



American Psychology-Law Society

APA DIVISION 41

2024 AP-LS Annual Conference  
Exhibitor Prospectus & Invitation to Publishers  
March 21-23, 2024 | Los Angeles, CA



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# REASONS TO

# Partner with AP-LS

## Reach Beyond the Meeting

When you reach AP-LS attendees, you also reach the people they work with, including government agencies, medical care facilities, health departments, and universities.

Maximize your marketing dollars and reach a diverse and multi-disciplinary audience in the same place.

## Top Reasons to Attend

**ACCESS** – Find attendees across all career stages from graduate students to professors and academic administrators to practitioners.

**AWARENESS** – Increase your brand recognition in the psychology-law community by connecting your company name with an established meeting of thought leaders and decision makers.

**SHOWCASE** – Showcase your books or journals to attendees interested in advancing their education and publishing their own work.

**NETWORK** – Deepen existing relationships and generate new leads that can help your company grow by meeting face-to-face with attendees.

**INSIGHT** – Gain insight into attendees' research and new issues in the field that your company can help to solve.

**RECUIT** – Expand your workforce by interacting with hundreds of students and early-career professionals.



## WHAT IS AP-LS?

The American Psychology-Law Society (AP-LS) is a division of the American Psychological Association (APA). AP-LS members and the organization itself work to advance the contributions of psychology to the understanding of law and legal institutions through basic and applied research.

We promote the education of psychologists in matters of law and the education of legal personnel in matters of psychology, including the appropriate use of psychologists in the legal system; and inform the psychological and legal communities and the general public of current research, educational and service activities in the field of psychology and law.

### Our attendees look for exhibitors from:

Grantmaking Foundations  
Government Organizations  
Book Publishers  
University Presses  
Scholarly Journals  
Job Services and Recruiters

Higher Education Services  
Research and Analytics Software  
Services Media Outlets  
University Graduate Programs  
Practice Management Software  
Benefit Programs

## Conference Sponsor Opportunities

Supporters enjoy wide visibility and recognition and the opportunity to connect with attendees throughout the AP-LS Annual Conference.

All supporters receive:

- Recognition on signage
- Recognition on the AP-LS website

A variety of additional opportunities are available depending on the support level you choose. Custom support opportunities are also available.

Conference Benefit	Platinum \$7,000	Gold \$5,500	Silver \$3,500	Bronze \$2,000	Reception Sponsor \$5,000	Exhibitor \$1,500
Limit	1	2	3	Unlimited	6	Unlimited
Logo posted on all applicable conference promo materials	✓ Feature	✓	✓	✓	Reception Signage + Beverage Napkins	Mention in Program
Exhibitor Table	✓	✓	50% Off	25% Off	25% Off	✓
Bag Insert	3	2	1			
Full Event Registration(s) to conference	2	1	1			1
Promotional Address at Opening Welcome Reception	5 Minutes					
Push Advertisement Through Conference App	1 per day	1 Thursday	1 Friday	1 Saturday	Day of Reception	

### Installation of Exhibits

Thursday, March 21 9:00 a.m. – 12:00 p.m.

### Exhibit Hours

Thursday, March 21 12:00 p.m. - 5:00 p.m.

Friday, March 22 8:00 a.m. – 5:00 p.m.

Saturday, March 23 8:00 a.m. – 5:00 p.m.



## Sponsorship Opportunities

All targeted sponsorship opportunities support the reception selected.

Each reception is exclusive to only 2 partners, so your organization will be featured prominently at each event.

## RECEPTION SPONSORSHIP OPPORTUNITIES

All reception targeted sponsorship opportunities come with acknowledgment at the conference and reception and the company's logo on custom welcome signage and beverage napkins.

Welcome Reception Sponsor  
\$5,000

Friday Poster Reception  
\$5,000

Saturday Poster Reception  
\$5,000



# Branding Opportunities

AP-LS encourages partners to consider our branding opportunities as an addition to their sponsorship level.

## Bag Insert

\$250

## Mobile App Push Notifications\*

\$500

## Take-One Brochure/Item Table Exhibitor

\$200 (One time fee)

For the benefit of those who do not, or cannot, rent a booth exhibit, a Take-One Brochure Table for the distribution of free brochures and other material is available to offer pamphlets, brochures, leaflets, cards, magazines, etc. This will be for paid Take-One Exhibitors ONLY. Other materials will be removed. Unused materials will not be returned. We encourage partners to be creative with items they wish to have included at the table such as branded tote bags, wireless phone chargers, usb drives, notebooks, etc.



# Become an AP-LS Sponsor Today!

Signing up as a Business Partner of AP-LS has never been easier. Select your sponsorship, upload your logo, register your staff and make a payment all in one place through the AP-LS website:

<https://apls.memberclicks.net/Sponsor24>



For more information about becoming a AP-LS Business Partner please email our office at [office@ap-ls.org](mailto:office@ap-ls.org).