

American Association of Physics Teachers

EXHIBITOR PROSPECTUS



2024 Summer Meeting

July 6-10, 2024

Westin Boston Waterfront Seaport District

Boston, Massachusetts

Questions?

Contact Dan Cooke, AAPT Exhibits Sales/Management

email: cooke@aps.org

INVITATION LETTER

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

Dear Exhibitor,

We cordially invite you to participate as an exhibitor at the In-Person AAPT Summer Meeting in Boston, MA, at the Westin Boston Waterfront Seaport District in Boston, MA. The exhibitor schedule is July 7 -9 and is detailed on the following pages.

Exhibiting at AAPT National Meetings will showcase your products and services at one of the largest and most prestigious gatherings for introductory and advanced-level physics teachers as well as researchers operating in the world of physics and physics education.

As always, AAPT will work to maximize your experience and success as an exhibitor by helping you engage with the physics education community, learn about the latest resources for your business, establish new relationships while strengthening existing ones, and being an important part of you reaching your overall business goals.

This handbook provides you with information to prepare you for your three days on the show floor. Please read through these pages carefully and if you're interested in reserving an exhibit space, fill out the forms for the level of participation you desire.

In addition to booth space, we're happy to offer additional marketing opportunities to help maximize foot traffic to your booth that will maximize your lead generation activities including online program advertising, commercial workshops, and customized sponsorships at meetings and beyond.

Please contact me by email, text, or phone for more information. We'd love to have you participate as an exhibitor!

Sincerely,

Dan Cooke
AAPT Exhibits Manager
cooke@aps.org
310-922-3902 (m)

EXHIBITOR SCHEDULE

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

Exhibitor Schedule*

Date	Exhibitor Move-In & Setup	Exhibitor Hours	Exhibitor Move-Out & Breakdown
Sunday, July 7	10:00 AM - 5:00 PM	5:00 - 6:30 PM**	
Monday, July 8		10:00 AM - 5:00 PM	
Tuesday, July 9		10:00 AM - 4:00 PM	4:00 PM - 7:00 PM

*Tentative, exact times are subject to change **Welcome Reception

When You Arrive - Registration and Exhibitor Badge Pick-Up

Beginning Saturday, July 6, your team can pick up exhibitor badges from the registration area. Registration is scheduled to be open Saturday 7/6 - Tuesday 7/9 from 7:00 AM - 4:00 PM. Earlier registration available Friday 7/5 from 4:00 PM - 7:00 PM.

Exhibitor Appreciation Breakfast

The Exhibitor Breakfast is tentatively scheduled for Tuesday, July 9th from 9:00 AM - 10:00 AM.

EXHIBITOR CONTRACT

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

Company Data

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Website: _____

Company Name on Booth Sign: _____

Primary Contact: _____ Email: _____

BOOTH FEES (10' X 10')

Sustaining Member Early Bird (Paid in Full Before May 1, 2024)	\$1,500
Nonmember Early Bird (Paid in Full Before May 1, 2024)	\$1,750
Sustaining Member Regular Rate	\$2,050
Nonmember Regular Rate	\$2,400

YOUR RESERVATION FOR SUMMER 2024

NUMBER OF BOOTHS _____ RATE _____ TOTAL AMOUNT DUE: _____

Each 10x10 Booth includes pipe & drape back/side walls, one table, two chairs, a wastebasket, exhibitor sign, basic internet, two full meeting registrations, and up to six exhibitor badges for full-time company staff. All booth and sponsorship fees are due no later than 6/16/2023. You will receive an Exhibitor Service Kit to order furnishings.

We are no longer accepting credit card information on this application. Upon receipt of this application, CC data will be collected through secure, PCI compliant methods. Exhibitor agrees to abide by all terms, conditions, and regulations set forth in this contract and by show organizer.

Authorized Signature: _____

Authorized Name Printed: _____

BOOTH LOCATION PREFERENCES

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ (Floor Plan on Next Page)

Email This Form to cooke@aps.org. You may also mail directly to AAPT, email cooke@aps.org for those contact details.

EXHIBIT HALL FLOOR PLAN

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

Location: Pavilion (Concourse Level, Westin Boston Seaport District)

120		121	218
118		119	216
116		117	214

		113	210
110		111	208
108		109	206
106		107	204
104		105	202
102		103	200
100			

COMMERCIAL WORKSHOP OVERVIEW

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

Commercial Workshops

To provide a hands-on forum for exhibiting companies, AAPT schedules workshops as a unique selling tool to enhance the presentation/sale of products & services. We invite exhibitors to showcase materials useful to educators during workshops at National Meetings to increase the resources available to our members. Workshops are open to all AAPT meeting attendees. Hosting a Commercial Workshop is an exclusive opportunity for exhibitors only.

The form should contain:

- Workshop Title Abstract (200 word limit)
- Name of Workshop Leader
- Preferred Day/Time of Presentation
- Maximum Number of Estimated Attendees
- Set-up Preference (Theater or Classroom Style)

The abstract should contain: Activities taking place during the workshop, materials to be featured, and attending the workshop benefits physics teachers. Submit abstract materials online at www.aapt.org/events/swkshpform.com.

Publicity

Your presentation will be robustly advertised to meeting attendees:

- The workshop is included on the AAPT website and all meeting schedules.
- Posters announcing Commercial Workshops will be visible at the registration area onsite.
- Distribution of workshop flyers are permitted onsite at the meeting.

Responsibilities

Your company is responsible for: Planning the workshop, AV equipment, & conducting the workshop. **AAPT's Programs & Conferences Department is responsible for:** Providing the meeting room, set-up including tables, chairs, and a speaker's table.

Charge

There will be a fee for each Commercial Workshop (see application on next page)

Questions?

Contact Dan Cooke + Phone 310-922-3902 (m) + cooke@aps.org

COMMERCIAL WORKSHOP APPLICATION

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

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

Company Name: _____

Contact Information (Workshop Coordinator)

Name: _____

Email: _____ Phone: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Workshop Details + 200-Word Abstract Required; Attach Hard Copy Unless Submitted Online Workshop

Leader(s): _____

Please list any company you would NOT want scheduled simultaneously with yours:

Number of attendees: Less Than 25__ 25-50__ Room Set-Up Style Theater__ Classroom__

All Information Must Be Completed Before Acceptance by AAPT

**Number of Workshops _____ Cost Per \$600 Total
Cost _____**

**Thank you! You will be billed for the
workshops upon acceptance.**

SPONSORSHIP OPPORTUNITIES

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

AAPT meetings bring physicists, educators, students, and corporate associates from the U.S. and around the world together under one roof. There is no better opportunity to position your company's products and services among the people who use them the most. All sponsorships include signage at the event and recognition in the online program guide.

<h2>Sponsorship Events & Products</h2>		
Meeting App	The AAPT Meeting App is used extensively by attendees before, during and after the meeting. Virtual booth listings, banners and logo placements available.	\$3,000
Morning/ Afternoon Coffee and Refreshment Breaks (Four Available)	Exclusive signage, ownership and recognition of one morning or afternoon break held in the Exhibit Hall. This is a powerful and easy sponsorship to invest in.	\$3,000
Conference Bags	Sponsor's logo featured prominently on meeting bags. Exceptional promotional opportunity featuring your logo showing up everywhere during and after the meeting.	\$4,000
Conference Bag Inserts	Placement of an 8 1/2" x 11" flyer in the conference bag. Approximately 1,200 pieces. Promotional items are also accepted. Price is for inserting only.	\$500
Poster Session (Two Available)	Exclusive signage, ownership, and recognition of one afternoon poster session held in the exhibit area. Two per meeting are available.	\$3,000
Welcome Reception	Exclusive signage, ownership, and recognition of the opening event held in the exhibit hall. The vast majority of all attendees and exhibitors attend this event.	\$10,000

Digital Lounge	Open work stations available for sponsorship. A computer with an open internet connection is a magnet to this day and prime opportunity for corporate visibility.	\$5,000
First-Timers Gathering	Exclusive signage, ownership and recognition of the first-timer event. Make a positive impression on attendees and hosts by sponsoring continental breakfast for this great event.	\$2,500

AAPT EMAIL POLICY

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

Each AAPT Exhibitor, whether in-person or virtual, is entitled to dedicated email blasts sent to meeting attendees. The timing of email blasts will be determined by AAPT and must be sent no more than thirty days before or thirty days after the meeting.

- Use of the email service is available only to confirmed exhibitors, either in-person or virtual, who have paid exhibitor fees in full. Costs are included in those fees.
- All email blasts will be sent by AAPT staff on your behalf.
- AAPT requires at least three business days to process and send all email blasts.
- Email content must be sent in an HTML files with links to any images. Please include your desired subject line.
- A test email will be sent to the email address(s) you provide below.
- AAPT reserves the right to reject emails deemed unsuitable for any reason. •

Requests will be honored in order of the date requests are sent.

Please supply the information below and send to programs@aapt.org:

Company Name: _____

Date range you prefer email to be sent: _____

Test email address(es): _____

EXHIBITOR RULES & REGULATIONS

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

Definitions: The words “Exhibit Management” used herein refer to The American Association of Physics Teachers (AAPT).

General Conduct of Exhibitors: All participants involved with AAPT meetings in any capacity are expected to abide by the American Association of Physics Teachers Event Participation Code of Conduct. Please review that information here: https://aapt.org/aboutaapt/organization/code_of_conduct.cfm

Specific to exhibitors and sponsors, the exhibitor agrees to have personnel present in the physical or virtual booth during the hours specified as necessary by Exhibit Management. For in-person meetings, all materials and activities must be confined to the limits of the exhibit booth(s) and may not impede traffic or interfere with other exhibits. Furthermore, all of the following practices are expressly prohibited: The promotion of products or services other than the exhibitor’s, excessive noise that interferes with other exhibitors, the storage or use of flammable or explosive materials (or any substance prohibited by local laws or insurance carriers), the operation of x-ray equipment, the soliciting of participation in surveys or any harassment of attendees, the use of live animals, the solicitation of business by anyone other than representatives of exhibiting organizations, and the publicizing or conducting of any activities other than Commercial Workshops that would attract attendees away from the exhibition during exhibit hours. For virtual meetings, the following practices are expressly prohibited: The promotion of products or services other than the exhibitors, online activities either within or outside of the virtual meeting space that interferes with other exhibitors, the soliciting or participation in surveys or any harassment of attendees, the solicitation of business by anyone other than representatives of exhibiting organizations, and the publicizing or conducting of any activities other than Commercial Workshops that would attract attendees away from the virtual exhibition during exhibit hours.

Exhibitor Registration and Housing: For in-person meetings, exhibitors are entitled to two (2) full meeting registrations, and six exhibitor badges to be used by the exhibitor’s full-time company staff. After six, exhibitor badges are \$10 USD each. Each exhibitor must wear an official exhibitor’s identification badge. Exhibitors are responsible for making their travel and housing arrangements. For virtual meetings, exhibitors are entitled to two (2) full meeting registrations, and six exhibitor registrations. Exhibitor registrations allow access to the virtual booth, the exhibitor's commercial workshops, and other promotional events requiring exhibitor personnel.

Arrangement of Exhibits: All exhibits must be arranged so as not to obstruct the general view or hide other exhibits. Backgrounds (including signs) must be no more than 8’ in height. Material extending into the exhibit area by more than 3’ from the back wall cannot exceed 3’ in height. No partitions other than the side rails will be allowed, unless specifically approved by Exhibit Management. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Exhibit Management may (at the exhibitor’s expense) direct revisions of any exhibit that does not comply with the above guidelines. Exhibit booths may only be used in a straight line as it appears on the floor plan.

(Rules and Regulations Continued on Next Page)

EXHIBITOR RULES & REGULATIONS

AAPT Summer Meeting + Westin Boston Waterfront Seaport District + Boston, MA + July 6-10, 2024

Rejection & Penalties: Exhibit Management reserves the right to refuse any application for exhibit space either physical or virtual, as well as the right to restrict, evict or deactivate the virtual presence of any exhibitor that, in the opinion of Exhibit Management, detracts from the general character of the exhibition or meeting itself, as well as anyone violating the code of conduct described and linked to in “General Conduct of Exhibitors” above. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, virtual presentations or materials of any type, and method of operation. In the event of such restrictions, eviction, or deactivation of virtual presence, Exhibit Management will not be liable for any refunds or other exhibit expenses.

Insurance: For in-person meetings, exhibitors are urged to take out a portal-to-portal rider on their own insurance policy, usually available at a nominal cost, to protect against loss through theft, fire, damage, etc. Exhibitors are responsible for their equipment and property. The exhibit area will be monitored and secured, but AAPT does not guarantee nor protect the exhibitor against loss of any kind. Each party agrees to be responsible for its own property through insurance or self-insurance; exhibitors shall hold harmless AAPT for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.

Liability: For in-person meetings, the exhibitor agrees to assume all responsibilities for any damage to the exhibit area. The exhibitor also expressly indemnifies and holds harmless AAPT, the show’s official service contractor, and any other agents of Exhibit Management from any and all liability that may ensue from accidents, injuries, damage by fire, loss or theft of property, or any other cause. Security guards will be provided as determined necessary by Exhibit Management; however, the exhibitor retains sole responsibility for his/her own exhibit materials. For in-person meetings, in the event that the exhibition is 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. For virtual meetings, in the event that the virtual exhibition including all sponsorship elements or the virtual meeting itself is canceled, the liability of Exhibit Management shall be limited to the monies paid by the exhibitor as virtual booth rental and other sponsorship fees, less a proportionate share of all expenses incurred by Exhibit Management for the exhibition.

Subletting of Space: For in-person meetings, no exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted without the knowledge and written consent of Exhibit Management. For virtual meetings, no exhibitor shall assign, sublet, or apportion the whole or any part of any promotional elements included with sponsorship packages without the knowledge and written consent of Exhibit Management.

Payment Terms: For in-person meetings, a deposit in the amount designated by Exhibit Management must accompany this application contract, and full payment must be received by the date set forth on the exhibitor contract(s). Fees not paid by this date will be subject to a late fee of at least \$250.00 USD.

Cancellations: For in-person or virtual meetings, after a signed contract has been received, cancellations prior to the date designated by Exhibit Management (typically November 1st of the prior year for the AAPT Winter Meeting or May 15 for the AAPT Summer Meeting) will be liable for a penalty of at least \$315.00 USD per booth reserved or online sponsorship package. Cancellations after the date designated by Exhibit Management will be liable for a penalty of \$650.00 per booth or online sponsorship package. All cancellations must be submitted in writing.