SPONSOR PROSPECTUS
OUR 40TH ANNIVERSARY

SPONSORS MAKE OUR WORK POSSIBLE
WHO WE ARE

The Anxiety and Depression Association of America (ADAA) is the only multidisciplinary professional organization in mental health — a creative force engaging the world’s leading clinicians and researchers. Our members, conference attendees and followers treat those who suffer from anxiety, depressive, obsessive-compulsive, and trauma-related disorders.

THE VALUE OF PARTNERING WITH ADAA

Partnering provides an opportunity to reach ADAA’s vast network of psychiatrists, social workers, psychologists, counselors and therapists before, during and after the conference. Invest in your customer relationships and make an impact.

- Meet **Face-to-Face** with Current and Prospective Clients
- Increase **Brand Exposure**
- Gain **Direct Access** to Experts
- **Cultivate Relationships**
- **Make New Connections**
REACH

38 MILLION
ANNUAL VISITORS TO ADAA WEBSITE WWW.ADAA.ORG

285,025
IMPRESSIONS ON THE ADAA CONFERENCE MOBILE APP

15,000+
PROFESSIONALS WHO TREAT AND RESEARCH ANXIETY, DEPRESSION AND RELATED DISORDERS

1,400+
CONFERENCE ATTENDEES TO INCLUDE PSYCHOLOGISTS, SOCIAL WORKERS, PSYCHIATRISTS, COUNSELORS, BEHAVIORAL HEALTH NURSE PRACTITIONERS, AND FAMILY THERAPISTS

5,000+
PROFESSIONALS WHO FOLLOW ADAA ON SOCIAL MEDIA

ATTENDEES BY PROFESSION

- 36% PhD, PsyD, ABPP
- 30% Graduate Students and Residents
- 10% Social Workers and Counselors
- 10% MDs
- 8% Postdocs, Trainees, Residents
- 6% Other (RNs, MFTs Pharmacists, JD, DO, MeD etc.)
## ADAA CONFERENCE SUPPORT OPPORTUNITIES

### SUPPORTER BENEFITS BY TIER

<table>
<thead>
<tr>
<th>CONFERENCE 2020</th>
<th>DIAMOND $25,000</th>
<th>PLATINUM $20,000</th>
<th>GOLD $15,000</th>
<th>SILVER $10,000</th>
<th>BRONZE $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on Opening Session Slideshow</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in Print Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo, description, and link on Conference Sponsors webpage</td>
<td>✓ Banner Ad: 1st choice of webpage</td>
<td>✓ Banner Ad: 2nd choice of webpage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on Entrance Unit to Exhibit and Registration Area</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on all marketing emails reaching over 11,000 professionals weekly</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Limited:</strong> Complimentary Exhibit Booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Full Conference Registration</td>
<td>Three</td>
<td>Three</td>
<td>Two</td>
<td>Two</td>
<td>One</td>
</tr>
<tr>
<td>Pre- and post-conference attendee list (name and address only)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary four-color ad in print program</td>
<td>Cover</td>
<td>Cover</td>
<td>Full Page</td>
<td>Half Page</td>
<td></td>
</tr>
<tr>
<td><strong>Limited:</strong> Complimentary banner ad and landing page in conference mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Enhanced listing</strong> in Conference mobile app to include downloads and metrics</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotion through ADAA’s social media platforms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Tier sponsor recognition is included and is according to the tier level that aligns with the sponsor’s total investment amount. However, to achieve maximum ROI sponsors are also encouraged to promote their participation in the 2020 ADAA Annual Conference.

**Please note:** All signage material or artwork must be received by January 31, 2020. Any material or artwork received after January 31, 2020 will result in an additional $800 fee for any sponsorship tier or exclusive specialty sponsorships (listed below).
EXCLUSIVE SPECIALTY SPONSORSHIP OPPORTUNITIES

ADAA welcomes your ideas for a sponsorship package that are custom-designed to achieve your marketing goals and remain within your budget.

Interested in hosting an industry-sponsored symposium? A limited number of non-CE and CME opportunities are available to educate a dedicated audience who have opted to attend your symposium and enhance their knowledge of your product, service, or latest research findings. Contact Susan Gurley at 240-485-1020, or srgurley@adaa.org.

SPONSORSHIP TIER: DIAMOND LEVEL $25,000
Luncheon in the Exhibit Hall
Sponsor a networking luncheon on Friday, March 20, the opening day of the exhibits! Your company will be listed on all program materials, online and print, as well as event signage. All Diamond Level benefits are included.

SPONSORSHIP TIER: GOLD LEVEL $15,000
Welcome Reception and Exhibit Hall Grand Opening (500 attendees during conference kickoff Thursday evening)
The premier social networking event follows the Opening Session and Keynote on Thursday evening. Heavy hors d’oeuvres and cash bar are served. Your company banner will be displayed. You will also receive event signage and all Gold Level benefits.

SPONSORSHIP TIER: SILVER LEVEL $10,000
Opening Thursday Keynote Lecture
OR Scientific Research Symposium
OR Clinical Practice Symposium
Sponsors provide general educational support for one or more of these three sessions, attracting 200-800 attendees. Sponsorship includes VIP seating, and “supported by” (with company link when applicable) in online program, conference mobile app, and marketing emails. Includes all Silver Level benefits.

OR Closing ADAA 40th Anniversary Celebration Evening Event (Saturday evening)
A wonderful evening of celebration and networking. Heavy hors d’oeuvres and cash bar will be served. Your company banner will be displayed. You will receive event signage and all Silver Level benefits. A sponsor representative may deliver a 2-3 minute welcome.

OR Conference WiFi and Guest In-room Internet
Attendees love to browse! Your company name will serve as the internet password used by attendees daily. In addition, your company will be recognized as the internet supporter on the hotel/travel conference pages as well as any promotional flyers and emails, plus Silver Level benefits.

Jerilyn Ross Lecture – Title TBD
Sponsors provide general education for this session, attracting 300+ attendees. Sponsorships includes VIP seating, and support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. Co-sponsorship opportunities available.
EXCLUSIVE SPECIALTY SPONSORSHIP OPPORTUNITIES

SPONSORSHIP TIER: BRONZE LEVEL  $5,000

Thursday Special Half Day Session – Topic/Title TBD
Sponsors provide general educational support for this intensive session, attracting 80-100 attendees. Sponsorship includes VIP seating, and support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. Plus Bronze Level benefits. A sponsor representative may deliver a 2-3 minute welcome. Limited to 2 sponsors.

ADAA Advanced and Onsite Registration
Your company name and logo will appear on the ADAA Registration webpage, registration confirmation letter, QR code letter sent to all attendees just prior to the conference, and the onsite registration kiosk all attendees visit to print their badges. Event signage is also included, and support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. Includes Bronze Level benefits.

Science Spotlights — Paradigm Shifting Research
Sponsors provide general educational support for these two new “Science Spotlight” sessions, attracting 80-100 attendees. Sponsorship includes VIP seating, and support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. Includes Bronze Level benefits.

ADAA Awards Programs
This is an exclusive sponsorship opportunity. Support all four of the following award programs designed for intensive mentoring, rigorous research and practice applications, and recognition of distinguished service. Your banner ad will appear on all ADAA awards web pages, email calls for applications and mentors, award announcements, and in the final program. Sponsor representative is invited to the Awards Luncheon to network with the 80-90 award winners and mentors. In addition, your logo will appear as winners are announced in the Opening General Session, and support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. Includes Bronze Level benefits. A sponsor representative may deliver a 2-3 minute welcome.

Included in the ADAA Awards Program Sponsorship:
- Alies Muskin Career Development Leadership Program
- Donald F. Klein Early Career Investigator Award
- ADAA 2020 Member of Distinction Award
- Jerilyn Ross Award

Master Clinician and Timely Topics for Clinician Sessions and Coffee Breaks
Sponsor recognition via signage at both Thursday AM and PM coffee breaks located nearby these 18+ high profile sessions, and support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. Includes Bronze Level benefits. Company logo and link on Master Clinician and Timely Topics Webpage. Usually 100+ attendees per session.
ADDITIONAL SPECIAL SPONSORSHIP OPPORTUNITIES

New Research Poster Session and Networking Receptions
– 2 Sessions/Receptions Total

$3,500 for non-exclusive*
$4,200 exclusive

Poster sessions are lively and engaging and attract more than 400 presenters and attendees for light hors d’oeuvres and cash bar during this cutting edge research exchange. Sponsor recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. Individual evening poster reception sponsorship opportunities available. *Limited to two sponsors.

Coffee Breaks in the Exhibit Hall – FRIDAY AND/OR SATURDAY OR
Specialty Coffee Bar – FRIDAY AND/OR SATURDAY

$3,000 each for non-exclusive
$5,000 both exclusive*

An opportunity for brand-building/engagement with attendees for AM and PM breaks on either Friday or Saturday (or both). Sponsor may (at their own expense) upgrade to a specialty coffee bar, provide cups, cup sleeves or napkins with company logo, at each coffee station. Sponsor recognition signage placed in multiple locations in the exhibit areas and foyers, and recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. *Limited to two sponsors and includes Bronze Level benefits.

Breakfast in the Exhibit Hall – FRIDAY AND/OR SATURDAY

$4,000 each, $6,000 both

An exclusive opportunity for brand-building/engagement with attendees for breakfast on either Friday or Saturday (or both). Sponsor may (at their own expense) upgrade to a specialty coffee bar, provide cups, cup sleeves or napkins with company logo, at each coffee station. Sponsor recognition signage placed in multiple locations in the exhibit areas and foyers, and recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. Includes Bronze Level benefits.

Early Career Luncheon and Program (400-500 attendees and mentors)

$2,700

Exclusive sponsorship. This exciting event is complimentary for all residents, trainees, post-docs, graduate students, and selected professional mentors and includes a luncheon and program sponsored by the Early Career Special Interest Group. Sponsorship includes support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. A sponsor representative may deliver a 2-3 minute welcome.

Special Interest Group Meeting

$1,500

Sponsors provide general educational support for a Special Interest Group meeting (10 different SIG’s to choose from), attracting about 10-30 attendees. Sponsorship includes support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. This is a non-exclusive sponsorship opportunity.

First Time Attendee Breakfast (50-60 attendees)

$1,500

This new and exclusive sponsorship offers your company an opportunity for brand-building and engagement with first time ADAA Conference attendees at a special breakfast on Friday, March 20. Sponsor may (at their own expense) upgrade to a specialty coffee bar, provide cups, cup sleeves or napkins with company logo, at each coffee station. Sponsor recognition signage will be placed in multiple locations in the exhibit areas and foyers, and support recognition (including company logo and link when applicable) on event signage, marketing emails, ADAA website, program and mobile app. A sponsor representative may deliver a 2-3 minute welcome.
ADDITIONAL ENGAGEMENT OPPORTUNITIES

CONFERENCE MOBILE APP

Take advantage of this exciting new media, available to all app users for one year, even those NOT attending the conference! These advertising opportunities are limited and will be sold on a first-come, first-served basis.

Banner ad and landing page $2,000
- 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

Multimedia ad package $4,000
- 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)

2019 APP STATS

<table>
<thead>
<tr>
<th>Downloads</th>
<th>Dashboard Visits</th>
<th>Banner Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,170</td>
<td>47,067</td>
<td>285,025</td>
</tr>
</tbody>
</table>
ADDITIONAL EXCLUSIVE ENGAGEMENT OPPORTUNITIES

Program Cover $3,000
Your company name and logo will appear on the cover of the printed 2020 Conference Program Book. See graphic for approximate placement example. The printed program book is provided to every attendee (c. 1,400) upon registration check-in. In addition, you are provided with a half-page ad that will appear towards the front of the printed program book.

Professional Headshots for Attendees (Friday or Saturday) $3,000
Attendees will appreciate a professional photographer and the opportunity to update their profiles and websites. Exclusive sponsorship to include 6’ table setup for literature with company representative greeting attendees while they wait; signage with company name and logo; sponsor recognition on all program and email correspondence advertising this service.

Conference Bags/Totes $3,100
As an exclusive sponsor of the official 2020 ADAA registrant tote bags, your company logo will be prominently featured (alongside ADAA’s logo) and will receive repeated visibility and brand awareness throughout the duration of the conference and beyond, as convention attendees retain and reuse their bags.

Conference Lanyards $4,500
Worn by all conference attendees, these colorful lanyards are distributed with registration materials and include your logo exclusively.

Branded Water Bottles $3,200
Water stations are located throughout the San Antonio Marriott Rivercenter, and your logo will appear exclusively with the ADAA and sponsor logos and distributed to all registrants in the conference bag. Attendees will refill/reuse throughout the conference…and beyond!

If there are additional opportunities that you are interested in supporting that are not listed above, please contact conference@adaa.org to discuss.
Work with ADAA

Ask us about how we can work with you to customize the perfect sponsorship/advertising opportunity for your company’s goals and budget!

CONTACT US

YEAR-ROUND ADVERTISING OPPORTUNITIES (ADAA WEBSITE, E-NEWSLETTERS AND MORE):
Lise Bram, lbram@adaa.org

CONFERENCE ADVERTISING & SPONSORSHIP:
conference@adaa.org