

# American Association of Physics Teachers EXHIBITOR PROSPECTUS



## 2023 Summer Meeting

July 15-19, 2023

SAFE Credit Union Convention Center  
Sacramento, California

### Questions?

Contact Dan Cooke, AAPT Exhibits Sales/Management  
email: [dcooke@aip.org](mailto:dcooke@aip.org)

# INVITATION LETTER

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AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

Dear Exhibitor,

We cordially invite you to participate as an exhibitor at the In-Person AAPT Summer Meeting in Sacramento, California, at the SAFE Credit Union Convention Center, 2023. The exhibit schedule is planned for July 16-18.

Exhibiting at AAPT National Meetings will showcase your products and services at one of the largest and most prestigious gatherings for introductory and advanced-level physics teachers as well as researchers operating in the world of physics and physics education.

As always, AAPT will work to maximize your experience and success as an exhibitor by helping you engage with the physics education community, learn about the latest resources for your business, establish new relationships while strengthening existing ones, and being an important part of you reaching your overall business goals.

This handbook provides you with information to prepare you for your three days on the show floor. Please read through these pages carefully and if you're interested in reserving an exhibit space, fill out the forms for the level of participation you desire.

In addition to booth space, we're happy to offer additional marketing opportunities to help maximize foot traffic to your booth that will maximize your lead generation activities.

1. Online program advertising
2. Event Sponsorships/Workshops
3. Shared Book Exhibits for Your Publications

Please contact me by email, text, or phone for more information. We'd love to have you participate as an exhibitor!

Sincerely,

Dan Cooke  
AAPT Exhibits Manager  
[dcooke@aip.org](mailto:dcooke@aip.org)  
310-922-3902 (m)  
516-276-2629 (o)

# EXHIBITOR SCHEDULE

AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

## Exhibit Schedule\*

Date	Exhibit Setup	Exhibit Show	Exhibit Breakdown
Saturday, July 15	12:00PM - 5:00PM Decorator Only		
Sunday, July 16	10:00AM - 6:00PM	6:30 PM - 8:00 PM**	
Monday, July 17		10:00 AM - 5:00 PM	
Tuesday, July 18		10:00 AM - 4:00 PM	4:00 PM – 7:00 PM

\*Tentative, exact times are subject to change \*\*Welcome Reception in Exhibition Hall

## When You Arrive

Beginning Saturday, July 15, your team can pick up exhibitor badges from the registration area. Registration is open Saturday, July 15 from 4:00 PM - 7:00 PM; Sunday, July 16 7:00 AM - 4:00 PM and 6:30 PM - 8:00 PM; then Monday, July 17 10:00 AM - 6:00 PM.

## Open Invitation – Public Invited

Do you have customers near the area? Invite them to attend the AAPT Exhibit Hall all day Sunday the 16<sup>th</sup>.

## Great Book Giveaway

The Great Book Giveaway is tentatively scheduled for Tuesday, July 18 at 10:30 AM.

## Exhibitor Appreciation Breakfast

The Exhibitor Breakfast is tentatively scheduled for Tuesday, July 18 from 9:00 AM – 10:00 AM.

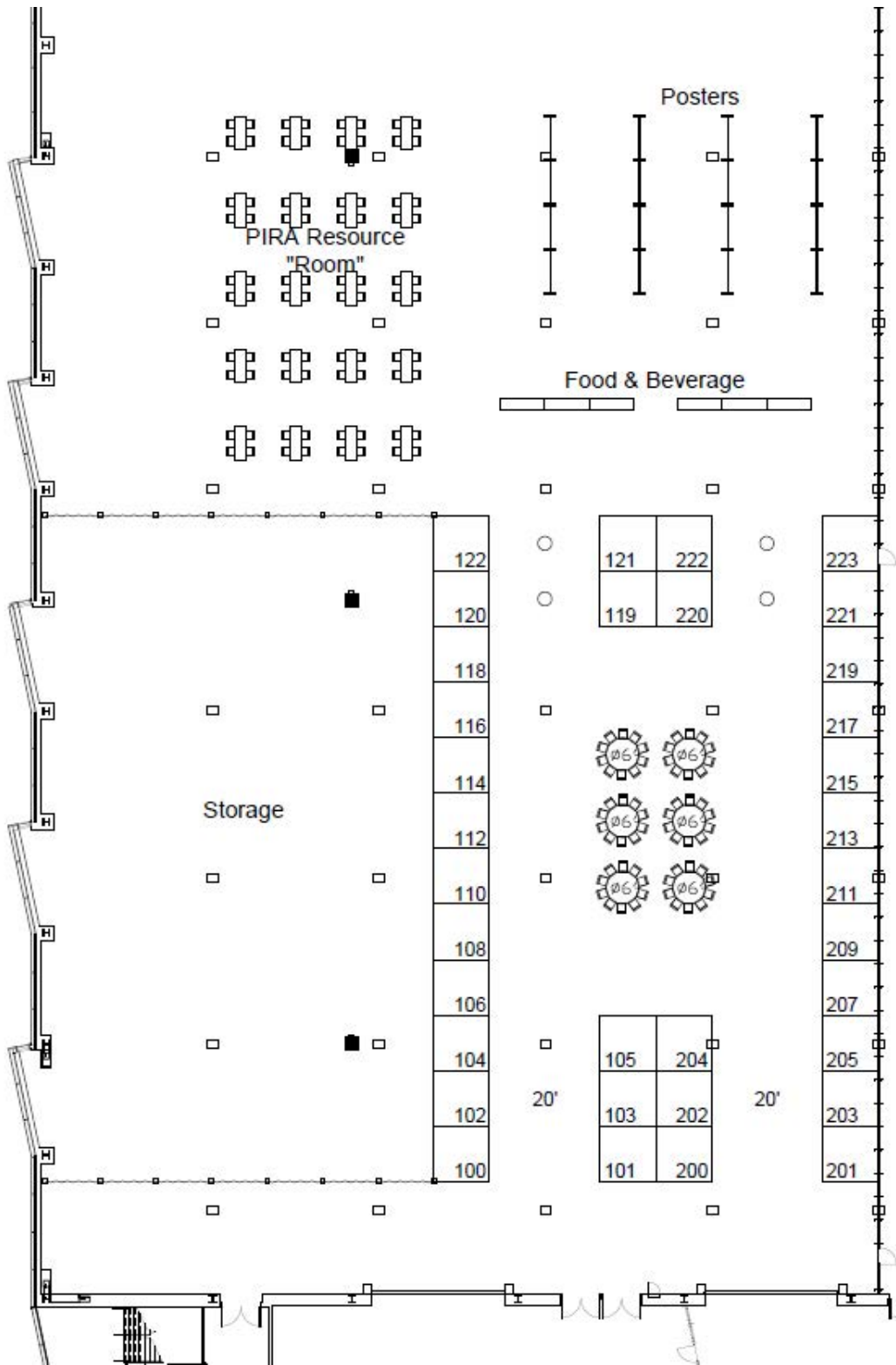
# EXHIBITOR CONTRACT

AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

Company Data (This Information Will Be Included In The Online Program)			
Company Name: _____			
Address: _____			
City: _____	State: _____	Zip: _____	
Phone: _____	Website: _____		
Company Name on Booth Sign: _____			
Contact Information (ALL Exhibitor-Related Communication Will Be Sent To This Person)			
Contact Person: _____			
Email: _____		Phone: _____	
BOOTH CHARGES (10' X 10')			
Description	Rate	Quantity	Total
Sustaining Member Early Bird by May 1st, 2023	\$ 1,500		
Sustaining Member after May 1st, 2023	\$ 1,750		
Nonmember Early Bird by May 1st, 2023	\$ 2,050		
Nonmember after May 1st, 2023	\$ 2,400		
<p>Each 10x10 Booth includes pipe &amp; drape, two full meeting registrations, and six exhibitor badges for full-time company staff. All booth and sponsorship fees are due no later than 6/16/2023. You will receive an Exhibitor Service Kit to order furnishings.</p> <p><b>AS OF 3/15/23, MASKS WILL BE REQUIRED FOR THIS MEETING BUT PROOF OF VACCINATION WILL NOT BE REQUIRED. A FULL OVERVIEW OF THE AAPT POLICY CAN BE VIEWED HERE: <a href="#">AAPT COVID POLICY</a> PLEASE REVIEW BEFORE SUBMITTING YOUR APPLICATION</b></p> <p style="color: red; text-align: center;">We are no longer accepting credit card information on this application. Please place a check or X here if you want to pay by credit card: _____ Upon receipt of this application, CC data will be collected through secure, PCI compliant methods.</p> <p>Exhibitor agrees to abide by all terms, conditions, and regulations set forth in this contract and by show organizer.</p> <p>Authorized Signature: _____</p> <p>Authorized Name Printed: _____</p>			
BOOTH LOCATION PREFERENCES			
Booth Numbers(s) Desired			
1st _____	2nd _____	3rd _____	
Email This Form by to <a href="mailto:dcooke@aip.org">dcooke@aip.org</a> . You may also mail or fax directly to AAPT, please email <a href="mailto:dcooke@aip.org">dcooke@aip.org</a> for those contact details.			

# EXHIBIT HALL FLOOR PLAN

AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023



# COMMERCIAL WORKSHOP OVERVIEW

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AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

## Commercial Workshops

To provide a hands-on forum for exhibiting companies, AAPT schedules workshops as a unique selling tool to enhance the presentation/sale of products & services. We invite exhibitors to showcase materials useful to educators during workshops at National Meetings to increase the resources available to our members. Workshops are open to all AAPT meeting attendees. Hosting a Commercial Workshop is an exclusive opportunity for exhibitors only.

The form should contain:

Workshop Title	Abstract (200 word limit)	Name of Workshop Leader
Preferred Day & Time of Presentation	Maximum Number of Attendees Desired	Set-Up Preference (Theater or Classroom Style)

**The abstract should contain:** Activities taking place during the workshop, materials to be featured, and attending the workshop benefits physics teachers. Submit abstract materials online at [www.aapt.org/events/swkshpform.com](http://www.aapt.org/events/swkshpform.com).

## Publicity

Your presentation will be robustly advertised to meeting attendees:

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

## Responsibilities

**Your company is responsible for:** Planning the workshop, AV equipment, & conducting the workshop. **AAPT's Programs & Conferences Department is responsible for:** Providing the meeting room, set-up including tables, chairs, and a speaker's table.

## Charge

There will be a fee for each Commercial Workshop (see application on next page)

## Questions?

Contact Dan Cooke + Phone 310-922-3902 (m) + [dcooke@aip.org](mailto:dcooke@aip.org)

# COMMERCIAL WORKSHOP APPLICATION

AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

**Only One Workshop Per Form/Copies of Form Accepted. Submit Your 200-word Abstract.**

<b>Company Data (This Information Will Be Included In The Online Program)</b>			
Company Name: _____			
Address: _____			
City: _____	State: _____	Zip: _____	
Phone: _____	Website: _____		
<b>Contact Information (ALL Exhibitor-Related Communication Will Be Sent To This Person)</b>			
Contact Person: _____			
Email: _____	Phone: _____	Fax: _____	
Billing Address: _____			
City: _____	State: _____	Zip: _____	
<b>Workshop Details + 200-Word Abstract Required; Attach Hard Copy Unless Submitted Online</b>			
Workshop Leader(s): _____			
Please list any company you would NOT want scheduled simultaneously with yours: _____			
Number of attendees: Less Than 25__ 25-50__ Room Set-Up Style Theater__ Classroom__			
<b>All Information Below Must Be Completed Before Acceptance by AAPT</b>			
One Workshop (Exhibitors Only):	1x	\$600	\$600
Additional Workshops Requested:	x	\$600	
<b>Total Amount Due:</b>			
<p>If you would like to pay by credit card, please let <a href="mailto:dcooke@aip.org">dcooke@aip.org</a> know and you will be contacted for information. Thank you!</p>			
Check # _____ Drawn on U.S. Bank in U.S. currency with imprinted microencoding			
Make Check Payable to: AAPT Exhibits			
Mail form, abstract, & contract along with payment preference to: Dan Cooke, AAPT, One Physics Ellipse, College Park, MD 20740-3845 <a href="mailto:dcooke@aip.org">dcooke@aip.org</a> or Fax 301-209-0845			



# SPONSORSHIP OPPORTUNITIES

AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

AAPT meetings bring physicists, educators, students, and corporate associates from the U.S. and around the world together under one roof. There is no better opportunity to position your company's products and services among the people who use them the most. All sponsorships include signage at the event and recognition in the online program guide.

## Sponsorship Events & Products

Meeting App	The AAPT Meeting App is used extensively by attendees before, during, and after the meeting. Virtual booth listings, banners, and logo placements available.	\$3,000
Morning/ Afternoon Coffee and Refreshment Breaks (Four Available)	Exclusive signage, ownership, and recognition of one morning or afternoon break held in the exhibit hall. This is a powerful and easy sponsorship to invest in. Four per meeting are available.	\$3,000
Conference Bags	Sponsor's logo featured prominently on meeting bags. Exceptional promotional opportunity featuring your logo showing up everywhere during and after the meeting.	\$4,000
Conference Bag Inserts	Placement of an 8 1/2" x 11" flyer in the conference bag. Approximately 1,200 pieces. Promotional items also accepted. Price is for inserting only.	\$500
Poster Session (Two Available)	Exclusive signage, ownership, and recognition of one afternoon poster session held in the exhibit hall. Two per meeting are available.	\$3,000
Welcome Reception	Exclusive signage, ownership, and recognition of the opening event held in the exhibit hall. The vast majority of all attendees and exhibitors attend this event.	\$10,000
Digital Lounge	Open work stations available for sponsorship. A computer with an open internet connection is a magnet to this day and a prime opportunity for corporate visibility.	\$5,000
First-Timers Gathering	Exclusive signage, ownership, and recognition of the first-timer event. Make a positive impression on attendees and hosts by sponsoring continental breakfast for this great event.	\$2,500



# ONSITE PROGRAM ADVERTISING

AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

## Digital Advertising

AAPT is adopting a green initiative, therefore the printed meeting program will no longer be available. A PDF of the program will be available online and the AAPT meeting app will be available for download. Here are some digital advertising opportunities for exhibitors who wish to promote their products and services, as well as increase their visibility.

This meeting is expected to draw over 1,000 physics educators from around the globe. Don't miss this opportunity to have your company stand ahead of the rest.

### Premier Advertising Package

#### On-line Program Book Ad

A full page colored ad in the online program will increase your company's visibility among meeting attendees.

#### Rotating Banner Ad in Meeting App

A Rotating banner ad will appear at the top of the meeting app, and serve as effective ways to create brand awareness. You will receive one banner ad that will stay in rotation throughout the meeting.

#### Sponsor Landing Page in Meeting App

Tap on your banner ad and go directly to an in-app sponsor profile, displaying your company's message, products and services.

#### Push Notification in Meeting App

Send a message directly to attendees' mobile devices, driving traffic to your booth, commercial workshop or focus group.

**Total: \$ 1800**

**Sustaining Member Discount: \$ 1,500**

For more information contact Cerena Cantrell  
[ccantrel@aapt.org](mailto:ccantrel@aapt.org) / 301-209-3340

### A la' Carte

#### On-line Program Book Ad

A full page colored ad in the online program will increase your company's visibility among meeting attendees.

**\$500**

#### Rotating Banner Ad in Meeting App

A Rotating banner ad will appear at the top of the meeting app, and serve as an effective way to create brand awareness. You will receive one banner ad that will stay in rotation throughout the meeting.

**\$1,000**

#### Push Notification in Meeting App

Send a message directly to attendees' mobile devices, driving traffic to your booth, commercial workshop or focus group.

**\$500 (per push)**



# SHARED BOOK EXHIBIT OVERVIEW

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AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

## Submit titles online at [www.aapt.org/events/sbform.cfm](http://www.aapt.org/events/sbform.cfm)

A popular activity at AAPT meetings is the 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 brochure (i.e. Onsite Program Guide) 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: Dan Cooke**

**One Physics Ellipse, College Park, MD 20740-3845**

# SHARED BOOK EXHIBIT APPLICATION

AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

Please send application, payment, and books/posters by June 15, 2023!

List your books, posters, or other items for the Shared Book Exhibit. 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.

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 \$ \_\_\_\_\_

If paying by credit card, you will be contacted for payment information.

Thank you!

# AAPT EMAIL POLICY

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AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

Each AAPT Exhibitor, whether in-person or virtual, is entitled to dedicated email blasts sent to meeting attendees. The timing of email blasts will be determined by AAPT and must be sent no more than thirty days before or thirty days after the meeting.

- Use of the email service is available only to confirmed exhibitors, either in-person or virtual, who have paid exhibitor fees in full. Costs are included in those fees.
- All email blasts will be sent by AAPT staff on your behalf.
- AAPT requires at least three business days to process and send all email blasts.
- Email content must be sent in an HTML files with links to any images. Please include your desired subject line.
- A test email will be sent to the email address(s) you provide below.
- AAPT reserves the right to reject emails deemed unsuitable for any reason.
- Requests will be honored in order of the date requests are sent.

Please supply the information below and send to [programs@aapt.org](mailto:programs@aapt.org):

Company Name: \_\_\_\_\_

Date range you prefer email to be sent: \_\_\_\_\_

Test email address(es): \_\_\_\_\_



# EXHIBITOR RULES & REGULATIONS

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AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

**Definitions:** The words “Exhibit Management” used herein refer to The American Association of Physics Teachers (AAPT).

**General Conduct of Exhibitors:** All participants involved with AAPT meetings in any capacity are expected to abide by the American Association of Physics Teachers Event Participation Code of Conduct. Please review that information here: [https://aapt.org/aboutaapt/organization/code\\_of\\_conduct.cfm](https://aapt.org/aboutaapt/organization/code_of_conduct.cfm)

Specific to exhibitors and sponsors, exhibitor agrees to have personnel present in the physical or virtual booth during the hours specified as necessary by Exhibit Management. For in-person meetings, 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 interferes 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 harassment of attendees, the use of live animals, the solicitation of business by anyone other than 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. For virtual meetings, the following practices are expressly prohibited: The promotion of products or services other than the exhibitors, online activities either within or outside of the virtual meeting space that interferes with other exhibitors, the soliciting or participation in surveys or any harassment of attendees, the solicitation of business by anyone other than representatives of exhibiting organizations, and the publicizing or conducting of any activities other than Commercial Workshops that would attract attendees away from the virtual exhibition during exhibit hours.

**Exhibitor Registration and Housing:** For in-person meetings, exhibitors are entitled to two (2) full meeting registrations, and six exhibitor badges to be used by the exhibitor’s full-time company staff. After six, exhibitor badges are \$10 USD each. Each exhibitor must wear an official exhibitor’s identification badge. Exhibitors are responsible for making their travel and housing arrangements. For virtual meetings, exhibitors are entitled to two (2) full meeting registrations, and six exhibitor registrations. Exhibitor registrations allow access to the virtual booth, the exhibitor's commercial workshops, and other promotional events requiring exhibitor personnel.

**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.

(Rules and Regulations Continued on Next Page)

# EXHIBITOR RULES & REGULATIONS

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**Rejection & Penalties:** Exhibit Management reserves the right to refuse any application for exhibit space either physical or virtual, as well as the right to restrict, evict or deactivate the virtual presence of any exhibitor that, in the opinion of Exhibit Management, detracts from the general character of the exhibition or meeting itself, as well as anyone violating the code of conduct described and linked to in “General Conduct of Exhibitors” above. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, virtual presentations or materials of any type, and method of operation. In the event of such restrictions, eviction, or deactivation of virtual presence, Exhibit Management will not be liable for any refunds or other exhibit expenses.

**Insurance:** For in-person meetings, 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:** For in-person meetings, 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. For in-person meetings, in the event that the exhibition is cancelled, 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. For virtual meetings, in the event that the virtual exhibition including all sponsorship elements or the virtual meeting itself is cancelled, the liability of Exhibit Management shall be limited to the monies paid by the exhibitor as virtual booth rental and other sponsorship fees, less a proportionate share of all expenses incurred by Exhibit Management for the exhibition.

**Subletting of Space:** For in-person meetings, 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. For virtual meetings, no exhibitor shall assign, sublet, or apportion the whole or any part of any promotional elements included with sponsorship packages without the knowledge and written consent of Exhibit Management.

**Payment Terms:** For in-person meetings, a deposit in the amount designated by Exhibit Management must accompany this application contract, and full payment must be received by the date set forth on the exhibitor contract(s). Fees not paid by this date will be subject to a late fee of at least \$250.00 USD.

**Cancellations:** For in-person or virtual meetings, after a signed contract has been received, cancellations prior to the date designated by Exhibit Management (typically November 1<sup>st</sup> of the prior year for the AAPT Winter Meeting or April 1 for the AAPT Summer Meeting) will be liable for a penalty of at least \$315.00 USD per booth reserved or online sponsorship package. Cancellations after the date designated by Exhibit Management will be liable for a penalty of \$650.00 per booth or online sponsorship package. All cancellations must be submitted in writing.

# SUSTAINING MEMBERSHIP APPLICATION

AAPT Summer Meeting + SAFE Credit Union Convention Center + Sacramento, CA + July 15-19, 2023

## AAPT Sustaining Membership Benefits

Join AAPT today as a sustaining member. Your partnership means more than 6,500 physicists and educators have information about your services. And you realize immediate benefits!	Complimentary Subscription to the <i>The Physics Teacher</i>	Complimentary Subscription to the <i>American Journal of Physics</i>	Complimentary Subscription to the <i>Physics Today</i>
	Savings on exhibit space at national meetings	20% off Full Page Ad in <i>The Physics Teacher</i>	20% off advertising in meeting programs
	Commerical Workshop opportunities	Subscription to e-nnouncer, our monthly online newsletter	Sponsorship opportunities

## Typical Savings

	<u>Nonmember Cost</u>	<u>Sustaining Member*</u>	<u>Your Savings</u>
Exhibit Fee	\$2,050	\$1,350	\$700
TPT Full-Page Ad	\$1,770	\$1,416	\$354
AAPT Journals	\$1,116	FREE	\$1,116
		<b>Total Savings:</b>	<b>\$2,170</b>

**Yes!** I'd like to become an AAPT Sustaining Member & take advantage of all these benefits! Enclosed in payment of \$885 to cover a twelve-month period as an AAPT Sustaining Member. Please Visit <https://aapt.org/Membership/sustaining.cfm> for info or send AAPT the form below:

Corporate Name: \_\_\_\_\_  
 Corporate Contact/Title: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

If you would like to pay by credit card, please let [dcooke@aip.org](mailto:dcooke@aip.org) know and you will be contacted for information. Thank you!

Mail payment to: AAPT Sustaining Membership 1 Physics Ellipse College Park MD 20740, Fax 301-209-0845

\*Sustaining Member exhibit fee rate when signing up for both Winter and Summer Meeting exhibits