

ON THE CUTTING EDGE OF WELLNESS

Behavioral Medicine and Its Application to
Anxiety and Depressive Disorders



ANXIETY AND DEPRESSION CONFERENCE

APRIL 6-9, 2017 | SAN FRANCISCO, CALIFORNIA



EXHIBIT, ADVERTISING, AND SPONSORSHIP OPPORTUNITIES

The Anxiety and Depression Association sponsors the only annual conference focused exclusively on advancing science and treatment of anxiety, depressive, obsessive-compulsive, and trauma-related disorders.

ADAA is the leading international nonprofit organization dedicated to the prevention, treatment, and cure of these disorders through education, practice, and research.

Our mission is twofold: We educate more than **8 MILLION INDIVIDUALS** and their families every year about the disorders and help them find treatment, resources, and support. And engaging a diverse network of basic and clinical anxiety and depression researchers, we promote scientific innovation and the implementation of empirically supported treatments and best practices to clinicians. These commitments drive ADAA's promise to one day prevent and cure these disorders.





EXHIBIT at ADAA

You'll come face-to-face with

OVER 1,400

U.S. and global leaders and experts in mental health. Supporting ADAA is a smart investment that can lead to significant

**patient impact, visibility,
and recognition.**



**ANXIETY AND
DEPRESSION
CONFERENCE**

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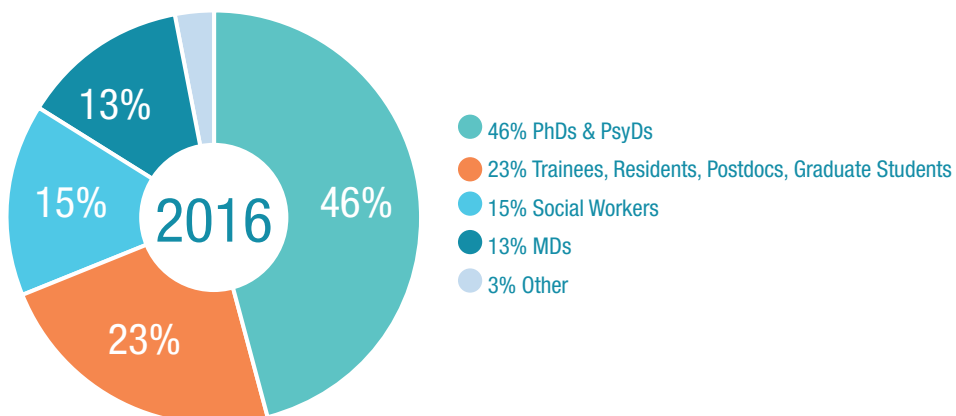
“We made some great connections.”
—Brad Sarro, Mindoula Health, Inc.

As an exhibitor, you'll receive these benefits:

- > Direct access to the largest gathering of health professionals focused on anxiety, OCD, PTSD, depression, and related disorders
- > Nineteen (19) hours of exhibit time to network with your target audience and market your organization's products and services
- > One complimentary conference registration (CE and CME for additional fee)
- > Listing and organization description in the Online Program and **Conference Mobile App**
 - > Enhanced exhibitor listing in the mobile app includes the opportunity to upload brochures, product literature, press releases, and other PDFs. All material is available for one year to app users before, during, and after the show even for those who did not attend the conference!
- > Organization logo and link on the conference website
- > Ten percent (10%) discount on print advertising
- > Exclusive access to advertising in the Conference Mobile App
- > Complimentary wireless Internet in exhibit area

Our attendees are highly engaged, and they value this conference for its outstanding content and networking. At the 2016 meeting, the majority of attendees rated the sessions superior and above average and strongly agreed that the range of topics was excellent, relevant, and well-balanced.

2016 CONFERENCE ATTENDEES



WHY EXHIBIT AT ADAA?



This is truly a unique space where professionals from communities across the fields of anxiety, depression, OCD, PTSD and related disorders bring new ideas and converge in meaningful and exciting ways. Our attendees network with representatives from treatment centers, IT, publishing and other mental health organizations to build their networks – and get inspired.

ACCESS

Access experts and professionals from around the world who share knowledge and experiences unique to this field.

BRAND

Brand your message and increase your visibility securing an exhibit display table, advertising in the online program or mobile app, or supporting ADAA by stepping on and becoming a sponsor.

CONNECT

Connect with researchers, clinicians, residents, trainees, graduate students, and individuals who come together from across disciplines and practice settings to improve patient outcomes and work toward a cure.

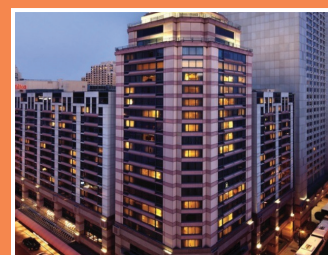


When and Where

Join us April 6–9, 2017, at the Hilton San Francisco Union Square, located in the Theater District and in walking distance to restaurants, upscale shopping, cable cars, and less than a mile from Chinatown and Nob Hill.

ADAA conference attendees will enjoy luxurious and spacious guestrooms at these special conference rates (plus taxes):

- > **\$215/night for single/double occupancy**
- > **\$255/night for Urban Contemporary rooms single/double**
- > **\$285/night for Skyline/Bayview single/double**
- > **\$255/night for quadruple occupancy**



These rates include complimentary high-speed Internet access from your guest room, as well as pool access and fitness room.

- > **Book your hotel reservation soon by calling 1-800-HILTONS.**
- > ***Be sure to mention ADAA to receive the discounted group rate.***
- > **PLEASE NOTE: *You are responsible for making your own hotel reservations.***

Rates

COMMERCIAL \$1,600

For companies displaying products and/or services (pharmaceutical, publishing, technology)

NONCOMMERCIAL \$899

For nonprofit organizations, government agencies, hospitals, inpatient programs, and universities displaying programs and services

EXHIBIT PACKAGES INCLUDE THE FOLLOWING:

- > One complimentary conference registration with full conference access (CE and CME for additional fee)
- > 8' tabletop space to include 8" draped table, wastebasket, and pipe and drape behind table
- > 7" x 44" identification sign
- > Complimentary wireless Internet in exhibit area
- > Ten percent (10%) discount on advertising (print "Schedule at a Glance") *when received by January 14, 2017.*

Exhibit Hours

Friday, April 7, 7:30 am–5:00 pm

Saturday, April 8, 7:30 am–5:00 pm

> Exhibitor Move-In: Thursday, April 6, 2017, 12:00–5:00 pm

> Exhibit Move-Out: Saturday, April 8, 5:00–8:00 pm

All spaces must be installed or dismantled during move-in and move-out hours only. Space not occupied by 5:00 pm on Thursday, April 6, will be forfeited and reassigned without refund.

We highly recommend that exhibits are staffed during exhibit hours, especially during breaks and meals. All exhibitor representatives are required to register and wear badges while in the exhibit area. Exhibit hours are tentative until program schedule is finalized in January 2017. ADAA will notify all exhibitors regarding final exhibit hours.

Personnel and Registration

All participants affiliated with exhibits must register for the annual conference. Exhibiting companies receive one complimentary conference registration with the purchase of their space. Additional registrations for professionals can be purchased at the regular conference registration rate. Badges are required for all conference activities.

Additional exhibit personnel who meet the criteria below are eligible for the registration fee of \$175, which includes access to all receptions, breakfasts, and coffee breaks:

- > Exhibit personnel **are not practicing professionals** with designations MD, PhD, PsyD, MPH, MSW, LCSW, LPC, RN, MEd, or EdD.
- > Exhibit personnel **do not attend sessions or qualify for continuing education credits.**

Other Opportunities

LITERATURE DISPLAY “TAKE ONE” TABLE: \$225 PER ITEM

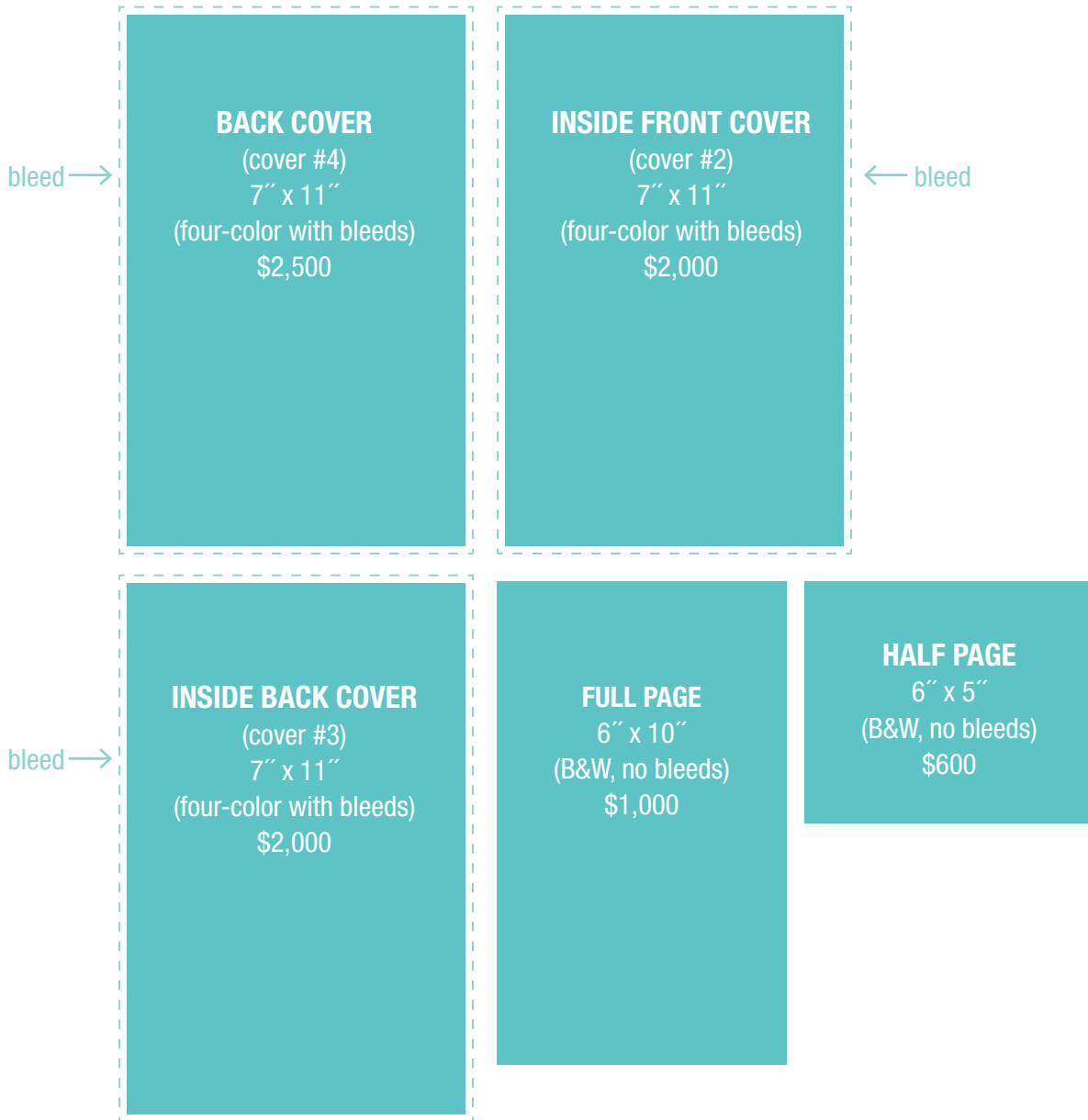
The ADAA “Take One” table is unsupervised, and attendees browse and pick up literature.

Companies and organizations may send one item for display: a brochure, educational material, publication, or conference announcement.

A sample of the display item must be submitted for prior approval. ADAA reserves the right to restrict, reject, prohibit, or eject any literature, in whole or in part, that it deems inappropriate or incompatible with its mission. Up to 300 copies of an item must be shipped to ADAA by March 10, 2017. ADAA staff ensures that all items are displayed during the conference. We are unable to return any leftover materials. **Questions? Contact Mary Duckett at 240-485-1031.**

FINAL PROGRAM

Conference exhibitors receive **ten percent (10%) off** the prices below before January 14, 2017. ***Space is limited due to the reduced size of final print program, which is a "Schedule at a Glance".*** Reserve now! Email Mary Duckett (mduckett@adaa.org) for more information. Art must be received by February 20, 2017.



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 opportunities are limited and will be sold on a first-come, first-served basis.

BANNER ADS 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)



REGISTRANT MAILINGS

Market to health professionals: Before the conference, purchase the pre-registrant list at a discounted rate of \$250 (includes all registrants as of March 3, 2017). After the conference, you can purchase the final registrant list for \$400. (Note: Email addresses are not included.)

Sponsorship

BENEFITS

- > Recognition at the Opening Session
- > Company listing and logo in the Final Program
- > Banner ad and multimedia message in Conference Mobile App
- > Company listing, logo, and link on the ADAA conference web page and signage

For sponsorship opportunities, please contact Jennifer Richards at 240-485-1032.

The ADAA policy for accepting external funding is available upon request.

PAST ADAA EXHIBITORS

| | | |
|--|--|--|
| Abbey Press Publications | Electromedical Products International, Inc. | Pasadena Villa |
| Alpha Health Systems | Fisher Wallace Laboratories | Peace of Mind Foundation |
| Alexian Brothers Behavioral Health Hospital | Heartspring | Pocket Therapist, LLC |
| American Foundation for Suicide Prevention | Houston OCD Program | Psychiatric Institute of Washington |
| Beck Institute for Cognitive Behavior Therapy | ICANotes | Prometheus Research, LLC |
| Behavioral Tech, LLC | Informed Therapy Resources, LLC | Reasons Eating Disorder Center |
| Bellefaire JCB | InnerChange | Renewed Freedom Center |
| Biofeedback Resources Int'l Corp. | Insight Behavioral Health Centers | Retreat at Sheppard Pratt |
| Bradley Hospital | International OCD Foundation | ResearchMatch |
| Brain and Behavior Research Foundation | Internet Marketing for Behavioral Health | Rogers Behavioral Health |
| Brainsway | Lifeskills South Florida | Rose Hill Center |
| Bridges to Recovery | Lindner Center of Hope | Seabrook House |
| CALM | McLean OCD Institute | Skyland Trail |
| Chamberlain International School | MHS, Inc. | Summit Preparatory School |
| Center for Treatment and Study of Anxiety | Military Pathways | Sunspire Health |
| CNS Vital Sights | Mindoula Health, Inc. | TherapyNotes |
| Consilium Associates | Mindful Stress & Anxiety Management Center of Philadelphia | The Glenholme School |
| CooperRiis Healing Community | Mountain Valley Treatment Center | The Menninger Clinic |
| U.S. Department of Defense Centers of Excellence | National Institute of Mental Health (NIMH) | The Mind's Toolbox |
| Depression and Anxiety Specialty Clinic of Chicago | Natural Molecular Testing | Trichotillomania Learning Center |
| | New Vision Wilderness | UCLA Center for Child Anxiety Resilience Education and Support |
| | Oxford University Press | VA Boston/ National Center for PTSD |
| | Pacific Quest | Valiant Medical Solutions |
| | Palo Alto Health Sciences, Inc. | Wiley-Blackwell Futura Media Services |



Cancellation Policy

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 28, 2017, the full exhibit fee will be refunded, less a \$150 administrative charge. **No refunds will be issued after January 28, 2017.** 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.

Reserve Your Space

Mary Duckett

Conference Exhibits, ADAA
8701 Georgia Ave., Suite 412
Silver Spring, MD 20910

Email: mduckett@adaa.org

Phone: 240-485-1031

Fax: 240-485-1035

Contracts must be accompanied by full payment. **Deadline for receipt of payment is February 10, 2017.** Exhibit space will not be confirmed until both contract and payment are received. Please make checks payable to ADAA. A limited number of spaces are available, and assignment is first-come, first-served (with the exception of sponsors).



ANXIETY AND DEPRESSION CONFERENCE

APRIL 6-9, 2017 | SAN FRANCISCO, CALIFORNIA

EXHIBIT & ADVERTISING APPLICATION AND CONTRACT

All applications must be returned to ADAA by February 10, 2017, 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 _____ Fax _____ Email _____

EXHIBIT PERSONNEL

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)

Name _____ Title _____

Phone _____ Email _____

2. 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 \$55)

Name _____ Title _____

Phone _____ Email _____

3. ADDITIONAL EXHIBIT PERSONNEL — \$175

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 — 6" x 10" (four-color, no bleeds)
- ___ \$600 Half page — 6" x 5" (four-color, no bleeds)

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

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 Philadelphia Marriott Downtown 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 10, 2017. 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 28, 2017, the full exhibit fee will be refunded, less a \$150 administrative charge. No refunds will be issued after February 10, 2017. 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 6. 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 8, 2017. 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.

Insurance and Liability. Exhibit Management and Exhibit Area (Hilton San Francisco) 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 (Hilton San Francisco), 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 Hilton (Hilton San Francisco), its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hilton (Hilton San Francisco) 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, employees 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 Hilton San Francisco, 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 Hilton San Francisco 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.

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 _____

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 37th 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 2017**

Date and Location: **APRIL 6-9, 2017, HILTON SAN FRANCISCO UNION SQUARE**

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 educational 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 acknowledgement 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

Mary Duckett, Conference Exhibits, ADAA, 8701 Georgia Avenue, Suite 412, Silver Spring, MD 20910, or email scanned copy. (mduckett@adaa.org)



**ANXIETY AND
DEPRESSION
CONFERENCE**

**APRIL 6-9, 2017
SAN FRANCISCO, CALIFORNIA**



www.adaa.org



**ANXIETY AND DEPRESSION
ASSOCIATION OF AMERICA**

8701 Georgia Ave. #412
Silver Spring, MD 20910
www.ADAA.org/conference