

# APSARD



The American Professional Society  
of ADHD and Related Disorders



# Conference Prospectus

## JANUARY 14 - 16, 2022

### THE WESTIN LA PALOMA ▲ TUCSON, AZ



[www.apsard.org](http://www.apsard.org)

# 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.

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## MEETING DATES:

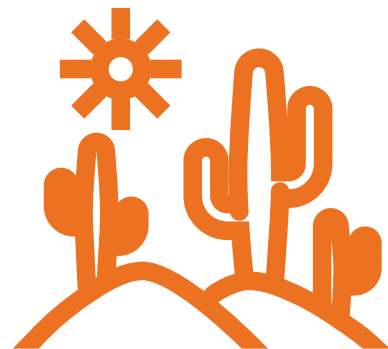
**January 14-16, 2022**

## EXHIBITION SCHEDULE:

APSARD is looking forward to being back in person in Tucson. The planning committee is still confirming the schedule and will send updated details when finalized. Exhibitors are invited to attend the opening reception on Friday, January 14.

## CONFERENCE SITE:

**<https://apsard.societyconference.com>**



# PLATINUM SPONSOR: \$50K

*Includes a 60-minute industry sponsored symposia!*

**3 available**

- 60-minute featured during the main program at a prime time!
- Session information inclusive of abstract, objectives, and speakers included on the conference schedule
- Highlighted session information in the conference daily email on the day of the session
- (10) APSARD Memberships for 2022
- (10) Conference registrations to 2022 Conference
- (1) Full-page ad in the online conference program book
- Typed name recognition on the conference walk-in slides
- Sliding logo on [www.apsard.org](http://www.apsard.org) meeting page
- Exhibit table at the conference
- Session Introduction from an APSARD Board Member
- Company description in the exhibitor handout with contact information
- Pre and post conference attendee list\*  
*\*emails not included*

**60-Minute  
Industry Sponsored  
Symposia**



# ADDITIONAL SPONSOR PACKAGES

## Gold - \$30,000

- ❖ (7) Conference registrations to the 2022 Conference
- ❖ (7) APSARD Memberships for 2022
- ❖ ½ page ad in the online conference program book
- ❖ Typed name recognition on the conference walk-in slides
- ❖ Sliding logo on [www.apsard.org](http://www.apsard.org) meeting page
- ❖ Company description and contact information to attendees
- ❖ (1) 6' table at the Annual Conference



## Silver - \$20,000

- ❖ (5) Conference registrations to APSARD 2022.
- ❖ (5) APSARD Memberships for 2022.
- ❖ Typed name recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book.
- ❖ Company description and contact information to attendees
- ❖ (1) 6' table at the Annual Conference

## Bronze - \$10,000

- ❖ (3) Conference registrations to APSARD 2022.
- ❖ (3) APSARD Memberships for 2022.
- ❖ Typed name recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book.
- ❖ Company description and contact information to attendees
- ❖ (1) 6' table at the Annual Conference

Email [info@apsard.org](mailto:info@apsard.org) for further information, clarification or to create a unique package.



**Research  
Award  
Sponsor**

**\$25,000**

**APSARD receives a vast number of research poster submissions each year! Showcase your support and encourage cutting edge research in ADHD and related disorders through this exclusive sponsorship:**

- ❖ An exclusive award with your company name titled “The \_\_\_\_\_ Research Award.
- ❖ Support of three (3) awards showing your name on three (3) ribbons of acknowledgement
- ❖ A slide acknowledging the award, the names of the recipients, and the title of the research project
- ❖ A verbal confirmation to the award recipients
- ❖ A highlight of the award in email to attendees
- ❖ Logo recognition in the program book, conference signage, and on the APSARD 2022 Conference website

*Please note:* The APSARD Program Committee will decide the recipient(s) of each Research Award.

**[www.apsard.org](http://www.apsard.org)**



# **APSARD Health Equity Sponsor \$5,000**

**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 2022 for a Practitioner who has a focus in a rural area or works with minorities
- ❖ (1) APSARD Conference registration for the recipient
- ❖ (1) complimentary registration for company representative to the APSARD Conference
- ❖ (1) 6' exhibit table at the conference
- ❖ Acknowledgement through company logo in program book



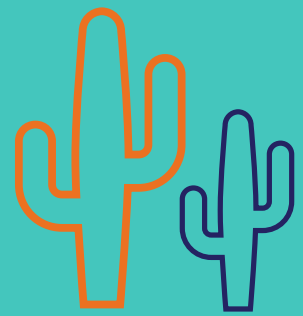
**Early Career  
Sponsor**

**\$5,000**

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

- ❖ **APSARD Membership for 2022 for three (3) early career professionals**
- ❖ **APSARD Meeting registration for the recipients**
- ❖ **(1) complimentary registration for company representative to the APSARD Meeting**
- ❖ **Company description in the exhibitor handout**
- ❖ **Company contact information distributed to attendee**
- ❖ **Acknowledgement through company logo in program book**

# ADVERTISEMENTS



## PROGRAM BOOK ADVERTISEMENTS

- ❖ **\$1,000: 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](mailto:info@apsard.org) by December 15, 2021. All ads will need the approval of the APSARD Executive Office.*

## \*NEW\* HEADSHOT SPONSOR

- ❖ **\$4,000 (1 available):** Be the sole named sponsor of the booth providing headshots for all APSARD board members and made available for all members to update their headshots!

## WEBSITE & EMAIL ADVERTISEMENT

- ❖ **\$5,000: Website Banner**—Company Banner on the bottom of the APSARD Conference page on [www.apsard.org](http://www.apsard.org) for a 3-month period.
- ❖ **\$2,000: Registration Promotion Email**—Your company's ad on the bottom of an APSARD Conference promotion email sent to the entire APSARD database.
- ❖ **\$1,500: 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.
- ❖ **\$1,000: 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](http://www.apsard.org) for a 1-month period.
- ❖ **\$500: Conference Flyer**—Flyer distributed during registration check-in.



# 2022 Exhibit Packages

## ALL EXHIBITORS WILL

- Be on the conference website
- Have their logo In the online program book
- Be highlighted on the APSARD Mobile App
- Have typed name recognition on walk-in slides and contact information shared with attendees
- Receive (1) 6' skirted table, 2 chairs, wastebasket and easel.

## TABLETOP DISPLAYS

\$3,500\* – Industry Exhibits

\$2,500\* – Non-profit or Academic Exhibits

Includes:

- 1 complimentary registration for booth attendant to the APSARD Annual Meeting.
- 6' skirted table, 2 chairs, wastebasket and easel.
- Complimentary shared Wi-Fi is included.
- Any additional charges will be the responsibility of the exhibitor (including electricity, food and beverage, additional equipment, etc.).

## 10 x 8 EXHIBIT

\$6,000\* – Industry Exhibits

Includes:

- 1 complimentary registration for booth attendant to the APSARD Annual Meeting.
- Complimentary shared Wi-Fi is included.
- Any additional charges will be the responsibility of the exhibitor (including electricity, food and beverage, additional equipment, etc.).

## 10 x 10 EXHIBIT

\$8,000\* – Industry Exhibits

Includes:

- 2 complimentary registration for booth attendant to the APSARD Annual Meeting.
- Complimentary shared Wi-Fi is included.
- Any additional charges will be the responsibility of the exhibitor (including electricity, food and beverage, additional equipment, etc.).

***The above fees do not include freight material handling charges incurred by the decorator. You will be responsible for any freight material handling charges. An exhibitor guide with details will be sent to all exhibitors once participation is confirmed.***

Please note that should you need additional registrations, please contact [info@apsard.org](mailto:info@apsard.org) for group registration.

# ADVISORY BOARD MEETINGS

Organized by the sponsor in consultation with the APSARD Organizers, advisory board meetings may take place in the Westin La Paloma Resort & Spa. If you are interested or would like more information, please send your request/questions to [info@apsard.org](mailto:info@apsard.org). *Please note*, your meeting cannot occur during the conference program.

**The available times for advisory board meetings are as follows:**

Thursday, January 13<sup>th</sup>                      Any time

*\*Please note there is a 4 hour time limit for meetings.*

**The fee for an advisory board meeting is \$15,000. The price includes the following benefits:**

- Meeting room rental.
- Two complimentary registrations to the APSARD Annual Meeting for meeting administrators.

**Not included:**

- Travel expenses
- Costs for food and beverage
- Audio-Visual equipment and labor expense



# Ad Creative Spec Sheet

Home Website Banner 72in x 36in



Social Media Promotion - 1600px x 900px



Registration Promo Email 600px- 200px



Know Before You Go Email Sponsor (4 available per year) -  
600px x 200px



Conference Flyer - 5.5in x 8.5in



**For more info, please email [info@apsard.org](mailto:info@apsard.org)**