



Exhibitor Information

About the Conference

- The AASP Annual Conference is a four-day event that takes place each Fall. Our 2026 conference will be held October 21-24 at the Hyatt Regency Minneapolis.
- The conference features over 300 workshops, lectures, panels, roundtables, symposia, and posters, delivering continuing education on the latest techniques and best practices in the field.
- Average number of attendees – 1,200 to 1,500
- Combining applied workshops and presentations with research discussions, the conference is a perfect opportunity for a combination of networking and career development opportunities.
- Attendees are from various sport-related or psychology-related fields including thought-leaders in the field of sport and performance psychology and applied practitioners who work with pro/elite athletes, collegiate, high school, youth sport, tactical and performing arts populations.
- Attendees also include recognized academicians, sport psychology training program directors, researchers & students.
- Includes the largest single day Sport Psychology Graduate Program Fair in the world.

About AASP and Our Members

- Founded in 1985 and with over 3,500 members in 50+ countries, AASP cultivates an inclusive field of Certified Mental Performance Consultants® (CMPC), licensed mental health professionals, educators, and researchers.
- We support people at every age and level across the performance spectrum – including sport, exercise, tactical, business, and performing arts populations – and elevate their ability to perform and thrive.
- AASP members have backgrounds in a variety of areas including sport science, social work, counseling and clinical psychology.
- Sport science consists of many sub-divisions, including kinesiology, biomechanics, sport management, sport physiology, sport nutrition, athletic training, and others.
- Psychology, as applied to sport and performance, includes areas of clinical, counseling, developmental, educational, and social psychology
- AASP offers the only accredited professional credential (Certified Mental Performance Consultant®) for qualified professionals in the US and Canada
- The association has 50,000+ monthly website traffic, 25,000+ social media followers

Exhibit Days & Hours

- Setup: Wednesday, October 21 after 10:00 am.
- Exhibit Hours:
 - Wednesday, October 21 - 12:00 pm - 5:15 pm
 - Thursday, October 22 - 9:30 am - 4:00 pm
 - Friday, October 23 - 9:30 am - 3:00 pm
 - Saturday, October 24 - 9:30 am - 11:30 am
- All exhibits must be torn down by 1:00 pm on Saturday, October 24.

Exhibitor Details

- A limited number of tabletop exhibits will be available. One 6' table and 2 chairs will be provided.
- Each exhibiting company will receive up to **three conference registrations**.
- Exhibiting company contact information and description will be included on the conference app.
- All tabletops will be located in foyer space, just outside breakout session rooms.

Pricing, Deadlines, & Cancellation Policy

- **Cost to Exhibit:** \$2,000 USD
- Full payment is due at the time of application.
- **Application Deadline:** September 1, 2026
- **Cancellation Policy:** Notification of an exhibitor's decision to cancel must be submitted in writing to Stephanie Garwood, AASP's Meeting Manager, via email to sgarwood@hollandparlette.com. Upon the receipt of written notification of cancellation, the following policies are used:
 - Received on or before September 1, 2026 – Full refund minus \$100 administrative fee
 - Received after September 1, 2026 – No refund provided

Location & Hotel Reservations

The conference takes place at the Hyatt Regency Minneapolis. [Click here for hotel reservation information.](#)

Advertising

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media to the effect that particular products or services have been exhibited at the AASP Annual Meeting or which could be construed as an endorsement by the AASP or by its members is prohibited. The use of AASP logos, seals of approval, trademarks or other similar property rights may not be used in connection with any product or advertising materials displayed or disseminated at the meeting.

Shipping

Exhibit items should be shipped directly to the hotel. Exhibitors are responsible for all shipping and handling fees.

AV/Electrical

Exhibitors can arrange for audiovisual equipment and/or electricity through official vendors. Email [Stephanie Garwood](#) for additional information. Wireless internet access will be provided throughout the meeting space by AASP.

Subletting & Sharing of Space

No part of any exhibit space assigned to an exhibitor may be reassigned, sublet or shared with any other property.

Security

Overnight security will not be provided in the exhibit area. Exhibitors are cautioned that small, portable articles of value, including laptop computers, and personal items should be properly secured or removed for safekeeping after conference hours or when the booth is unattended. AASP will not guarantee exhibitors against, nor shall it be responsible for loss of any kind.

Insurance

It is the responsibility of each exhibitor to maintain insurance against injury to person and damage or loss of property, as the exhibitor deems adequate. AASP and Hyatt Regency Minneapolis will not provide insurance protection for the exhibitors.

Questions?

Contact Stephanie Garwood, AASP Meeting Manager at sgarwood@hollandparlette.com.

AASP Vendor Policy

Vendors affiliated with the AASP Annual Conference and all other AASP endeavors are required to conduct themselves in accordance with the AASP's Vendor Policy when interacting with its membership in person or via mail and electronic communications including, but not limited to emails and marketing.

By affiliating with AASP in any of its capacities, vendors enter into an agreement with AASP to respect the organization's mission and standards of ethical conduct. As part of these expectations, the organization holds vendors accountable in terms of the following:

The rights and privacy of all members and conference attendees must be respected before, during and after AASP events and activities. AASP's members enter into organizational participation with the express purpose of educational enrichment and professional development. The rights of the membership and attendees must take priority over the promotion of the vendor's product.

Individuals met through the conference may only be contacted when they agree to provide their contact information. Should such members choose to sever contact with the vendor either in writing or verbal indication, the vendor must respect the member's choice and subsequently remove the person from his/her contact list.

When conference participants, AASP members, and/or other individuals attending the conference agree to provide their contact information to a vendor for product endorsement or testimonial purposes, their information will be used only in relation to a vendor's product with the express permission of said AASP member in conformity with the parameters of their expressed permission.

Should any exchange/communication between a vendor and an AASP member raise concerns in terms of ethical conduct, the exchange is to be reported by the concerned party or as discerned by the vendor to AASP's Ethics Chair, immediately.

All language and content of a product being promoted through the conference and association must be worded truthfully, clearly, and with non-offensive language.

Vendors presenting a product to AASP membership through the conference must be informed about their own product and identify its functions, strengths and limitations. Further, someone educated about the product should be available for questioning throughout the posted exhibit hours to answer questions.

Vendors take special precaution in respecting and protecting the confidentiality and privacy of clients served by sport and exercise psychology consultants and only identify such clients with their full, informed, written consent.

AASP requires that all people associated with any AASP conference carefully consider this statement and [AASP's Ethics Code](#) when seeking to affiliate with the association. When the decisions of affiliates do not meet the vendor guidelines and AASP's Ethics Code, it is at the discretion of the Executive Board, in collaboration with AASP's Ethics Committee, to evaluate AASP's immediate and future affiliation with the associated member of the company.