



2021

VIRTUAL WINTER MEETING
January 9 -12

Exhibitor
Prospectus
& Application



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AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021

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INTRODUCTION

AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021

Dear Exhibitor,

We cordially invite you to participate as an exhibitor and virtual sponsor of the AAPT Virtual Winter Meeting to be held January 9-12, 2021.

The AAPT Virtual Winter Meeting 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 success as an exhibitor by helping you engage with the physics education community, learn about the latest resources for your business, and establish new relationships while strengthening existing ones. For the virtual environment, we are applying lessons learned from the Virtual 2020 Summer Meeting to increase attendee interaction with exhibitors throughout the meeting.

If the packages described in this prospectus don't meet your needs, please let me know - I will gladly work with you to customize the right solution for your organization.

This handbook provides you with information to prepare you for participating as an exhibitor and sponsor of this virtual event. Please read through these pages carefully and if you are interested in reserving a package, fill out the forms for the level of participation that makes the most sense for your organization.

Please contact me anytime for more information. We would love to have you be part of the AAPT 2021 Virtual Winter Meeting!

Sincerely,

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

EXHIBITOR PACKAGES (Page 1 of 2)

AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021

Early Bird Discounts Available Through November 18, 2020

The offers below are based on customer feedback from Summer 2020, but we are happy to customize a package to meet your needs

AAPT Winter 2021 Gold Exhibitor Package

(ONE AVAILABLE)

Gold Package Includes:

Virtual Booth - Most Prominent Position	One Pre-Show Dedicated Email
One Post-Show Dedicated Email	Commercial Workshop (2)
Pre-Roll Ads, Sessions	Presenting Sponsor Recognition
Largest Logo on Sessions, Beginning and End	Two-Page Ad In Online Meeting Guide
Verbal Mention in Opening & Closing	<i>The Physics Teacher</i> Online Banner Campaign
Virtual Meeting Banners	Most Prominent Sponsor Logo, Home Page
Most Prominent Logo, Poster Sessions	Scavenger Hunt Stop

Total Value \$39,500

Gold Package Pricing

Supporting Member, Early Bird (-77%)	\$7,000	Non-Supporting Member, Early Bird (-72%)	\$8,500
Supporting Member, Regular (-67%)	\$10,000	Non-Supporting Member, Regular (-60%)	\$12,000

AAPT Winter 2021 Silver Exhibitor Package

(FOUR AVAILABLE)

Silver Package Includes:

Virtual Booth - Prominent Position	One Pre-Show & One Post-Show Dedicated Email
Commercial Workshop (1)	Pre-Roll Ads, Sessions
Meeting Sponsor Recognition	Prominent Logo on Sessions, Beginning and End
Full Page Ad In Online Meeting Guide	<i>The Physics Teacher</i> Online Banner Campaign
Virtual Meeting Banners	Prominent Sponsor Logo, Home Page
Prominent Logo, Poster Sessions	Scavenger Hunt Stop

Total Value \$15,650

Silver Package Pricing

Supporting Member, Early Bird (-71%)	\$4,500	Non-Supporting Member, Early Bird (-65%)	\$5,500
Supporting Member, Regular (-58%)	\$6,500	Non-Supporting Member, Regular (-52%)	\$7,500

EXHIBITOR PACKAGES (Page 2 of 2)

AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021

Early Bird Discounts Available Through November 18, 2020

The offers below are based on customer feedback from Summer 2020, but we are happy to customize a package to meet your needs

AAPT Winter 2021 Bronze Exhibitor Package

(TEN AVAILABLE)

Bronze Package Includes:

Virtual Booth	One Pre-Show Dedicated Email
One Post-Show Dedicated Email	Supporting Sponsor Recognition
Logo on Sessions, Beginning and End	Half Page Ad In Online Meeting Guide
Sponsor Logo, Home Page	Scavenger Hunt Stop

Total Value \$5,625

Bronze Package Pricing

Supporting Member, Early Bird (-71%)	\$1,800	Non-Supporting Member, Early Bird (-65%)	\$2,100
Supporting Member, Regular (-58%)	\$2,500	Non-Supporting Member, Regular (-52%)	\$2,900

A La Carte Pricing

Supporting Members Receive A -25% Discount on A La Carte Rates

Commercial Workshop	\$2,300	Pre-Roll Ads, Sessions	\$4,100
Two Page Ad, Program Guide	\$1,500	Full Page Ad, Program Guide	\$1,000
Half Page Ad, Program Guide	\$500	Quarter Page Ad, Program Guide	\$375
Virtual Booth Only	\$2,300	Banners on Virtual Site	\$2,000

EXHIBITOR CONTRACT, 2021 WINTER

AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021



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: _____	
EARLY BIRD RATES END NOVEMBER 12, 2020!			
Description	Package	Qty.	Total
AAPT 2021 Virtual Winter Meeting			
<p>Payment In-Full Due When Reserving Package: Each package includes all exhibitor features described in the prospectus and six exhibitor badges per exhibitor for full-time company staff. Deadline to reserve packages is December 7, 2020.</p>			
Credit Card Type: VISA _____ Mastercard _____ AMEX _____			
Credit Card Number: _____			
Expiration Date: _____			
Credit Card Name: _____			
Exhibitor agrees to abide by all terms, conditions, and regulations set forth in this contract and by show organizer.			
Authorized Signature: _____			
Authorized Name Printed: _____			
<p>Email a Scan of This Form by 10/18 (You May Also Mail or Fax) To: AAPT Programs & Conferences One Physics Ellipse, College Park, MD 20740-3845 dcooke@aip.org or Fax 301-209-0845</p>			

AAPT EMAIL POLICY

AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021

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:

Company Name: _____

Date range you prefer email to be sent: _____

Test email address(es): _____

EXHIBITOR RULES & REGULATIONS

AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021

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

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

AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021

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 1st 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 2021 Virtual Winter Meeting + January 9 - 12, 2021

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
		Total Savings:	\$2,170

Yes! I'd like to become an AAPT Sustaining Member & take advantage of all these benefits!
 Enclosed in payment of \$825 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: _____

Method of Payment
Check # _____ Drawn on U.S. Bank, made payable to AAPT Sustaining Membership
Credit Card Type: VISA _____ Mastercard _____ AMEX _____
Credit Card Number: _____
Expiration Date: _____
Credit Card Name: _____
Authorized Signature: _____
Authorized Name: _____

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

MEETING ATTENDEES

AAPT 2021 Virtual Winter Meeting + January 9 - 12, 2021

Please list the names of the six company employees receiving tickets for the virtual meeting.

Company Name: _____

#	First Name	Last Name	Title	Email	Phone (optional)
1					
2					
3					
4					
5					
6					

Please list the names of any employees requiring online access for Commerical Workshops only.

#	First Name	Last Name	Title	Email	Phone (optional)
1					
2					
3					
4					
5					
6					