

PSYCHOPHARMACOLOGY

Exhibitor Prospectus

30TH ANNUAL NATIONAL Psychopharmacology Update

FEBRUARY 12-15, 2025

PARIS HOTEL & CASINO | LAS VEGAS



REACH YOUR TARGET AUDIENCE:

EXHIBITOR AND SPONSOR INVITATION

Join us for an exciting opportunity to connect with psychiatrists and mental health clinicians from across the country at the 30th Annual National Psychopharmacology Update. This conference is hosted by the Nevada Psychiatric Association, a district branch of the American Psychiatric Association. Don't miss this chance to showcase your company, products, and services to a national audience of experts and influencers in the field of psychiatry.

Conference Location & Accommodations

The NPA's 30th National Psychopharmacology Update will be held at the Paris Las Vegas, Hotel and Casino.

Paris Las Vegas

\$153 + tax Sunday - Thursday

\$178 + tax Friday - Saturday - \$32 Resort Fee

Reservation Center Phone Number: 877-603-4389

Horseshoe Las Vegas

\$112 + tax Sunday - Thursday

\$135 + tax Friday - Saturday - \$29 Resort Fee

Reservations Center Phone Number: 877-603-4389

Complimentary self and valet parking at both properties for NPA attendees. Attendees can use their room keys to validate or validation sticker will be provided at the Registration Desks for complimentary self and valet parking.

To receive the special conference room rate, mention that you are attending the Nevada Psychiatric Association Conference. Please note the cutoff date of January 31, 2025; after that date, hotel reservations will be on a space-available basis.

Conference Dates & Hours

Wednesday, February 12 7:00 am – 5:45 pm
(Pre-Conference)

Thursday, February 13 7:00 am – 5:45 pm

Friday, February 14. 7:00 am – 5:45 pm

Saturday, February 15 7:00 am – 5:45 pm

Exhibit Hall Dates & Hours

Wednesday, February 12 2:00 pm – 6:00 pm (Set-up)

Thursday, February 13 9:45 am – 7:00 pm

Friday, February 14. 9:45 am – 4:00 pm

Friday, February 15. 4:00 pm – 8:00 pm (Tear Down)

NPA supports your investment in a number of ways to help you make and build relationships:

- Timely and relevant educational programming attracts a nationwide audience of psychiatrists and mental health practitioners
- On-site visibility for your brand and company name: signage, gift bags and promotional material sponsorships available to put your brand in front of attendees
- Conference program listing with company logo and a description of your products and services
- Company recognition on our platform for virtual attendees with link to company website
- Name recognition on screen in general session room
- Morning and afternoon refreshment breaks in the exhibit hall
- Welcome reception with specialty food and beverage offerings in the exhibit hall (sponsorship opportunities available)

Sponsors and exhibitors represent a range of leading industry partners and providers from across the United States in the areas of:

- Pharmaceutical products/services
- Recruitment/Locum Tenens
- Training programs
- Medical and rehabilitation services
- Publishers and educational materials
- Practice management
- Support services
- Hospitals and treatment facilities

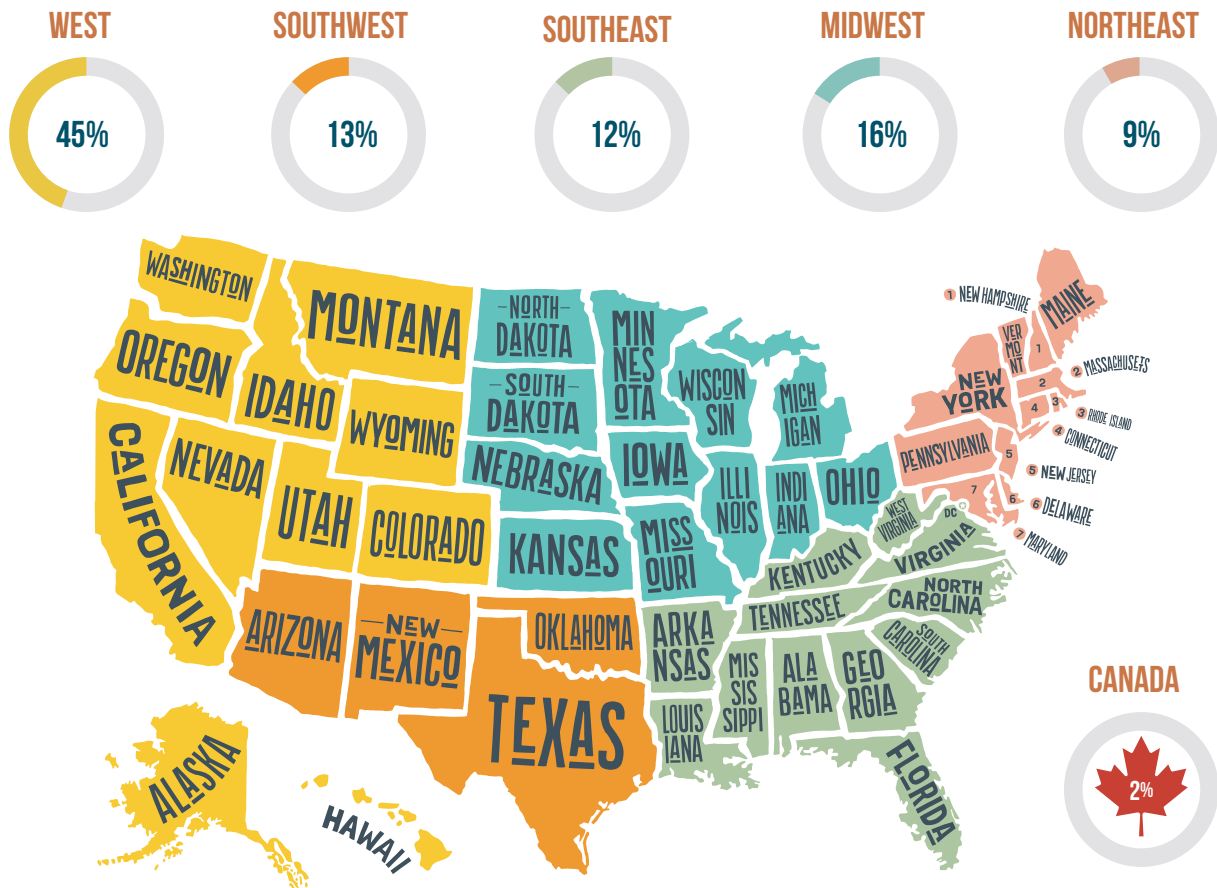


Sponsorship & Exhibitor Sales: Katie Regal
Nevada Psychiatric Association Conference Manager
 conferencemanager@nvpsychiatry.org or 877-493-0007 direct

REACH YOUR TARGET AUDIENCE:

ATTENDEES BY REGION

The NPA Psychopharmacology Update is one of the nation’s largest conferences in the field, providing comprehensive state-of-the-art information on the psychopharmacological treatment of psychiatric disorders most commonly encountered in clinical practice.



ATTENDEES BY CATEGORY

The four-day conference attracts mental health clinicians from across the United States, Canada and abroad, as well as a wide range of exhibitors showcasing leading products and services.



PSYCHIATRIC PHYSICIANS (MD, DO)
Including 282 APA Member Physicians
57%



PSYCHIATRIC NURSE PRACTITIONERS 27%



RESIDENTS AND MEDICAL STUDENTS 8%



OTHER NON-PHYSICIAN 6%



PHYSICIAN ASSISTANTS AND RNS 3%



2025 EXHIBITOR LAYOUT



Concorde Ballroom A, B, & C

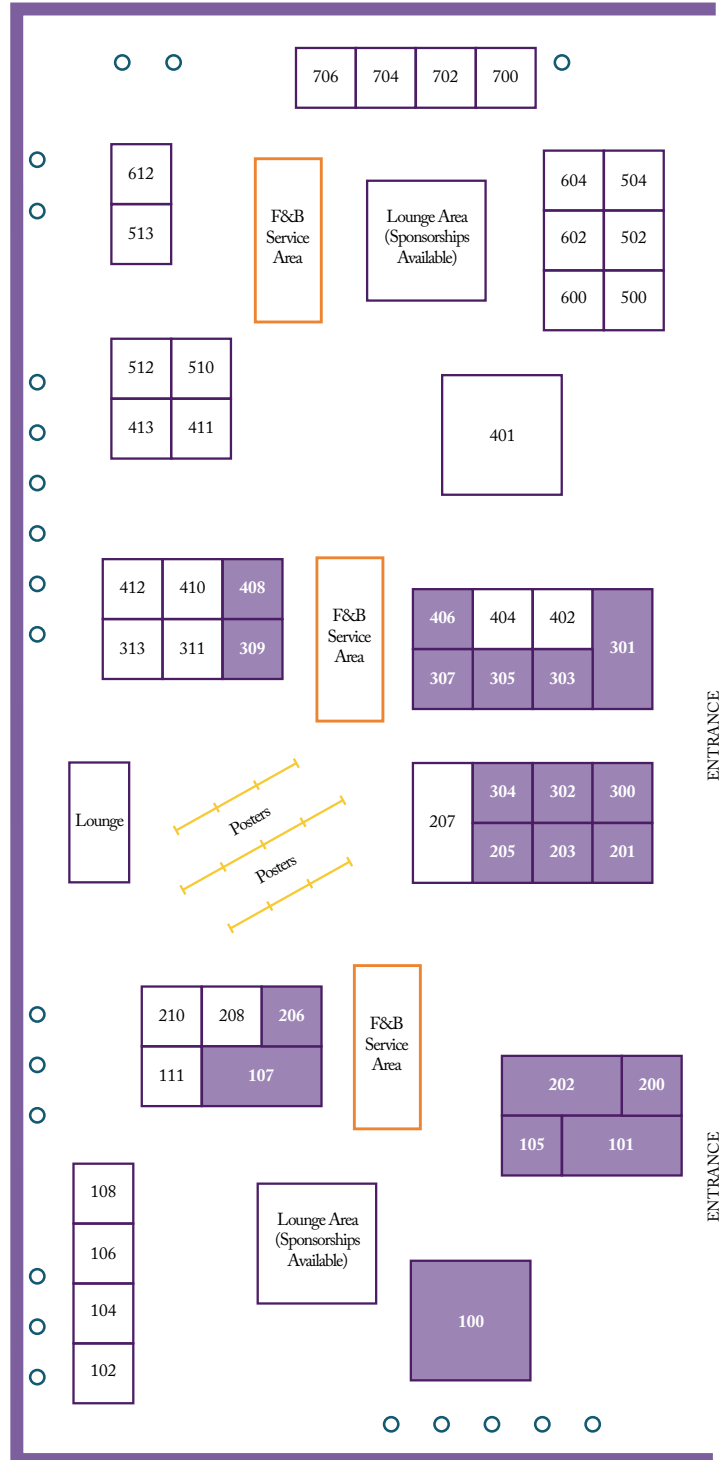


Exhibit space configuration and assignments are subject to change based on exhibitor registrations.

- Regular Booth
- Food and Beverage
- Premium Booth
- Poster Exhibit



Pre-Conference

Metabolism, Weight Control, and Mental Health

30th Annual National Psychopharmacology Update

	WEDNESDAY FEBRUARY 12	THURSDAY FEBRUARY 13	FRIDAY FEBRUARY 14	SATURDAY FEBRUARY 15
7:00AM - 8:00AM	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
8:00AM - 9:00AM	Mental Health and Metabolic Health Are Inseparable Christopher Palmer, MD	New Developments in the Treatment of Schizophrenia Jonathan Meyer, MD	Gender Affirming Care Jami Woods, MD	New Developments in the Treatment of Obsessive Compulsive Disorder Kate D. Fitzgerald, MD
9:00AM - 10:00AM	Immuno-Metabolic Treatments for Mental Health Disorders – Part I Roger McIntyre, MD, FRCPC	Demystifying Lithium’s Renal Effects Jonathan Meyer, MD	Treating Grief in Children and Adolescents David Brent, MD	Diagnosing and Treating Adults with ADHD Craig Surman, MD
10:00AM - 10:15AM	NETWORKING BREAK	NETWORKING BREAK Exhibit Hall	NETWORKING BREAK Exhibit Hall	NETWORKING BREAK
10:15AM - 11:15AM	Immuno-Metabolic Treatments for Mental Health Disorders – Part II Roger McIntyre, MD, FRCPC	TMS: An Update Nolan Williams, MD	New Medications for the Treatment of ADHD Timothy Wilens, MD	Treatment of Pathological Lying Charles Dike, MD
11:15AM - 12:15PM	Obesity Medicine and Mental Health TBA	Treatment of Psychiatric Disorders During Pregnancy and Postpartum Katherine Unverferth, MD	Diagnosing and Treating Marijuana Use Disorders Timothy Wilens, MD	Improve Your Practice and Reduce Your Risks through Lessons Learned from Malpractice Cases Sheldon Preskorn, MD
12:15PM - 1:30PM	LUNCH	LUNCH Exhibit Hall	LUNCH Exhibit Hall	LUNCH
1:30PM - 2:30PM	Lifestyle Medicine for Mental Health Elizabeth Frates, MD	New Developments in the Treatment of Alzheimer’s Disease Charles Bernick, MD	Treatment of Bipolar Disorder in Children and Adolescents Janet Wozniak, MD	Treatment of Psychotropic Induced Movement Disorders Joan Striebel, MD
2:30PM - 3:30PM	Exercise for the Brain Edward Phillips, MD	Treatment of Autism in Adults Robert Hendren, MD	The Impact of Climate Change on Mental Health Elizabeth Haase, MD	Practical Recommendations for Treatment with Nutraceuticals Richard G. Petty, MD
3:30PM - 3:45PM	NETWORKING BREAK	NETWORKING BREAK Exhibit Hall	NETWORKING BREAK Exhibit Hall	NETWORKING BREAK
3:45PM - 4:45PM	The Ketogenic Diet for Neuropsychiatric Disorders: A Metabolic Treatment Christopher Palmer, MD	Treating Depression in Medically Ill Patients Theodore Stern, MD	Ethics of the Use of Artificial Intelligence in Psychiatry Darlene King, MD	Use of Benzodiazepines: Pluses and Minuses Joseph Bienvenu, MD
4:45PM - 5:45PM	Finding Balance: Eating Disorders and Metabolic Treatments Esther Dechant, MD	Cardiac Effects of Psychotropic Medications Theodore Stern, MD	Survivors: The Impact of Suicide on Family Members Michael Myers, MD	Treatment of Psychiatric Emergencies Kimberly Nordstrom, MD
		WELCOME RECEPTION 6:00 pm - 7:00 pm: Exhibit Hall		

Disclosure: NPA uses the personal data you provide in registration for the purpose of administering your participation in this Event. To this end, NPA may disclose your personal data to third party service providers (e.g., mailing houses and any other providers engaged by NPA to assist in the conduct of the Event). NPA may also disclose your personal data to other Event Attendees but will do so solely in connection with the Event Attendee List and always in compliance with applicable data protection laws and our Privacy Principles. Except as described herein, NPA will not disclose your personal data to any other third party without your consent except where required to do so by law.

The maximum number of CME credits an attendee can earn at the virtual event is 32 credits. The maximum number of CME credits an attendee can earn at the in-person event is 33.5 credits. 8 for the Pre-Conference (Virtual and In-Person) 24 for the Psychopharmacology Update (Virtual and In-Person). 1.5 for the Piano Concert and Lecture by Dr. Richard Kogan (In-Person Only).

Nevada Psychiatric Association reserves the right to substitute faculty or to cancel or reschedule sessions due to unforeseen circumstances.

SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities in person and online encourage clinicians to visit your exhibit booth and listing in our virtual directory to learn more. Contact us to discuss how a customized sponsorship can best meet your promotional goals.

Exhibitor Sales and Logistics: Conference Manager, Nevada Psychiatric Association.

(877) 493-0007 direct, conferencemanager@nvpsychiatry.org

\$50,000 - \$80,000 (breakfast, lunch or evening) Product Theater Sessions

Showcase your product to a captive audience of psychiatrists in person or online. You can select from 10 product theater sessions for breakfast, lunch, and evening to deliver your promotional product message. These sessions do not overlap with any CME presentations, so you can maximize your exposure and reach. Timeslots are allocated based on the total spend at the previous year's conference, with the highest spenders having the right of first refusal. After this process, any remaining timeslots are assigned on a first-come, first-served basis. Sponsorship includes standard audiovisual equipment including a projector, screen, laptop, podium, lavalier microphone, handheld microphone, confidence monitor, and speaker timer. A buffet meal is included in the attendee's conference registration fees (meal not provided for evening sessions). Your theater session details, including topic, speaker, and sponsor will be featured in the conference program.

WEDNESDAY, FEBRUARY 12

- Breakfast **(\$50,000)**
- Lunch **(\$70,000)**
- Evening **(\$50,000)**

THURSDAY, FEBRUARY 13

- Breakfast **(\$70,000)**
- Lunch **(\$80,000)**

FRIDAY, FEBRUARY 14

- Breakfast **(\$70,000)**
- Lunch **(\$80,000)**
- Evening **(\$50,000)**

SATURDAY, FEBRUARY 15

- Breakfast **(\$70,000)**
- Lunch **(\$80,000)**

\$15,000 Hotel Key Card Sponsor (Exclusive)

Make a lasting impression on the guests by branding the room keys with your message or logo. You just need to provide us with your digital design; NPA will take care of the rest.

\$15,000 WiFi Access Sponsor (Exclusive)

Make a lasting impression on NPA attendees by sponsoring the free WiFi service at the conference venue. You can personalize the splash page, user name, and password and drive more traffic to your website. Your sponsorship will be acknowledged on WiFi signs throughout the convention center. Company logo/artwork must be submitted by the sponsor; NPA will manage production and on-site logistics.

\$15,000 NPA Update App Sponsor (Exclusive)

Put your brand at the fingertips of every conference attendee when you sponsor the event's official mobile application. In addition to the logo recognition on the app's splash screen, you'll receive acknowledgement in all ads and signage promoting the app.

\$15,000 Baggage Claim Sponsor* (Exclusive)

Claim your spot by placing your logo on the bags that will travel with the attendees from the conference to their homes and offices, giving you maximum exposure and recognition. Artwork must be submitted by the sponsor. NPA will manage production and onsite distribution.

\$12,000 Healthy Hands Sponsor (Exclusive)

Show your care for the wellness of conference attendees with branded hand sanitizing stations placed in hightraffic areas throughout the conference.

\$12,000 Wellness Lounge Sponsorship (2 Available)

Sponsor the attendee wellness lounge and showcase your brand as a leader in health and wellness. The lounge will be a dedicated space in the expo hall where attendees can relax, recharge and hydrate with infused water. This is a unique opportunity to connect with your target audience and demonstrate your commitment to their well-being. Each 20x20 lounge is furnished with two couches, four chairs, two custom branded coffee tables wrapped in your company logo, and greenery. Custom enhancements to this sponsorship are available.

\$10,000 Raising Spirits Sponsor (Exclusive)

Sponsor the drink tickets for our Thursday evening welcome reception and get your logo on every ticket. This is a great opportunity to connect with attendees and make a lasting impression. Cheers to that!

\$10,000 Registration Check-In Sponsor (Exclusive)

Your company logo will be displayed on the tablets used for attendee check-in as well as the know-before-you-go email that is sent to conference attendees, giving you maximum exposure and recognition. This is a unique and effective way to showcase your products and services to a captive audience. Don't wait, sign up today and secure your spot as our registration sponsor!

\$8,000 Lanyard Sponsor* (Exclusive)

As a lanyard sponsor, you will have the exclusive opportunity to place your logo on the conference lanyard that attendees wear with their required name badge. You'll gain visibility and recognition with every handshake, conversation, and networking opportunity. All you need to do is submit your electronic artwork by the deadline; we will take care of the production and on-site logistics.



*Pharmaceutical companies are restricted from sponsoring these items.

\$7,000 Hotel Room Door Drops

A hotel room door drop is a unique opportunity to deliver your own company literature right to the attendees' hotel room doors at each host hotel. You can customize your message, design, and format to suit your marketing goals and budget. You can also choose the day and time of delivery to maximize your impact. Door drops can be up to 8.5 by 11 inches. Sponsor must create and ship the materials. NPA will handle the on-site logistics and distribution.

\$6,000 Custom Charging Station Sponsorship (3 Available)

Sponsor a charging table at our event and get your brand noticed by hundreds of attendees. A charging table is a convenient and practical way to provide power to your potential customers while they network, learn, and relax. Your sponsorship includes a custom logo wrap that will showcase your company name and logo on the table surface. Don't miss this opportunity to increase your visibility and generate traffic with a charging table sponsorship.

\$3,000 Each Mobile Push Notifications - each (Limited to 2 sponsored per day)

You can send a custom notification to all attendees on the virtual platform and mobile app. Each customized message can include up to 166 characters and an image {w1280px * h640px PNG, max 1MB}. NPA will schedule and deploy the notifications. Only 2 sponsored messages per day are available.

\$750 Passport to Prizes (Limited to 12 Companies)

A fun way to attract more visitors to your booth is to join the "Passport to Prizes" game. For only \$750 and limited to 12 exhibitors, your company name will be printed in the "Passport to Prizes" booklet that all professional attendees receive in their conference bag. The game encourages attendees to visit the Exhibit Hall and get stamps from participating exhibitors. To get a stamp, attendees need to talk to your staff and learn about your products and services.

ADVERTISING RATE

Program Guide: Place a full-color ad in the guide given to each attendee.

Inside Front or Back Cover: **\$2,500**

Full Page: **\$1,750**

Half Page: **\$1,250**

Bag Inserts: Provide a custom flyer or brochure that you design and print, and we will include it in the conference bags that every attendee receives at check-in. Bag inserts can be up to 8.5 by 11 inches in size and double-sided. Materials must be created and shipped by the Sponsor.

1 Page Flyer - Double Sided: **\$2,000**

2 Page Brochure - Double Sided: **\$2,750**

BECOME AN EXHIBITOR

Sponsorship includes the opportunity to participate in both the virtual and in person exhibit halls for one, all-inclusive rate.

2025 BOOTH RATES

Size		Booth
10' x 10' Booth	standard:	\$3,000
	premium:	\$3,500
10' x 20' Booth	standard:	\$5,250
	premium:	\$6,000
20' x 20' Booth	standard:	\$13,500
	premium:	\$14,250

2025 BOOKSELLER RATES

Size		Booth
10' x 10' Booth	standard:	\$2,000
	premium:	\$2,500

2025 NONPROFIT & GOVERNMENT RATES

Size		Booth
10' x 10' Booth	standard:	\$2,250
	premium:	\$2,750

Booth includes:

- Company listing in the NPA program guide and in the online virtual exhibit hall
- Back and side wall drapes (excludes island booths)
- Identification sign with your company name (excludes island booths)
- Carpeting and Furniture: The Exhibit Hall is carpeted. Booth reservations include one six-foot draped table, two chairs, and a wastebasket. Any additional booth-related items can be ordered through Freeman. Freeman's Exhibitor Service Manual will be available approximately 90 days prior to the conference start date.
- Exhibitor badges
 - 10' x 10' - two badges
 - 10' x 20' - four badges
 - 20' x 20' - eight badges

Additional exhibitor badges are available for \$150 each.



SPONSORSHIP & EXHIBITOR APPLICATION FORM



COMPANY INFORMATION

Enter your company information exactly as you would like it to appear in conference promotional materials. Please print clearly or type.

Organization Name: _____

Mailing Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Website: _____

CONTACT INFORMATION

The primary contact will receive all show information, unless otherwise specified.

Primary Contact Name & Title: _____

Email: _____ Phone: _____

Secondary Contact Name & Title: _____

Email: _____ Phone: _____

Check here if this event is co-sponsored with another pharmaceutical or device company.

Please disclose co-sponsor: _____

PAYMENT INFORMATION

NPA Tax ID #86-0864706

Visa Master Card American Express Check (payable to Nevada Psychiatric Association)

TOTAL DUE: _____ Amount to Charge: _____ Invoice me: _____

Credit Card #: _____ Exp. Date: _____ CVV: _____

Name on Card: _____

Billing Address: _____ City/State/Zip: _____

Email for Receipt (if different from above): _____

EXHIBITOR OPPORTUNITIES 2025 BOOTH RATES

QTY	Booth	Cost
	10' x 10' Booth standard	\$3,000
	10' x 10' Booth premium	\$3,500
	10' x 20' Booth standard	\$5,250
	10' x 20' Booth premium	\$6,000
	20' x 20' Island Booth standard	\$13,500
	20' x 20' Island Booth premium	\$14,250

QTY	Bookseller	Cost
	10' x 10' Booth standard	\$2,000
	10' x 10' Booth premium	\$2,500

QTY	Nonprofit and Government	Cost
	10' x 10' Booth standard	\$2,250
	10' x 10' Booth premium	\$2,750

PRODUCT THEATER SESSIONS

QTY	Level	Cost
	Desired time-slot:	\$50,000
	Desired time-slot:	\$70,000
	Desired time-slot:	\$80,000

SPONSORSHIP OPPORTUNITIES

QTY	Level	Cost
	Hotel Key Card Sponsor	\$15,000
	WiFi Access Sponsor	\$15,000
	NPA Update App Sponsor	\$15,000
	Baggage Claim Sponsor*	\$15,000
	Healthy Hands Sponsor	\$12,000
	Wellness Lounge Sponsorship	\$12,000
	Raising Spirits Sponsor	\$10,000
	Registration Check-In Sponsor	\$10,000
	Lanyard Sponsor*	\$8,000
	Hotel Room Door Drops	\$7,000
	Custom Charging Station Sponsorship	\$6,000
	Mobile Push Notifications	\$3,000
	Passport to Prizes	\$750

ADVERTISING

QTY	Level	Cost
	Program Guide: Inside Front Cover	\$2,500
	Program Guide: Inside Back Cover	\$2,500
	Program Guide: Full Page	\$1,750
	Program Guide: Half Page	\$1,250
	Bag Insert: 1 Page Flyer	\$2,000
	Bag Insert: 2 Page Brochure	\$2,750

TOTAL INVESTMENT: \$

BOOTH NUMBER LOCATION

1	
2	
3	

LIST COMPETITORS

1	
2	
3	

The signer of this application—or person designated below, if different—shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations. This contract and related future mailings will be addressed to the signer (or designee indicated below if different).

Please send company logo in vector file format (ai. or .eps) and a PNG file with 50 word maximum company description to conferencemanager@nvpsychiatry.org.

We understand that there is a 50% deposit due upon application and that all space must be paid for in full by December 6, 2024. Booths will not be reserved until deposit is received. If assigned space is not paid for in full by the specified date, it may be assigned to another exhibitor at the option of NPA.

Signed: _____ Print Name: _____

Return completed application form to:

NPA Conference: Sponsor/Exhibitor: 2590 E. Russell Road Las Vegas, NV 89120
Email: conferencemanager@nvpsychiatry.org

**Pharmaceutical companies are restricted from sponsoring these items.*



GENERAL INFORMATION

Exhibitor Kit

An Exhibitor Services Manual will be provided to all participating companies. Services not included in the standard booth package (such as additional furniture, internet, electrical service, storage, and installation/dismantling) can be arranged through the exhibit services contractor, currently Freeman. The exhibitor kit will be available beginning November 2024.

Booth Assignment

Space will be assigned according to the date the contract and payment are received, availability of the requested area, amount of space requested, special needs, and compatibility of exhibitors' products. NPA reserves the right to assign space other than the choice requested, if necessary, and to rearrange the floor plan and/or relocate any exhibits. **A booth rental is required to host a Product Theater or other event that involves NPA Update attendees.**

Lead Retrieval

To collect data from the NPA Update attendees, you can purchase the lead retrieval system provided by American Tradeshow Services, the official vendor for this event. The system captures the following data fields: Name, Degree(s), Company, Address, Country, Phone, Email, NPI Number, and Specialty. You can find the "Lead Retrieval Order Form" in the Exhibitor Service Manual that will be available in November 2024.

Exhibitor badges

- 10' x 10' – two badges
- 10' x 20' – four badges
- 20' x 20' – eight badges

Additional exhibitor badges are available for \$150 each.

Exhibitor Registration and Badge Pick-Up

Each exhibitor who registered in advance will have an exhibitor badge available at the exhibitor registration area located in the Burgundy room (across from the Paris Ballroom). This badge will entitle registered exhibitors' admission to the exhibit area only. To attend conference sessions, please register online at npaupdate.org.

Exhibitors must wear badges at all times, including during setup times, exhibit hours, and dismantling. Exhibiting companies must register their booth personnel by 1/24/25. Personnel not registered by 1/24/25 will be charged a \$25 service fee.

Parking

Complimentary self and valet parking at both properties for NPA attendees and exhibitors. Attendees can use their room keys to validate, or validation stickers will be provided at the Registration Desks for complimentary self and valet parking.

Housing Scam Warning

The Nevada Psychiatric Association is pleased to invite you to the 30th National Psychopharmacology Update Conference. However, we would like to warn you about some possible housing scams that may target conference participants.

Fraudulent companies or individuals may contact you by phone, email, or online and offer you hotel reservations at lower rates than the official conference hotels. These offers are often fake and may result in hidden fees, loss of deposits, or no reservations at all when you arrive.

Please be aware of, and report, any unauthorized solicitation to Katie Regal at registration@nvpsychiatry.org. The Nevada Psychiatric Association does not approve the solicitation of hotel reservations from any housing provider for the NPA Update Conference. You should not receive any housing communications other than reminder emails from the Nevada Psychiatric Association and confirmation emails from the Paris or Bally's hotels. Please note that rooms booked through any other source than the host block are done so at your own risk.

Catering

To offer in-booth catering for attendees (e.g., ice cream, cookies, coffee, water, etc.), you must purchase directly from the venue caterer. You can serve them in your own branded containers (cups, bags, buckets). For in-booth catering information, please email conferencemanager@nvpsychiatry.org.

Meeting Space Rental

If you are an exhibitor or sponsor of NPA Update, you can book a private conference room at Paris Las Vegas Convention Center for your meetings. A limited number of rooms are available and will be assigned on a first-come, first-served basis. You can use them for staff or team meetings and one-on-one meetings with attendees. You will be charged a room rental fee of \$2,000 for every 24-hour period.

Scientific Posters/Abstracts

Posters present new and relevant clinical knowledge for mental health professionals. The poster sessions allow authors to share their work and attendees to learn from them. NPA's official Poster Session will take place on Thursday evening during the Welcome Reception. You can find poster presentation submission details and guidelines at <https://www.npaupdate.org/sponsor-info/posters>

Eligibility

To be eligible, your product or service must be relevant to psychiatry, mental health, behavioral health, addiction treatment, or primary care. Conference management has the authority to deny, cancel, or exclude anyone or any company.



Guests and Children

The Exhibit Hall is restricted to adults only. Children under the age of 18 are not permitted in the conference area. Authorized guests can obtain an exhibitor badge for \$150 ahead of time or at Conference Registration to access the Exhibit Hall.

Independent Events

To avoid conflicts with the 2025 NPA Update from February 12-15, 2025, exhibitors and sponsors must obtain a signed agreement/approval from NPA management before hosting any independent events for attendees. These events are considered customized sponsorship opportunities and require approval and a fee. The number of events available is limited. Please contact the NPA Conference coordinator regarding required pre-approval of ancillary events, including the date, location and RSVP information for your event. Please note that ancillary events may not conflict with any conference educational sessions, exhibit hours, or luncheons. Scheduling, including time for attendees to travel to your event, must at least 30 minutes after any conference activity.

Rules for Exhibiting

Exhibitors at Nevada Psychiatric Association and University of Nevada School of Medicine-sponsored educational activities are expected to abide by Accreditation Council for Continuing Medical

Education's (CME) Standards for Commercial Support. Exhibitors may not influence planning or interfere with the presentation of CME activities. Exhibit placement will not be a consideration of support for the CME Activity. No commercial promotional materials shall be displayed or distributed in the same room immediately before, during or immediately after an educational activity certified for credit. Representatives of commercial supporters may attend an educational activity when registered through regular channels, but may not engage in sales activities while in the room where the educational activity takes place.

The contact listed on the application for exhibit space — or person designated, if different — shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations. The contract and related future mailings will be addressed to the contact listed (or designee indicated on registration form if different). During Exhibit Hall hours, booth staff must remain within the confines of their designated booth and cannot congregate in the aisles or enter the aisles to solicit attendees. Any exhibitors who misrepresent themselves on their application or whose products do not align with the district branch's mission will be asked to leave the exhibit hall without a refund. We will consider all applications for exhibit space but reserve the right to reject any application which the district branch in its sole discretion determines is not consistent with our mission.

ADVERTISING SPECIFICATIONS

Listed below are the ad specifications for conference program advertising sponsorships. Please note that all ads are full color.

Specifications

Display trim size 8.5" x 11"

<p>Full Page Bleed*</p> <p>8.75" x 11.25"</p>	<p>Half Page Bleed*</p> <p>8.75" x 5.5"</p>
<p>Full Page Non-Bleed</p> <p>7.5" x 10"</p>	<p>Half Page Non-Bleed</p> <p>7.5" x 4.75"</p>

*Please remember to add 1/8" to all sides for full- or half-page bleed ads. In addition to this trim allowance, we require a 1/2" safety margin on all four sides for live matter (type and important illustration). Please offset all printers marks from the bleed.

Production Artwork Deadlines

The deadline for all production ready artwork is Friday, January 3, 2025.

Increases will be in effect after the below dates:

January 4 - 12: Increase by 25%

January 13 - 19: Increase by 50%

January 20: Final submission deadline for production ready artwork. No submissions will be accepted after this date.

Accepted Digital Formats

Press-optimized PDF using Acrobat Distiller, format (300 dpi, CMYK color). PDFs prepared for use on the Web are unacceptable. Submit ads to alex@euriecreative.com by **Friday, January 3, 2025.**

If you need assistance with your ad contact Victor Rodriguez at (702) 383-9805.

NPA 30TH ANNUAL NATIONAL PSYCHOPHARMACOLOGY UPDATE

SPONSORSHIP & EXHIBITOR APPLICATION TERMS & CONDITIONS

1. Application and Eligibility. Application for booth space must be made on the printed form provided by NPA (herein after "the Association"), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of psychiatry and psychopharmacology and the professional education of those individuals attending the Association's conference. The Association shall determine the eligibility of any company, product or service. The Association may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of the Association, with the educational character and objectives of the exhibition. In the event that an application is not accepted, any paid space rental fees will be returned.

2. Exhibit Booth Price. Published prices include a listing in the conference program, identification sign, back and side wall drapes (excludes island booths), six foot table and two chairs, and exhibitor badges for two preregistered company representatives per paid 10x10 booth, four badges per paid 10x20 booth, and eight badges per paid 20x20 booth which admit them to the exhibit area at no charge. Badges for spouses are charged against each company's badges-per-booth allotment.

3. Payment Dates. No booths will be reserved until the Association receives a 50% deposit of the total booth fee, along with a signed contract. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the Nevada Psychiatric Association. Your invoice will provide mailing information for payments by check. Full payment of all rental charges is due on or before December 6, 2024. Applications submitted after December 6, 2024, must include full payment. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Association by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Association.

4. Cancellation of Booth Space. Upon approval of reservation, all exhibiting organizations cancelling or downsizing exhibit space will be charged a processing fee equal to 10% of the total cost, in addition to cancellation fees if applicable (see below). Exhibitors are liable for unpaid booth fees if cancellations, reductions or changes occur prior to receipt of payment. No refunds will be issued for exhibit space cancellations received after December 6, 2024. There is no cut-off date to booth sales if space is available. Exhibitor cancellation requests, including booth reductions and changes to configurations, must be received in writing at conferencemanager@nvpsychiatry.org. The refund policy is: If the exhibitor notifies the Association of the exhibitor's intent to repudiate or cancel the contract after acceptance but prior to October 4, 2024, the Association will give to the exhibitor a full refund of monies received, less a 10% of the total cost as cancellation fee. If the exhibitor gives written notice of repudiation or cancellation of the contract between October 5, 2024 and December 8, 2024, the exhibitor shall be responsible for payment of 50% of the total cost of the booth space contracted, plus a 10% of the total cost as a cancellation fee. No refunds will be made for cancellations accepted after December 6, 2024. If for any cause beyond the control of the Association — such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, governmental action, fire, or other force majeure — the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Association to the date of the termination allowable to the exhibitor after proration thereof among all exhibitors.

5. Assignment of Booth Space. Space will be assigned starting in Feb 2024, according to the date on which the contract and deposit are received, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with the Association's aims and purposes. The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan, relocate any exhibit, or both.

6. Booth, Furnishings, Equipment, and Service. Pipe and drape will separate all booths, and a uniformly styled draped six-foot exhibit table and two chairs will be provided. There is room behind the table to set up a standing exhibit against the wall, or room on the table for a table-top display. Banners may be hung on drape behind booth or affixed to the front of the table. The exhibit hall is carpeted. Orders for decor, electric or internet connection should be made directly with the official Association exhibit services contractor. The exhibitor kit will be made available around 90 days before the start of the event.

7. Conduct of Exhibits. The advertising or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of non-exhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth is not permitted. All sales activities must be compliant with the FDA and OIG. There is no restriction on selling on the exhibit floor, provided that sales transactions may be conducted only within the exhibitor's own booth. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales that occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of the Association and the event facilities. Helium balloons are not allowed in the exhibit or meeting areas. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. The Association reserves the right to restrict the operation of, or evict completely, any exhibit which, in the sole opinion of the Association, detracts from the general character of the exhibition hall or conference as a whole. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. No exhibits will be permitted which interfere with the use of, or impede access to, other exhibits or impede free use of the aisle.

8. Installation/Dismantling. All exhibits must be set up by 9:45am on Thursday, February 13, 2025 without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. The official closing time of the Exhibit Hall is 4:00pm on Friday, February 14, 2025. All exhibit material must be packed and ready for removal no later than 8:00pm on February 15, 2025. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time. Any company violating this regulation will be fined \$100 and may be denied exhibit space at any future Association conferences.

9. Hospitality and Entertainment. Hospitality suites or events sponsored by the exhibitors must be approved by the Association. No entertainment or programs may be scheduled to conflict with the Association's program hours, activity hours, or exhibit hours. Firms that are not exhibiting are not permitted to have hospitality functions. Any company violating this policy may be denied exhibit space at future Association conferences.

10. Exhibit Staff Registration. Registration of two representatives will be complimentary provided that representatives' names are received by the Association before January 24, 2025. There will be a \$150 charge for the registration of each additional booth representative who exceed the allotted number of two. After January 24, 2025 an onsite \$25 service fee will be incurred for the following: Registration of each representative; Each name change; Each lost badge or name substitution. Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times, including during setup times, exhibit hours, and dismantling, in order to enter the exhibit area.

11. General Conference Registration. Any exhibitor who desires to attend the program sessions or any optional activities must register through regular channels.

12. Special Visual and Sound Effects. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of the Association does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

13. Unacceptable Exhibits. The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, or violate the booth regulations or any other provision of this contract. In the event that the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct the violation, the Association may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination, exhibit removal, or both. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

14. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by the Association that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering exhibit property.

15. Music Licensing. The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors, including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. The exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present the Association with a copy of such license or grant no less than 30 days prior to the start of the conference.

16. Liability for Damages or Loss of Property. The exhibit room will be locked after exhibit hours by Paris Las Vegas Hotel and Casino. Notwithstanding this, the exhibitor hereby releases the Association and the hotel from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived from occurring in or about the exhibit premises or entrances thereto or exits there from, including that caused by or resulting from the negligence of the Association. The Association and the hotel shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exhibit premises.

17. Shipping Instructions. Information on shipping methods and rates will be sent to each exhibitor following registration. The exhibitor will ship, at his or her own risk and expense, all articles to be exhibited. The Association's exhibit services contractor will provide storage for incoming freight, and delivery to the booth, and will work with exhibitors to arrange outbound shipping after the conference. The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to the Association or the hotel.

18. Failure to Occupy Space. Any space not occupied at the Paris Las Vegas Hotel Convention Center by 9:45am, February 13, 2025, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior approval from the Association.

20. Advertising Material. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booth.

21. Conference Program. One (1) copy of the conference program/exhibits directory will be available to each exhibiting company at the exhibitors' registration area. Exhibitor shall send to the Association all production ready artwork that is to be included in the conference program on or before January 3, 2025. Exhibitors making changes after that date will be subject to charges as follows: January 4-12: Increase by 25%; January 13-18: Increase by 50%; No submissions will be accepted after January 19, 2025. The Association will send a graphic proof to exhibitor 5 - 7 business days after receipt of production artwork and by sample pdf. Exhibitor shall provide approval or revisions to the Association within 48 hours after receipt. Exhibitor that apply after January 19, 2025 will not have their information included in the printed conference program exhibitor directory.

22. Exhibit Space Floor Plan. Every effort will be made to maintain the general configuration of the floor plan for this conference. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association.

23. Limitation of Liability and Indemnification. The Association shall not be liable to exhibitor for the acts or omissions of the exhibit facilities operator, hotel, or any other exhibitor at the conference. Exhibitor shall defend, indemnify, and hold harmless the Association for, from and against any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by exhibitor or property or loss of property or income that might arise from participation in the conference.

24. Miscellaneous. The Association shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the Association. These terms and conditions may be amended at any time by the Association upon written notice to all exhibitors. This contract shall be interpreted under the laws of the United States and the State of Nevada. Any disputes regarding this contract shall be exclusively resolved in the state or federal courts located in Nevada. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the Association from time to time.

