



# 2025 APSA Teaching & Learning Conference



FEBRUARY 7-9  
ALEXANDRIA, VA

**Event  
Prospectus**



[www.apsanet.org/TLC](http://www.apsanet.org/TLC)

The logo for the year 2025, with each digit in a different colored square: 2 (teal), 0 (orange), 2 (yellow), and 5 (dark blue).

# APSA Teaching & Learning Conference

FEBRUARY 7-9 | ALEXANDRIA, VA

# TEACHING POLITICAL SCIENCE MATTERS



APSA's Teaching and Learning Conference is a biennial event providing a highly interactive forum for scholars to promote the scholarship of teaching and learning, equip faculty with resources and new techniques, and enhance the role of teaching in the discipline.

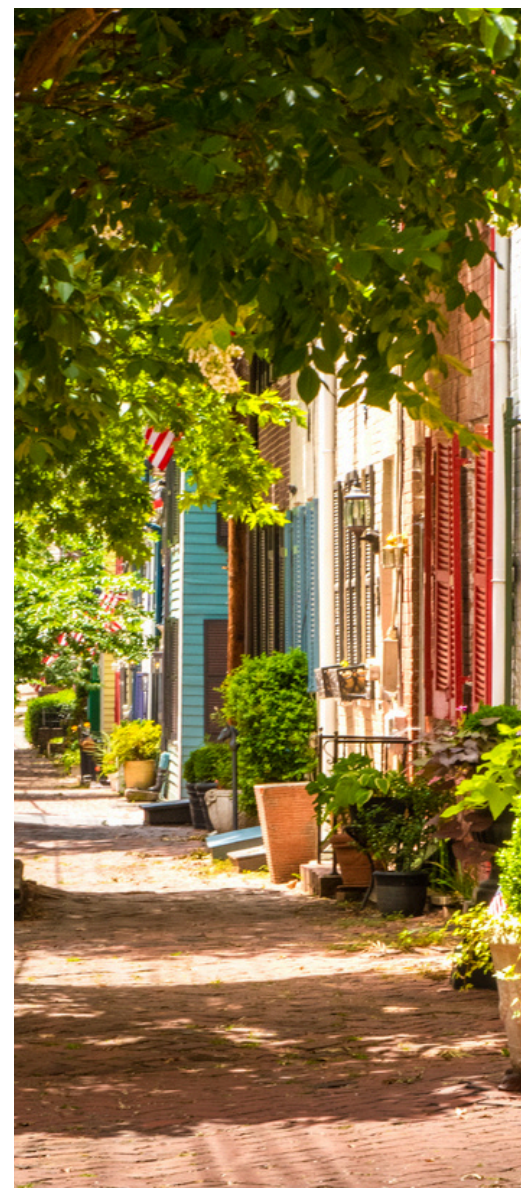
## Top Reasons to Exhibit, Sponsor, and Advertise with APSA

Share information about your company

Network with APSA members and educators

Build relationships with new and existing clients

Gain insight into issues and trends in the profession



# EXHIBITOR BENEFITS

The exhibit area is centrally located near registration, break areas, and sessions. It is large enough to generate significant activity and consumer traffic, yet small enough to allow for intimate engagement with attendees.

When surveyed, previous exhibitors affirmed that they would recommend this conference to a colleague. These past exhibitors cited the quality of the attendees and the exhibits traffic as TLC's leading benefits.

## Exhibitors Receive:

One six-foot draped table and two chairs

One exhibitor badge

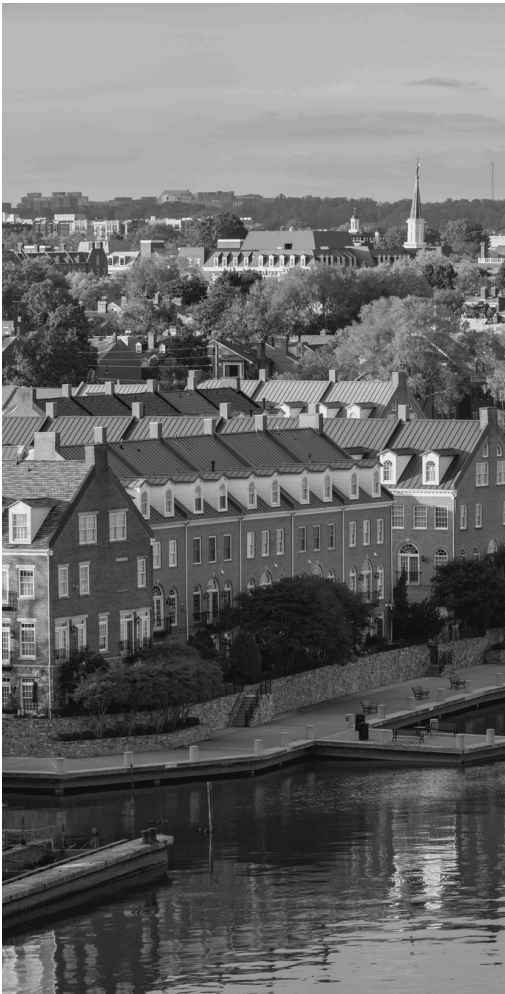
One full access badge to attend sessions

One Priority Point for APSA Annual Meeting exhibit space selection

Listing on the conference website and in the program book



# EXHIBITOR RATES & INFO



## **TABLE RATE (\$1,000 each)**

Exhibit Tables are \$1,000 each and first-time exhibitors receive a 10% discount.

## **LOCATION**

The Westin Alexandria Old Town  
400 Courthouse Square  
Alexandria, VA 22314

## **EXHIBIT DAYS AND TIMES**

Friday, February 7, 12:00 p.m. – 7:30 p.m. EST

Saturday, February 8, 8:00 a.m. – 6:00 p.m. EST

Sunday, February 9, 8:00 a.m. – 11:00 a.m. EST

## **INSTALLATION**

Friday, February 7

8:00 a.m. – 10:00 a.m. EST

## **DISMANTLING**

Sunday, February 9

11:00 a.m. – 2:30 p.m. EST

### **Attendees are looking for the following resources:**

- Books
- Games and Simulations
- Online course development
- Course Management Tools
- Technical Aids
- Classroom Technology and Software
- eLearning
- Interactive Whiteboards
- Online Media and Study Tools
- Class Blogs and Wikis
- Research Databases

# SPONSORSHIPS

Sponsorships raise your company's profile and create goodwill among a highly respected community of political science professionals.

## SPECIAL EVENTS

Opening Reception **(\$8,000)**

Coffee Break **(\$2,000)**

## ITEMS

Wi-Fi **(\$5,000)**

Charging Station **(\$4,000)**

Travel Grants **(\$1,000)**



Platinum Sponsor Benefits	Gold Sponsor Benefits
<ul style="list-style-type: none"><li>• Acknowledgment on conference website, on-site event signage, and in the program book</li><li>• Full page advertisement in the program book</li><li>• 3 conference registrations</li><li>• 1 Priority Point for APSA Annual Meeting exhibit space selection</li><li>• Right of first renewal at the next conference</li></ul> <p><b>(\$4,000 minimum)</b></p>	<ul style="list-style-type: none"><li>• Acknowledgment on conference website, on-site event signage, and in the program book</li><li>• Half page advertisement in the program book</li><li>• 2 conference registrations</li><li>• 1 Priority Point for APSA Annual Meeting exhibit space selection</li></ul> <p><b>(\$1,000 minimum)</b></p>

# ADVERTISE

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## TLC CONFERENCE PROGRAM

Get your company in front of attendees with an ad in our full-color virtual program book. The digital format will be made accessible in advance of the meeting, putting your ad in front of attendees even earlier.

If you are unable to attend the conference, your organization can still have a presence with an ad in the program book. Every attendee will receive access to the program, giving you the chance to market directly to each professional at the conference.

Full Page	(\$275)
Half Page	(\$225)



## CONFERENCE WEBSITE (\$400)

Advertise on the Teaching and Learning Conference website, which is visited frequently by attendees looking to access the program, make travel arrangements, and more. Your ad will rotate on the conference site.

## EMAIL ADVERTISEMENTS

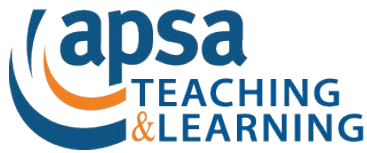
- **The Conference Daily (\$250/day up to 3 days):** Include your ad in the The Daily e-newsletter sent each morning of the meeting to all attendees.
- **TLC Welcome Email (\$200):** Place an ad in the know-before-you-go email sent to attendees in advance of the meeting.

# PAST EXHIBITORS, SPONSORS, ADVERTISERS

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BuddyUp  
Cambridge University Press  
Cengage Learning  
College Board  
Council on Foreign Relations  
CQ Press  
C-SPAN  
FlatWorld  
Globalyceum  
ICONS Project  
National Issues Forum Institute  
Pearson  
Roper Center for Public Opinion  
Research  
Routledge  
SAGE Publishers  
Scholars Strategy Network  
University of Toronto Press  
Voice of the People  
W.W. Norton  
William S. Hein & Co., Inc.





## ADVERTISE

### Company Information:

Advertising Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

### Virtual Program Book Advertisements:

Gain visibility with our Teaching & Learning participants.

Size	Price	Quantity
Half Page	\$225.00	
Full Page	\$275.00	

### Online and Digital Advertisements:

Media	Price	Size
Website	\$400.00	125 x 1000 pixels*
The Daily	\$250.00/day up to 3 days	218 x 250 pixels or 600 x 80 pixels*
Welcome Email	\$200.00	218 x 250 pixels or 600 x 80 pixels*

*\*pixels in non-animated GIF, JPEG, or PNG*

Please email the ad in a high-resolution PDF with all fonts and images embedded. All images contained within should be high-resolution and adjusted to 85% shadow dot.

### Payment Method:

Upon receipt of contract, an invoice will be emailed to the listed contact person. The contact person can then submit payment within 30 days of contract by paying online at [www.apsanet.org](http://www.apsanet.org) under their account or by submitting a check to American Political Science Association 1527 New Hampshire Ave, NW Washington, DC 20036.

Please send completed form to:

Julia Walters  
[jwalters@apsanet.org](mailto:jwalters@apsanet.org)



# Exhibitor Application & Contract

2025 APSA Teaching & Learning Conference  
February 7-9, 2025

Westin Alexandria Old Town | Alexandria, VA

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Contact Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

We hereby apply for exhibit space at the 2025 Teaching & Learning Conference of the American Political Science Association. We agree to the attached Terms and Conditions.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Quantity of tabletops (\$1,000 each) \_\_\_\_\_

### Important Information for Program Listing

All information must be completed for correct listing in the Teaching and Learning Conference Program. APSA is not responsible for including incomplete or illegible information in the Program.

#### Alphabetical listing should read as follows:

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
*(If different from address listed above)*

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

**Please attach a product/service description of no more than 20 words:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### Each Tabletop Reservation Includes:

- 6 ft. draped table with two chairs
- 1 exhibit only badge
- 1 full access badge
- 1 Priority point to use toward the 2025 Annual Meeting
- Listing on TLC website and in TLC virtual program book

First-Time TLC Participant (10% off)

#### Payment

Upon receipt of completed application and contract, an invoice will be emailed to the listed contact person. The contact person can then submit payment within 30 days of the invoice date by paying online at [www.apsanet.org](http://www.apsanet.org) under their account or by submitting a check to:

American Political Science Association  
1527 New Hampshire Ave, NW  
Washington, DC 20036

# TERMS AND CONDITIONS

**CONTRACT FOR SPACE:** The Application and Contract must be completed in its entirety for the number of spaces requested before it will be processed or space assigned. The signed Application and Contract and subsequent notice of assignment constitute a contract between the American Political Science Association (hereinafter referred to as APSA) and the exhibitor. Any matter not specifically covered in these Terms and Conditions is subject to the decision of APSA, whose decision shall be final.

**PAYMENT PROVISIONS:** Exhibitor shall pay to APSA the full contract price no later than 30 days from the invoice date. Exhibitor agrees that exhibit fees must be paid to APSA prior to move-in of exhibitor's display into the venue. In the event that the exhibitor fails to pay any or all fees in a timely manner, at its sole and exclusive discretion, APSA may reassign the exhibit space, specified herein, to another exhibitor. In all cases, Exhibitor remains liable for the payment of all fees set forth in this agreement, subject only to the applicable cancellation schedule herein. All payments are non-refundable except as set forth in Termination of Meeting and Exhibit.

**ELIGIBILITY TO EXHIBIT:** The content of materials displayed in the APSA Exhibit Area must contribute to teaching and research in the political science discipline and the professional development of political scientists. APSA reserves the right to refuse any application for exhibit space or curtail or cancel any exhibit that in the sole judgment of the APSA Executive Director are not consistent with the ends of the discipline and APSA with regard to teaching and learning. This policy also applies to the nature of displays, advertisements, sales of products (including novelties and souvenirs), and the decorum of exhibitors or their employees or agents. Exhibits cannot be used for politically or ideologically partisan purposes and are subject to the approval of the APSA Executive Director or designee.

**ASSIGNMENT OF SPACE:** Booth space will be assigned at the discretion of APSA. Priority of booth selection is given to companies that have exhibited and sponsored in previous years. APSA will attempt to assign requested spaces; however, if none of the requested spaces are available, a space comparable in location and size will be assigned. Exhibit management reserves the right to alter exhibitor's assigned location at any time if deemed in the best interests of the Exhibition. Exhibit Management may consult with exhibitor before exercising its discretion.

**TERMINATION OF MEETING AND EXHIBIT:** Should the premises in which the 2025 Teaching and Learning Conference is to be held become, in the sole judgment of APSA, unfit for occupancy, or should the Meeting and Exhibition be canceled, made virtual, or materially interfered with by reason or action of pandemic or epidemic, action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of APSA, the Application and Contract may be terminated. APSA will not incur any liability for damages sustained by the exhibitor as a result of such termination. In the event of such termination the exhibitor expressly waives such liability and releases APSA of and from all claims for damages and agrees that APSA shall have no obligations except to refund to the exhibitors a prorated share of the aggregate amount received by APSA (as rental for exhibit space for said Exhibit), after deducting all costs and expenses in conjunction with such Exhibit, including a reasonable reserve for claims, such as deductions being held hereby specifically agreed to by the exhibitor.

**NO-SHOW:** Any exhibitor who is considered a no-show on-site will be charged the cost to convert the booth into a lounge space in a manner appropriate to booth size.

**DISPLAY RULES AND REGULATIONS:** APSA provides the following: a 6ft draped table with two chairs.

**DEPTH AND HEIGHT:** All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is within 5' of the back line. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3".

**DIRECT SALES.** Sales are permitted only within the booth area. It is the sole responsibility of the exhibitor to comply with federal, state and local laws, regulations and ordinances concerning such sales, including tax and license fees. Exhibitor agrees to hold APSA, Show Management, and the Teaching and Learning Conference and Exhibition harmless with respect to such compliance.

**SCHEDULING GUIDELINES FOR EXHIBITOR FUNCTIONS:** (A) Exhibitor-sponsored functions, both public and private, will be accepted by the convention coordinator on a first-come, first-served basis. (B) Exhibitor-sponsored private functions, i.e., events not open to all meeting attendees, requiring space controlled by APSA according to its contract with the Westin Alexandria Old Town will be placed in the Westin Alexandria Old Town or elsewhere at the sole discretion of the convention coordinator. APSA official program events have priority over events sponsored by other groups, including exhibitors. Schedule changes and room reassignments are at the sole discretion of the APSA convention coordinator, though the coordinator will make every effort to limit changes to within 2 months of the meeting.

**BOOTH PERSONNEL/BADGES:** Displays must be staffed during all APSA Exhibit Hall hours. Badges must be worn at all times for admission to the Exhibition. A list of booth personnel must be received on or before **January 17th, 2025**. All booth personnel must be registered.

**ADDITIONAL RULES:** Distributing advertising matter outside of the exhibitor's rented space is not permitted. All the exhibitor's furnishings must be contained within the confines of the tabletop. Aisles must not be obstructed at any time. APSA reserves the right to restrict any exhibit which might be considered undesirable or does not conform to the Terms and Conditions. APSA also reserves the right to make any modifications to these displays, at the exhibitor's expense, so that the exhibit conforms to the Terms and Conditions.

**LABOR/SAFETY/FIRE:** Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety, and use of the premises. Booth decorations must be flame-proof and all hangings must clear the floor. Electrical wiring must conform with all federal, state, and municipal government requirements, and with the National Electrical Code Safety Rules. If an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, APSA may cancel, at exhibitor's expense, all or part of the exhibit.

**INDEMNIFICATION AND WAIVER:** The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire and theft, to Exhibitor's employees or agents and displays, equipment and other property brought upon the premises of the Westin Alexandria Old Town. Exhibitor shall indemnify and hold harmless the Westin Alexandria Old Town and APSA and their agents, servants employees, officers, directors, staff, and members. Each participant by signing the application for participation expressly understands that they release APSA from, and agree to indemnify it against, any and all claims for such loss, injury or damage. If APSA shall be held liable for any event that might result from a particular Exhibitor's action or failure to act, such Exhibitor shall reimburse and hold harmless APSA against any liability resulting there from. Exhibitors must adequately insure their materials, goods, wares, and exhibits against loss or injury of any kind and must do so at their own expense; APSA and the Westin Alexandria Old Town are not responsible for any loss (however caused) to any Exhibitor.

**INSURANCE:** Exhibitor must obtain Commercial General Liability and Property Damage insurance policies covering its exhibit materials at the conference. Such insurance must be in the amounts of at least \$1,000,000 per occurrence and \$2,000,000 in the aggregate. Exhibitor must also have adequate workers' compensation, public liability, bodily injury, and property damage insurance coverage for participation in the Expo. Such insurance shall name APSA and the Westin Alexandria Old Town as additional insureds. All Exhibitors must provide a certificate of insurance coverage naming APSA and the Westin Alexandria Old Town as an additional insured to APSA with payment.

**AMENDMENT TO CONTRACT REGULATIONS:** Any and all matters not covered specifically in these Terms and Conditions are subject to APSA's discretion. APSA may, in its sole discretion, make reasonable changes, amendments, or additions to these Terms and Conditions. Any such changes shall be binding on the Exhibitor equally with the other regulations contained herein.