



**81st Annual Meeting - April 30 - May 2, 2009
Palmer House, Chicago, Illinois**

Exhibitor Prospectus

EXHIBIT DATES: April 30 - May 2, 2009

Mission Statement

The primary function of the Midwestern Psychological Association is to conduct an Annual Meeting at which scientific papers and symposia will be presented. A declaration adopted by the Council in 1952 states:

"The professional problems of psychology are best handled at the national level by the national organization and at the local level by the state organization. The Midwestern Psychological Association will therefore retain its traditional function of encouraging psychology as a science rather than as a profession. This principle will continue to be reflected in the programming procedures and membership standards."

The Meeting

The annual meeting of the MPA is a three-day event that showcases research in all areas of psychology. Research is presented in paper sessions, poster sessions, symposia, and invited addresses to the membership.

The Membership

Although MPA is nominally a regional organization, both our membership and the attendance at our meetings are national. A recent survey showed attendance at our meeting from 39 states, the District of Columbia, and 3 foreign countries. The registrants came from 250 universities and colleges (including 92 outside the Midwest) and 70 other organizations. Our annual meeting is a major opportunity for psychologists in these many settings to keep in touch with current developments in psychological research, theory, and practice.

Attendance at the Meeting

Attendance at the most recent meeting of MPA was 1703 people. Among these people, approximately 700 were academic and professional psychologists; 400 were graduate students; and 600 were undergraduate students.

Adjunct groups that meet with MPA include Psi Chi (the national honor society for students in psychology), CTUP (Council of Teachers of Undergraduate Psychology), and APA Division 27 (Society for Community Research and Action).

Mailing List

A mailing list of preregistered attendees can be made available for use by exhibitors. You can send promotional materials and/or invitations to your booth before the meeting to increase visitor response. Please call the Secretary-Treasurer of MPA at 765-285-8197 for information on the cost of the mailing list.

Visibility for Exhibitor

The Exhibit Hall at MPA is open about 20 hours. MPA recognizes the need for exhibitors to have a steady flow of traffic at their booths. All attendees at the meeting must pass through the Exhibit Hall to pick up their badges and programs or to register for the meeting. Members must go through the length of the hall and pass exhibits to complete their registration.

Poster sessions run almost continuously throughout the meeting. These sessions are located in the center of the hall and ensure traffic for exhibits.

Why Exhibit at MPA?

- MPA is one of the largest annual, regional gathering of psychologists. Many members choose MPA as the only meeting that they attend annually.
- The Exhibit Hall is located strategically in the room which also houses poster sessions and registration for the meeting, ensuring a good traffic flow throughout the meeting.
- The program for the meeting and the web site for MPA (<http://www.midwesternpsych.org>) will list each exhibitor's contact information and description of the exhibitor's product or service.
- Exhibiting at MPA is an economical way to contact a large group of psychologists, graduate students, and undergraduate students in a face-to-face, personal setting.
- You will be demonstrating your company's support of MPA to the organization's membership.

Exhibit Hours*

Thursday, April 30, 2009 8:00 AM to 5:00 PM
Friday, May 1, 2009 8:00 AM to 3:00 PM
Saturday, May 2, 2009 8:30 AM to 12:30 PM

*Preliminary Hours

Exhibits will be located in the Upper Exhibit Hall of the Palmer House.

Rates for Booths

Rates for exhibiting at the 81st meeting of the MPA are:

8' X 12' Exhibit Booth*	\$750
8' X 12' Exhibit Booth*	\$650
8' X 12' Exhibit Booth*	\$550
8' X 10' Exhibit Booth (limited availability)	\$500

*Rates vary according to location in the Exhibit Hall.

Setup and Breakdown of Exhibits

Exhibits can be set up after 12:00 PM on Wednesday, April 29, 2009. It is the responsibility of exhibitors to set up their exhibits before the beginning of the meeting.

Furnishings for booths and shipping of material to and from the Exhibit Hall must be arranged through GES (General Exhibition Services). An exhibitor kit, which will include costs for furnishings, addresses and labels for shipping, etc., will be mailed to exhibitors in February, 2009. See the section on Exhibit Service Contractor for more information.)

Rental of furnishings should be handled before the meeting, but additional furnishings can be rented on site.

Breakdown of exhibits must occur between 12:30 PM and 6:00 PM on Saturday, May 2, 2009.

Booth Assignments

Booths will be assigned in the order of receipt of the both reservation form and payment. As much as possible, specific assignments will be made to fit the exhibitor's preferences. MPA reserves the right to change the placement of an exhibitor's booth as deemed necessary.

Registration

Each person working in an exhibit booth will be required to register and wear a badge during the meeting. Registration is free for up to 5 individuals who work in a booth. Exhibitors are encouraged to preregister to avoid delays in receipt of their badges. Registered exhibitors will also receive a free copy of the program book for the meeting. Exhibitors are encouraged to attend sessions of the meeting during times when they are not working at their booths.

Care of Exhibit Space

Exhibitors are expected to keep their spaces in good order during the meeting.

Standard Booth Equipment

Each booth will have a 8' draped backwall and 3' side rails and drapes. The floor of the Exhibit Hall is carpeted, so exhibitors need not rent carpet for their booths.

Exhibit Service Contractor

Expenses for furnishings for exhibits are not part of the fee for booth rental. The official service contractor for the meeting of MPA in 2009 is:

GES General Exposition Services
5248 S. Cicero Ave.
Chicago IL 60638
Phone: 773-284-5230
Fax: 773-284-3979
Internet: <http://www.ges.com>

A service kit will be mailed to each exhibitor in February, 2009. The kit will include information on furniture rental and shipping, GES will receive all exhibit material and transport material directly to the exhibitor's booth. GES will remove and store empty crates from the Exhibit Hall and return them at the conclusion of the meeting. Exhibitors should insure all material shipped to GES.

All material received, other than those in exhibitor-owned vehicles, must be handled by GES. Exhibitors can personally handle material that can be carried by one person by hand. Exhibitors may not use carts, pallet jacks, or other equipment. A service desk will remain open during set-up and break-down for the meeting and during much of the meeting itself.

Exhibitors are urged to order and pay for services from GES in advance to take advantage of discount prices.

Cancellation

Cancellations of exhibit space must be provided in writing to the Convention Manager of MPA. Cancellations before January 1, 2009 will receive a 50% refund. Cancellations after January 1, 2009 will not be refunded.

Americans With Disabilities Act

Each exhibitor is responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold the MPA harmless from any consequences of exhibiting companies who fail in this regard.

Insurance and Liability, and Security

MPA, the Palmer House, and GES do not maintain insurance for exhibitor material. It is the sole responsibility for exhibitors to provide insurance coverage for their material and personnel from theft, fire, accidents, or any other cause.

The exhibiting company, its agents and representatives agree that MPA, the Palmer House, and GES and any of their offices, staff members, agents, or employees are not responsible for and are released from all liability as to any injury, loss, or damage that may occur to the exhibitor, the exhibitor's agents, directors, officers, or employees, or to any other persons, or to the exhibitor's property prior to, during, or after the meeting.

Security services will be present from 12:00 PM on Wednesday, April 30 through 12:00 PM on Saturday, May 2. Still, exhibitors are encouraged not to leave booths unattended during exhibit hours.

Small portable articles of value or personal items should always be properly secured and removed after exhibit hours. MPA will not guarantee exhibitors against, nor shall it be responsible for, loss of any kind.

Shipping

All shipments must be prepaid. The shipping address for GES will be provided in the exhibitor kit sent to exhibitors. Shipments should be delivered so that they arrive at GES approximately one week before the meeting. The Palmer House is not equipped to handle large shipments from exhibitors, and shipments directly to the hotel is discouraged.

Cancellation or Postponement of the Meeting

In the event of fire, strikes, riots, civil commotion, acts of God, war, terrorism, epidemics, and other unavoidable circumstances rendering it impossible or impractical for any reason for the MPA to perform such contract, the Association's performance under such contract shall be excused. In such events, all deposits and payments made by the exhibitor for exhibit space shall be returned to the exhibitor minus any expenses incurred by the Association on behalf of the exhibitor.

Additional Information

Contact:

Dr. Phil Finney
Convention Manager
Midwestern Psychological Association
Department of Psychology
One University Plaza
Southeast Missouri State University
Cape Girardeau MO 63701
Phone: 573-651-2452
Fax: 573-651-2176
Email: pfinney@semo.edu

Fire, Electrical, and Safety Regulations

All material, such as table drapes, backwall material, paper displays, or other decorations in the exhibitor's booth should be nonflammable

Agreement

The exhibitor agrees to abide by the "Rules" outlined in this prospectus and in the contract application. The exhibitor further agrees to adhere to and be bound by:

- All applicable fire, utility, and building codes and regulations.
- Any rules or regulations of the Palmer House where the meeting is held.

Cooperation of Exhibitors

The foregoing regulations with reference to exhibits have been formulated in the best interests of the exhibitor and cooperation is therefore requested. These regulations are a part of the agreement between the exhibitor and exhibit management.

Any matters not specifically covered in this prospectus and contract are subject to decision by the Convention Manager of MPA. Exhibit management reserves the right to make such changes, amendments, and additions to these rules as it considers advisable for the proper conduct of the exhibit with the provision that all exhibitors will be advised of any such changes.

Advertising

Advertising space is available in the Convention Program, which is given to all individuals who register at the meeting. Information regarding rates, copy requirements, due date, etc. follows below:

When: Reservations and camera-ready copy are due by January 1, 2009. The publication date for the program is approximately March 1.

Requirements: The Program Book is printed by offset press so we can accept camera-ready material only. The camera-ready copy should be 4 1/2" width x 7 1/4" height for each page.

Proofs: Our printing schedule is a very tight one, but it enables publication and circulation relatively soon after submission deadline. It is assumed that advertising departments and agencies will prepare the copy with care. Consequently, we will not show proofs or accept changes after submission. Two copies of the Convention Program will be mailed to you within two weeks of publication.

Rates: The cost is \$450 for a full page and \$250 for a half page. The cost for the back cover is \$900.

Discount for Exhibitors: Advertisers who exhibit at our meeting (with a booth, not a table top) will be given discounts for program book ads: Full page (\$350); Half page (\$200); Back cover (\$700)

SEND CORRESPONDENCE AND CAMERA-READY COPY TO:

MPA Secretary-Treasurer

Mary Kite, Ph.D.
Department of Psychological Science
Ball State University
Muncie, IN 47306
E-mail: mpa@bsu.edu

Recent Exhibitors and Advertisers

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Recovery, Inc
Safer Society Foundation
Sage Publications
Substance Abuse & Mental Health Services Adm.
The Out of Darkness Overnight
The Psychological Corporation
The Chicago School of Professional Psychology
Therapy Office
Thought Technology Ltd.
Wadsworth, Cengage Learning
Wiley-Blackwell Publishing
Worth Publishers

Tabletop Exhibits

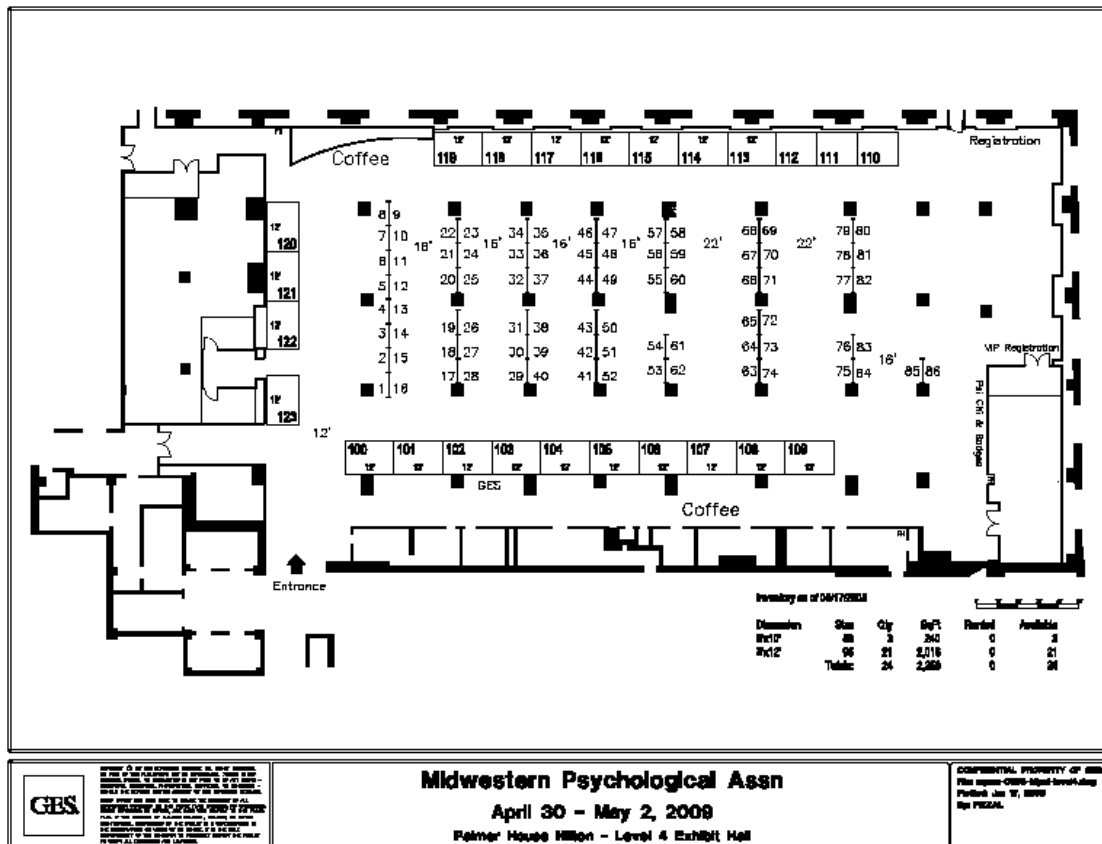
Material can be sent to MPA for placement on tabletop exhibits. The charge for display of material on a tabletop exhibit is:

- \$75 -- for as many copies of one item (e.g., brochure) as you wish to send.
- \$50 – for as many copies of each additional item (e.g., brochure) that you wish to send.
- There is no charge for other material (e.g., key chains, post-it pads, etc.) that you wish to distribute, as long as you have paid for at least one item (e.g., brochure).

Tabletop material must be shipped to GES (see the shipping section of this Prospectus).

Undistributed material cannot be returned.

Floor Plan for the Upper Exhibit Hall



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Midwestern Psychological Assn
April 30 - May 2, 2009
 Palmer House Hilton - Level 4 Exhibit Hall

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 By PEGAS