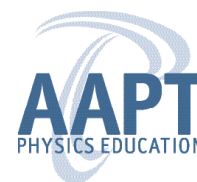


American Association of Physics Teachers  
**EXHIBITOR PROSPECTUS**



## 2019 AAPT Winter Meeting

January 12-15, 2019  
Houston, TX



### Questions?

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

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# Introduction

2019 AAPT Winter Meeting I Westin Galleria Houston Hotel, Houston, TX I January 12-15, 2019

Dear Exhibitor,

It's our pleasure to invite your participation in the Exhibition at the AAPT Winter Meeting to be held at the Westin Galleria Houston Hotel, in Houston, Texas, January 12-15, 2019.

Exhibiting at the AAPT Winter Meeting will showcase your products and services at one of the largest meetings for teachers of introductory and advanced-level physics courses as well as researchers in the field of physics and physics education.

We strive to ensure that your experience at the AAPT Winter Meeting helps you to engage the physics education community, to learn about the latest physics resources, 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.

We are happy to offer additional marketing opportunities to help draw more attendees to your booth and maximize your lead generation.

- 1.) Advertise in the Onsite Program
- 2.) Sponsor an event
- 3.) Include 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.

Sincerely,

Robert Finnegan  
AAPT Exhibits Manager

# Exhibit Show Schedule

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

## When You Arrive

Pick up your badge and exhibitor packet at the AAPT Exhibitor Registration Desk located next to the Exhibit Hall. Exhibitors may be set up between Noon and 6:00 p.m. on Saturday, January 12, 2019.

## Exhibit Schedule

	Exhibit Setup	Exhibit Show	Exhibit End
Fri., Jan 11	12:00 - 5:00 p.m. Decorator Only		
Sat., Jan. 12	12 noon – 6:00 p.m.	7:00 p.m. – 9:00 p.m.	
Sun., Jan. 13		10:00 a.m. – 5:00 p.m.	
Mon., Jan. 14		10:00 a.m. – 4:00 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 Houston area? Invite them to visit the AAPT Exhibit Hall for **free** all day Monday.

## Tentative - Great Book Giveaway

Monday, Jan 14, 9 a.m.

## Appreciation Breakfast for Exhibitors

Tentative: Monday, Jan. 14, 9:00 a.m.-10:00 a.m.

# Exhibit Booth Contract

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019  
 2019 AAPT Summer Meeting | Utah Valley Convention Center, Provo, Utah | June 20-24, 2019

**NEW - Save by signing up for both 2019 AAPT Winter and Summer Meeting Exhibits!**

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:	

SPECIAL OFFER - SAVE	RATES	Booth Quantity	TOTAL
Sustaining Member Early Bird for 2019 Winter and Summer Exhibits			\$
<b>October 15th, 2018 Save Money!!</b>	\$2,700		\$
Includes booth at both 2019 Winter and Summer AAPT Meetings			\$
			\$
1) Payment In-Full Enclosed OR 2) DEPOSIT of \$500/Booth Enclosed		<b>DUE BY October 15th, 2018</b>	

8' 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 November 1st. You will receive a service kit from the Service Contractor when available.

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

**COMPLIMENTARY FULL PROGRAM BADGE NAMES**

1. \_\_\_\_\_ 2. \_\_\_\_\_

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

**For early-bird discounted booth rate by October 15th, 2018, 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 October 15, 2018 for early-bird discounted rate!**

# Exhibit Booth Contract

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

Reserve your booth by October 15th, 2018 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 (8' x 10')	RATES	Booth Quantity	TOTAL
Sustaining Member Early Bird by October 15th, 2018 <b>Save Money!!!</b>	\$1500		\$
Sustaining Member after October 15th, 2018	\$1750		\$
Nonmember Early Bird by October 15th, 2018 <b>Save Money!!!</b>	\$1950		\$
Nonmember after October 15th, 2018	\$2300		\$
1) Payment In-Full Enclosed OR 2) DEPOSIT of \$500/Booth Enclosed		DUE BY October 15th, 2018	

8' 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 November 1st. You will receive a service kit from the Service Contractor 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 October 15th, 2018, 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 October 15th, 2018  
for early-bird discounted rate!

# AAPT Email Policy

2019 AAPT Winter Meeting I Westin Galleria Houston Hotel, Houston, TX I January 12-15, 2019

Each AAPT exhibitor may request one pre-conference and one post-conference chaperoned email, sent to AAPT National Meeting registrants. Each email blast should be designed to promote your booth, product or commercial workshop, and may be utilized once before the meeting and once for a final follow-up within thirty days after that meeting.

- Use of the AAPT conference registrant e-mail blast service is only available to confirmed conference exhibitors (included in your exhibit booth fee).
- All email blasts will be sent by AAPT staff on your behalf.
- AAPT requires three business days to process and send all email blasts.
- Email content must be sent in an HTML file with links to any images, Please include subject line.
- A test email will be sent to the email addresses provided below.
- AAPT reserves the right to reject emails that are deemed inappropriate or unsuitable for our attendees.
- Requests will be honored in order of the date request was sent.

---

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

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

Test email addresses: \_\_\_\_\_

Please return form to [programs@aapt.org](mailto:programs@aapt.org)

# Rules and Regulations for Exhibitors

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

## 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 **November 1, 2018.** *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 November 1st, will be liable for a penalty of \$315.00 per booth reserved. Exhibitors cancelling after November 1st, will be liable for a penalty of \$650.00 per booth reserved. All cancellations must be submitted in writing.



# Sustaining Membership Application

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

Join AAPT today as a Sustaining Member. Your partnership with us means that more than 6,500 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 paper and online journals: the *American Journal of Physics*, *The Physics Teacher* and *Physics Today*. Sustaining Member rules are subject to change.

- Savings on exhibit space at National Meetings
- 20% off Full Page ad in *The Physics Teacher*
- 20% off advertising in all meeting program guides
- Commercial workshop opportunities
- Sponsorship opportunities
- Subscription to the e-announcer, our monthly online newsletter

## Typical Savings

	Nonmember Cost	Sustaining Member Cost *	Your Savings
Exhibit fee	\$1,950	\$1350	\$600
TPT Full-page Ad	\$1,770	\$1416	\$354
AAPT Journals	up to \$1,116	FREE	<u>\$1,116</u>
		<b>Total:</b>	<b><u>\$2,070</u></b>

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 \$825 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

\* Sustaining Member rate when signing up for both Winter and Summer Meeting Exhibits

# AAPT Commercial Workshops

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

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, and conducting the workshop.

**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](mailto:rfinnegan@aip.org)

# Commercial Workshop Form

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

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:		
<b>Number of Attendees:</b> <input type="checkbox"/> Less than 25 <input type="checkbox"/> 25-50 <b>Room Set-Up Style:</b> <input type="checkbox"/> Theater <input type="checkbox"/> Classroom		

ALL OF THE INFORMATION MUST BE COMPLETED BEFORE ACCEPTANCE BY AAPT				
<b>Exhibitors only:</b>	One (1) workshop	\$600		\$
	Each additional workshop	\$600	X # of workshops	\$
<b>TOTAL AMOUNT DUE</b>				<b>\$</b>

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

**Mail form, abstract, and contract along with payment by October 15, 2018 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

2019 AAPT Winter Meeting I Westin Galleria Houston Hotel, Houston, TX I January 12-15, 2019

## Ad Sizes and Prices

Size	Dimensions	Price	Upgrade Your Workshop Ad	
¼ page	Vertical: 3.25" (w) x 4.5" (h)	\$225	Free	
½ page	Vertical: 3.25" x 9" Horizontal: 7" x 4.5"	\$340	\$110	
Full Page	Non-bleed: 7"(w) x 10"(h) Bleed: 8.25" x 11"	\$475	\$250	
Cover 2, 4	Non-bleed: 7"(w) x 10"(h) Bleed: 8.25" x 11"	\$650	\$600	BW

## Color and Position Rates:

Color is only available on Cover 2 and 4 for an additional \$1,100.

## Preferred material:

Please call the Meetings Department (301-209-3845) in advance for specific information on saving PDF files for print.

## Submission instructions:

Ads may be submitted to: Jane Chambers, AAPT Production & Ad Traffic Manager, One Physics Ellipse, College Park, MD 20740-3845. Digital files under 2 MB can be emailed to: [jchamber@aapt.org](mailto:jchamber@aapt.org).

# Onsite Program Insertion Order

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

## 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 October 15, 2018 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.

# Sponsorship Opportunities

2019 AAPT Winter Meeting I Westin Galleria Houston Hotel, Houston, TX I January 12-15, 2019

## 2019 AAPT Winter Sponsorship Opportunities

AAPT will hold their 2019 Winter Meeting in Houston, Texas. It will bring 800 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		
Digital Lounge	A computer with an open internet connection is a magnet, and provides the perfect placement to achieve corporate visibility.	\$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	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

\* *Partial Sponsorship's Available*

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

# 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**

## 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)**

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

# Shared Book Exhibit

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

## 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: Bob Finnegan**

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

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

### Questions?

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



# Shared Book Exhibit Form

2019 AAPT Winter Meeting | Westin Galleria Houston Hotel, Houston, TX | January 12-15, 2019

**SEND form, payment, and books/posters by November 1, 2018!**

List your books, posters, or other items for the Shared Book Exhibit at the 2019 AAPT Winter Meeting in Houston, TX. 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 \$ \_\_\_\_\_**

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

**Send form, payment, and books/posters by November 1, 2018**

**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 **Nov. 1, 2018**.

Please email a brief (50 word or less) description of the products or services your company plans to display to [rfinnegan@aip.org](mailto: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. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

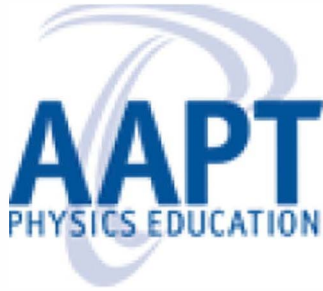
Additional badges for other full-time staff @ \$10 each:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ **Total \$** \_\_\_\_\_

METHOD OF PAYMENT	
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<b>Credit Card:</b> VISA MC AMEX Discover Diners Club	<b>Card #</b> _____ - _____ - _____ - _____ <b>Exp.</b> ____/____
Authorized Signature _____	
Authorized Name Printed _____	Date _____

**Mail form by Nov. 1, 2018 to:**

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



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Westin Galleria Houston  
Woodway Ballroom  
January 12-15, 2019

