

American Association of Physics Teachers EXHIBITOR PROSPECTUS



2024 Winter Meeting

January 6-9, 2024

Hilton New Orleans Riverside New
Orleans, Louisiana

Questions?

Contact Dan Cooke, AAPT Exhibits Sales/Management **email:**
dcooke@aip.org

INVITATION LETTER

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

Dear Exhibitor,

We cordially invite you to participate as an exhibitor at the In-Person AAPT Winter Meeting in New Orleans, Louisiana, which is being held at the Hilton New Orleans Riverside Hotel. The exhibit schedule is planned for January 7th through the 9th.

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
310-922-3902 (m)
516-276-2629 (o)

EXHIBITOR SCHEDULE

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

Exhibit Schedule*

Date	Exhibit Setup	Exhibit Show	Exhibit Breakdown
Friday, January 5	12:00 PM - 5:00PM Decorator Only		
Saturday, January 6	10:00AM - 5:00PM	6:00 PM - 7:30 PM**	
Sunday, January 7		10:00 AM - 5:00 PM	
Monday, January 8		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 Friday, January 5th, your team can pick up exhibitor badges from the registration area. Registration is open Friday, January 5th from 4:00 PM - 7:00 PM; Saturday, January 6th from 7:00 AM - 4:00 PM and 6:30 PM - 8:00 PM; then Sunday, January 7th from 10:00 AM - 6:00 PM.

Exhibitor Appreciation Breakfast

The Exhibitor Breakfast is tentatively scheduled for Monday, January 8th from 9:00 AM - 10:00 AM.

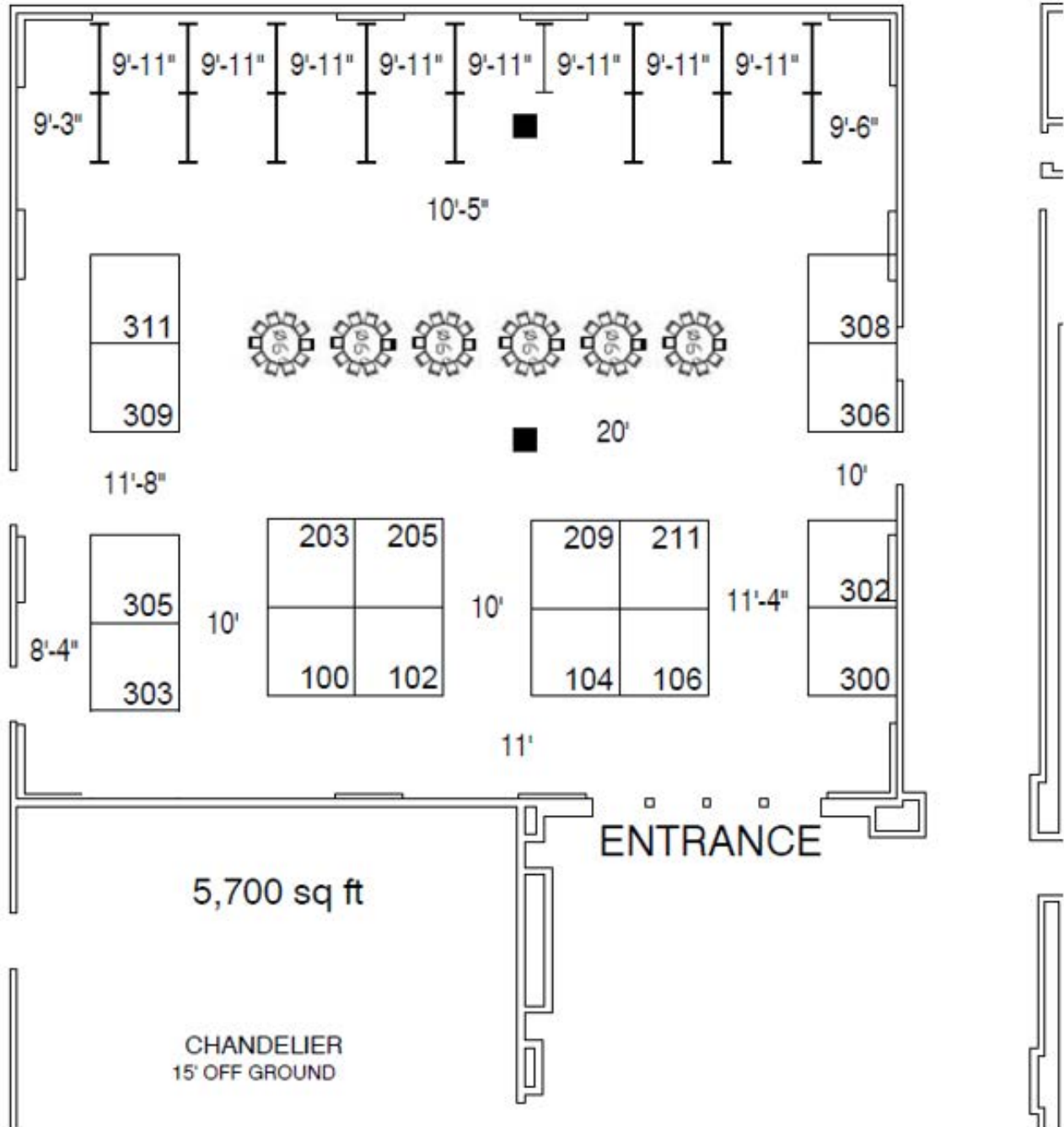
EXHIBITOR CONTRACT

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

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 before October 1, 2023	\$ 1,500		
Sustaining Member on or after October 1, 2023	\$ 1,750		
Nonmember Early Bird before October 1, 2023	\$ 2,050		
Nonmember after on or after October 1, 2023	\$ 2,400		
<p>Each 10x10 Booth includes pipe & drape, a company sign, and passes to the meeting. Each 10x10 exhibitor booth includes two full meeting passes and one exhibitor-only badge. Only full-time employees of the participating organization are eligible. Distributors, partners, and other non-wholly owned affiliates of the exhibiting company are not eligible for passes included with the booth. These participants should register to attend on the AAPT website. All booth and sponsorship fees due by 12/10/2023. You will receive an Exhibitor Service Kit to order furnishings.</p> <p>Safety is our first concern for attendees and exhibitors, and the COVID policy is as follows:</p> <ul style="list-style-type: none"> + COVID vaccination is strongly recommended. Masks are also recommended, though optional. + If you feel sick before the meeting, please stay home for everyone's safety. + In the event of a positive test during the meeting, please isolate in your guest room and promptly inform programs@aapt.org. <p>You will be invoiced separately after submitting this application.</p> <p>Exhibitor agrees to abide by all terms, conditions, and regulations set forth in this contract and by show organizer.</p>			
Authorized Signature: _____			
Authorized Name Printed: _____			
BOOTH LOCATION PREFERENCES			
Booth Numbers(s) Desired			
1st _____	2nd _____	3rd _____	
<p>Email This Form by to dcooke@aip.org. You may also mail or fax directly to AAPT, please email dcooke@aip.org for those contact details.</p>			

EXHIBIT HALL FLOOR PLAN

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024



TRAVEL & ACCOMODATIONS

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

Hotel

Stay at the conference hotel in downtown New Orleans at the Hilton New Orleans Riverside hotel and enjoy our prime location on the banks of the Mississippi River and steps from the French Quarter. Stay in a spacious guest room with views of the vibrant city or relaxing riverfront views.

Attrition

We impress upon you the importance of fulfilling AAPT's financial obligations to the conference hotel. We appreciate everyone's support in booking with the official AAPT hotel block. Click [here](#) to learn more about helping AAPT avoid attrition fees. Be sure to mention the AAPT room block to secure the group rate.

Hilton New Orleans Riverside
Two Poydras Street,
New Orleans, Louisiana, 70130, USA

Rate

Single/Double - \$169

Triple - \$179

Quad - \$189

Hotel room rates are subject to applicable state and local taxes (currently 14.45%) Occupancy Tax, (\$3.00) Statutory Tourism Assessment (1.75%) in effect at the time of check-out.

Reservations

Please click [here](#) to make a reservation or call 1-800-HILTONS and ask for the American Association of Physics Teachers (AAPT) room block.

Cut-Off Date

The last day to book a room is December 14, 2023. We encourage you to book early since the room block can fill up before the deadline date.

COMMERCIAL WORKSHOP OVERVIEW

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

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.

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

COMMERCIAL WORKSHOP APPLICATION

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

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

Company Data (This Information Will Be Included In The Online Program)		
Company Name: _____		
Address: _____		
City: _____	State: _____	Zip: _____
Phone: _____	Website: _____	
Contact Information (ALL Exhibitor-Related Communication Will Be Sent To This Person)		
Contact Person: _____		
Email: _____	Phone: _____	Fax: _____
Billing Address: _____		
City: _____	State: _____	Zip: _____
Workshop Details + 200-Word Abstract Required; Attach Hard Copy Unless Submitted Online		
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__		
All Information Below Must Be Completed Before Acceptance by AAPT		
One Workshop (Exhibitors Only):	1x	\$600
Additional Workshops Requested:	x	\$600
Total Amount Due:		
<p>You will be invoiced for workshop(s) after the application is submitted. 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 dcooke@aip.org or Fax 301-209-0845		

SPONSORSHIP OPPORTUNITIES

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

AAPT meetings gather physicists, educators, students, and corporate associates from the U.S. and around the world together in one place. There is no better opportunity to position your company's products and services among the people who use them the most.

Meeting App	Exclusive sponsorship of the AAPT Meeting App including listings, banners, and logos.	\$3,000
Coffee and Refreshment Breaks	Exclusive sponsorship of one AM or PM break in the exhibit hall, includes signage & announcements	\$3,000
Poster Session	Exclusive sponsorship of one poster session in the exhibit hall, includes signage & announcements	\$3,000
Welcome Reception Sponsorship	Exclusive ownership of the welcome reception includes signage, announcements, and recognition.	\$10,000
First Timers Event Sponsorship	Exclusive ownership of the first time attendee event includes signage, announcements, and recognition.	\$2,500
Wireless Network Sponsorship	Exclusive sponsorship of the free wireless network includes logo placement, signage and announcements.	\$2,500

ONSITE PROGRAM ADVERTISING

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

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 / 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)





AAPT Partner Program

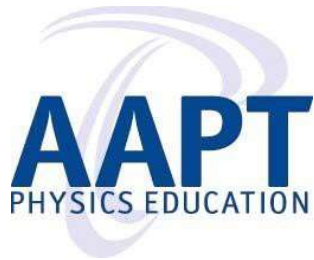
Becoming an AAPT Partner means that physicists and educators worldwide will have the information they need about the resources you offer. AAPT partners realize immediate savings and benefits as you generate new business in this specialty field.

If your company serves the physics education community, then joining the AAPT community puts you in front of your future customers and is the best use of your marketing dollars. Find the level of partnership that fits your organization best and start reaping the rewards today!

Benefits	Silver Partner (\$925/year)	Gold Partner (\$1,850/year)
Full Access to AAPT Member Directory	✓	✓
Full Online Access to AJP, TPT and Physics Today	✓	✓
Print Subscriptions to AJP and TPT	✓	✓
30% Discount on exhibiting at AAPT Meetings	✓	✓
Discount on online advertising rates (aapt.org, AJP, TPT, eNNOUNCER)	15%	25%
Displayed on Partner Page on aapt.org	Link & brief statement*	Logo, link, brief statement*
Displayed on Partner Page in meeting program book	Link & brief statement*	Logo, link, brief statement*
Virtual Workshop/Demo on AAPT COMMUNITIES	Up to 1 per year	Up to 2 per year
Featured commercial posting on AAPT COMMUNITIES	Up to 1 per year	Up to 2 per year, with option to send out as Announcements
Company slide on top carousel on aapt.org for 1 month		✓
One promotional email to AAPT members		✓
Two posts on AAPT social media channels		✓
One push notification on AAPT meeting app		✓
Rotating banner ad on AAPT meeting app		✓
Included in "Daily Snapshot" on AAPT meeting app		✓

* No more than 250 words

To join, please complete the application on the back of this page, or visit www.aapt.org.



Partner Application

American Association of Physics Teachers
One Physics Ellipse, College Park, MD 20740-3845
Phone: 301-209-3333 Fax: 301-209-0845 Email: membership@aapt.org
Web: http://www.aapt.org

Company Name: _____

Point of Contact: _____ Title _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____ Email: _____

Description of company (for marketing materials)

Payment Section

Rates valid through December 31, 2023

Partner Level

GOLD: \$1,850

SILVER: \$925

PAYMENT IN U.S. DOLLARS

Check AMEX Discover MasterCard Visa

_____|_____|_____|_____| - ____|____|____|____| - ____|____|____|____| - ____|____|____|____|
Credit Card Number

____|____| / ____|____|
Expiration

Signature:

CVV: _____

SHARED BOOK EXHIBIT OVERVIEW

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

Submit titles online at 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 Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

Please send application, payment, and books/posters by December 1, 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 \$ _____

You will be invoiced once the application is received. Thank you!

AAPT EMAIL POLICY

AAPT Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

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 Winter Meeting + Hilton New Orleans Riverside Hotel + New Orleans, LA + January 6-9, 2024

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

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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 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.