PARTNER PROSPECTUS

CONFERENCE AND YEAR-ROUND ADVERTISING OPPORTUNITIES

PARTNERS MAKE OUR WORK POSSIBLE
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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 who Share Unique Knowledge in this Mental Health Space
• Cultivate Relationships
• Make New Connections
REACH

38 MILLION
ANNUAL VISITORS TO ADAA WEBSITE

308,506
IMPRESSIONS ON THE ADAA CONFERENCE MOBILE APP

12,000+
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

- 40% PhD, PsyD, ABPP
- 23% Graduate Students
- 8% Social Workers and Counselors
- 12% MDs
- 7% Postdocs, Trainees, Residents
- 10% Other (RNs, MFTs, Pharmacists, etc.)
# ADAA CONFERENCE SUPPORT OPPORTUNITIES

## SUPPORTER BENEFITS BY TIER

### CONFERENCE 2019
Chicago, March 28-31

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</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>Logo on Conference “Save the Date” and ADAA Promotional Flyers for 2019</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>✓</td>
<td>✓</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 12,000 professionals weekly</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Limited: Complimentary 10’ by 10’ exhibit booth space</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>Limited: 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>Exclusive:</strong> Multimedia ad package in conference mobile app; video, weighted banner ad, landing page ad, and access for one year</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limited: 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>
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</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 2019 ADAA Annual Conference.

**Please note:** All signage material or artwork must be received by February 1, 2019. Any material or artwork received after February 1, 2019 will result in an additional $800 fee for any sponsorship tier or exclusive specialty sponsorships (listed below).
ADAA welcomes your ideas for a sponsorship 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 sgurley@adaa.org.

SPONSORSHIP TIER: DIAMOND LEVEL
Luncheon in the Exhibit Hall $25,000
Sponsor a networking luncheon on Friday, March 29, 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
Welcome Reception (500 attendees during conference kickoff Thursday evening) $15,000
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 benefits. (Co-sponsored by the Sheraton Grand Chicago.)

SPONSORSHIP TIER: SILVER LEVEL
Opening Thursday Keynote Lecture or Scientific Research Symposium or Clinical Practice Symposium $10,000
Sponsors provide general educational support for one or more of these three sessions, attracting 200-800 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 Silver Level benefits.

Conference Wifi and Guest In-room Internet $10,000
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 benefits.

SPONSORSHIP TIER: BRONZE LEVEL
Science Spotlights - Paradigm Shifting Research $5,000
Sponsors provide general educational support for these two new "Science Spotlight" sessions, held Saturday, March 30, attracting 80-100 attendees. Session one focuses on Computational Psychiatry, and session two focuses on Environmental Experience. 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.
SPECIALTY SPONSORSHIP OPPORTUNITIES

SPONSORSHIP TIER: SILVER LEVEL

Thursday Suicide Prevention Program $10,000
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 Silver Level benefits. Limited to 2 sponsors.

SPONSORSHIP TIER: BRONZE LEVEL

ADAA Awards Programs $5,000 SOLD OUT
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. Plus Bronze Level benefits.

Included in the ADAA Awards Program Sponsorship:
- Alies Muskin Career Development Leadership Program (CDLP)
- Donald F. Klein Early Career Investigator Award
- ADAA 2019 Member of Distinction Award
- Jerilyn Ross Award

Master Clinician Sessions and Timely Topics Including Coffee Breaks $5,000 SOLD OUT
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. Plus Bronze Level benefits. Company logo and link on Master Clinician and Timely Topics Webpage. Usually 100+ attendees per session.

Closing Reception/Social Event on Saturday Evening $5,000
Saturday evening networking reception with DJ and cash bar - send off the attendees with a night to remember! Your company will receive recognition via signage before and during the event, in all email and print marketing materials, plus Bronze Level benefits. Event date to be announced. Exclusive: $7,000

ADAA Advanced and Onsite Registration $5,000 SOLD OUT
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. Plus Bronze Level benefits.
SPECIALTY SPONSORSHIP OPPORTUNITIES

OTHER SPONSORSHIP OPPORTUNITIES

Jerilyn Ross Panel Lecture
"Ketamine and Mind Altering Drugs in Anxiety and Depression: Potential Roles and Pitfalls"
$8,000 SOLD OUT
Sponsors provide general educational support for this session on ketamine, attracting 100-150 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.

New Research Poster Session and Networking Receptions – 2 Sessions/Receptions Total
$3,500 for non-exclusive*
$4,200 exclusive SOLD OUT
Friday and Saturday, 6:00 – 7:30 pm: Poster sessions are lively and engaging and attract more than 400 presenters and attendees each evening 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 and/or Breakfast in the Exhibit Area 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 3/29 or Saturday, 3/30 (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.

Breakfast in the Exhibit Area - FRIDAY AND/OR SATURDAY
$4,000 each
$6,000 both
An exclusive opportunity for brand-building/engagement with attendees for breakfast on either Friday 3/29 or Saturday, 3/30 (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.

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.

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 (60-80 attendees)
$1,500 SOLD OUT
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 29. A sponsor representative may deliver a 2-3 minute welcome remark. 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.
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 ADS AND LANDING PAGE
$2,200
> 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)

MOBILE APP PUSH ALERTS
$1,000 PER ALERT
Sponsor one mobile app push alert informing ADAA attendees about important conference information. Sponsor(s) will be recognized with a credit line in a message on the day of their sponsorship, including a website link. (Only two opportunities available: Friday and/or Saturday).

2018 APP STATS
1,365
DOWNLOADS
40,590
DASHBOARD VISITS
308,506
BANNER AD IMPRESSIONS
# ADDITIONAL EXCLUSIVE ENGAGEMENT OPPORTUNITIES

## Program Cover

$3,000

Your company name and logo will appear on the cover of the printed 2019 Conference Program Book. See graphic for 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

* $5,000+

As an exclusive sponsor of the official 2019 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.

*price is dependent on tote bag type and order date

## Conference Lanyards

$4,500  [**SOLD OUT**]

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 Sheraton Grand Chicago, and your logo will appear exclusively with the ADAA and sponsor logos and distributed to all registrants. 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 goved@adaa.org to discuss.
ADAA Advertising Kit

Reach more than 38 million potential customers.
About the Anxiety and Depression Association of America (ADAA)

ADAA’s unique interlinked consumer and professional mission is focused on improving the quality of life for people of all ages struggling with anxiety, depression and co-occurring disorders.
Current ADAA Membership: 1800+

International Audience

ARGENTINA • AUSTRALIA • BELGIUM • BRAZIL
CANADA • FRANCE • GERMANY • GRENADA • ICELAND
ISRAEL • ITALY • MEXICO • NETHERLANDS • NORWAY
PORTUGAL • SINGAPORE • SOUTH KOREA • SPAIN • SWEDEN
TAIWAN • UNITED KINGDOM
ADAA.org

- Advertisers logo
- Hyperlink to web site
- Click rates provided

Where consumers and professionals have access to ADAA programs, webinars, blog posts, clinical trials, podcasts and more. ADAA has reached more than **29 million** website visits in 2017.

### Advertising on ADAA.org

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>REACH</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the side and/or bottom of specified page(s)</td>
<td>Over 38 million annual website visits</td>
<td>1 ad for 6 months $2,200</td>
</tr>
</tbody>
</table>

For options and specifications, see next page
ADAA Website Ad: Option 1

**Sidebar Ad**
Sidebar ads allow your company to feature a logo and a link to your website on the side of a specified page(s).

**AD Specs**
High res JPG or PNG: 284 px wide x 350 px tall

ADAA Website Ad: Option 2

**Banner Ad**
Banner ads allow your company to feature your logo, a short description and a link to your website at the bottom of a specified page(s).

**AD Specs**
High res JPG or PNG: 728 px wide x 90 px tall
Advertising in ADAA’s e-Newsletters

**Triumph e-Newsletter**

ADAA’s free consumer-focused e-Newsletter that covers resource and articles on anxiety, depression and co-occurring disorders. Sent monthly to more than 30,000 subscribers.

**She Triumphs e-Newsletter**

ADAA’s newly launched, free consumer-focused e-Newsletter featuring articles, resources, blog posts, webinars and more for girls/women struggling with anxiety, depression and co-occurring disorders.

**Insights e-Newsletter**

ADAA’s free bi-weekly e-Newsletter for the professional community delivers current research and news about anxiety, depression and co-occurring disorders to more than 10,000 subscribers.
Triumph
Sent monthly to more than 30,000 subscribers

ADAA’s free consumer-focused e-Newsletter covering resources and articles on anxiety, depression and co-occurring disorders, member hosted webinars, blog posts, personal stories and more.

Click here to read current issues of Triumph
Advertising in Triumph

### REACH

- **30,000+ subscribers**
  - Avg Open Rate: 18%
  - Avg Click Rate: 12%

### COST

- **$900**
  - 1-time placement
  - Contact us for special multiple month placement rates.

### AD SPECS

- 285 x 350 graphic
- Hyperlink to your website
- Open/click rates provided

Have a question? Contact Lise Bram at lbram@adaa.org
She Triumphs
A newly launched resource for women

ADAA’s free consumer-focused e-Newsletter featuring articles, resources, blog posts, webinars and more for girls/women struggling with anxiety, depression and co-occurring disorders.

Click here to read current issues of She Triumphs
Advertising in She Triumphs

**COST**

$450

1-time placement

Contact us for special multiple month placement rates.

**AD SPECS**

- 285 x 350 graphic
- Hyperlink to your website
- Open/click rates provided

Have a question? Contact Lise Bram at lbram@adaa.org
Insights

Sent to more than 10,000 subscribers

ADAA’s free bi-weekly e-Newsletter brief for members and the professional community delivering current relevant research and program news about anxiety and depression from respected journals and media outlets.

Click here to read current issues of Insights
ADAA Twitter Chat Sponsorship Opportunity

ADAA Twitter chats are held every 6 weeks and focus on a topic related to anxiety, depression or co-occurring disorders. ADAA has more than 14,000 Twitter followers. Each chat is hosted by two ADAA professional member experts and lasts between 50-60 minutes.

**INCLUDES**

- An advertisement in a dedicated chat announcement e-blast sent to more than 30,000 ADAA newsletter subscribers.
- A sidebar ad on the post-chat blog post
- Sponsor acknowledgement as the chat’s sponsor on all social media posts

**REACH**

14,000+ Twitter followers

**COST**

$1,500 per chat
Advertising in Insights

**REACH**

10,000+ subscribers  
Avg Open Rate: 18%  
Avg Click Rate: 11%

**COST**

Visit here:  
http://mk.multibriefs.com/MediaKit/Pricing/adaaorg

**AD SPECS**

Ad opportunities for ADAA Insights are handled by Multiview Publications.

Learn more

Have a question? Contact Lise Bram at lbram@adaa.org

ADAA Advertising Kit

Get started! Contact lbram@adaa.org | 21
ADAA’s mailing is updated on a daily basis. The membership list includes addresses (not emails) in Excel format and is for one-time use only. ADAA does not provide printed labels.

<table>
<thead>
<tr>
<th>REACH</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,800+ ADAA professional members</td>
<td>$425 per list (no emails)</td>
</tr>
</tbody>
</table>

For more information on ADAA’s mailing lists, please contact Lise Bram at lbram@adaa.org
More than 1,400 psychologists, therapists, social workers, counselors, biological and psychosocial researchers, physicians, and nurses from around the world meet annually to learn and share treatment and research information on treating children and adults with anxiety, depression and co-occurring disorders.

Click here for more information about supporting ADAA’s annual conference through sponsorship and/or advertising opportunities.

Interested in sponsoring/advertising? Contact Gabriella Oved at goved@adaa.org
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

WEBSITE ADVERTISING & WEBINAR SPONSORSHIP:
Lise Bram, lbram@adaa.org

CONFERENCE ADVERTISING & SPONSORSHIP:
Gabriella Oved, goved@adaa.org