

**EXHIBIT & ADVERTISING APPLICATION AND CONTRACT**

All applications must be returned to ADAA by February 9, 2018, to ensure space and inclusion on the Conference website and in the Mobile App. Contracts received after the deadline may be accepted, depending on availability; program listings are not guaranteed after February 10. Please keep a copy of this document for your records.

**EXHIBITOR INFORMATION** (as it will appear in all official publications, including the ADAA conference mobile app)

Company Name Contact Title Address City/State/Zip Website

Phone

**EXHIBIT PERSONNEL**

Fax

Email

1. **CONTACT PERSONNEL** (Designate below the name of the individual in your organization or company who is to receive all relevant exhibition material, including booth confirmation, exhibitor updates and exhibit services. The person designated as the CONTACT should communicate all confirmation information and services ordered to those individual attending.)

Name Title Phone Email

1. **COMPLIMENTARY CONFERENCE REGISTRATION** (Designate below the name of the individual in your organization or company who will be attending and staffing the exhibit booth. This individual is included with exhibit fee; CE or CME additional $60.)

Name Title Phone Email

1. **ADDITIONAL EXHIBIT PERSONNEL — $200**

Must meet these criteria: 1) Exhibit personnel are present at table during sessions and breaks (reception and coffee breaks); 2) Exhibit personnel are not practicing professionals with designations MD, PhD, PsyD, MPH, MSW, LCSW, LPC, RN, MEd, or EdD.

Name Title Phone Email

**DESCRIPTION OF PRODUCTS OR SERVICES**

(as it will appear in all official publications)

**Please limit to 50 words and attach as a Word document or in email**. ADAA reserves the right to edit for length, clarity, and style.

**TYPE OF PRODUCT OR SERVICE**  Association/Advocacy group  Government agency  Pharmaceutical company

* Treatment facility  Research study  Publisher  Other

**ADVERTISING**

**FINAL PRINT**

“Schedule at a Glance” (Space is limited due to the reduced size.)

~~$2,500 Back cover (cover #4) — 7” x 11” (four-color with bleeds)~~

~~$2,000 Inside front cover (cover #2) — 7” x 11” (four-color with bleeds)~~

~~$2,000 Inside back cover (cover #3) — 7” x 11” (four-color with bleeds~~

$1,000 Full page — Ad dimensions: 6” wide x 10 height”

Four-color, no bleeds.

File types accepted (high-resolution, 300 dpi PDF or TIFF are best)

$600 Half page — Ad dimensions: 6” wide x 5 height”

Four-color, no bleeds

File types accepted (high-resolution, 300 dpi PDF or TIFF are best)

**MOBILE APP**

**$2,000 Rotating Banner Ad and Landing Page:**

> Banner ads rotate at the top of the app dashboard and click to a full-screen landing page.

> Metrics included (ad clicks, click-through rates, and profile views)

> Materials available for viewing and download for one year

**$4,000 Multimedia Ad Package:**

> Weighted banner ad (shown more often)

> Full-Screen Landing Page

> Multimedia Video Message (downloadable from the exhibitor profile)

> Metrics included (ad clicks, click through rates, and profile views)

**REGISTRANT MAILING LISTS** *(excludes emails)*

$250 for pre-registered conference attendees (as of March 3, 2016)

$400 for final registrants (post-conference)

**EXHIBIT SPACE**

 $1,600 for commercial exhibitors  $899 for noncommercial exhibitors

**EXHIBITOR RULES AND REGULATIONS**

**LITERATURE DISPLAY**

$250 per item (How many? )

**$ GRAND TOTAL**

As the official company representative of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I understand when this document is signed it will constitute a binding agreement between the aforementioned company and ADAA.

Authorized signature Date Print name Title

**PAYMENT**

ADAA accepts Visa, MasterCard, and checks (drawn on U.S. banks) made payable to ADAA. Please enclose payment with application.

* Check enclosed  Visa  MasterCard

*ADAA does not accept American Express or Discover.*

Name on card Card # Expiration date Signature

Please read the following policy information, sign below, and return with application. (Keep a copy for your records.)

**Exhibit Management.** The words “Exhibit Management” as used herein refer to the sponsor, Anxiety and Depression Association of America (ADAA), their subcontractors, and/or their agents. Any matters not covered in these rules and regulations are subject to the interpretation of Exhibit Management, and all exhibitors must abide by their decisions. Exhibitors must comply with the Marriott Wardman Park, Washington DC procedures. The Exhibit Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor agrees to abide by the foregoing rules and regulations. **Payment and Cancellation.** All space charges must be paid in full by February 9, 2018. Exhibitors have the right to withdraw from the conference at any time, but ADAA must be notified in writing. If written notification is received by ADAA on or before January 26, 2018, the full exhibit fee will be refunded, less a $150 administrative charge. No refunds will be issued after February 9, 2018. In the event of cancellation, ADAA shall have the right to use the space in any manner it wishes, including selling the space to another exhibitor, without any rebate or allowance to the defaulting exhibitor. **Occupancy of Exhibit Hall.** Exhibit Management may terminate this contract in the event the Exhibit area is destroyed or damaged, or if the exhibit fails to take place as scheduled, is interrupted, discontinued, or access is prevented due to any of the following causes: strike, lockout, injunction, emergency, act of God, act of war, or any other cause beyond the control of the Exhibit Management. In such an event, the exhibitor agrees to waive any and all damages and claims for damages and agrees that the sole liability of Exhibit Management shall be to refund to the exhibitor all payments made for exhibit space, less a proportionate share of expenses incurred and committed by Exhibit Management. **Installation and Dismantling.** Exhibitors agree to install all exhibits only during the installation times designated by Exhibit Management. All spaces must be properly installed and fully operational no later than 5:00 pm on April 5. Should Exhibit Management change the exhibit hall schedule, exhibitors will be notified in writing. Exhibitors agree to neither dismantle any exhibit nor do any packing before the final closing hour of the exhibition. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the exhibition without permission in advance from Exhibit Management. All material must be packed and ready for shipment by 8:00 pm on April 7, 2018. Any material not called for by said time and date will be shipped at the exhibitor’s expense. **Rejections and Penalties.** Exhibit Management reserves the right to restrict, reject, prohibit, or eject any exhibit, in whole or in part, which because of noise, safety, or for other prudent reasons becomes objectionable. If an exhibitor is ejected for violations of these rules and regulations, no return of the rental fee shall be made. **Handout Materials, Giveaways, and Prize Drawings.** Promotional giveaways and exhibitor prize drawings will be permitted. All giveaways and prizes must have prior approval by Exhibit Management. All handout materials are expected to be of professional nature. Exhibit Management reserves the right to reject any material it believes to be inappropriate. Send samples or PDF proofs to Conference Exhibits, ADAA, 8701 Georgia Ave., Suite 412, Silver Spring, MD 20910, or email [conference@adaa.org.](mailto:conference@adaa.org) **Insurance and Liability.** Exhibit Management and Exhibit Area (Marriott Wardman Park) will use reasonable care to protect exhibitors against loss. However, they will not be liable for damage or loss to property of, or injury to the exhibitor, his agents, or employees, through theft, damage by fire, accident, or other causes. The exhibitor should insure its property against such loss. The exhibitor agrees to make no claim against and to protect, indemnify, and hold harmless Exhibit Management, and Exhibit Area (Marriott Wardman Park), ADAA members, officers, directors, subcontractors, and its agents against loss, theft, or damage to the exhibitor’s property or for any injury to persons in the exhibitor’s area. Exhibitor shall be fully responsible to pay for any and all damages to property own by Marriott (Marriott Wardman Park), its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Marriott (Marriott Wardman Park) its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s use of property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, em- ployees and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel or any part thereof. The exhibitor shall be fully responsible to pay for any and all damages to property owned by the Marriott Wardman Park, its owners, or manager that result from any act or omission of the exhibitor. **Food and Beverage.** All food and beverage arrangements must be made through the hotel. Only food and beverage purchased from Marriott Wardman Park may be served on hotel property. **Labor Requirements.** To conform to union contract rules and regulations, it will be necessary that all exhibitors use qualified union personnel for the various services required for installing and dismantling exhibits, and for material handling within the show. Exhibitors further agree that the conditions, rules, and regulations of Exhibit Management are made a part of this contract and that said exhibitor agrees to be bound by each and all of these rules and regulations, and agrees that Exhibit Management shall have full power to interpret, amend, and enforce all rules and regulations in the best interest of the show. **Non-Competing Events.** Exhibiting company is not permitted to schedule private events that compete with official conference programming.

## AGREEMENT AND SIGNATURE

As the official company representative of , I understand when this document is signed it will constitute a binding agreement between the company or institution sponsor/exhibitor named above and the Anxiety and Depression Association of America (ADAA). In making this application, I/we agree to the terms and conditions of the exhibit regulations for the 38th Annual Conference. These regulations become part of the contract between the exhibitor and ADAA.

I also understand that all marketing materials related to this agreement must prominently bear the ADAA logo, must meet ADAA standards of use and receive ADAA approval prior to printing. Full payment is due with contract.

Authorized Signature Date Print name Title **EXHIBITOR TERMS, CONDITIONS, PURPOSES AGREEMENT**

Title of Activity: **ANXIETY AND DEPRESSION CONFERENCE 2018**

Date and Location: **APRIL 5-8, 2018, MARRIOTT WARDMAN PARK, WASHINGTON, DC**

Agreement between Blackwell Futura Media Services (“provider”), ADAA (“joint sponsor”), and

(“exhibiting company”)

Contact person Phone Fax Email Address City/State/Zip

Company agrees to pay an exhibit fee in the amount of $ . Exhibit fees shall be separate and distinct from educational grants (i.e., they are promotional fees, not

considered commercial support of the educational component).

The purpose of the exhibit is to allow companies an opportunity to complement the scientific or educational sessions by informing and educating the course participants on the latest developments in equipment, supplies and services that are available. Blackwell Futura Media Services and ADAA strictly adhere to the ACCME regulations regarding exhibits, which state the following: When commercial exhibits are part of the overall program, arrangements for these should not influence planning or interfere with the presentation of CME activities (SCS 4.1).

No commercial promotional materials shall be displayed or distributed in the same room as the educational activity immediately before, during, or immediately after an education- al activity certified for credit. If exhibit representatives attend an educational activity, they may not engage in sales activities while in the room where the activity takes place. A registration fee may apply.

Exhibitors must comply with standards established by the Accreditation Council on Continuing Medical Education (www.accme.org), the American Medical Association’s Ethical Opinion on Continuing Medical Education and Gifts to Physicians (www.ama\_assn.org), the Food and Drug Administration regulations regarding industry-supported scientific and educational activities (www.fda.gov), the PhRMA Code on Interactions with Healthcare Professionals (www.phrma.org), the AdvaMed Code (www.advamed.org), and the Office of the Inspector General (OIG) Guidance and, when applicable, Canada’s Research Based Pharmaceutical Companies Rx and D Code of Conduct. Blackwell Futura Media Services and ADAA will monitor exhibitor displays, products, and conduct for compliance with Blackwell Futura Media Services and ACCME policies.

Blackwell Futura Media Services and ADAA require that all exhibitors be in compliance with FDA regulations regarding all products or devices regulated by the FDA. Any mention of product names that are accompanied by information on usage and indications is considered advertising and subject to applicable FDA guidelines. Exhibitors must also comply with the FDA restrictions on the promotion of investigational and pre-approved drugs, devices, materials, and/or products, and of approved drugs, devices, materials, and/or products for unapproved uses. Information and guidance may be obtained from the FDA website.

**MAKE CHECK PAYABLE TO ADAA (FEDERAL ID# 52-124-8820).**

Please initial acknowledgment of the following:

Exhibiting company will abide by all requirements of the regulations and guidelines mentioned herein.

Commercial Company Designee Name (print) Signature Date Blackwell Futura Media Services CME Director/Designee

Name (print ) Signature Date ADAA Director/Designee Name (print) Signature Date

**Send the completed, signed contract with full payment to**

Jennifer Richards, Director of Meetings, ADAA, 8701 Georgia Avenue, Suite 412, Silver Spring, MD 20910, or email scanned copy. (jrichards@adaa.org)