

Association Book Exhibit - American Psychological

"American Psychological Association • 118th Annual Convention"
 San Diego Convention Centre • San Diego, California
 August 12 - 15, 2010



Registration Deadline: July 14, 2010

(Must submit separate from books)

Books Due Deadline: July 21, 2010

(see Submission Instructions below)

The American Psychological Audience

Hardly a personal or national problem exists whose solution does not demand an understanding of human behavior. Psychology is the science of mind and behavior in all its forms, affecting you daily on both a professional and personal level. Each year the APA Annual Convention celebrates this science by providing a forum for various professional, scientific, and educational issues relevant to the field of psychology and their impact on society.

This psychology meeting is huge. Expected attendance to be in the 12,000 range. We encourage publishers to send their largest and most comprehensive list of titles to THE PSYCHOLOGY SHOW! Visit www.apa.org to learn more.

There is no need for you to attend American Psychological Association Book Exhibit serves as your representative and will:

- Arrange attractive display of all titles, most face-out.
- Distribute "Titles on Display" ordering bibliography to delegates visiting ABE.
- Encourage on-site orders.
- Provide (via email) exhibit photo, summary sheet, and copy of Titles on Display to each participating publisher.

Registration Fees

| | |
|----------------------------|--------------------------------------|
| * First title | \$ 99 |
| Each additional title | \$ 25 |
| Up to 12 titles | \$ 295 |
| Up to 25 titles | \$ 395 |
| Take-One materials | \$ 99 (each item - up to 500 pieces) |
| Publisher's Showcase | Call for price/availability |
| Periodicals - 500 Distrib. | Call for price/availability |

* Significant multi-show discounts available. Call for details.

Please PRINT. For additional space use a blank sheet of paper. Or you may EMAIL your registration by emailing all information required by this form.

| BOOK OR JOURNAL TITLE(S) | AUTHOR(S) or EDITOR(S) | PUBLICATION DATE | LIST PRICE | DISCOUNTED PRICE (if you offer any) |
|--------------------------|------------------------|------------------|------------|-------------------------------------|
|--------------------------|------------------------|------------------|------------|-------------------------------------|

PRINT LEGIBLY or **TYPE** company address to which orders/inquiries should be sent. This address information will be used in the back of ABE's "Titles on Display" ordering catalog and must be legible.

Company _____

Address _____

City, State, Zip _____

Contact _____

Job Title _____

Phone () _____

FAX () _____

Email _____

Authorized Signature _____

Number of titles / take-ones to be exhibited _____ / _____

Check or Purchase Order enclosed for \$ _____

Orders must be pre-paid or submitted with purchase order or contact ABE for invoice options.

ABE is not responsible for materials not sent or received at the address listed below. All materials become the property of ABE upon receipt. **No refunds or returns.**

Return this form (separate from books) with P.O. or payment by **July 14, 2010** to be assured of listing in ABE's "Titles on Display" catalog to:

Association Book Exhibit - American Psychological
 9423 Old Mt. Vernon Road
 Alexandria, VA 22309

Then send **2 copies** of each title and other exhibit materials to be **received no later than July 21, 2010** to the address indicated above.

Submission Instructions: • Clearly complete this form in its entirety and fax • OR Email all the information to ABE's catalog dept. by the Registration Deadline. • Then ship all materials to arrive in ABE's processing dept. by the Books Due deadline. • Include Exhibit Name on all packages (if for more than one show, separate materials, label "Multiple Shows"). • If you offer a Discounted Exhibit Price, list the actual discounted price, not the percentage. **Please pay close attention to the Registration Deadline date. Be advised that there will be a \$50 "late fee" to accommodate requests for representation at this exhibit received after the Registration Deadline date.**