



2021 APSARD Virtual Conference January 15-17, 2021 Sponsor & Exhibitor Prospectus

ADHD in the Era of COVID: Maintaining Focus

APSARD



The American Professional Society
of ADHD and Related Disorders





A LETTER FROM OUR 2021 PROGRAM CHAIR

Dear Colleagues,

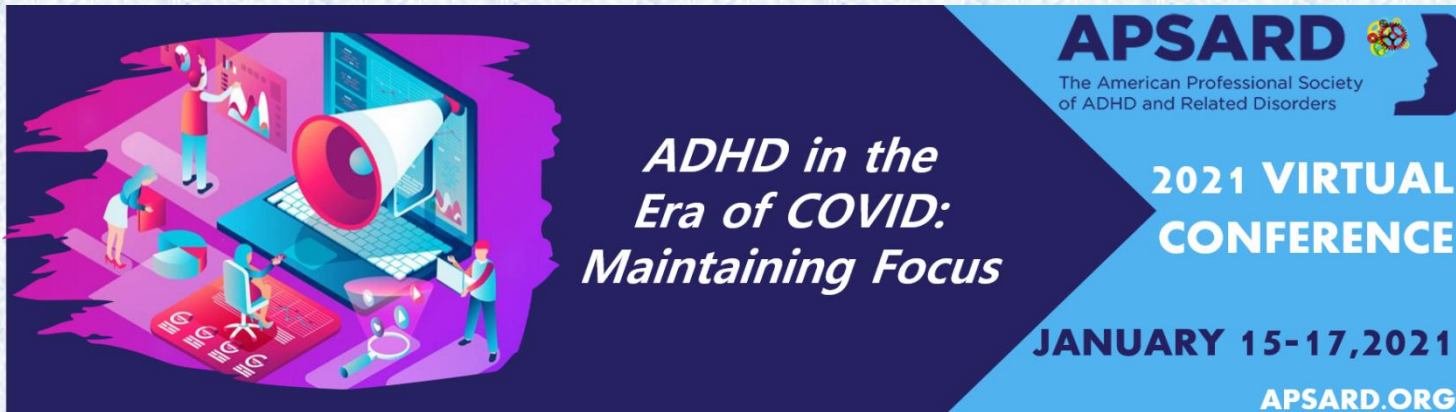
The APSARD Annual Meeting will be held virtually in 2021. The meeting is an important venue for the presentation of critical information on ADHD and Related Disorders including appropriate diagnosis and assessment, current, as well as emerging, treatment paradigms and updates in science and technology advances. APSARD is known as a meeting which brings together multidisciplinary specialists in a collaborative atmosphere, to discuss practical, applied approaches to the management of ADHD in the real-world setting.

The 2021 Annual Meeting, held on January 15-17, 2021, will always provide clinicians with specific, practical information for appropriate diagnosis, assessment and treatment of ADHD in diverse setting and populations. In addition to the traditional interests of APSARD, we will also address the impact of COVID-19 on both our patients and our practices. There will be a focus this year on how social injustice and racial bias negatively impacts disadvantaged communities.

We welcome your participation and support.

Yours Sincerely,

Steven Pliszka, M.D.
APSARD 2021 Program Chair
Professor
UT Health Science Center at San Antonio



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Drexel University

Russell Schachar, M.D.
University of Toronto

YOU ARE INVITED TO VIRTUAL EXHIBIT AT OUR ANNUAL MEETING

The 2021 Annual Meeting for the American Professional Society of ADHD & Related Disorders (APSARD) will be held virtually on January 15-17, 2021. Virtual sponsorship and exhibit opportunities are now available, and we would be delighted to have your participation and invite you to complete the enclosed Exhibit and Sponsorship Application.

As a multi-disciplinary, professional organization, the American Professional Society of ADHD and Related Disorders' goal is to improve outcomes for individuals with ADHD and their families by promoting research throughout the lifespan on ADHD and disseminating evidence-based practices and education.

Led by a diverse Board consisting of global experts in fields such as psychiatry, epidemiology, ethics, coaching, psychology, advanced-practice nursing, and pediatrics, APSARD's goal is to work with ADHD patient organizations to heighten the public's understanding of ADHD to reduce stigma and further promote effective dialogue between healthcare professionals and patients.

SPONSORSHIP OPPORTUNITIES

Enhance your presence at the 2021 APSARD Virtual Meeting. See enclosed **Sponsorship Opportunities** for more details and cost.

We look forward to working with you to make your exhibit at the 2021 Virtual Meeting a success! Please contact us if you need additional information.

LIABILITY/HOLD HARMLESS

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend APSARD from and against all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which may incur, pay or be required to pay, incidents, or indirect employee negligence, acts or omissions by Exhibitor/Attendees; and APSARD and its respective agents or employees shall not be responsible for loss, damage or destruction of property.

ENFORCEMENT OF RULES AND REGULATIONS

The rules and regulations of APSARD exhibits are intended to bring order and fairness to the Conference. APSARD shall have the final determination for enforcement of all rules, regulations and conditions. APSARD reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the APSARD mission and values. This includes the conduct of persons and the content. APSARD may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

EXHIBITOR RESPONSIBILITY AND BADGES

Each exhibitor must name at least one person to be representative in connection with operation of the virtual exhibit. Each sponsorship includes one (1) complimentary registration. Additional representatives may register for an additional fee.

TERMS AND CONDITIONS

By submitting an exhibit application; I hereby authorize APSARD to reserve exhibit space for use by my company or organization. I hereby acknowledge receipt of and agree to abide by these Exhibit Rules and Regulations and to all conditions under which exhibit space is leased to APSARD. APSARD reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. I have signed the exhibit application indicating that I understand the rules and regulations.

ABOUT APSARD

THE MISSION

APSARD is an organization consisting of a broad spectrum of allied mental health experts working to improve the quality of care for patients with ADHD through the advancement and dissemination of research, and evidence-based practices. APSARD will fill unmet education and training needs for healthcare professionals helping patients with ADHD, from childhood through adulthood.

OUR CORE VALUES

APSARD strives for these Core Values:

- Commitment to excellence
- Commitment to integrity
- Commitment to openness and transparency
- Multi-disciplinary and interdisciplinary focus
- Supports highest level of scholarly activity and evidence-based practice

THE VISION

To be the premier professional society for the exchange and dissemination of scientific knowledge and best clinical practices for ADHD and related disorders.

ABOUT OUR VIRTUAL CONFERENCE

MEETING DATES:

January 15-17, 2021

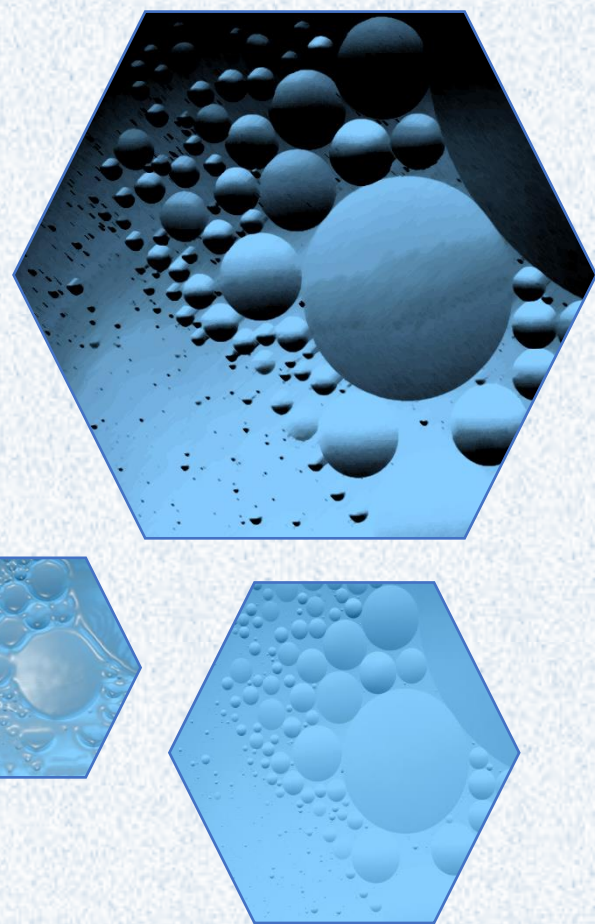
EXHIBITION SCHEDULE:

The virtual exhibit hall will be held via exclusive Zoom rooms for each organization.

➤ **Show Dates:** Friday, January 15 to Sunday, January 17, 2021.

APSARD reserves the right to modify this schedule. Exhibitors will be notified at that time.

CONFERENCE SITE: <https://apsard.societyconference.com/v2/>



EXHIBITING AT THE EVENT

EACH EXHIBITOR IS PROVIDED WITH THE FOLLOWING:

- ❖ Recognition in the APSARD online program book
- ❖ Recognition on the APSARD website
- ❖ A list of exhibitors will be distributed to the attendees
- ❖ Opportunity to provide an exclusive Zoom meeting room to the attendees
- ❖ Invitation to participate in APSARD's Sponsor & Exhibitor Meet-up on Friday, January 15

EXHIBIT CANCELLATION

Refunds will be given, minus deposit fee, if cancellations are submitted to info@apsard.org by December 15, 2020. Cancellations are made after December 15, 2020 will not be subject to a refund.

EXHIBITOR HANDOUT

Describe in 50 words or fewer the products or services to be exhibited exactly as you want the information to appear. This description must be received by APSARD with the application to be included by December 15, 2020.

(Descriptions may be edited slightly to maintain consistency.) Please email copy to info@apsard.org



WAYS TO ENGAGE VIRTUAL MEETING ATTENDEES

VIRTUAL EXHIBITION ROUND TABLE

Each conference exhibitor will be invited to participate in our virtual conference meet-up on **Friday, January 15 from 1 – 1:45 PM ET**. Attendees and exhibitors will come together for the first 15 minutes for the APSARD team to introduce each exhibiting company. After introductions, attendees will go to the exhibiting companies of their choice for the remaining 30 minutes. APSARD will be giving away (1) conference registration to the 2022 Annual Meeting to encourage attendee participation.



APSARD will send out a targeted email blast for the event and include which companies are participating, as well as any giveaways that companies plan on hosting. You can verify participation on your commitment form. The APSARD Executive Office will re-confirm participation and incentives closer to the meeting.

VIRTUAL BINGO

Attendees will be encouraged to participate in a virtual game of bingo that will last for the entirety of the Virtual Conference. The bingo will require participants to see and interact with certain aspects of the meeting, including the virtual exhibitors, to mark items off the board. Each exhibitor interested in participating will be given a word or phrase that they will share with individuals who attend their exhibit hall session. Every participating exhibitor will be given a square on the board that asks for the word or phrase. Attendees will have the chance to win exhibitor prizes, complimentary registration to the 2022 APSARD meeting and more! Participation is free and optional.

VIRTUAL GOODIEBAG

Many conferences, pre-COVID-19, offered goodie bags to attendees that were full of swag and helpful tools- the Virtual Conference will continue this tradition! The virtual goodie bag webpage will be a place that stores content that is available before and throughout the virtual meeting, speaker handouts, user guides, FAQs, quick links and more. Should exhibitors wish to provide attendees with meeting swag, they will be able to advertise so in the goodie bag. At registration, attendees will be asked to update their mailings addresses so that exhibitors will be able to send swag to an available location. Participation is optional and available for a \$150.00 fee per goodie bag item.



**NEW
THIS YEAR!**

**\$3500: APSARD HEALTH
EQUITY SPONSOR**

There are important ongoing dialogues in our country and worldwide regarding issues related to racism, racial disparities and related access to care. COVID-19 has disproportionately affected disadvantaged communities and people of color due to disparities in many social determinates of health. But these issues extend well beyond COVID-19, and pose important issues related to health care in general, and care of individuals and families with ADHD, in particular. APSARD wants to open sponsorship opportunities to practitioners who focus their care on minorities or work in rural areas. This sponsorship will include:

- ❖ (1) APSARD Membership for 2021 for a Practitioner who has a focus in a rural area or works with minorities
- ❖ (1) APSARD Virtual Meeting for the recipient
- ❖ (1) complimentary registration for company representative to the APSARD Virtual Meeting
- ❖ Ability to participate in APSARD Virtual Exhibition Roundtable on Friday, January 15
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book

www.apsard.org

2021 APSARD MEMBER OF MERIT AWARD— \$25,000

This sponsorship will include naming rights to the 2021 APSARD Member of Merit Award. The Member of Merit will be chosen from APSARD member nominations and voted on by the APSARD Board of Directors. This sponsorship will include:

- ❖ Plaque given to the Awardee with both the APSARD logo and company logo
- ❖ Recognition in the daily email the day the award is given with the company's logo and award winner highlighted
- ❖ (2) Conference registrations to APSARD 2021.
- ❖ (2) APSARD Memberships for 2021.
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book.
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ Ability to participate in APSARD Virtual Exhibition Roundtable on Friday, January 15



\$3500: SPONSOR AN EARLY CAREER PROFESSIONAL

APSARD is proud of the participation we have with students and early career professionals. If you would like to sponsor an early career professional you will receive:

- ❖ (1) APSARD Membership for 2021 for an early career professional
- ❖ (1) APSARD Virtual Meeting for the recipient
- ❖ (1) complimentary registration for company representative to the APSARD Virtual Meeting
- ❖ Ability to participate in APSARD Virtual Exhibition Roundtable on Friday, January 15
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendee
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book



Email info@apsard.org for further information, clarification or to create a unique package.

PLATINUM SPONSOR: \$50K

Includes an industry sponsored symposia!

2 AVAILABLE

- Exclusive 60-minute Industry Sponsored Symposia*
 - Featured on Daily Email
 - Session recording available to conference attendees for 90 days post-conference
 - Any relevant feedback on the session given from conference attendees
- (10) APSARD Memberships for 2021
- (10) Conference registrations to 2021 Virtual Conference
- (1) Full-page ad in the online conference program book
- Recognition on the conference walk-in slides
- Sliding logo on www.apsard.org meeting page
- Ability to participate in APSARD Virtual Exhibition Roundtable on Friday, January 15
- Hanging banner on the APSARD virtual platform used by all conference attendees
 - *Exclusive only to platinum sponsors.*
- (1) posting for Virtual Goodie Bag
- Session Introduction from an APSARD Board Member
- Company description in the exhibitor handout
- Company contact information distributed to attendees

*No concurrent symposia sessions running during your scheduled session.

**EXCLUSIVE
60-MINUTE
INDUSTRY SPONSORED
SYMPOSIA**

SPONSOR PACKAGES

GOLD – \$30,000

- ❖ (7) Conference registrations to the 2021 Virtual Conference
- ❖ (7) APSARD Memberships for 2021
- ❖ ½ page ad in the online conference program book
- ❖ Recognition on the conference walk-in slides
- ❖ Sliding logo on www.apsard.org meeting page
- ❖ Ability to participate in APSARD Virtual Exhibition Roundtable on Friday, January 15
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ A non-exclusive symposia session can be added to this level for an additional \$10,000. Only 2 available!

SILVER – \$20,000

- ❖ (5) Conference registrations to APSARD 2021.
- ❖ (5) APSARD Memberships for 2021.
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book.
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ Ability to participate in APSARD Virtual Exhibition Roundtable on Friday, January 15

BRONZE – \$10,000

- ❖ (3) Conference registrations to APSARD 2021.
- ❖ (3) APSARD Memberships for 2021.
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book.
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ Ability to participate in APSARD Virtual Exhibition Roundtable on Friday, January 15



Email info@apsard.org for further information, clarification or to create a unique package.

SPONSOR & EXHIBITOR OPTIONS

VIRTUAL EXHIBITOR

\$2,500 – Industry Exhibits

\$1,500 – Non-profit or Academic Exhibits

Includes:

- ❖ (1) complimentary registration for company representative to the APSARD Virtual Meeting
- ❖ Ability to participate in APSARD Virtual Exhibition Roundtable on Friday, January 15
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book

Additional company badges can be purchased for \$200 each. There is a max of 3 available per company.

PROGRAM BOOK ADVERTISEMENTS

- ❖ \$1000: Inside Front Page of the Online Program Book Ad
- ❖ \$500: Full Page Online Program Book Ad
- ❖ \$250: ½ Page Online Program Book Ad

Program book ads must be submitted to info@apsard.org by December 15, 2020. All ads will need the approval of the APSARD Executive Office.

WEBSITE & EMAIL ADVERTISEMENT

- ❖ \$2000: **Website Banner**—Company Banner on the bottom of the APSARD Conference page on www.apsard.org for a 3-month period.
- ❖ \$2000: **Registration Promotion Email**—Your company's ad on the bottom of an APSARD Conference promotion email sent to the entire APSARD database.
- ❖ \$1500: **Daily/Know Before You Attend Email Sponsor (4 available)**—Banner ad included in daily "onsite" or know before you attend email to all of the conference attendees.
- ❖ \$1000: **Social Media Promotion**—APSARD will share an advertisement of your choice on all of APSARD's social media platforms.
- ❖ \$500: **Sliding logo**—Company logo to be put into slideshow on the APSARD Conference page on www.apsard.org for a 1-month period.
- ❖ \$150: **Conference Goodie Bag**—Item located on the Virtual Conference Goodie bag featured on the APSARD conference site.

ADHD in the Era of COVID: Maintaining Focus

**2021 VIRTUAL
CONFERENCE**

JANUARY 15-17, 2021

APSARD.ORG

Sponsor & Exhibit Commitment Form

Send form via email to info@apsard.org.

E-mail full-color AND black/white logos to Jessica Mathews, info@apsard.org, for inclusion in conference materials. Your logo must be received no later than December 15 to be included in all materials.

List the contact person to whom all correspondence should be sent. (Please print clearly)

Contact Person: _____ Title: _____

Organization: _____

Street Address: _____ City, State/Province: _____

Postcode/ZIP: _____ Country: _____ Phone: _____ Fax: _____

E-mail: _____ Website: _____

☐ Platinum Sponsor: \$50K

☐ Health Equity Sponsor: \$3500

☐ Gold Sponsor: \$30K

☐ Gold Sponsor Symposia Session Add-On: \$10K

☐ Silver Sponsor: \$20K

☐ Early Career Professional: \$3500

☐ Virtual Exhibitor: \$2500 (for profit)

☐ Bronze Sponsor: \$10K

☐ Virtual Exhibitor: \$1500 (non-profit)

☐ Member of Merit: \$25K

☐ Attendee Gift: \$1K

Program Book ☐ Front Cover: \$1K ☐ Full Page: \$500 ☐ Half Page: \$250

Website:

☐ Banner: \$2K

☐ Promo Email: \$2K

☐ Daily Email: \$1500

☐ Social Media: \$1K

☐ Sliding Logo: \$500

☐ Conference Goodie Bag: \$150

Payment Information:

Total Payment: \$ _____ Check number: _____

Credit Card: ☐ Visa ☐ MasterCard ☐ American Express Card Number: _____

Exp Date: _____ Cardholder Name: _____

Phone: _____ Signature: _____

Cardholder Email: _____