



## General Requirements

1. The District Branch reserves the right to exercise its sole discretion in the acceptance or rejection of any application for advertising, exhibition, or sponsorship, and to prohibit any of the above (or part of any of the above) for any reason it deems appropriate – including the right to cancel, or refuse rental of display space or ad space to any person or company whose conduct or display of goods is, in the opinion of the District Branch, incompatible with the general character and educational objectives of the District Branch, the meeting or event in question, or the policies of the APA.
2. The acceptance of an advertisement, exhibitor, or sponsorship does not constitute the endorsement by the District Branch of any product or service. The District Branch reserves the right to include in any advertisement or event material a disclaimer declaring such or a headline declaring such material as an advertisement.
3. The District Branch reserves the right to assign exhibit booths, exhibit space, or ad space in the manner it deems appropriate.
4. Once the District Branch reviews an application or contract, the applicant will be notified via email of acceptance or refusal.
5. All products and services advertised, and their indicated uses, must conform to principles of acceptable medical practice and of medical ethics.
6. Advertisers, exhibitors, and sponsors must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. The organization's belief that a company has not complied shall be sufficient grounds for rejection of an opportunity.
7. No advertisement or exhibit material will be accepted that in the sole opinion of the District Branch is inaccurate, in bad taste, fraudulent, misleading, or deceptive; that appears to contribute to the stigma of mental or emotional illnesses or patients with them; or the publication of which is not in the best interest of the District Branch or by extension the American Psychiatric Association (APA).
8. The District Branch may require that a sample or copy of any advertised product or a full description of any advertised service be submitted for review prior to the determination of the acceptability of an application.
9. The District Branch may require that an advertiser or exhibitor offer proof of the efficacy or reliability of any products, devices, instruments, tests, and related technology or equipment, and no advertisement or exhibit for such product will be accepted for which, in the sole opinion of the District Branch, proof of efficacy or reliability cannot be demonstrated.
10. Advertisements for employment and exhibits by employment agencies must conform to all applicable Federal laws and regulations and may not discriminate against any persons based on race, gender, sexual orientation, marital status, age, national origin, religion, handicap, or country of medical education.
11. Advertisers, exhibitors, and sponsors with products regulated by the Food and Drug Administration (FDA) must comply with FDA guidelines. Advertisers, exhibitors, and sponsors must also comply with FDA restrictions on the promotion of investigational drugs, approved drugs, and approved drugs for unapproved uses.

## Exhibition Space

1. The exhibitor may demonstrate the company's equipment and make formal presentations regarding the product line or service in the booth. The exhibitor must confine all promotional activities to their booth. Overt solicitation of registrants in the aisle or at a competitor's booth by company personnel is prohibited.
2. The featuring of a name or an advertisement of a non-exhibiting firm or business within an exhibit shall not be permitted. If an article of a non-exhibiting firm or business is required for the operation or display of an exhibitor's wares, identification of such article shall be limited to the usual and regular nameplate, imprinting, or trademark under which the article is sold in the regular course of business.
3. Giveaway contests and raffles, when used as a promotion to attract attendance at an exhibit booth, may be permitted for exhibits based on the event in question. Information will be made available per event.
4. Exhibitors shall not engage in any display, publication, performance, or other activity which is in conflict with any federal, state, or local law, regulation, rule, or ordinance, nor shall the exhibitor, or its representatives or employees, engage in any lewd display, publication, or performance. Exhibitors will not display or bring into the exhibit any animal, bird, or other non-human creature without written permission of APA Exhibits Management.