Annual Scientific Meeting. If you do not see an option on the list that appeals to your company, please contact Michelle Cunningham at AAPB at info@aapb.org and we will be happy to customize a sponsorship package to help you gain the most return on your investment.

Keynote & Plenary Speakers - $2,000 each
These events feature prominent speakers in the field. Take advantage of this opportunity to connect with the majority of conference attendees.

Additional benefits include:
- Recognition as the Exclusive Sponsor of the session
- Informational table to display marketing materials
- Logo recognition on pre-session welcome slide
- Sponsor recognition in any pre-session marketing materials
- 2-minute podium opportunity to introduce the speaker

Tote Bags - $2,800
Sponsoring the Official AAPB Annual Meeting tote bag will make your company a center point of every attendee’s attention.

Additional benefits include:
- Tote Bags (sponsor to provide print-ready artwork)

Pens - $950
Available to each attendee in the tote bag – branded with your company logo

Cyber Café - $2,500 for Exclusive Sponsorship, $1,250 per day for Partial Sponsorship
The Cyber Café is the hot spot where AAPB attendees go to catch up on email or their favorite website.

Additional benefits include:
- Brand each laptop with company logo and customized screen savers
- Sponsor may bring items such as mouse pads, pens and notepads for the workstations at their expense (subject to AAPB approval)
- Banner or kiosk sign with logo in Cyber Café

Notepads with Sponsor Logo - $1,600
Your brand will be front and center with your logo featured on a notepad given to every conference attendee. This take-away piece will be utilized by attendees long after the conference end.

Additional benefits include:
- Notepads (sponsor to provide print-ready artwork)

Badge-holders/lanyards - $1,850
Each attendee is required to wear a badge at all times for access to educational sessions and the exhibit hall. The badge-holder/lanyard sponsor will have the exclusive opportunity to prominently feature their logo on all the lanyards.

Additional benefits include:
- Logo on lanyards for all 4 days of the pre-conference workshops and sessions

Morning and Afternoon Refreshment Breaks - $1,600 each
Sponsor has the opportunity to brand its company to conference attendees as they relax between sessions. Each break ranges between 15-30 minutes and gives the sponsor the ability to clearly display their company logo.

Additional benefits include:
- Recognition as the Sponsor of the Morning or Afternoon break
- Logo prominently displayed in sponsored break area during designated time

We are open to customize a special sponsorship arrangement based on your needs and creativity! Reach out to us at info@aapb.org to discuss. Pricing is assessed separately and upon request.
Welcome Reception in Exhibit Hall - $2,500 for Exclusive Sponsorship, $600 for Partial Sponsorship
The welcome reception is the first event of the conference. By sponsoring this event your company name will be the first introduced to conference attendees.

Additional benefits include:
- Recognition as Sponsor of the Welcome Reception
- Opportunity to welcome guests as they arrive
- Appropriate signage surrounding the reception

Updated Payment Options
AAPB has implemented a new database which now allows vendors to secure and pay for all sponsorships and exhibits online. You may still use the paper form included in this program, but please note we will not accept credit card payments via email or fax. If you wish to pay by credit card, you will need to either purchase your sponsorship/exhibit online or return your form and then pay online or by phone when the form has been processed and added to your record.

ABOUT AAPB
The Association for Applied Psychophysiology and Biofeedback (AAPB) was founded in 1969 as the Biofeedback Research Society. The goals of the association are to promote a new understanding of biofeedback and advance the methods used in this practice. AAPB is a non-profit organization as defined in Section 501(c)(6) of the Internal Revenue Service Code. AAPB exists to advance the development, dissemination and utilization of knowledge about applied psychophysiology and biofeedback to improve health and the quality of life through research, education and practice. Membership in AAPB is open to professionals interested in the investigation and application of applied psychophysiology and biofeedback, and in the scientific and professional advancement of the field. AAPB members represent the fields of psychology, medicine, nursing, social work, counseling, physical therapy, education and other health care areas. Biofeedback has become an accepted form of treatment not only within the medical community, but with consumers as well. Today, through the efforts of the AAPB staff, board members, committees, and many health care professionals, alternative medicine almost equals traditional medicine in total revenues.

Mission: Promotes and represents the science and practice of self-regulation to enhance health and performance
Vision: To integrate self-regulation into everyday life

Strategic Goals
- Public Awareness: Creating heightened public awareness about the industry
- Standardization: Developing evidence-based, ethical and professional standardization for those practicing in the industry
- Membership Growth: Facilitating focused and purposeful membership growth
- Innovation: Building an environment suitable for innovation to prosper
The following Rules and Regulations, along with the terms and conditions of the application for exhibit space, are an integral and binding part of your contract with AAPB, “The Association.”

Additional Representative Registration
Each exhibitor is allowed two representatives per booth without charge. This entitles the representatives to attend all sessions. Badges for additional sales representatives may be purchased in advance or onsite for $100 per person. These badges are for extra sales personnel only. These badges DO NOT permit attendance to the sessions. Limit two additional badges per booth.

Assignment of Exhibit Space
Every effort will be made to assign the exhibitor the first choice of locations or as near the first choice as possible. However, AAPB reserves the right to assign space, reassign booths and/or redesign the exhibit area as may be necessary for any reason bearing on the best interests of the meeting. Contracts received after September 20, 2021 will be considered on a space available basis. AAPB reserves the right to refuse or restrict space for any reason.

Exhibit Hours and Installation
The Association reserves the right to make schedule changes of the Exhibit hours at its discretion. The exhibit area will be open to exhibitors for 1/2 hour prior to the scheduled show opening. Exhibit space will not be released to the exhibitor until all conditions, as set forth in these rules, are met. All exhibits must be fully operational until 1:00 pm, Saturday, October 23, 2021.

Disclosure
The following information will be printed in the onsite program:
1. Some of the products exhibited here may not be proven effective for the suggested applications. All claims should be considered carefully.
2. Some of the equipment being exhibited may not have been registered by the FDA or declared safe and effective.
3. An FDA declaration of safe and effective for one use may not apply to uses being promoted here. Please check with each vendor to assure yourself regarding the FDA status of any device you are considering.
4. AAPB makes no endorsement, either stated or implied, by selling booth space to any vendor or for any device.

Hotel Use
AAPB reserves the right to control suite reservations and meeting space at the hotel. No exhibitor will be allowed access to a hotel suite to circumvent the AAPB Exhibits. No social functions may be scheduled to conflict with the AAPB Meeting events. If space is needed, you must submit the request for approval.

Exhibit Design/Construction Requirements
Exhibitor identification in all AAPB publications and on all signs and booth graphics must be the one company name submitted on the Application for Exhibit Space. Overstatement in the design is to be avoided and attention-getting devices such as balloons, flashing signs or lights are prohibited. Exhibits must render a safe assembly during installation, dismantling and exhibition periods. Materials used in the exhibit area must be flame retardant in accordance with the City Fire Ordinances. Electrical equipment and display components must conform to the City Electrical Code. No part of any exhibit may be suspended from or attached to any part of the exposition facility.

To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must not be higher than 8’ in the back and 3’ high along dividers and aisles. No walls, partitions, decorations, or any other obstructions may be erected that in any way interfere with the view of any other exhibit. Exhibitors desiring to use other than standard booth equipment or any signs, decorations, or arrangements of display materials may be erected that in any way interfere with the view of any other exhibit. Exhibitors desiring to use other than standard booth equipment or any signs, decorations, or arrangements of display materials are required to make a detailed sketch or a proposed layout at least six weeks prior to the show and must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation of other exhibitors. Exhibitors' representatives must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation of other exhibitors. Badges are to be worn at all times. Anyone in the working area of a booth who is not wearing an identifying badge may be asked for identification by security personnel. The Meeting Manager must approve any additions or changes in booth personnel made during the Meeting.

Exhibit Area Attendance/Badge Control
Exhibit area attendance is restricted to qualified exhibitors and those covered under the AAPB Registration procedures. Exhibitor representatives must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation of other exhibitors. Badges are to be worn at all times. Anyone in the working area of a booth who is not wearing an identifying badge may be asked for identification by security personnel. The Meeting Manager must approve any additions or changes in booth personnel made during the Meeting.

Exhibitor badges may be made out only in the name of the company shown on the application for exhibit space. False certification of individuals as exhibitors’ representatives, misuse of exhibitors' badges, or any other method or device used to assist unauthorized personnel to gain admission to the exhibit floor will be cause for expelling the violator from the exhibit area, banning further entrance to the exhibit floor, or removing the exhibit from the floor without obligation on the part of AAPB whatsoever.

Guest Badges
Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit areas. To this end, guest badges will be available by request for each company at Exhibitor Registration. Guest badges will allow admittance to the exhibits only. Replacement badges will not be available. Guest badges are not to be used by exhibit booth sales personnel. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and the guest from the exhibit hall and is considered a violation of the AAPB Rules and Regulations.

Presentations
All activities of each exhibitor, its employees and/or agents during the AAPB Annual Meeting, which are directed toward AAPB meeting registrants, must be confined to the exhibitor’s booth space. The exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations. No exhibits, displays or advertising material of any nature will be allowed in hotel rooms unless approved in writing by the Meeting Manager.

Subleasing/Sharing
Subleasing of exhibit space is strictly prohibited, nor may two companies share the same leased space including companies who purchase multiple booths. Each exhibiting company is required to complete an application in order to exhibit. Squatters are strictly prohibited in the AAPB Exhibit Hall. AAPB reserves the right to dismiss a company who has not paid for exhibit space.

Press Conferences
Press conferences by exhibitors on the exhibit floor during exhibit hours are prohibited. All news conferences must be coordinated with the AAPB executive management.

Entertainment or Social Functions
No entertainment or social functions may be scheduled to conflict with the official AAPB program, scientific or technical exhibit hours. Requests for use of function space at the facility must be made in writing to AAPB. Upon receipt of a request for function space, AAPB will notify you if space is available and if any space rental fees are required. It is the responsibility of the exhibitor to finalize arrangements with the hotel. For additional information please contact the Meeting Manager.

Photography
Picture-taking, other than by the official photographer, is prohibited during setup, dismantling and non-exhibit hours. Cameras will not be allowed on the exhibit floor during these times. Each exhibitor has control over the space he/she has rented and has the right to refuse those considered its...
competing from gaining access to, photographing, videotaping or otherwise mechanically recording his/her exhibit or presentations.

Care of Exhibit Space
The exhibit and booth area must be maintained and kept in clean and good order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

Dismantling/Removal of Exhibits
Each exhibitor will complete arrangements for removal of material from the Exhibit Area in accordance with these rules and the instructions provided in the Exhibitor Service Kit. No packing or dismantling of exhibits will be allowed until the official closing of the exhibit hall at 1:00 pm on Saturday, October 23, 2021. All exhibit material must be packed and ready for shipment by 4:00pm. All space occupied by an exhibitor must be surrendered in the same condition as at the commencement of occupation.

Eligibility for Exhibiting
AAPB reserves the exclusive and total right to determine the acceptability of applications for exhibit space. Applications must meet all of the following criteria.

- The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are directly related to the field of applied psychophysiology and biofeedback in the opinion of AAPB.
- The applicant is reasonably determined by AAPB to be highly ethical and reputable, and the goods and services to be exhibited are reasonably believed by AAPB not to be harmful, ineffective, fraudulent, based on non-proven science, or illegal.
- The applicant agrees to comply with AAPB’s Rules and Regulations governing Exhibits.
- The application, fees and any required documents are received prior to the established deadline.
- AAPB reserves the right to refuse a booth to any applicant.

Terms
Full fees are to be remitted with the application. No applications will be accepted or processed without receipt of the full fee.

Cancellation
All exhibitors wishing to cancel their exhibit space must do so in writing prior to September 30, 2021 and will receive a full refund less a $200 processing fee. No refunds will be granted to an exhibitor after September 30, 2021. If the meeting/exhibits should be cancelled due to circumstances beyond the control of AAPB or the hotel, all payments connected with the booth rental will be refunded.

Security
Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. The facility will be locked during non-exhibiting hours, and overnight security will be in place but neither the facility nor AAPB will be responsible for loss of or damage to any property.

Fire Regulations
All doors and openings must be kept clear. Exit signs, fire alarms, and extinguishers must be visible at all times. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other decorations must be able to stand a flameproof test. For additional information, please contact the official decorator.

Liability and Insurance
The exhibitor, upon contracting to exhibit, agrees to protect, indemnify, defend and hold harmless AAPB and its officers, directors, employees, committee members and agents, and the and its officers, directors, employees and agents from any and all claims, losses, damages, injury or expenses arising out of or caused by exhibitors’ installation, removal, maintenance, occupancy or the use of the exhibition premises or a part thereof or other activities or functions of the exhibitors. The exhibitor acknowledges that it is responsible for obtaining insurance coverage in such amounts, as it deems appropriate to comply with its obligations herein and for its own protection. AAPB will not be responsible for delays, damage, loss or other unfavorable conditions caused by circumstances beyond its control. Under government order or emergency, or other fair reasons beyond its control, AAPB reserves the right to cancel the show with no further liability to the exhibitor than full refund of space rental payments made. AAPB reserves the right to change the location of the exhibition in the event a strike, fire, or Act of God should render unusable the hall in which the exhibition has been scheduled or any other meeting facility.

Interpretation and Enforcement
These regulations become a part of the contract between the exhibitor and AAPB. AAPB has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decision of AAPB and all decisions so made shall be binding on all parties. Those who fail to observe these conditions in this contract or, in the opinion of AAPB, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.

Anti-Harassment Policy
The AAPB Annual Scientific Meeting is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, age or religion. We do not tolerate harassment of conference participants in any form. Conference participants, including exhibitors, violating these rules may be sanctioned or expelled from the conference, without a refund, at the discretion of the conference organizers. The AAPB anti-harassment policy can be found at: https://www.aapb.org/ida/pages/index.cfm?pageid=3744

Violations and Penalties
Upon evidence of substantial violation, AAPB may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall forfeit to AAPB all monies paid or due, and pay all expenses and damages that AAPB may incur through the enforcement of this rule.

Hotel Information
AAPB has reserved a block of sleeping rooms at a discounted rate at the Hyatt Regency La Jolla. Your support in staying at the host helps to keep AAPB’s meeting and membership costs down. The discounted room rate for the Annual Meeting is $174 single/double occupancy (plus applicable taxes). To receive this discounted room rate, you must identify yourself as an AAPB attendee by referencing AAPB when making your reservation. The deadline to make your reservations is September 24, 2021.

For reservations, call (800) 823-8300, and reference AAPB. You may also find online reservation information by visiting the AAPB website.

AAPB Contact
Michelle Cunningham, AAPB Executive Director
Tel: (800) 477-8892 Email: info@aapb.org
www.aapb.org
Booth Representatives
Please list name(s) of person(s) who will be responsible for staffing your exhibit area. The agreement includes registration for two representatives for each paid booth. Names must be submitted at the time of application.

1. __________________________________________

2. __________________________________________

Badges for additional representatives may be purchased in advance or on-site at Exhibitor Registration for $100 per person. These badges are for extra sales personnel only. This badge does NOT permit attendance to the sessions. Limit 2 per booth.

1. __________________________________________

2. __________________________________________

Booth Location Request
PLEASE LOCATE US NEAR ....
We prefer to be located NEAR one of the following companies (specific names, not type of businesses):

1. __________________________________________

2. __________________________________________

3. __________________________________________

DO NOT LOCATE US NEAR ....
“Located away” means not directly next to or across the aisle. We prefer to be located away from the following, competing companies (specific names, not types of businesses):

1. __________________________________________

2. __________________________________________

3. __________________________________________

Booth Fees

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We request _______ booth(s) for a total of $__________.

Please list booth numbers:

1st Choice: _______  2nd Choice: _______  3rd Choice: _______

If our space is not available, we will accept AAPB’s alternate placement.

AAPB reserves the right to assign space as necessary in the Meeting’s best interest. Every effort will be made to assign the exhibitor their first choice of locations or as near the first choice as possible. When two or more exhibitors ask for the same booth location, booths will be assigned on a first-come, first-served basis and in consideration of support level.

Cancellation Policy
Cancellations must be in writing and postmarked by September 30, 2021 to receive a full refund, minus a $200 processing fee. There will be no refunds for cancellations received after September 30, 2021.
Sponsorship Opportunities
- Keynote & Plenary Speakers - $2,000 each
- Cyber Café - $2,500 for Exclusive Sponsorship
- Cyber Café - $1,250 per day for Partial Sponsorship
- Notepads with Sponsor Logo - $1,600
- Tote bags - $2,800
- Badge-holders/lanyards - $1,850
- Pens - $950
- Welcome Reception in Exhibit Hall - $2,500 for Exclusive Sponsorship
- Welcome Reception in Exhibit Hall - $600 for Partial Sponsorship
- Morning and Afternoon Refreshment Breaks - $1,600 each

Please call the AAPB office at (800) 477-8892 for additional details on available opportunities and to customize your sponsorship package.

Exhibitor Demonstration Registration
Take advantage of the opportunity to demonstrate your latest product or service in a scheduled 60 or 90-minute time slot. The allotted time should include the demonstration and Q & A time. Complete the requested info below and return it with your Exhibit Contract and payment. There are a limited number of time slots available on a first-come, first-served basis. Please email your title and description to info@aapb.org as it will appear in the printed/posted AAPB promotional materials. If you have any questions, please contact Michelle Cunningham at info@aapb.org or (303) 919-4585.

- AAPB Member $500
- AAPB Non-member $1000

Schedule Preferences
In the boxes below, please rank, in number order, your top three (3) choices (ex: 1st, 2nd, 3rd). There is a combination of 60 and 90-minute time slots available on a first-come, first-served basis. NOTE: Those choosing two demo slots must select one morning time and one afternoon slot. AAPB reserves the right to schedule and change the time slots in the best interest of the overall meeting.

- Friday, Oct 22
  - morning
  - afternoon
  - evening

- Saturday, Oct 23
  - morning
  - afternoon
  - evening

Company Listing for AAPB Website and Onsite Program
Provide a description of 50-words or less for your company’s product(s)/service(s) to be published on the AAPB website and onsite program. Please email your description to info@aapb.org when you submit the Exhibitor’s Application.

Advertising Opportunities

Bag Insert
AAPB will place your brochure in each registrant’s tote bag. Please distribute ______ item(s) in the tote bags at a fee of $450 for AAPB members; $650 for non-members per brochure, pamphlet, etc. AAPB reserves the right to accept or reject materials and issue a refund of the fee if rejected.

Fee Summary

<table>
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<tr>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth(s)</td>
<td>$ ______</td>
</tr>
<tr>
<td>Additional Exhibitor Pass(es)</td>
<td>$ ______</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$ ______</td>
</tr>
<tr>
<td>Bag Insert</td>
<td>$ ______</td>
</tr>
<tr>
<td>Demonstration</td>
<td>$ ______</td>
</tr>
<tr>
<td>Advertising</td>
<td>$ ______</td>
</tr>
<tr>
<td>Discount (if applicable)</td>
<td>$ ______</td>
</tr>
</tbody>
</table>

Total: $ ______

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