

# Society for Affective Science

Inaugural Conference — April 24-26, 2014 • Hyatt Regency Bethesda, Washington, DC

## The Society

The Society for Affective Science (SAS) is an international society whose mission is to foster scientific advances in our understanding of affect. The term “affect” denotes a range of phenomena, including emotions, moods, stress, dispositions, preferences, core affect, arousal, and motivational impulses. Members of SAS are united in the goal to understand how affective phenomena such as these are generated, regulated, and remembered, how they are reflected in subjective experience, expression, and central and peripheral physiology, how affective phenomena relate to non-affective phenomena and functioning in daily life, and how cultural, social, biological, developmental, and situational contexts influence (and are influenced by) these processes and outcomes. Our guiding premise is that human and non-human affective phenomena transcend traditional disciplinary differences in emphasis and focus, and that collaborations across disciplinary lines will accelerate scientific discoveries in a range of topics and fields.

## The Audience

Members of SAS span disciplines such as psychology, medicine, neuroscience, computer science, law, economics, anthropology, linguistics, sociology, business and other related fields. They are faculty members, public and private sector scientists, postdoctoral trainees, and graduate and undergraduate students at colleges, universities, and other institutes around the world. Nearly all of them are affective scientists who conduct basic and applied empirical research using a broad range of research designs, methods, and measures. In their home department or institute, SAS members interact on a daily basis with other scientists, trainees, and students in their classes and in their labs in the context of collaborative research projects. In addition, many of our members are the heads of research laboratories, institutes, and/or departments, and almost all actively engage in some level of teaching duties; as such, they are charged with making purchasing decisions vis-à-vis equipment, books, and supplies.

Our first conference is expected to attract roughly 300-400 attendees and includes invited addresses, an engaging debate, “TED”-like and flash talks, thematic methods-based lunches, salons that foster interaction between attendees and speakers, and poster sessions. These formats promise a rich set of theoretical and methodological contributions in a variety that offers “something for everyone”.

## Benefits of Exhibiting

Why should your company choose to exhibit at the SAS’s 2014 Inaugural Conference?

- Exposure to over 300 professionals in a variety of fields, many of whom make purchasing decisions for her or his organization
- Each company will receive a complimentary pre-registration list and post-registration list of attendees. This list will not include email addresses and is to be used for a one-time mailing to attendees.
- The program materials will include each exhibiting company’s address information and product descriptions. It will be distributed to each conference attendee.
- Each exhibiting company’s promotional listing will be included free of charge on SAS’s website. This will include a listing of your company website if that information is provided in the contract application.
- Poster sessions and breaks will be held in the exhibit area, providing your company with uninterrupted time to visit with attendees.
- The economical and effective atmosphere of a trade show allows you to make many more contacts than personal sales calls.

## Exhibit Hours

Friday, April 25 8:00 a.m.-6:00 p.m.  
Saturday, April 26 8:00 a.m.-6:00 p.m.

**Exhibit Setup:**  
Thursday, April 24 4:00 p.m.-6:00 p.m.

**Exhibit Teardown:**  
Saturday, April 26 6:00 p.m.-9:00 p.m.

## Exhibitor Options

Exhibits will be on display from 8:00 a.m. to 6:00 p.m. on Friday, April 25 and Saturday, April 26. You are not required to assign a representative to be present at your exhibit; exhibits may be left unattended. That being said, SAS will not assume liability in the unlikely event that materials are lost or stolen.

Two-day rates are as follows:

1) Tabletop exhibit (6-foot table, draping, two chairs) \$800

Non-profit organizations: Subtract 50%  
One-day rate: Subtract 33%

2) Book Exhibit \$200

## Contact

To confirm space, please contact:

Jane C. Shepard, CMP  
Tel: +1-608-268-4713, ext. 137  
Fax: +1-608-443-2474  
Email: [jshepard@reesgroupinc.com](mailto:jshepard@reesgroupinc.com)

*Space is limited, so confirm your booth space soon!*

## Sponsorship Opportunities

The Society for Affective Science offers opportunities for organizations to support its mission of information dissemination by sponsoring any of the following events. All sponsors will be acknowledged in the program and on signage throughout the conference. Funding of the SAS annual meeting does not influence the content of its program or the peer review process. SAS acceptance of financial support does not imply endorsement of products or concepts of the contributing organizations. For sponsorship pricing or more information about sponsorship opportunities, contact Susan Rees at [srees@reesgroupinc.com](mailto:srees@reesgroupinc.com) or at 608-268-4713, ext. 138.

Thurs, Apr 24	7:15 pm – 8:00 pm	Reception/cash bar following Opening Ceremony and Debate
	7:15 pm – 8:15 pm	Poster Session A
Fri, Apr 25	8:30 am – 9:30 am	Poster Session B (including journal editors) with Coffee/Breakfast
	12:00 pm – 1:15 pm	Methods-Based Thematic Lunches
	2:45 pm – 4:15 pm	Salons with coffee
	7:15 pm – 8:00 pm	Reception/cash bar following Invited Address
Sat, Apr 26	8:30 am – 9:30 am	Poster Session C (including funding agencies) with Coffee/Breakfast
	12:00 pm – 1:15 pm	Methods-Based Thematic Lunches
	2:45 pm – 3:45 pm	Flash talks with coffee
	7:15 pm – 8:00 pm	Reception/cash bar following Presidential Symposium

# CONTRACT APPLICATION FOR EXHIBIT SPACE

Conference Dates: April 24-26, 2014  
Exhibit Date: April 24-26, 2014  
Location: Hyatt Regency Hotel  
Bethesda, MD USA

**List your company name as you would like it to appear on any promotions (please print or type):**

Firm Name: \_\_\_\_\_

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

\_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

Company E-mail: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

(to whom all correspondence and exhibit kit should be sent)

Contact Person's Email (Required): \_\_\_\_\_

Contact Person's Telephone: (\_\_\_\_\_) \_\_\_\_\_

**Promotional description of equipment, products or services to be displayed (to be included in the program - 40 words or less):**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Exhibit space number(s) preference:**

First choice \_\_\_\_\_ Second choice \_\_\_\_\_

Third choice \_\_\_\_\_ Fourth choice \_\_\_\_\_

List competitors you do NOT wish to be near: \_\_\_\_\_

\_\_\_\_\_

**Cancellation Policy:**

Cancellations received before March 24, 2014, will be charged a \$100 administrative fee. Cancellations after March 24, 2014, will not receive a refund unless the booth space is resold.

**Book Exhibit** (not applicable to companies renting booth space):

We will be exhibiting \_\_\_\_\_ title(s) at the Book Exhibit. The cost for each book is \$200. Please list below the title(s) and author(s) of the book(s) that will be exhibited. Include the entire fee with this application.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Exhibit Space**

We will exhibit at the SAS Inaugural Conference.

Two-day rates:

1) Tabletop exhibit (6-foot table, draping, two chairs) \$800

Non-profit organizations: Subtract 50%

One-day rate: Subtract 33%

2) Book Exhibit \$200

**Payment**

Check Please make checks payable in US funds, drawn on a US bank to: International Society of Psychiatric-Mental Health Nurses (ISPN)

Visa/MC/AmEx

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Amt. Authorized: \$ \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

**Terms and Conditions:**

1. Enclose payment for the exhibit booth requested.
2. The SAS will have the right of interpretation and approval on all matters pertaining to the contract rules and regulations.

*This application is made with the understanding that the applicant agrees to abide by all rules and regulations outlined in the exhibit prospectus which become a part of the accepted contract along with other rules and directives which may be issued by the SAS in connection with this exposition.*

\_\_\_\_\_  
Name of Authorizing Officer (type or print) Title

\_\_\_\_\_  
Signature of Authorizing Officer Date

Check here if we can contact you about sponsorship opportunities at the SAS Inaugural Conference. (All sponsors will be duly acknowledged.)

**Please sign and return with fee to:**

Jane Shepard

**Society for Affective Science**

2424 American Lane

Madison, WI 53704-3102 USA

Telephone: +1-608-268-4713, ext. 137

Fax: +1-608-443-2474

E-Mail: [jshepard@reesgroupinc.com](mailto:jshepard@reesgroupinc.com)

Website: [www.society-for-affective-science.org](http://www.society-for-affective-science.org)