

American Association of Physics Teachers **EXHIBITOR PROSPECTUS**



Annual Summer Meeting
July 22-26, 2017
Cincinnati, Ohio

Questions?

Contact Robert Finnegan, AAPT Exhibits Mgr. • One Physics Ellipse • College Park, MD 20740
email: rfinnegan@aip.org • **phone:** 516-576-2433 • **fax:** 301-209-0845

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Welcome

AAPT Summer Meeting - Northern Kentucky Convention Center - July 22-26, 2017

Dear Exhibitor,

You are cordially invited to exhibit at the American Association of Physics Teacher's Summer Meeting that will be held at the Northern Kentucky Convention Center, July 22 - 26, 2017.

Exhibiting at the AAPT Summer Meeting will help you connect with the physics education community, establish new relationships, strengthen existing ones, and help you to meet your overall business goals.

This handbook provides information to prepare you for your three days on the show floor.

Please read through the pages carefully and fill out the forms that apply to your participation.

Be sure to take note of the additional marketing opportunities we offer to help you draw more attendees to your booth and maximize your lead generation. Consider...

- 1.) Advertising in the Onsite Program
- 2.) Sponsoring an event
- 3.) Including your publications in our Shared Book Exhibit

Feel free to contact me anytime to let me know how I may assist you before, during, or after the event.

We are looking forward to seeing you in Cincinnati!

Sincerely,

Robert Finnegan
AAPT Exhibits Manager

Exhibit Show Schedule

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When You Arrive

Pick up your badge and exhibitor packet at the AAPT Exhibitor Registration Desk located in the Exhibit Hall. Exhibits may be set up between 10:00 a.m. and 6:00 p.m. on Sunday, July 23, 2017

Exhibit Schedule

	Exhibit Setup	Exhibit Show	Snack Break	Exhibit End
Sun., July 23	10:00 a.m. – 6:00 p.m.	8:00 p.m. – 10:00 p.m.		
Mon., July 24	Exhibit Hall	10:00 a.m. – 5:00 p.m.	10:00 a.m. – 3:15 p.m.	
Tues., July 25		10:00 a.m. – 4:00 p.m.	10:00 a.m. and 3:15 p.m.	4:00 p.m.

**Exact times are subject to change as program is set.*

Open Exhibition-Public Invited

Do you have customers in the Cincinnati area? Invite them to visit the AAPT Exhibit Hall for **free** all day Tuesday.

Snack and Beverage Breaks will take place in the exhibit hall.

Appreciation Breakfast for Exhibitors

Tuesday, July 25, 9 a.m. - 10 a.m.

Great Book Giveaway

Wednesday, July 26, 9 a.m.

Exhibit Booth Contract

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Reserve your booth by May 1, 2017 to receive an early-bird discounted booth rate!

COMPANY DATA (This information will be included in the Onsite Program)		
Company Name:	Phone:	
Address:		
City:	State:	Zip:
Email	Website:	
Company Name on Booth Sign:		
CONTACT INFORMATION		
Contact Person:	Email:	
Phone:	Fax:	

BOOTH CHARGES (10' x 10')	RATES	Booth Quantity	TOTAL
Sustaining Member before May 1, 2017 - Early Bird	\$1300		\$
Nonmember before May 1, 2017 - Early Bird	\$1900		\$
Sustaining Member after May 1, 2017	\$1700		\$
Nonmember after May 1, 2017	\$2300		\$
1) Payment In-Full Enclosed OR 2) DEPOSIT of \$500/Booth Enclosed		DUE BY May 30, 2017	

10' x 10' booth space includes pipe & drape, signage, 2 full meeting registrations, and six exhibitor badges per exhibitor for full-time company staff. Full payment or \$500 deposit must accompany this form. Balance is due no later than May 30th. You will receive a service kit from Triumph Expositions when available.

Booth number(s) desired: 1st choice _____ 2nd choice _____

COMPLIMENTARY FULL PROGRAM BADGE NAMES

1. _____ 2. _____

METHOD OF PAYMENT
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.
Credit Card: VISA MC AMEX Discover Diners Club Card # _____ - _____ - _____ - _____ Exp. ____/____
Account Name _____
Exhibitor agrees to abide by all terms, conditions, and regulations set forth on both sides of this contract.
Authorized Signature _____
Authorized Name Printed _____ Date _____

For early-bird discounted booth rate by May 1, 2017, mail form along with payment to:
AAPT Programs & Conferences
One Physics Ellipse, College Park, MD 20740-3845
Fax: 301-209-0845
Contact: Robert Finnegan, rfinnegan@aip.org or 516-576-2433

Reserve by May 1, 2017 for early-bird discounted booth rate!

Rules and Regulations for Exhibitors

AAPT Summer Meeting - Northern Kentucky Convention Center - July 22-26, 2017

Definition

The words "Exhibit Management" as used herein refer to the American Association of Physics Teachers (AAPT).

Exhibitor Registration & Housing

Exhibitors are entitled to 2 full meeting registrations, and six exhibitor badges per exhibitor for full-time company staff. After six, staff badges are \$10 each. Each exhibitor must wear an official exhibitor's identification badge. Exhibitors are responsible for making their own travel and housing arrangements.

Arrangement of Exhibits

All exhibits must be arranged so as not to obstruct the general view or hide other exhibits. Backgrounds (including signs) must be no more than 8' in height. Material extending into the exhibit area by more than 3' from the back wall cannot exceed 3' in height. No partitions other than the side rails will be allowed, unless specifically approved by Exhibit Management. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Exhibit Management may (at the exhibitor's expense) direct revisions of any exhibit that does not comply with the above guidelines. Exhibit booths may only be used in a straight line as it appears on the floor plan.

Location/Layout of Exhibits

At all times, Exhibit Management reserves the right to alter the location and/or layout of the exhibits in the best interests of the overall exhibition and meeting.

Installation/Dismantling

Exhibits must be completely installed at least two hours prior to the opening of the show. Exhibit Management reserves the right to reassign any space not installed at that time. No packing or dismantling of exhibits will be permitted prior to the official closing of the exhibition, and there will be a \$200.00 fine for any exhibitor dismantling prior to the closing of the show.

Occupancy of Booths

All booths must be open during the advertised show hours.

General Conduct of Exhibitors

All materials and activities must be confined to the limits of the exhibit booth(s) and may not impede traffic or interfere with other exhibits. Furthermore, all of the following practices are expressly prohibited: the promotion of products or services other than the exhibitor's, excessive noise that would interfere with other exhibitors, the storage or use of flammable or explosive materials (or any substance prohibited by local laws or insurance carriers), the operation of x-ray equipment, the soliciting of participation in surveys or any other harassment of attendees, the use of live animals, the solicitation of business by anyone other than the representatives of exhibiting organizations, and the publicizing or conducting of any activities other than Commercial Workshops that would attract attendees away from the exhibition during exhibit hours.

Rejection & Penalties

Exhibit Management reserves the right to refuse any applicant for exhibit space, as well as the right to restrict or evict any exhibit that, in

the opinion of Exhibit Management, detracts from the general character of the exhibition. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions or eviction, Exhibit Management will not be liable for any refunds or other exhibit expenses.

Insurance

Exhibitors are urged to take out a portal-to-portal rider on their own insurance policy, usually available at a nominal cost, to protect against loss through theft, fire, damage, etc. Exhibitors are responsible for their equipment and property. The exhibit area will be monitored and secured, but AAPT does not guarantee nor protect the exhibitor against loss of any kind. Each party agrees to be responsible for its own property through insurance or self-insurance; exhibitors shall hold harmless AAPT for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.

Liability

The exhibitor agrees to assume all responsibilities for any damage to the exhibit area. The exhibitor also expressly indemnifies and holds harmless AAPT, the show's official service contractor, and any other agents of Exhibit Management from any and all liability that may ensue from accidents, injuries, damage by fire, loss or theft of property, or any other cause. Security guards will be provided as determined necessary by Exhibit Management; however, the exhibitor retains sole responsibility for his/her own exhibit materials. In the event that the exhibition is canceled, the liability of Exhibit Management shall be limited to the monies paid by the exhibitor as exhibit booth rental, less a proportionate share of all expenses incurred by Exhibit Management for the exhibition.

Subletting of Space

No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted without the knowledge and written consent of Exhibit Management.

Payment Terms

A deposit of \$500.00 per booth must accompany this application/ contract, and full payment must be received by **May 30, 2017**. *Fees not paid by this date will be subject to a late fee of \$250.00.*

Cancellations

After a signed contract has been received, cancellations prior to May 30th will be liable for a penalty of \$350.00 per booth reserved. Exhibitors cancelling after May 30 will be liable for a penalty of \$650.00 per booth reserved.

Sustaining Membership Application

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Join AAPT today as a Sustaining Member. Your partnership with us means that more than 7,500 physicists and educators worldwide have the information they need about the services you offer. As a Sustaining Member you realize immediate savings and benefits as you generate new business in this specialty field.

Benefits

Complimentary print and online journals: the *American Journal of Physics*, *The Physics Teacher* and *Physics Today*. Sustaining Member rules are subject to change.

- 30% off exhibiting at National Meetings
- 20% off *Full page* in *The Physics Teacher* (TPT)
- 20% off advertising in all meeting program guides
- Free one-time usage of AAPT's member list (up to \$500 value)
- Discounts on subsequent AAPT mailing lists

Typical Savings

	Nonmember Cost	Sustaining Member Cost	Your Savings
Exhibit fee	\$1800	\$1300	\$600
TPT Full-page Ad	\$1770	\$1374	\$354
Member mailing list	\$750	FREE	\$750
AAPT Journals	up to \$1116	FREE	\$1116
		Total	\$2820

:

YES! I'd like to become an AAPT Sustaining Member and begin to take full advantage of all of these benefits! Enclosed is payment of \$800 to cover a 12-month period as an AAPT Sustaining Member.

Corporate Name _____

Corporate Contact _____

Title _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Signature _____ Date _____

METHOD OF PAYMENT

Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT SUSTAINING MEMBERSHIP.

Credit Card: VISA MC AMEX Discover Diners Club **Card #** _____ - _____ - _____ - _____ Exp. ____/____

Authorized Signature _____

Authorized Name Printed _____ Date _____

Mail form along with payment to:

AAPT Sustaining Membership, One Physics Ellipse, College Park, MD 20740-3845, Fax: 301-209-0845

AAPT Commercial Workshops

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In an effort to provide a “hands-on” forum for exhibiting companies, AAPT schedules workshops designed to give exhibitors a unique selling tool to enhance the presentation/sale of products and services. To increase the resources available to our members, we invite companies producing materials useful to science educators to present workshops at the National Meetings. This is an opportunity to direct sales to those people most interested in your company’s products and services.

Application

The form should contain:

- (1) workshop title & abstract (200-word limit)
- (2) name of workshop leader(s)
- (3) preferred day & time for presentation
- (4) maximum number of attendees desired
- (5) room set-up preference (theater or classroom style)

The abstract should contain: activities to take place during the workshop, materials to be featured at the workshop, and how attendance at the workshop will benefit physics teachers. Submit abstracts online at <http://www.aapt.org/events/cwkshpform.cfm>.

Publicity

There will be ample opportunity for you to advertise your presentation.

- The workshop abstract will be included in the Onsite Program, and will appear on the AAPT website.
- Posters announcing the Commercial Workshops will be visible around the registration area onsite.
- Distribution of workshop flyers will be permitted onsite at the meeting.

Responsibilities

Your company will be responsible for: planning the workshop, providing necessary AV equipment, internet, and conducting the workshop. Exhibitors are responsible for their own internet needs.

The AAPT Programs & Conferences Department will be responsible for: providing the meeting room; setting up the room, including tables, chairs, and a speaker’s table; and advertising. Workshops are open to all AAPT meeting attendees.

Charge

There will be a fee for each Commercial Workshop.

Participants

Hosting a commercial workshop is an exclusive opportunity for exhibitors ONLY.

Questions?

Contact Bob Finnegan • **phone:** 516-576-2433 • **fax:** 301-209-0845 • **email:** rfinnegan@aip.org

Commercial Workshop Form

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Only one workshop per form/copies of form accepted. SUBMIT your 200-word-maximum ABSTRACT.

COMPANY DATA			
Company Name:		Phone:	
Address:			
City:		State:	Zip:
Email:		Website:	
CONTACT INFORMATION			
Contact Person:		Email:	
Phone:		Fax:	
Billing Address:			
City:		State:	Zip:
Abstract (200-word limit): Attach a hard copy unless submitting electronically.			
Workshop Leader(s):			
Indicate any company you would NOT want scheduled simultaneously with yours:			
Number of Attendees: <input type="checkbox"/> Less than 25 <input type="checkbox"/> 25-50 <input type="checkbox"/> Over 50 Room Set-Up Style: <input type="checkbox"/> Theater <input type="checkbox"/> Classroom			

ALL OF THE INFORMATION MUST BE COMPLETED BEFORE ACCEPTANCE BY AAPT				
Exhibitors only:	One (1) workshop	\$550		\$
	Each additional workshop	\$550	X # of workshops	\$
TOTAL AMOUNT DUE				\$

METHOD OF PAYMENT	
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.	
Credit Card: VISA MC AMEX Discover Diners Club Card # _____ - _____ - _____ - _____ Exp. ____/____	
Authorized Signature _____	
Authorized Name Printed _____ Date _____	

Mail form, abstract, and contract along with payment by March 15, 2017 to:
 Bob Finnegan, AAPT, One Physics Ellipse, College Park, MD 20740-3845, **Fax:** 301-209-0845

* Exact times are subject to change as program is set

Advertise in the Onsite Program

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2017 AAPT Summer Sponsorship Opportunities

The AAPT 2017 Summer Meeting will bring 1,000 physicists, educators, students, and corporate associates from the U.S., as well as all over the world. As a sponsor, you have the opportunity to position your company's products and services among the people who use them most. All sponsorships will be recognized with signage at the event and all sponsors will also be recognized in the onsite/online program guide.

Products		
Program Book	Exclusive sponsorship is available for the bound program book or the downloadable program app.	\$5,000*
AAPT Summer Meeting APP	The AAPT Meeting App is used extensively before, during and after the Summer Meeting by attendees - the perfect placement to achieve corporate visibility.	\$3,000*
Conference Bags SOLD	Exceptional promotional opportunity with sponsor's logo placed prominently on meeting bags. Maximum corporate visibility for the entire convention and beyond as registrants take the meeting bags home to use in their own communities.	\$4,000
Conference Bag Inserts	Sponsors can place a one-page flyer in the registration bag distributed to all conference attendees. This is ideal to advertise your booth location, invite attendees to your cocktail party, or supply all attendees with your product brochure. Inserts must be 8 1/2" x 11" size or smaller (1,200 pieces). Promotional items are accepted.	\$500
Food Events		
Welcome Reception	The welcome reception attracts the majority of the conference's attendees, who are all eager to get a glimpse of the exhibits hall and network with their peers.	\$10,000*
First-Timers Gathering	Make a strong favorable first impression on these first time conference attendees, by sponsoring continental breakfast and welcoming them to the conference.	\$2,500
H.S. Teachers Day Luncheon	Join this special luncheon for high school physics teachers attending the conference for the first time.	\$3,000
Morning/Afternoon Breaks (four available)	Help perk the attendees up in the morning with coffee and muffins or between sessions with light refreshments and snacks.	\$2,000
Poster Sessions (two available)	Presenters and attendees have the opportunity to network and discuss various posters topics, while enjoying a variety of snacks and refreshments.	\$3,000

Cerena Cantrell, CMP
Associated Director, Programs and Conferences;
301-209-3305/ccantrel@aapt.org

Advertising in our program guide is a great way to increase visibility at the meeting. Direct traffic to your booth, commercial workshop or special event with an ad or expand your visibility by sponsoring the Onsite Program. Ad must be submitted by May 30, 2017.

Submission instructions:

Ads may be submitted to: jchamber@aapt.org,
Jane Chambers, AAPT Production & Ad Traffic Manager,
One Physics Ellipse, College Park, MD 20740-3845.

Ad Sizes and Prices

Size	Dimensions	Price	Upgrade Your Workshop Ad
¼ page	Vertical: 3.25" x 4.5"	\$225	Free
½ page	Vertical: 3.25" x 9"	\$340	\$110
	Horizontal: 7" x 4.5"		
Full Page	Non-bleed: 7" x 10"	\$475	\$250
	Bleed: 8.25" x 11"		
Cover 2	Non-bleed: 7" x 10"	\$625	\$400
	Bleed: 8.25" x 11"		

Onsite Program Advertising

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Advertiser Information

Company name: _____
(for the journal's "Index to Advertisers")

Agency name: _____

Company/Agency address: _____

Contact name: _____

Contact phone: _____

Contact fax: _____

***Contact email:** _____

May we send you advertising updates and special offers via email? Yes No

Is billing address the same? Yes No

If no, correct billing address here: _____

Are you exhibiting? Yes No

Advertisement Information

Onsite Program Ad Size: Cover 2 Full Page ½ page ¼ Page _____

Ad title: _____

Authorized signature: _____

Authorized name printed: _____

P.O. Number (if applicable): _____

Date Submitted: _____

Mail or fax form by May 1, 2017 to:

Attn: Robert Finnegan, AAPT Exhibits One
Physics Ellipse
College Park, MD 20740-3845

fax: 301-209-0845 • **phone:** 301-209-3622

email: rfinnegan@aip.org

*AAPT will not sell your contact information to third parties.

Shared Book Exhibit

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Submit titles online at www.aapt.org/events/sbform.cfm

A popular activity at AAPT meetings is the AAPT Shared Book Exhibit and Great Book Giveaway. Book publishers who are unable to exhibit are offered an opportunity to have their textbooks and posters displayed at minimal cost. This raffled giveaway on the last day has become an integral part of the meeting. During AAPT's last meeting, more than 1,000 attendees stopped by the Shared Book Exhibit to look over the collection of material, so don't hesitate — display today at AAPT's Shared Book Exhibit!

Services Provided

For this special exhibit, AAPT will:

- provide an easily accessible display area for publishers to exhibit their various titles
- provide a printed sign listing all books to be displayed, organized by publisher, author, and title (you will be required to supply this information on the enclosed reservation form)
- encourage participants to directly contact publishers for product information by displaying order forms or brochures associated with each title (all forms and brochures must be provided by the publisher)
- conduct a lottery at the end of the show to give away books to those attendees who visited the display

Fees for Displaying Titles

1 book title OR 2 posters.....\$100
Each additional 1 title OR 2 posters\$40
(i.e., the cost for displaying a total of 3 titles would be \$180)

Please ship to the AAPT Office.

Attn: Bob Finnegan

One Physics Ellipse, College Park, MD 20740-3845

Deadline: Form, payment, and books/posters MUST be received by June 1, 2017

Questions?

Contact Bob Finnegan • **phone:** 516-576-2433 • **fax:** 301-209-0845 • **email:** rfinnegan@aip.org

Shared Book Exhibit Form

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SEND form, payment, and books/posters by June 1, 2017!

List your books, posters, or other items for the Shared Book Exhibit at the 2016 AAPT Summer Meeting in Cincinnati. The charge for your first title OR your first two posters is \$100; each additional title or two posters is \$40. If you have more than four items, please list the additional titles on a separate sheet of paper, but be sure to indicate the total number of items in the box below. All books/posters will be raffled at the end of the Exhibit Show. No items will be returned. **Submit titles online at www.aapt.org/events/sbform.cfm.**

COMPANY DATA		
Publisher:		
Address:		
City:	State:	Zip:
Contact Person:		
Phone:	Fax:	
Email:	Website:	

ITEM	TITLE & AUTHOR	CHARGE
1	Title:	\$100
	Author:	
2	Title:	\$40
	Author:	
3	Title:	\$40
	Author:	
4	Title:	\$40
	Author:	
# additional titles	List additional titles on separate sheet	\$ multiply additional # of titles by \$40

Total Amount Enclosed \$ _____

METHOD OF PAYMENT
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.
Credit Card: VISA MC AMEX Discover Diners Club Card # _____ - _____ - _____ - _____ Exp. ____/____
Authorized Signature _____
Authorized Name Printed _____ Date _____

Send form, payment, and books/posters by June 1, 2017 to:

Attn: Bob Finnegan
 One Physics Ellipse, College Park, MD 20740-3845
Fax: 301-209-0845

Exhibitor Listing/Badge Names

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LISTING FOR GUIDE

Please complete the following company listing for inclusion in the Exhibit Guide which will be distributed at the Exhibit Show. Mail or fax the form by **June 1, 2017**.

Please email a brief (50 word or less) description of the products or services your company plans to display to rfinnegan@aip.org

COMPANY DATA		
Company Name Listed As:		
Address:		
City:	State:	Zip:
Contact Person:		
Phone:	Fax:	
Email:	Website:	

BADGE NAMES

Each exhibitor receives up to six (6) complimentary exhibitor badges per company or organization for full-time company staff only, regardless of the total number of booths rented. Please provide the names of each full-time exhibit staff person who will be working your exhibit booth throughout the show. There is a \$10 charge for each additional badge after six. **Everyone must have a badge to enter the Exhibit Hall.**

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Additional badges for other full-time staff @ \$10 each:

Total \$ _____

METHOD OF PAYMENT	
Check # _____	Drawn on U.S. Bank in U.S. currency with imprinted microencoding. Make payable to AAPT EXHIBITS.
Credit Card: VISA MC AMEX Discover Diners Club	Card # _____ - _____ - _____ - _____ Exp. ____/____
Authorized Signature _____	
Authorized Name Printed _____ Date _____	

Mail form by June 1, 2017 to:

Bob Finnegan

One Physics Ellipse, College Park, MD 20740-3845

Fax: 301-209-0845

Exhibit Hall Map

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Exhibit Hall I

