

Exhibitor Prospectus



ABCT's 51st Annual Convention

San Diego Hilton Bayfront | November 16–19, 2017

Association for Behavioral and Cognitive Therapies

5,300+ mental health professionals and students who specialize in the behavioral and cognitive therapies will be attending the upcoming ABCT Annual Convention.

Join them! Use this great opportunity to discuss, one-on-one, your products and services with mental health professionals and students.

Advertising Contact:

Stephanie Schwartz, Managing Editor
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Exhibits & Sponsorship Contact:

Tonya Childers-Collens,
Exhibits Manager
tchilders@abct.org
Phone: (212) 647-1890, ext. 202

Take advantage of ABCT's specially negotiated room rates at the San Diego Hilton Bayfront Hotel. Housing will open for attendees and exhibitors in July.

Join Us! We look forward to your participating as an exhibitor at the 51st Annual ABCT Convention at the Hilton San Diego Bayfront Hotel, San Diego, CA. Thank you for your support of ABCT and the broader cognitive-behavioral field.

ABCT has over 5,300 members, and based on past attendance we expect approximately 4,000 people to attend the **51st Annual Convention** this year in San Diego.

All the following points are understood and accepted as part of the contract between the Association for Behavioral and Cognitive Therapies (ABCT) and those who engage booth space in the 51st Annual ABCT Convention Exhibit.

Appropriate exhibitors are publishers of books, journals, videos, or software; schools, foundations, pharmaceutical companies, suppliers of professional equipment, computers, or professional services; mental health societies, residential treatment facilities, and professional recruitment services.

1. Purpose

The purpose of all the exhibits shall be to serve the interests of the Association and the field of the behavioral and cognitive therapies. The Association reserves the right to require the immediate withdrawal of an exhibit if the Association believes it may be injurious to the purpose of the Association.

2. Booth Information

All booths are **10' x 10'**. Dimensions are believed to be accurate but are only warranted to be approximate. Back walls of booths are 8' high and dividers are 3' high. To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must not be higher than 8' in the back nor higher than 4' along dividers and aisles. No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of any other exhibit.

Exhibitors desiring to use other than standard booth equipment or any signs, decorations, or arrangements of display material conflicting in any way with these regulations must submit two copies of a detailed sketch of a proposed layout at least two months prior to the opening of the exhibit and must receive written approval from Mary Jane Eimer, CAE, Executive Director of the Association. The booth framework is aluminum with blue and grey drapery.

The price of the booth includes, in addition to the space itself for the duration of the show, a standard one-line sign showing the firm name, and booth number of the exhibitor, placed on the back wall of the booth; janitorial

service for the aisles of the exhibit areas; and **two complimentary exhibitor registrations.**

3. Exhibit Area

Exhibits will be located in the Indigo Ballroom on the 5th Floor of the Hilton San Diego Bayfront Hotel. The Ballroom is carpeted. Sufficient light is provided for adequate general illumination of the entire area, but no individual electric outlet is included in the booth price, and any additional electrical work must be ordered on the form supplied in the Exhibitor's Service Kit.

4. Exhibit Schedule

The exhibit area will be ready for setup and installation at 1:00 P.M. on Thursday, November 16th, and installation must be completed no later than 8:00 A.M. on Friday, November 17th. Any display space not occupied and set up by that time may be cancelled or reassigned without refund. Exhibitors and drayage service will be available from 1:00 P.M. to 5:00 P.M. on Thursday, and from 8:00 A.M. to 9:00 A.M. on Friday.

Exhibits will be open, and should be manned from 8:00 A.M. to 5:30 P.M. on Friday and Saturday, and from 8:30 A.M. to 12:00 P.M. on Sunday.

The Association reserves the right to make schedule changes of the hours set forth above for compelling reasons. Such changes will be made known in advance, wherever possible. The Association reserves the right to reassign booths and/or redesign the exhibit area should circumstances require. Exhibitors may begin dismantling displays at 12:00 P.M. on Sunday, October 30th. Packing crates for boxes that will be returned starting at 2:00 P.M. All packing must be completed by 5:00 P.M., Sunday. It is the responsibility of the exhibitor to arrange for return shipment of exhibitor materials, and FREEMAN should be notified of any return shipping instructions.

**BOOTHS MUST BE STAFFED
THROUGHOUT THE CONVENTION.
NO REPACKING WILL BE ALLOWED
BEFORE SUNDAY AT 12:00 P.M.**

5. Exhibit Decoration and Drayage

The official exhibit show decorator is FREEMAN. Exhibitors desiring to rent booth furniture and additional draping or accessories may order these from the show decorator at prices specified on the order form that will be sent to each exhibitor. Service forms covering

electrical and telephone services will be included in the FREEMAN service kit.

All property is to be shipped to and from FREEMAN by each exhibitor. Materials should be shipped as indicated on the drayage form supplied in the exhibitor's kit. **SHIPMENTS TO THE HILTON SAN DIEGO BAYFRONT HOTEL WILL NOT BE ACCEPTED.** All shipments that arrive at the hotel prior to the scheduled move-in will be directed to a bonded warehouse for storage and delivery to the exhibitor's booth at show time **at the exhibitor's expense.**

All warehouse shipment labels should read:

**Exhibiting Company Name/ Booth #
Assoc for Behavioral & Cognitive Therapies
C/o FREEMAN
6060 Nancy Ridge Drive
Suite C
San Diego, CA 92121
Hold For ABCT- November 16 - 19, 2017**

We can accept materials, Monday through Friday between the hours of 8:00am – 4:30pm and will begin receiving freight on Wednesday, November 8, 2017.

(Labels will be included in the Exhibitor Services Kit.)

Drayage service will include placing the material in the exhibitor's booth, removal and storage of all empty crates until the end of the show, and return of the crates to the exhibitor's booth. It does not include any erection, unskidding in booths, dismantling, trading, blocking, or bracing.

6. Standard Conditions for Exhibits and Displays

NONFLAMMABLE MATERIALS: All material in the Exhibit Hall or any other room of the hotel **MUST** be nonflammable.

LIABILITY: Neither ABCT, the hotel, nor the drayage firm will be held responsible for any injury, loss, or damage that may occur to the exhibit, the exhibitor's agents, employees, or property, or to any other person or property prior, during, or subsequent to the period covered by the exhibit contract, provided said injury, loss, or damage is not caused by the willful negligence of any employee of ABCT, the hotel, or the drayage firm. Each exhibitor hereby expressly releases ABCT, the hotel, and the drayage firm from such liabilities and agrees to indemnify ABCT, the hotel, and the drayage firm against any and all such injury, loss, or damage.

SECURITY: As a courtesy, the Association will provide perimeter security for the exhibit area on a 24-hour basis during the entire exhibit period. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. Exhibitors who so desire may carry insurance at their own expense. Exhibitors are

strongly encouraged not to leave items of value unattended in booths.

FIRE REGULATIONS: All doors and openings must be kept clear. Exit signs, fire alarms, and extinguishers must be visible at all times. Absolutely no storage of materials of any type is allowed behind, beneath, or between booths.

INDEMNIFICATION: Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save ABCT, the Hilton San Diego Bayfront Hotel and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hilton San Diego Bayfront Hotel or ABCT, its employees and agents.

In addition, exhibitor acknowledges that ABCT and the Hilton San Diego Bayfront Hotel do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

7. Operating the Exhibit

Soliciting or demonstrating by an exhibitor must be confined to the exhibitor's own booth. Distribution of the exhibitor's printed advertisements must be done within the exhibitor's own space. Aisles in front of the booths must be kept clear. Objectionable sound devices may not be operated. Engines or any kind of equipment may be operated only with the consent of the Director of Education and the Exhibits Manager. All property damaged or destroyed by an exhibitor must be replaced in the original condition by the exhibitor or at the exhibitor's expense.

Canvassing, exhibiting, or distributing advertising matter outside designated exhibit area is prohibited. Persons who are not exhibitors are prohibited from any detailing, exhibiting, or soliciting within the hotel. No exhibits, displays, or advertising material of any kind will be allowed in the convention hotel rooms or hallways.

8. Music

Exhibits are prohibited from playing copyrighted music and/or playing any music at a volume that disturbs neighboring exhibitors.

9. Cancellation or Subletting

Because of the many advance preparations in connection with the exhibit, all exhibitors wishing to cancel their exhibit space and receive a refund **MUST** submit notice in writing to the ABCT Central Office, and do so prior to September 7, 2017. There will be a \$500 processing fee. **NO REFUNDS WILL BE GRANTED**

AFTER THIS DATE. If the exhibit should be cancelled due to circumstances beyond the control of ABCT or of the Hotel, 50% of all payments connected with booth rental will be refunded.

No exhibitor may assign, sublet, or apportion the whole or any part of the space allocated to him/her, nor exhibit therein any other goods than those manufactured or distributed by the exhibitor in the regular course of his business, without the written consent of ABCT.

10. Distribution in Registrant's Packet

Be sure your message is seen by all convention attendees. Insert a brochure, coupon, or flyer in each attendee's registration packet for \$1,500.

Please supply 4,000 giveaway pieces by Friday, October 6th Ship to:

Convention Packet Insert for (COMPANY)
ABCT – 51st Annual Convention
305 Seventh Avenue, 16th Floor
New York, NY 10001-6008.
Attention: Tonya Childers-Collens, Exhibits
Manager

**Do not ship packet stuffers to FREEMAN
Or to the**

Please note that ABCT's Board of Directors has adopted a nondiscrimination policy, which reads:

The Association for Behavioral and Cognitive Therapies is committed to a policy of equal opportunity in all of its activities, including employment. ABCT does not discriminate on the basis of race, color, creed, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, or veteran status.

The bottom line of the policy implementation is that any institution that hires or offers training must, when promoting those functions at any ABCT venue, review the ABCT nondiscrimination policy. Any differences from ABCT's nondiscrimination policy must be stated in the convention addendum which is distributed on-site. For example, "The nondiscrimination policy of institution XYZ differs from the ABCT policy in that it does not include religion or ethnic origin."

This statement should be submitted at the same time as the institution's description. This information will be in addition to the normal exhibitor description that appears in the Addendum. We will make copies of the Addendum available for you at the booth; and ask that you have them available upon request from attendees.

If you have any questions, please contact the ABCT Central Office at convention@abct.org. Thank you.

Hilton San Diego Bayfront Hotel

Pieces may consist of up to four 8 1/2 x 11 sheets **which are bound**. Packet enclosures larger than these parameters will not be inserted and will not be returned. Unbound pages will be charged separately.

11. Contractual Agreement

It is agreed that the exhibitor will abide by the rules and regulations above cited before, during, and after the exhibit, and by other reasonable rules considered by ABCT or the Hilton San Diego Bayfront Hotel provided these do not materially alter the exhibitor's contractual rights.

All matters and questions not covered by these regulations are at the discretion of ABCT. These regulations may be amended at any time by ABCT, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them as the original regulations. In the event of a dispute between the exhibitor and ABCT, it is agreed that the questions may be referred to the Board of Directors of ABCT and that their decision shall be final.

Exhibits/prospectus San Diego

Membership Statistics

The Association for Behavioral and Cognitive Therapies (ABCT), founded in 1966, is an organization of more than 5,300 researchers, clinicians, teachers, administrators, and students devoted to the study, practice, and dissemination of evidence-based behavioral and cognitive assessments, prevention measures, and therapies. ABCT is a multidisciplinary organization comprised largely of doctoral-level psychologists and their trainees. Our members are employed across several settings, including research/academic institutions, medical centers, community mental health centers, and private practice. Their professional needs include identifying book contracts and making decisions on student text books, locating research resources, and purchasing training and other services to assist with the provision of clinical care.

- **Professional member categories** - Full, New Professional and Associate Members: 2,947
 - Out of the 2,868 Full, New Professional and Associate Members
- **Non-professional categories** - Students and Post Baccalaureates: 2,425
- **By Gender**
 - Females: 69%
 - Males: 31%
- **By Degree**
 - Ph.D./Psy. D. Psychologists: 55%
 - Psychiatrists: 1%
 - Social Workers: 1.85%
 - Other including students without terminal degrees: 45%
- **By Country**
 - USA: 93%
 - International: 7%

Previous Annual Convention Statistics	2016 New York, NY	2015 Chicago, IL	2014 Philadelphia, PA
Members (Full, Professional & Post Baccalaureate)	1,863	1,626	1,682
Non-Member Professional	288	204	227
Student Member	1,829	1,600	1,641
Student Non-Member	259	268	195
Exhibitors	57	49	31
Other (Press, Volunteers, Staff, Presenters)	21	127	135
Total	4,317	3,874	3,911

2016 Exhibiting Companies

Abilto, Inc.	McLean Hospital
American Psychological Association	Mountain Valley
Association for Behavioral & Cognitive Therapies	National Register of Health Service Psychologist
Beck Institute for Cognitive Therapy	New Harbinger Publications
Cambridge Eating Disorders Center	New York Psychological Association
Clearview Treatment Programs	Oxford University Press
EABCT 2017 Istanbul and WCBCT 2019 Berlin	Routledge (Taylor & Francis)
Elsevier	Springer Science & Business Media
Guilford Publication	Touro College, School of Health Sciences
Hogrefe Publishing	Tourettes Association of America
Icahn School of Medicine of Mount Sinai Hospital	UCSD Eating Disorders Center
Incente, L.L.C.	Virtually Better, Inc.

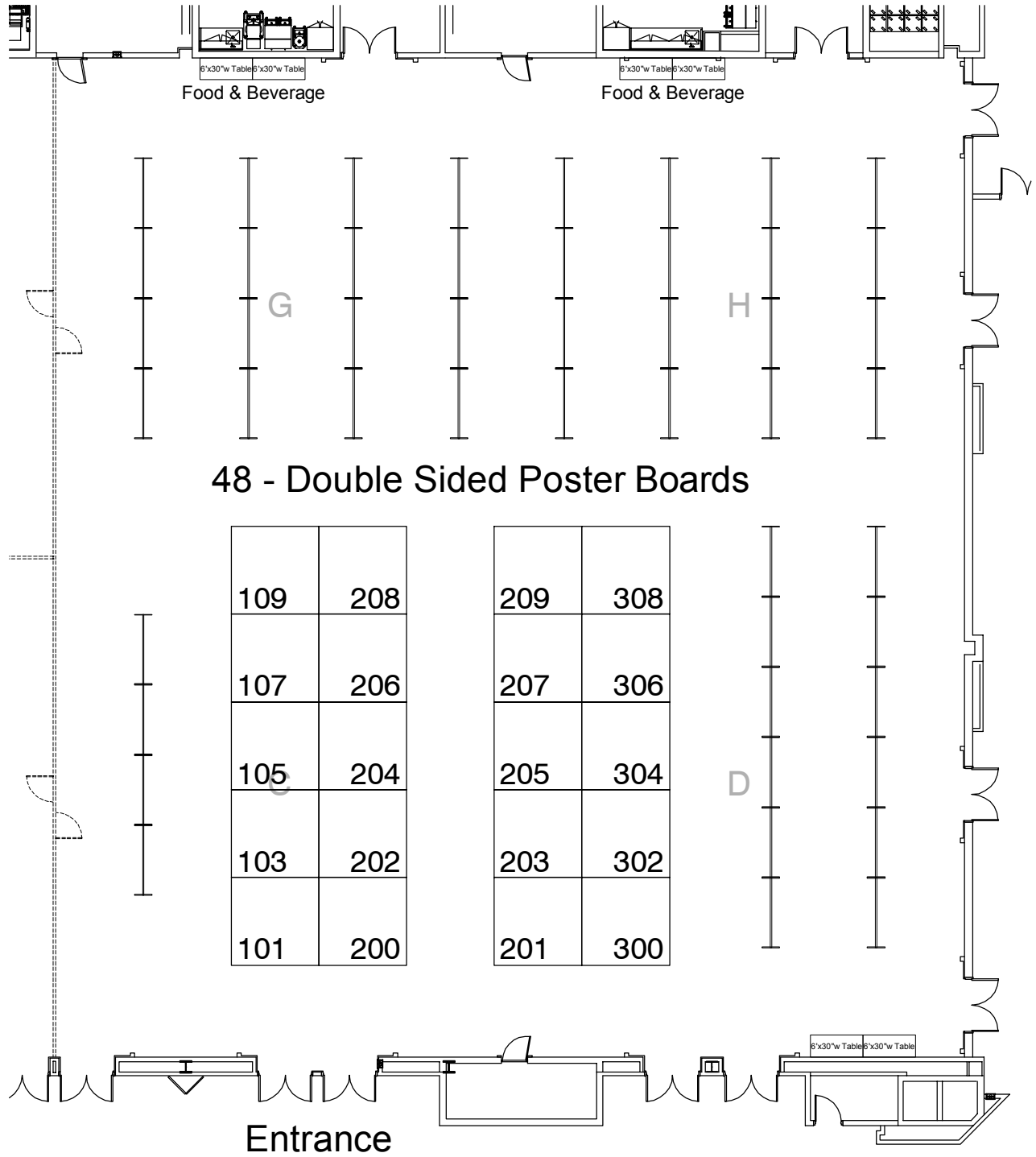
2016 Sponsors

Beck Institute for Cognitive Therapy
Touro College School of Health Sciences

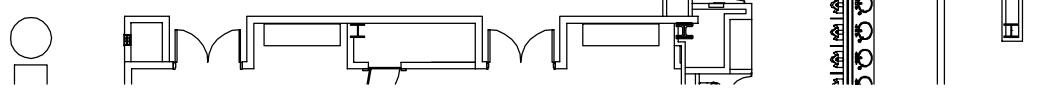
Association for Behavioral & Cognitive Therapies Annual Convention

NOVEMBER 16 - 19, 2017

HILTON BAYFRONT HOTEL - LEVEL 2 - INDIGIO BALLROOM - SAN DIEGO, CALIFORNIA



100	102	104	106	108
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ADVERTISING

Convention Program Book

Prime Ad Placements

width x height

- Inside front cover \$2,500 4 3/8" x 7 1/4"
- Inside back cover \$2,500 4 3/8" x 7 1/4"

Regular Ad Placements (front pages of book)

- Full page \$1,500 4 3/8" x 7 1/4"
- 1/2 page \$800 4 3/8" x 3 1/2"
- 2-page spread \$2,300

Reserve your space: July 1 | Materials due: July 27

ADVERTISING TOTAL _____

ABCT's **Program Book** is the official guide to the Annual Convention activities from Thursday, November 16 – Sunday, November 19. The program is shared among colleagues and is the resource most frequently referred to throughout the Convention and as an archival resource.

- Trim size: 5 1/2" x 8 1/2", perfect bound
- Halftone screening: 133 LPI
- Black-and-white
- Final ad must be submitted as a high-resolution PDF or TIFF. All images must be 300 dpi.

SPONSORSHIP OPPORTUNITIES

Show your commitment to ABCT

- Tote bags \$15,000
- Lanyards \$7,500
- Pens \$5,500
- Mobile app \$10,000
- Attendee wifi access \$10,000

Exhibit Hall Refreshment Break

- Friday \$7,000
- Saturday \$7,000
- Sunday \$7,000

SPONSORSHIP TOTAL _____

CONVENTION ATTENDEES MAILING LIST

Let the ABCT attendees know in advance that you are attending the ABCT 51st Annual Convention and where they can find you.

RENT A BOOTH OR USE A PACKET INSERT AND YOU QUALIFY FOR A 25% discount on a CONVENTION ATTENDEES MAILING LIST.

Please check which format you would prefer. You will receive the mailing list approximately 6 to 8 weeks after the Convention. To qualify for this discount, mailing lists must be prepaid.

- eMail regular \$260 25% off — \$195
- Disk regular \$285 25% off — \$215
- Labels regular \$300 25% off — \$225

MAIL LIST TOTAL _____

PAYMENT TOTAL _____

Visa | MasterCard | American Express | Check

Account Number _____ CVV _____ Expiration Date _____

Cardholder Name (please print) _____

Signature _____

"I authorize you to charge the payment"

ABCT Use Only

Date received _____

Amount received _____

Check # _____

Booth # _____

51st Annual ABCT Convention

Hilton San Diego Bayfront, San Diego, CA

November 16 – 19, 2017

Exhibit Space Contract

ABCT USE ONLY:

Date Received _____ Amt. Received \$ _____

Check # _____

Booth # _____

Company/Organization: _____

Street Address/City/State/Zip Code: _____

Phone: (____) _____ Fax: (____) _____ E-mail: _____

URL/Website Address: _____ General Company Email: _____

Agreement:

The undersigned hereby authorizes the Association for Behavioral and Cognitive Therapies to reserve exhibit space in the Hilton San Diego Bayfront Hotel for the use by the above company/organization during the 51st Annual ABCT Convention. In making this contract, the undersigned hereby agrees to conform to the Exhibit Regulations for the 2017 ABCT Annual Convention that is made as part of this contract. It is mutually agreed that all of said regulations shall be interpreted by the Board of Directors of ABCT, and the parties here to shall be bound by such interpretation.

Authorized Signature: _____ Title: _____ Date: _____

Contact Information: (This information is not for publication)

Name _____ Title _____

Address (if different from above) _____

Email _____

Phone () _____

Fax () _____

Exhibit Booth Selection/Pricing: Please reserve _____ booth(s) @ **\$1,800** per 10 x 10 Exhibit Booth:

Booth cost does not include furnishings or utilities such as electric or internet. Two Exhibitor Badges per booth are provided. Names must be provided to ABCT one month prior to the Convention and no later than Friday, October 6, 2017. All other exhibitor attendees must register and pay the General registration fee.

Participating companies qualify for a **50-word description of their product or services**, which will appear on our website and in the Program Addendum. Descriptions exceeding 50 words will be edited. Please Email to tchilders@abct.org when sending in your contract.

List choices of booth locations (numbers) in order of preference.

1st choice: _____ 2nd choice: _____ 3rd choice: _____ 4th choice: _____

Packet Insert: Please reserve _____ space(s) in the Registrants Packet Distribution @ **\$1,500**. Per brochure, coupon or flyer.

Payment Information:

Full payment is required with contract and must be received in U.S. currency. Your application will not be processed without payment. All exhibiting companies/organizations cancelling space prior to September 22, 2017 will be charged a \$500 processing fee. No refunds will be issued for exhibit space cancellations received after September 22, 2017.

Payment by Credit Card:

Credit Card: Visa MasterCard American Express (No Other Cards Accepted)

Credit Card Number _____ Exp. Date _____

Amount to charge: \$ _____ "I authorize you to charge the payment." Signature: _____

Print name: _____

Check or Money Order: Mail this form, along with your check or money order, made payable to *ABCT* to:

Tonya Childers-Collens, Exhibits Manager, ABCT, 305 Seventh Avenue, 16th Floor, San Diego, CA 10001-6008