



Sponsorship & Exhibit Prospectus



April 11-14, 2024
BOSTON, MA

Anxiety & Depression

Conference **ADAA 2024**

**Sex and Gender: Navigating the Biological and Social
Constructs in Depression and Anxiety Disorders**



Who We Are



The Anxiety and Depression Association of America (ADAA) is the only non-profit (501c3) multidisciplinary professional organization in mental health engaging the world's leading clinicians and researchers.

Our members and conference attendees develop free evidence-based content to raise awareness and help treat those who suffer from anxiety, depression, OCD, PTSD, and co-occurring disorders.

The Value of Partnering with ADAA

Partnering provides an opportunity to reach ADAA's vast network of psychiatrists, researchers, social workers, psychologists, counselors and therapists before, during and after the conference.



- Gain Direct Access to Experts
- Meet Face-to-Face with Current and Prospective Clients
- Increase Brand Exposure
- Invest in Your Customer Relationships and Make an Impact
- Make New Connections
- Cultivate Relationships
- Make a Difference



ADAA Reach



7 MILLION
ANNUAL UNIQUE VISITORS
TO ADAA WEBSITE
WWW.ADAA.ORG

50,000+

PROFESSIONALS WHO
FOLLOW ADAA ON SOCIAL
MEDIA



20,000+

PROFESSIONAL EMAIL SUBSCRIBERS WHO TREAT AND
RESEARCH ANXIETY, DEPRESSION AND RELATED
DISORDERS

Conference Reach



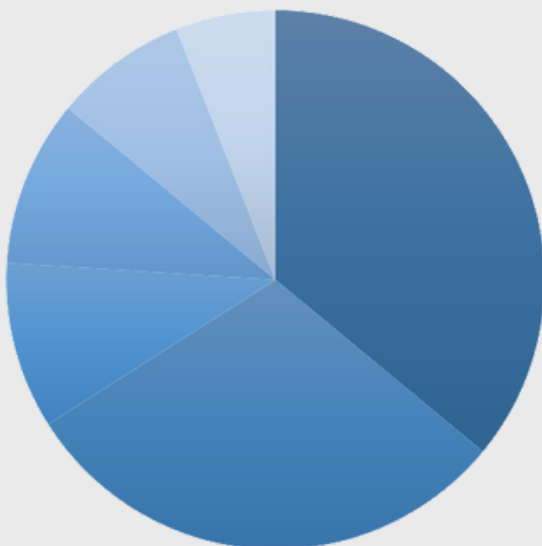
285,025
IMPRESSIONS ON THE
ADAA CONFERENCE
MOBILE APP



1100+

CONFERENCE ATTENDEES THAT INCLUDE
PSYCHOLOGISTS, RESEARCHERS, SOCIAL WORKERS,
PSYCHIATRISTS, COUNSELORS, BEHAVIORAL HEALTH
NURSE PRACTITIONERS, AND FAMILY THERAPISTS

ATTENDEES BY PROFESSION



36% PhD, PsyD, and ABPP

30% Graduate Students and Residents

10% Social Workers and Counselors

10% Psychiatrists and Other MDs

8% Postdocs, Trainees, Residents

6% Other (RNs, MFTs Pharmacists, JD,
DO, MeD etc.)

ADAA 2024 Sponsorship

Sponsors receive direct access to the largest gathering of health professionals focused on anxiety, depression, and co-occurring disorders with marketing exposure before, during, and after the conference. For inquiries about sponsorship and other advertising opportunities, contact sponsor@adaa.org.

Sponsor Level	Bronze \$5,000	Silver \$10,000	Gold \$15,000	Platinum \$20,000	Diamond \$25,000
Company Logo with Link on Conference Website	✓	✓	✓	✓	✓
Company Logo with Link in Conference Marketing Emails	✓	✓	✓	✓	✓
Complimentary Conference Registrations	1	2	4	6	8
Up to 4 Additional Discounted Registrations	✓	✓	✓	✓	✓
Exhibit Booth	Standard	Standard	Premium	Premium	Enhanced Premium
One (1) Additional Tier Benefit (see page 5)	n/a	✓	✓	✓	✓
Half Page Ad in Digital Conference Guide		✓	✓		
Full Page Ad in Digital Conference Guide				✓	✓
Pre-Conference Email*				✓	✓
Post-Conference Email*					✓

*Email content and images subject to review and approval by ADAA. Sponsor emails will be sent to all attendees that have opted in to receive marketing emails.

Additional Benefits by Tier

Sponsors select their **choice of one (1)** benefit from the list below, based on sponsorship level. First come, first served. Questions? Contact sponsor@adaa.org.

Diamond Sponsorship:

- **Saturday Evening Awards Reception sponsor (1 available)**
Recognition in digital program guide, meeting app, and sign displayed during reception. Recognition during podium remarks.
- **Recharge station sponsor (1 available)**
Help attendees keep their devices ready with branded charging stations. Recognition in digital program guide.

Platinum Sponsorship:

- **Wi-Fi sponsor (1 available)**
Custom wi-fi password. Recognition in digital program guide and on signs placed throughout the conference meeting space.
- **Conference App sponsor (1 available)**
Recognition in digital program guide, meeting app, and conference communications.
- **Welcome Reception sponsor (1 available)**
Recognition in digital program guide, meeting app, and sign displayed during reception. Two minutes for brief remarks during reception.

Gold Sponsorship:

- **Afternoon break sponsor (6 available)**
Recognition in digital program guide, meeting app, and sign displayed during selected break.
- **Breakfast sponsor (2 available)**
Recognition in digital program guide, meeting app, and sign displayed during selected breakfast.
- **Early Career Reception sponsor (1 available)**
Recognition in digital program guide, meeting app, and sign displayed during reception. Two minutes for brief remarks during reception.
- **Photo Station sponsor (1 available)**
Always popular with attendees! Professional head shots are offered on a first come, first served basis during specified hours. Recognition in digital program guide, meeting app, and sign displayed at booth. Placement of exhibit booth next door to maximize traffic.

Silver Sponsorship:

- **Morning coffee break sponsor (6 available)**
Recognition in digital program guide, meeting app, and sign displayed during selected break.
- **Poster Session sponsor (2 available)**
Recognition in digital program guide, meeting app, and sign displayed during selected poster session.
- **Career Development Leadership Program (CDLP) sponsor (2 available)**
Recognition in digital program guide, meeting app, and sign displayed during CDLP programming. Up to two (2) company representatives can attend the program and networking lunch.
- **Conference Lanyard sponsor (1 available)**
Company logo, along with ADAA logo, on your choice of color lanyard for attendee name badges. Sponsor is responsible for cost of production and shipping to conference venue.

The **CDLP Leadership Program** encourages early career clinicians and researchers to engage in creative discourse with their peers and leaders in the mental field about anxiety, depression and co-occurring disorders in a diverse, multidisciplinary community. CDLP provides for an intensive, in person mentoring and professional development opportunity during ADAA's Annual Conference.

Exhibit at ADAA 2024

Exhibitors have an opportunity to interact with conference attendees during designated exhibit hours, refreshment breaks, and poster sessions. *Exhibit space is limited, and will be available on a first come, first served basis. All exhibit personnel must register for the conference.*

Tabletop Exhibit

\$775 (available for non-profit organizations and ADAA Institutional Members)

One (1) 6'x30" Table for display of materials, with two chairs, wastebasket, and ID sign. Limited floor space. Freestanding backdrops/displays are not permitted. Purchase of tabletop exhibit includes one complimentary registration for the conference. Additional registrations can be purchased at a discounted rate.

8' x 10' Standard Exhibit Booth

\$2,500 / \$1,500 (non-profit organizations and ADAA Institutional Members)

One (1) 8'x10' exhibit booth for display of materials. Includes back and side drape, one 6'x30" table with two chairs, wastebasket, and ID sign. Freestanding backdrops/displays must fit within the defined booth area. Items may not be affixed to back or side drape railings. Booth includes one complimentary registration for the conference. Additional registrations can be purchased at a discounted rate.



8' x 10' Premium Exhibit Booth

\$3,500

One (1) 8'x10' exhibit booth for display of materials, in a premium space on the exhibit floor. Includes back and side drape, one 6'x30" table with two chairs, wastebasket, and ID sign. Freestanding backdrops/displays must fit within the defined booth area. Items may not be affixed to back or side drape railings. Booth includes two complimentary registrations for the conference. Additional registrations can be purchased at a discounted rate.

"The many years of partnership between AFSP and ADAA, including our annual sponsorship of the ADAA conference, has been essential for sharing research findings related to suicide prevention and informing clinical practice. This collaboration helps us to achieve our mission of saving lives and bringing hope to those affected by suicide."

**- Jill Harkavy-Friendman, PhD
American Foundation for Suicide Prevention (AFSP)**

Sponsorship and Exhibitor Policies

Payment

Full payment is due at the time of application, or immediately upon receipt of invoice. Exhibit space and/or sponsorship benefits are not guaranteed until full payment has been received. Payments are to be made by check (payable to ADAA) or credit card.

Cancellation

Refunds will be given, minus a \$200 administrative fee, if cancellations are submitted to conference@adaa.org by March 11, 2024. Cancellations made after March 11, 2024 will not be refunded.

Liability/Hold Harmless

Exhibitor/sponsor hereby agrees to and does indemnify, hold harmless, and defend Anxiety & Depression Association of America (ADAA) from and against all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which it may incur, pay or be required to pay, arising out of or resulting from acts of indirect employee negligence, or acts or omissions by Exhibitor/Attendees; and ADAA and its respective agents or employees shall not be responsible for loss, damage or destruction of property.

Minimum Insurance Coverage

Exhibiting organizations must submit to ADAA a Certificate of Insurance along with Additional Insured Endorsement specifically naming the Anxiety & Depression Association of America (ADAA) as additional insured no later than 30 days prior to event, or March 11, 2024. The documents submitted must show evidence that the organization is insured for the period of the Conference, including load-in and load-out. The minimum requirement is liability and property damage insurance of no less than \$1,000,000 per occurrence. *(Does not apply for sponsors without an exhibitor booth/table).*

Enforcement of Rules and Regulations

Exhibitor/sponsor agrees that ADAA shall have the right to make any such rules and regulations, or changes in floor plan arrangements of booths, for the exhibition, as it shall deem necessary. ADAA shall have the final determination for enforcement of all rules, regulations and conditions. ADAA reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to ADAA's mission and values. This includes the conduct of persons and the content and placement of printed matter. ADAA may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

Compliance with Fire Regulations and Laws

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the local fire department or insurance carriers, may be used in any booth or in the exhibit area. Exhibitors must comply with all laws, rules, regulations and ordinances.

Terms and Conditions

By submitting an exhibit or sponsorship application; I hereby authorize ADAA to reserve exhibit space for use by my company or organization. I hereby acknowledge receipt of and agree to abide by these Policies and to all conditions under which exhibit space is leased to ADAA. ADAA reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. I acknowledge that space assignments shall be acceptable unless ADAA is notified in writing within fifteen (15) days of the date of assignment notification. I have signed the exhibit or sponsorship application indicating that I understand these policies.

2024 Sponsorship and Exhibit Application Form

Institution/Organization: _____

Main Contact: _____ Direct Phone: _____

Email Address: _____

Mailing Address: _____

City, State, Zip _____

Exhibit Space

or

Sponsorship

Non-profit orgs/Institutional Members:

- Tabletop Exhibit \$775
- 8'x10' Standard Exhibit Booth \$1,500

For-profit organizations:

- 8'x10' Standard Exhibit Booth \$2,500
- 8'x10' Premium Exhibit Booth \$3,500

- Diamond Sponsor \$25,000
- Platinum \$20,000
- Gold \$15,000
- Silver \$10,000
- Bronze \$5,000

Tier Benefit

Selection: _____

My signature below confirms that we have read and will comply with the 2024 Sponsorship and Exhibitor Policies as outlined above.

Signature: _____

Date: _____

Payment Details

Payment method:

- Check
Please make check payable to Anxiety and Depression Association of America
- Credit/Debit Card
Visa, Mastercard, American Express and Discover accepted

Total Due: _____

For payments by credit card, please complete and return this form by email to conference@adaa.org. An invoice with payment instructions will be provided.