



ABCT

*Exhibitor
Sponsorship
Prospectus*

57th Annual Convention

November 16–19, 2023
Hyatt Regency Seattle

Association for Behavioral and Cognitive Therapies

Join 3,000 mental health professionals and students specializing in behavioral and cognitive therapies who will be attending the upcoming ABCT Annual Convention. Use this opportunity to discuss, one-on-one, your products and services with mental health professionals and students.



→ Exhibits & Sponsorship Contact:
Tonya Childers,
Exhibits Manager
tchilders@abct.org

Take advantage of ABCT's specially negotiated room rates at the Hyatt Regency Seattle. Housing is now open for attendees and exhibitors: www.abct.org



Join Us! We look forward to your participating as an exhibitor at the 57th Annual ABCT Convention at the Hyatt Regency Seattle. Thank you for your support of ABCT and the broader cognitive-behavioral field.

ABCT has 4,500+ members, and based on past attendance we expect approximately 3,000 people to attend the 57th Annual Convention this year in Seattle, Washington.

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 57th Annual ABCT Convention Exhibit.

Appropriate exhibitors are publishers of books, journals, videos, or software; schools, foundations, 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.

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 Regency Ballroom on the 7th floor of the Hyatt Regency. 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 5:00 P.M. on Thursday, November 16. 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 staffed from 8:00 A.M. to 5:30 P.M. on Friday and Saturday, and from 8:30 A.M. to 11:00 A.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 11:00 A.M. on Sunday, November 19. All packing must be completed by 1:00 P.M., Sunday. It is the responsibility of the exhibitor to arrange for return shipment of exhibitor materials, and FERN should be notified of any return shipping instructions.

**BOOTHS MUST BE STAFFED THROUGHOUT THE CONVENTION.
NO REPACKING WILL BE ALLOWED BEFORE SUNDAY AT 11:00 A.M.**

5. Exhibit Decoration and Drayage

The official exhibit show decorator is FERN. 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 FERN service kit.

All property is to be shipped to and from FERN by each exhibitor. Materials should be shipped as indicated on the drayage form supplied in the exhibitor's kit. **SHIPMENTS TO THE HYATT REGENCY SEATTLE 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 #
Assn for Behavioral & Cognitive Therapies
C/O FERN
12610 Interurban Ave. S
Suite 120
Seattle, WA 98168
Hold For ABCT - November 16-19, 2023

We can accept materials Monday through Friday between the hours of 8:00 am - 3:00 pm and will begin receiving freight on Monday, October 16. The deadline to receive at the warehouse is November 13, 2023.

(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 Hyatt Regency Seattle 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 Hyatt Regency Seattle or ABCT, its employees and agents.

In addition, exhibitor acknowledges that ABCT and the Hyatt Regency Seattle 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 Convention Manager 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 8, 2023. 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 of Handouts

Be sure your message is seen by all convention attendees. Provide a brochure, coupon, or flyer for each attendee for \$1,500.

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

Convention Handouts for (COMPANY)
ABCT – 57th Annual Convention
305 Seventh Avenue, 16th Floor
New York, NY 10001-6008.
Attention: Tonya Childers, Exhibits Manager

Do not ship handouts to FERN or to the Hyatt Regency Seattle

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 Hyatt Regency Seattle 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.

*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.*

Membership Statistics

The Association for Behavioral and Cognitive Therapies (ABCT), founded in 1966, is an organization of over 4,500 researchers, clinicians, professors, 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 textbooks, 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: 2,866

- **Nonprofessional categories**

Students and Post Baccalaureates: 1,644

- **By country**

USA: 95%
International: 5%

- **By degree**

Ph.D./Psy. D. Psychologists: 78%
Social Workers: 2%
Other including students without terminal degrees: 20%

- **By gender**

Agender .18%
Genderqueer .51%
Man (cisgender) 23.64%
Man (transgender) .16%
Nonbinary .93%
Woman (cisgender) 69.56%
Woman (transgender) .07%

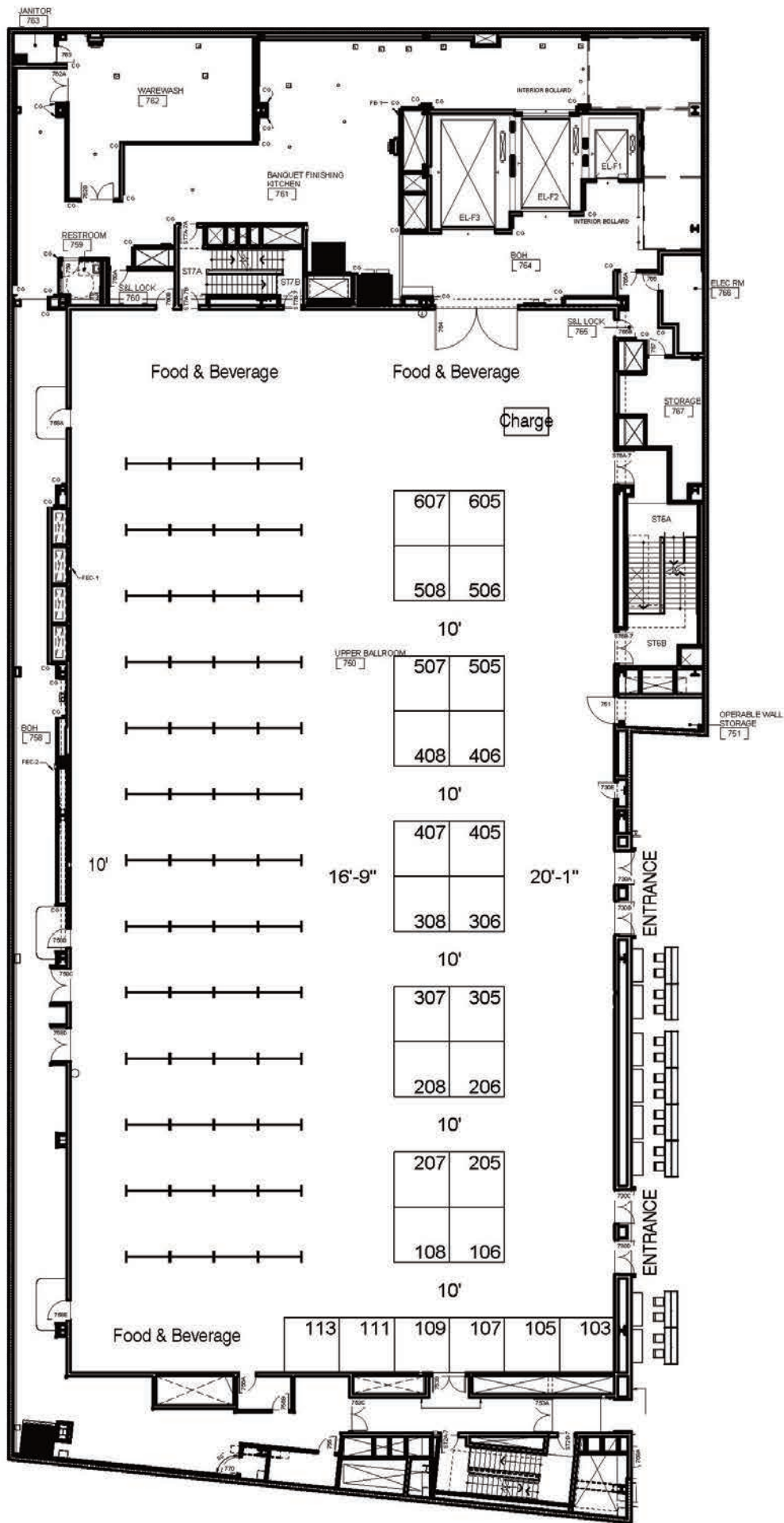
▶ Previous Annual Convention Registration Statistics

| | 2022 NYC | 2019 Atlanta | 2018 Washington |
|---|--------------|-----------------|--------------------|
| Members (Full, Professional & Post Baccalaureate) | 1,854 | 1,447 | 1,631 |
| Non-Member Professional | 145 | 249 | 299 |
| Student Member | 1,206 | 1,192 | 1,286 |
| Student Non-Member | 252 | 263 | 307 |
| Exhibitors | 40 | 56 | 44 |
| Other (Press, Volunteers, Staff, Presenters) | 205 | 124 | 143 |
| Total | 3,702 | 3,331 | 3,710 |

▶ Partial List of Past Exhibiting Companies

| | |
|--|--|
| Access Psychology Foundation | My Best Practice |
| American Psychological Association | National Mass Violence & Victimization Resource Center |
| Association for Behavioral & Cognitive Therapies | National Register of Health Service Psychologists |
| Beck Institute for Cognitive Therapy | Neuroflow |
| Cambridge Eating Disorders Center | New Harbinger Publications |
| Center for Behavioral Intervention Technologies | NYSIPA |
| Center for Discovery | Oxford University Press |
| Central Intelligence | Oxfordvr |
| Clearview Treatment Programs | Pacifica Labs, Inc. |
| Correct Care Solutions | Palo Alto Health Sciences |
| Elsevier | PocketLab.com |
| Emotional Regulation Center | Retreat Behavioral Health |
| Float | Rogers Behavioral Health |
| Guilford Press | Routledge (Taylor & Francis) |
| Expo Enterprise, Inc. | SIMmersion, LLC. |
| Greenspace Mental Health Ltd | Springer Science Business Media |
| Guilford Publishing Corp. | Texas Tech University Health Sciences Center |
| Hogrefe Publishing Corp. | The Linehan Institute-Behavioral Health |
| Insight Behavioral Health Centers | The Trust |
| International OCD Foundation | Therapy Notes |
| Incentel, L.L.C. | Tourette Association of America |
| Kaiser Permanente Mental Health Training | UCSD Eating Disorders Center |
| Limbix | Valent |
| Lyra Health, Inc. | Virtually Better, Inc. |
| Mazzy | Waverider |
| McLean Hospital | World Congress of Behavioural and Cognitive Therapies |
| Mountain Valley Treatment Center | Wiley |

Floor Plan | Level 7 Ballroom



PROGRAM BOOK ADDENDUM

Ad Placements

| interior pages | regular rate | nonprofit rate | width × height |
|--|--------------|----------------|----------------|
| <input type="checkbox"/> Full page | \$2,500 | \$2,000 | 7" x 9.25" |
| <input type="checkbox"/> 1/2 page horizontal | \$1,000 | \$800 | 7" x 4.625" |
| <input type="checkbox"/> 1/2 page vertical | \$1,000 | \$800 | 3.5" x 9.25" |
| <input type="checkbox"/> 1/4 page | \$850 | \$680 | 3.5" x 4.625" |

Reserve your space: **August 7** | Materials due: **Sept. 8**

→ Advertising Contact:

Stephanie Schwartz,
Managing Editor
sschwartz@abct.org

ADVERTISING TOTAL _____

The **program addendum** is a separate, supplemental publication that accompanies ABCT's online program content. Received by all convention attendees, the addendum lists exhibitors, sponsors, program changes, SIG meetings, schedule-at-a-glance, maps, and highlights invited speakers and the presidential address.

- Trim size: 8 1/2" x 11", perfect bound
- All color artwork should be submitted as CMYK
- High-resolution (300 dpi) PDFs preferred
- TIFFs also accepted
- no bleeds

SPONSORSHIP OPPORTUNITIES

Show your commitment to ABCT

- Lanyards \$7,500
- Hotel key cards \$6,500 or (2) available at \$3,200 each
- Pens \$5,500
- Mobile app \$10,000 or (4) available at \$2,500 each
- Charging station \$5,000 or (5) available at \$1,000 each
- Photo booth \$2,400 or (2) available at \$1,200 each
- Mobile app banner ad \$600 each
- Column wrap \$3,000 or (3) available at \$1,000 each
- Wellness room \$5,000 or (5) available at \$1,000 each
- Coffee/Water Tumbler \$10,000 or (4) available at \$2,500 each

Exhibit Hall Refreshment Break/Popcorn Break

- Friday \$7,000 (Refreshment & Snacks) or (4) at \$1,750 each
- Saturday \$7,000 (Refreshment & Snacks) or (4) at \$1,750 each
- Sunday \$7,000 (Refreshment & Snacks) or (4) at \$1,750 each
- Friday \$2,500 (Popcorn) or (2) at \$1,250 each
- Saturday \$2,500 (Popcorn) or (2) at \$1,250 each
- Sunday \$2,500 (Popcorn) or (2) at \$1,250 each

SPONSORSHIP TOTAL _____

Each sponsor will be listed in the final program flipbook, on a PowerPoint slide in each meeting room, and on signage on the exhibit hall entrance unit.

EXHIBITOR LEAD RETRIEVAL

Maximize Your Exhibit Investment With Lead Capture Services. The RCS ExpoSmart App turns any Apple or Android* smartphone or tablet into a sales capture & qualifying tool. Scan an attendee badge to capture their information, add qualifiers and notes creating more qualified leads for your sales team to win more business. **Contact Registration Control Systems (RCS) to order: exhibitorserv@rcsreg.com**

ABCT Use Only

Date received
Amount received
Check #
Booth #

Visa | MasterCard | American Express | Check

Account Number _____ CVV _____ Expiration Date _____

Cardholder Name (please print) _____

Signature _____

"I authorize you to charge the payment"

Exhibit Space Contract

57th Annual ABCT Convention
Hyatt Regency Seattle
November 16-19, 2023
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 Hyatt Regency Seattle for the use by the above company/organization during the 57th Annual ABCT Convention. In making this contract, the undersigned hereby agrees to conform to the Exhibit Regulations for the 2023 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): _____

E-mail: _____ Phone: _____ Fax: _____

Exhibit Booth Selection/Pricing: Please reserve _____ booth(s) @ \$1,800 per 10 x 10 Exhibit Booth or the Nonprofit rate of \$1,500

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, 2023. 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 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: _____

Ad in Convention Program Addendum: Please reserve _____ space(s) in the Convention Program Addendum:

Full Page, regular rate (\$2,500) Nonprofit rate (\$2,000); 1/2 page, regular rate (\$1,000); Nonprofit rate (\$800)

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 8, 2023 will be charged a \$500 processing fee. No refunds will be issued for exhibit space cancellations received after September 8, 2023.

CHECK or MONEY ORDER: Mail this form, along with your check or money order, made payable to ABCT to: Tonya Childers, Exhibits Manager, ABCT, 305 Seventh Avenue, 16th Floor, New York, NY 10001-6008

Visa | MasterCard | American Express | Check

Credit Card # _____ CVV _____ Expiration Date _____

Cardholder Name (please print) _____

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

Signature _____ Print Name: _____