



ANNUAL

OCD

CONFERENCE

ocd2019.org

Austin

PROSPECTUS

Exhibiting, Advertising, & Sponsorship

Organized by:



International
OCD
Foundation

Presented by:



neurobehavioral
institute

WHAT IS THE ANNUAL OCD CONFERENCE?

The Annual OCD Conference is truly unique in its ability to bring together consumer and professional audiences in the same setting. Whether you are trying to reach professionals, adults, adolescents, or children with OCD, or their families, your target market will have a major presence at the Annual OCD Conference.

Since 1993, the IOCDF's Annual OCD Conference has been the only national event focused solely on obsessive compulsive disorder (OCD) and related disorders. This extraordinary event brings together individuals with OCD, their loved ones, and mental health professionals with the goal of educating all attendees about the latest treatments, research, and practice in OCD and related disorders.



Our comprehensive program features more than 150 presentations by the most respected names in the field of OCD and related disorders treatment and research. In addition to presentations, the Conference includes highly attended professional trainings (including continuing education opportunities), 50+ support groups for a variety of populations, evening activities, receptions, and various networking activities, allowing you multiple opportunities to interact with both consumers and professionals.

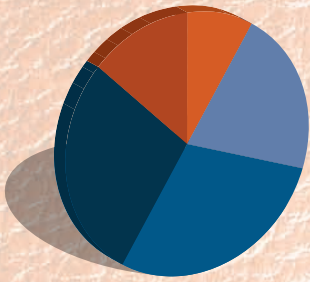
The Conference format allows you to create brand awareness while also engaging with niche segments of the OCD community through our highly targeted presentations and activities for parents & families, kids & teens, young adults, adults, therapists, and researchers. In addition to these core tracks, we also run the Annual Hoarding Meeting concurrently.

Our dedicated commitment to providing essential resources for the OCD community means that you have the unique opportunity to associate your brand with an event that is not only highly engaging, but also highly trusted.

“ This Conference continues to grow and become better and better each year. The staff is amazing in their willingness to be available and to help ”

– 2018 Conference Attendee

2018 CONFERENCE ATTENDEES



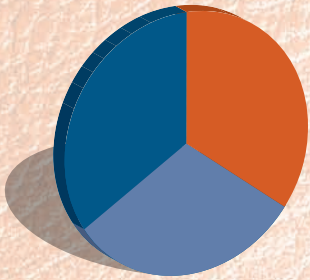
AGE:

- 13% Over 60
- 28% 46-60
- 29% 31-45
- 21% 18-30
- 9% 6-17

1,973

attendees

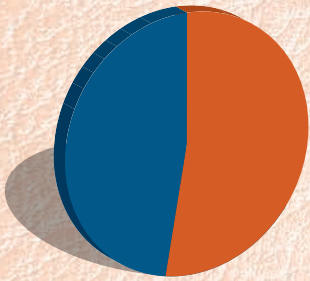
representing **18 countries** (including US and Canada) and **51 states and territories** across the US



AUDIENCE:

- 34% Mental Health Professional
- 31% Family Member
- 35% Individuals with OCD

The International OCD Foundation is excited to invite you to partner with us! We offer competitive pricing for attendee registration, exhibiting, advertising, and sponsorship, ensuring that the Annual OCD Conference is one of the most well-attended (and affordable!) mental health conferences in the world!



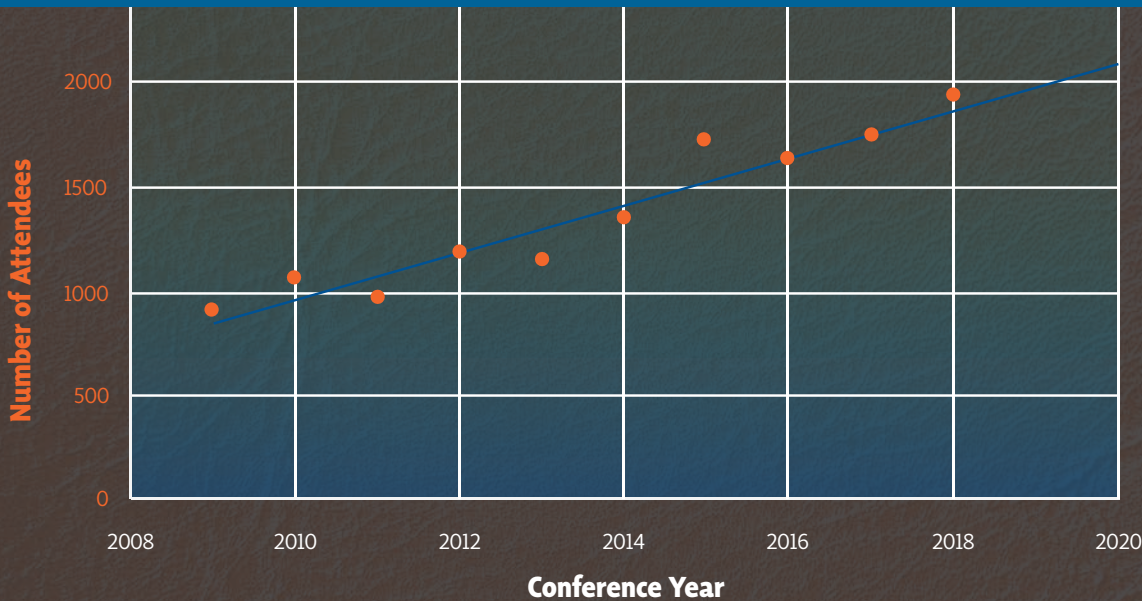
NEW vs RETURNING

- 47% Returning Attendee
- 53% First Time Attendee

“I love that the conference programming is open to providers, researchers, sufferers, and family. It reinforces the idea that we’re all in this together!”

– 2018 Conference Attendee

Annual OCD Conference Growth: 2009 – 2020



The Annual OCD Conference has grown tremendously over the past five years. **At last year’s Annual OCD Conference in Washington, D.C. — the Conference’s 25th Anniversary Celebration! — we had a record-breaking 1,973 attendees** and we anticipate to have 2,000-2,200 community members join us for the 26th Annual OCD Conference in Austin, TX!

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EXHIBITING



The IOCDF is committed to facilitating dynamic interactions between Conference attendees, presenters, and exhibitors. If you have exhibited at our Conference in the past, you know that it provides an unparalleled opportunity to actively engage with the entire OCD community. By exhibiting at the Annual OCD Conference, your organization will benefit from opportunities to:

- Connect with key stakeholders in **every corner** of the OCD and related disorder community,
- Build **brand awareness** by marketing to diverse groups of individuals and families affected by OCD, BDD, and hoarding disorder,
- **Network** with key organizations and professionals in the OCD and related disorders community,
- Interact with over 2,000 attendees during **28 hours of exhibit time** to promote your services and distribute informational materials,
- Recruit participants for **research studies**, and
- **Associate with a highly trusted and respected event while supporting the IOCDF**, the only nonprofit dedicated solely to supporting the OCD and related disorders community.

Maximum Visibility: Attendees will be joining exhibitors in the Exhibit Hall for breakfast all three days of the Conference, for refreshment breaks* throughout the Conference, and for the Researcher and Exhibitor Meet & Greet on Saturday evening. The Exhibit Hall is also home to the Conference Bookstore, an attendee favorite for finding books by their favorite presenters and where various book signings are held throughout the weekend.

*Refreshment Breaks to be scheduled pending sponsorship.

Networking Opportunities: Your booth and Exhibitor Registration Badge(s) places you in the midst of attendees throughout the day, while the Conference hotel offers a wealth of after-hours networking opportunities in the hotel's many restaurants and lounges. Attending evening activities such as the Thursday Night Icebreaker Event, the Professional Networking Mixer, and the Saturday Night Social allows for numerous networking opportunities with attendees throughout the Conference weekend (see page 11).

EXHIBIT BOOTH RATES

Exhibitor Type	Standard Booth <i>6' exhibit table</i>	Premier Booth <i>10'x10' booth space with premier location</i>
Commercial (businesses and corporations showcasing products/services, e.g. pharmaceutical, biomedical, technology, etc.)	\$1,150	\$1,400
Non-Commercial (clinics, medical centers, hospitals, research institutions, universities, etc.)	\$1,000	\$1,200
IOCDF Institutional Members	\$750	\$950
Non-Profit* (independent charities & government agencies)	\$550	\$950

*Non-Profit: Proof of 501(c)3 status requested upon application

WHAT YOUR EXHIBIT BOOTH INCLUDES

The Exhibit Hall is located in Griffin Hall on Level 2 of the JW Marriott Austin.

To increase accessibility, we have strategically placed the Exhibit Hall at the immediate entrance to the Conference Center.



All exhibit packages include:



- Pipe and drape with your company's name and booth number displayed on signage
- Company listing, logo, and description in the Program Guide
- Visibility on the online schedule and Conference mobile app, including logo, links to social media and select digital collateral
- One (1) Complimentary Wi-Fi connection in exhibit area
- One (1) Exhibitor Registration Badge, providing full access to the Conference (Institutional Members receive 2 badges), including
 - » Complimentary light breakfast Friday through Sunday
 - » Admission to the Saturday Night Social Event (light dinner served)
 - » (Does NOT include CE/CME credit*)
- Material shipping and handling options by our exhibition services provider (for an additional fee)

Attendees with Exhibitor Registration Badges are NOT eligible to receive CE credits. If you or another representative from your organization are a mental health professional wishing to earn CE/CME credits for one or more days of the Conference, you must register as an attendee at the Professional Member or Non-Member rate. Please visit ocd2019.org for more information.

UNABLE TO JOIN US IN AUSTIN TO EXHIBIT?

You can still make an impact by getting your literature into the hands of Conference attendees!

Tote Bag Insert | \$700

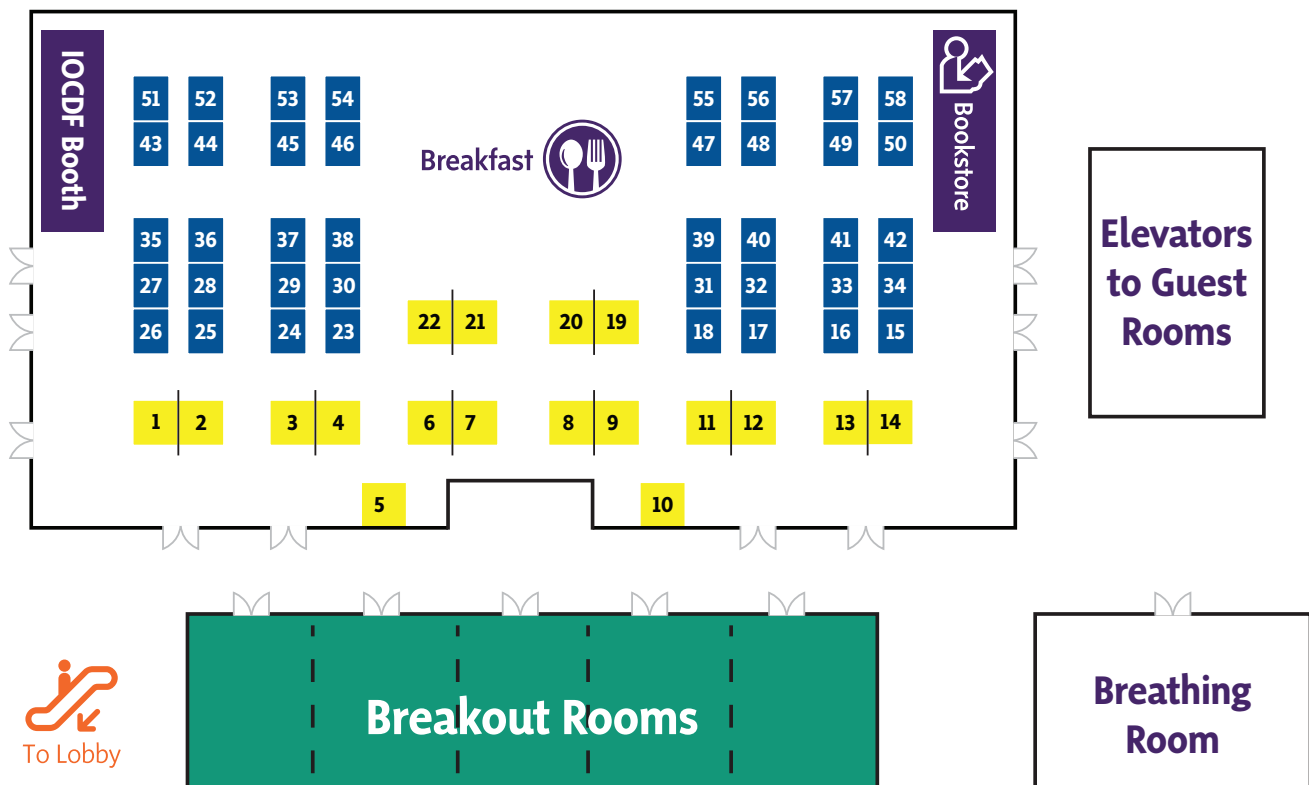


Want to ensure your collateral gets distributed to every Conference attendee? Provide a branded item to be included in our Conference tote bags, one of our most highly anticipated Conference giveaways. Every attendee receives a tote bag with inserts upon checking in at the registration desk, so your material is guaranteed to reach the entire Conference population.

Supply a branded pen or notepad for attendees to take notes with throughout the weekend, or include something unique for attendees to take home with them, like branded sun glasses! — what you include is completely up to you!

A sample of the item for a tote bag insert must be submitted for approval; the IOCDF has the right to reject any item that is deemed inappropriate or incompatible with its mission. Items are to be shipped directly to the hotel no more than three days prior to the start of the Conference; more information on specific dates to follow.

EXHIBIT HALL MAP Griffin Hall (Level 2)



Premium Booth

Exhibit Booth

Booth placements will be assigned on a first come, first served basis (sponsors excluded) starting in April 2019. Booth locations subject to change.

Exhibit Hall Hours

Exhibitor Move-In

Thursday, July 18TH
12:00PM – 7:00PM

Exhibit Hall Open

Friday, July 19TH
7:00AM – 5:30PM

Saturday, July 20TH
7:00AM – 7:00PM

Sunday, July 21ST
7:00AM – 12:30PM

Exhibitor Move-Out

Sunday, July 21ST
12:30PM – 2:00PM

Peak Traffic Times

We strongly encourage that at least one staff member be at your booth during breaks between sessions as well as the following Peak Traffic Times:

Friday, July 19

7:00AM–8:00AM Breakfast served in Griffin Hall
9:30AM–9:45AM BREAK
11:15AM–12:30PM Lunch Break
2:00PM–2:15PM Afternoon coffee break*
3:45PM–4:00PM BREAK

Saturday, July 20

7:00AM–8:00AM Breakfast served in Griffin Hall
9:30AM–9:45AM BREAK
11:15AM–12:30PM Lunch Break
2:00PM–2:15PM Afternoon coffee break*
3:45PM–4:00PM BREAK
5:45PM–7:00PM **Researcher and Exhibitor Meet & Greet**

Sunday, July 21

7:00AM–8:00AM Breakfast served in Griffin Hall
9:30AM–9:45AM BREAK

**Afternoon breaks pending sponsorship*

PAST EXHIBITORS

Adel B. Korkor, MD Foundation
Alpine Academy
American Foundation for Suicide Prevention
AMITA Health Alexian Brothers Behavioral Health Hospital
Anxiety and Stress Disorders Clinic at UNC
Anxiety Disorders Center at the Institute of Living
Anxiety Treatment Center of Austin
Anxiety Treatment Center of Sacramento
Austin Center for the Treatment of OCD
Baylor College of Medicine
Behavior Therapy Center of Greater Washington
Biohaven Pharma
Boston University School of Social Work
Bradley Hospital
Brainsway
Bridges to Recovery
Butler Hospital
Cape & Islands Cognitive Behavioral Institute
Castlewood Treatment Center
Center for Discovery
Center for Hope of The Sierras
Center for Mental Health Disparities
Center for Psychological & Behavioral Science
Chamberlain International School
Child Mind Institute
choicetherapy
Cognitive Behavior Therapy Center of Southern California
Depression & Anxiety Specialty Clinic of Chicago
Doorways, LLC
East Bay Behavior Therapy Center
Eating Recovery Center
ERC Insight Behavioral Health Center
HabitAware, Inc.
Houston OCD Program
Los Angeles BDD & Body Image Clinic
Massachusetts Psychological Association
McLean Hospital OCD Institute
Mental Health Association of San Francisco
Moleculera Labs, Inc
Mountain Valley Treatment Center
Mount Sinai OCD and Related Disorders Program
NeuroBehavioral Institute
nOCD
NW Anxiety Institute, LLC
OCD and Related Disorders Program at MGH
OCD Center of Los Angeles
PANDASNetwork.org
PANDAS Physicians Network
PCH Treatment Program
Peace of Mind Foundation
Picking Me Foundation
PluckyWize
Potomac Behavioral Solutions
Provincial OCD Program at British Columbia Children's Hospital
Reasons Eating Disorder Center
Renewed Freedom Center
ResearchMatch
Resilience Treatment Center
Rodriguez Lab Translational Therapeutics at Stanford
Rogers Behavioral Health System
The Gateway Institute
The Glenholme School
The Hoarding Project
The Lindner Center of HOPE
The OCD and Anxiety Treatment Center
Therachat
Therapy West NYC
The Retreat at Sheppard Pratt
The TLC Foundation for Body-Focused Repetitive Behaviors
Timberline Knolls Residential Treatment Center
Tourette Association of America
UCLA Health System
University of Florida OCD Program
University of Southern California
University of South Florida OCD Program
UNSTUCK: an OCD kids movie
WayPoint Academy
Yellowbrick

Exhibit booths are reserved on a rolling basis while booth supplies last, with a final deadline of Friday May 17, 2019 for reserving and submitting company descriptions and logo artwork to be included in the Program Guide. *See Exhibitor Application for more details.*

For more information on exhibiting and booth reservations, contact Tiia Groden at tgroden@iocdf.org or (617) 973-5801 Ext. 28.

HOTEL & ROOM RATE INFORMATION



JW Marriott Austin

110 E 2nd St
Austin, TX 78701

Conference attendees and exhibitors are offered a special Conference room rate of **\$205/night (plus taxes)**. These rates include complimentary internet in the guest rooms and lobby as well as pool and fitness room access.

The discounted room block will open when general Conference registration opens in March 2019.

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Advertising in the Conference Program Guide, Presentation Booklet, and website are all excellent opportunities to market your organization's products and services to over 2,000 individuals, families, and professionals who attend the Annual OCD Conference.



Program Guide



- Distributed to **every Conference attendee**, serving as their main source of information on all Conference activities.
- **Includes full Conference schedule**, complete with presentation descriptions, speakers, and locations; Conference map; sponsor and exhibitor information; research poster listings; continuing education information; a glossary of terms, and more!

- Members of government agencies, health care associations, advocacy groups, and other members of the OCD community request and receive copies of the Program Guide throughout the year, so **your advertisement will continue to impact your market long after the Conference weekend.**

Ads are all full color on glossy paper and are available in full page, half page, and quarter page sizes.

Presentation Booklet

- Includes the slides and handouts associated with Conference workshops, all bound together in one comprehensive book
- Distributed to every attendee, to take notes on throughout the weekend and reference back to after the Conference, ensuring your ad will be seen for months — if not years — after the Conference.

Ads are all full-page black & white, and are available for the back cover, inside back cover, and inside front cover of the booklet.

Conference Website – www.ocd2019.org



- Approximately **85% of attendees pre-registered via our Conference website in 2018** — and with our NEW online registration system, we expect that number to increase in 2019.
- Receives over **27,000 page views every month** during the registration season, with people returning to the website again and again to get updates on new and exciting additions to the Conference program, the full schedule of presentations, and travel/hotel information.
- Home to the Proposal System for all presentations, support groups, and evening activities so your ad is guaranteed to reach all of our amazing speakers.

Ads are available as full-banner at the top or half-banner at the bottom, appearing on every page of the website.

Conference Mobile App



- Our new, fully integrated **Conference Mobile App includes rotating banner advertisements on each page**, allowing you to showcase your services to attendees whether they are perusing the schedule, reading presentation abstracts, checking out the sponsor and exhibitor listings, or using the interactive site map!

• **Slides and handouts** found in the Presentation Booklet are also uploaded digitally to the mobile app for attendees who wish to “go green”

- In 2018, over **1,000 attendees** used the Conference app to plan their daily schedules and keep track of events throughout the Conference weekend, and we anticipate that the use of this app will continue to grow.
- The app will be available for **FREE** in the iTunes Store (for Apple devices) and in the Google Play store (for Android devices).

*Six (6) banner ads are available and rotate on each page of the mobile app

Tote Bag Inserts



- Have your organizations marketing collateral included in our highly coveted Conference tote bags! Tote Bags are given to every attendee upon arrival at the Registration desk — ensuring that your message will reach the entire Conference audience. Place a branded pen and notepad, or a fun stress reliever in the hands of all 2,000+ Conference attendees!

A sample of the tote bag insert must be submitted for approval; the IOCDF has the right to reject any insert that is deemed inappropriate or incompatible with its mission. Items are to be shipped directly to the hotel no more than three days prior to the start of the Conference, more information on specific dates to follow.

ADVERTISEMENT RATES & SPECIFICATIONS

Program Guide — COLOR, 8 ½" X 11"

Ad Space	Regular Rate	Inst. Member Rate	Ad Size (w x h)
Back Cover	\$1,600	\$1,500	8.75" X 11.25" Reserved for Title Sponsor
Inside Front Cover	\$1,100	\$950	8.75" X 11.25" (includes bleed)
Inside Back Cover	\$1,050	\$950	8.75" X 11.25" (includes bleed)
Full Page	\$900	\$800	7 ½" x 9 ½"
½ Page Horizontal	\$600	\$500	7 ½" x 4 ¾"
¼ Page	\$500	\$400	3 ¼ x 4 ¾"

Presentation Booklet — BLACK & WHITE, 8 ½" X 11"

Ad Space	Regular Rate	Inst. Member Rate	Ad Size (w x h)
Back Cover	\$1,500	\$1,400	8.75" X 11.25" (includes bleed)
Inside Front Cover	\$1,000	\$900	8.75" X 11.25" (includes bleed)
Inside Back Cover	\$1,000	\$900	8.75" X 11.25" (includes bleed)
½ Page Horizontal	\$450	\$400	7 ½" x 4 ¾"

Conference Website — www.OCD2019.org

Ad Space	Regular Rate	Inst. Member Rate	Ad Size (w x h)
Top Banner	\$2,000	\$1,450	1024 x 85px Reserved for Title Sponsor
Bottom Banners (2 available)	\$900	\$850	700 x 100px Sold Out

Conference Smartphone App — FOR IOS, ANDROID, AND MOBILE WEB

Ad Space	Regular Rate	Inst. Member Rate	Ad Size (w x h)
Opening Splash Screen	\$2,000	\$1,950	Logo only Reserved for Title Sponsor
Rotating banner ad (6 available)	\$800	\$750	640 x 150px & 552 x 150px

Program Guide & Presentation Booklet Ad Requirements:

The IOCDF requires all advertising artwork to be in the form of high resolution (300dpi or higher) electronic files. Preferred format is Press Quality PDF at actual size (i.e. bleed included if needed). Also accepted: *.JPEG, or *.TIFF. All ads for the Program Guide should be full color (CMYK) or black & white (grayscale). All ads included in the Presentation Booklet should be landscape and black & white (grayscale).

PLEASE DO NOT use Microsoft Word, PowerPoint, Publisher, or Excel for ads. We will charge a conversion fee of \$100 for any ad that needs to be converted into a print-ready file. Paper ads will NOT be accepted.

See Advertising Application for more details.

Conference Website Ad Requirements:

Your website banner ad should be 72 dpi in *.JPG, .PNG, or *.GIF format, in RGB color. Please supply the web ad's destination URL along with your artwork.

Advertising spaces are reserved on a rolling basis, and the final deadline for reserving and submitting all advertising artwork is May 17, 2019. If you are interested in learning more about advertising opportunities, contact Tiia Groden at tgroden@iocdf.org or (617) 973-5801 Ext. 28

SPONSORSHIP

As a sponsor of the 26th Annual OCD Conference, you will be helping to underwrite the cost of the Conference so that we can provide an exceptional experience for attendees, ensuring that you will benefit from not only high-profile exposure, but positive brand association.



Year over year, the Annual OCD Conference remains one of the most affordable conferences to attend for consumers and professionals alike. We make it our mission to compile programming showcasing the most up-to-date information on OCD treatment and research, that is financially accessible to all members of the OCD and related disorders community. **It is because of the support of our sponsors that we are able to keep our registration prices low while continuing to provide a top-level Conference experience.**

Whether you are interested in thought leadership, lead generation, or brand awareness, we are able to offer your organization a variety of sponsorship opportunities to fit your budget and marketing goals.

By selecting one (or more) of the sponsorship opportunities below, you'll be assisting us in our goal of providing attendees with a first-class Conference experience, while also receiving the valuable level benefits listed on pages 11–14.

Not sure what option is best for you? We recognize that every organization has unique needs, goals and budgets, and we are happy to work with you and your team to create a custom sponsorship package. Email Tii Groden, IOCDF Membership & Outreach Manager at tgroden@iocdf.org for more information.

“ We are so happy with our partnership with the IOCDF, both through exhibiting and sponsoring receptions. Their team is exemplary and made our experience at the Conference as smooth as any we have attended. The IOCDF’s organization, enthusiasm and hard work make the Conference an incredible experience for attendees, professionals and exhibitors. ”

— James Holsomback, McLean Hospital

PLATINUM SPONSORSHIP OPPORTUNITIES | \$20,000+

Choose 1 of the following opportunities:

Title Sponsor - SOLD OUT



The **Title Sponsor** (formerly named "Presenting Sponsor") will receive recognition as a Co-Sponsor of the Conference with the IOCDF. The **Title Sponsor's name** will be included in the title of the Annual OCD Conference, "26th Annual OCD Conference, presented by SPONSOR NAME", and will be used on all Conference promotional materials. In addition to being included in all promotional materials, the title sponsor has a variety of exclusive benefits, including: first choice reserved ad space in the Program Guide, first choice of Premier Exhibit Space, logo included on the opening splash screen of the Conference mobile app, top banner ad on ocd2019.org, and prominent logo recognition on the Conference tote bag

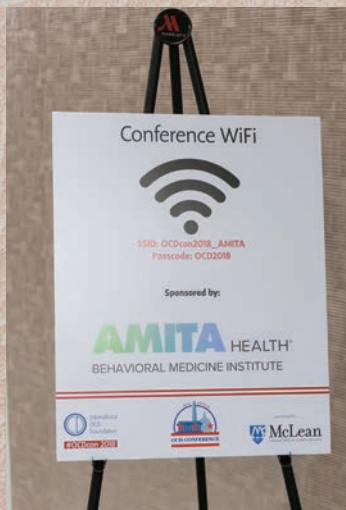
Saturday Night Social Event



The Saturday Night Social and Awards Ceremony is a **premier event** at the Annual OCD Conference. Attended by the entire Conference community, the event includes a light dinner with cash bar as well as the presentation of the IOCDF Hero and Illumination Awards. Following the presentation is a fun evening of socializing and dancing to popular music from the DJ! Your sponsorship would help to underwrite a portion of the costs associated with this popular event, while receiving maximum exposure to a large cross-section of Conference attendees.

Conference Wi-Fi

Provide complimentary Wi-Fi to all Conference attendees while showcasing your organization's brand with this **sponsorship opportunity!** Year over year, our attendees are increasingly asking for access to wireless internet in the meeting space to utilize the Mobile App, connect with other attendees, and post to social media. By sponsoring the Conference Wi-Fi, you will enhance the attendee experience by offering free Wi-Fi throughout the Conference weekend, while also having your branding prominently displayed on all attendee mobile devices, tablets, and laptops when they connect.



Invited Speaker - SOLD OUT



Our goal is to engage high profile speakers for both the Professional Plenary and Keynote Address. Held on Friday afternoon and Saturday afternoon respectively, these talks are typically some of the best attended at the Conference. As the Invited Speaker Sponsor, you will help to cover the honorarium associated with securing a high profile speaker at one of these events. This not only allows for a heightened experience for Conference attendees, but also helps to market the Annual OCD Conference as a whole.

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DIAMOND SPONSORSHIP OPPORTUNITIES | \$15,000+

Choose 1 of the following opportunities:

Speakers Reception



The Speakers Reception is a great way to introduce your organization to VIP Conference attendees. Held on the Thursday evening before the start of the Conference, the Speakers Reception is attended by all of our amazing presenters, support group and evening activity leaders, and sponsors. This event serves as a thank you to speakers for making the Conference a success. Your sponsorship would provide food and open bar for reception attendees, and your organization would have the opportunity to give brief opening remarks alongside prominent signage in the reception area.

Professional Networking Event



Back by popular demand! This Friday evening event is a great opportunity for mental health professionals in all stages of their careers to make connections with likeminded Conference attendees. The more casual networking environment gives professional attendees a chance to relax after the first day of the Conference, while allowing them to catch up with old colleagues and meet new ones all in the same place. As a sponsor, you would be providing food and refreshments alongside a cash bar, and your organization would be recognized with signage throughout event area.

Breakfast



As the sponsor complimentary breakfast, your organization will receive recognition for providing a highly attended, and highly appreciated continental breakfast offered Friday, Saturday, and Sunday mornings from 7am-8am in the Conference Exhibit Hall. More than half the Conference population attends breakfast each morning and it's a much appreciated start to a long day of learning. As the Breakfast Sponsor, your organization logo will be prominently displayed on signage throughout the breakfast area, as well as all on the Conversation Café signage, a popular area where we "themed" tables such as specific OCD subtype, age group, geographic location, in addition to non-themed tables for general mingling. Additionally, you will receive sponsor recognition via mobile app push notifications reminding attendees of breakfast each day.

SAPPHIRE SPONSORSHIP OPPORTUNITIES | \$10,000+

Choose 1 of the following opportunities:

Researcher and Exhibitor Meet & Greet



The Researcher and Exhibitor Meet & Greet is an unopposed event that takes place in the Exhibit Hall directly after the Keynote Address and is open to all attendees. The Meet & Greet features research posters showcasing the latest advances in the field of OCD and related disorders. Conference attendees will have a chance to grab a snack and drink prior to the Saturday Night Social, network with Conference exhibitors, and ask questions of the researchers about their posters. As the Researcher and Exhibitor Meet & Greet sponsor, your organization will underwrite a portion of the cost for food and refreshments at the event, while having your name prominently displayed throughout the Meet & Greet area.

Thursday Night Welcome Event



As the sponsor of the Thursday Evening Welcome Event, we invite YOU to help come up with suggestions for this attendee-favorite, kick-off event! As the Conference moves from city to city, the options for fun and unique location-focused events change as well. The more unique the event, the more popular and well-remembered it becomes. Being in Austin, TX in July 2019, what a better way to have attendees remember your event that hosting a Karaoke Night in the "live music capital of the world" or even an outdoor BBQ? With this event taking place on the Thursday evening prior to the start of the Conference, it allows all of our attendees the opportunity to network, meet new friends, have fun, and start the Conference weekend off right! Your sponsorship would provide the venue rental as well as light appetizers, and your organization would have the opportunity to give a brief welcome, with your name and logo prominently displayed at the venue.

GOLD SPONSORSHIP OPPORTUNITIES | \$7,500+

Afternoon Snack & Coffee Break



Coffee and snack breaks are highly requested at the Conference every year and are sure to be very well-attended and extremely appreciated by all Conference attendees. Your sponsorship would provide refreshments and snacks to attendees in the exhibit area between afternoon presentation sessions, and your organization's name and logo would be prominently displayed on signage throughout break area.

Two available — Starting at \$7,500 each for either the Friday afternoon or Saturday afternoon break.

SILVER SPONSORSHIP OPPORTUNITIES | \$5,000+

Choose 1 of the following opportunities:

Breathing Room



The Conference weekend is jam-packed with top-notch programming and networking opportunities, and we are often asked by attendees for a place to regroup. Your sponsorship of the Conference Breathing Room will provide a space for attendees to relax on comfortable seating in a quiet, soothing atmosphere to gather their thoughts and reflect on the weekend. As a sponsor, you will have the opportunity to provide branded stress balls (or similar items) for Conference attendees to take with them.

Tote Bags



Each of our 2,000+ attendees receive a custom designed Conference tote bag each year. In addition to carrying these high-quality, and highly coveted canvas tote bags throughout the Conference, many attendees continue to use their bags long after the Conference has ended, allowing you to extend your reach to an even greater audience. As the sole Tote Bag sponsor, you will have one whole side of the tote bag reserved exclusively for your prominent logo placement, ensuring that it is easily visible to all audiences, both at the Conference and beyond.

BRONZE SPONSORSHIP OPPORTUNITIES | \$2,500+

Choose 1 of the following opportunities:

Community Art Gallery – Back by popular demand!



With limited space at previous Conference hotels, we couldn't accept all of the art proposals we would have liked to! By sponsoring the Community Art Gallery, you will be giving the IOCDF the opportunity to allow more artists from the OCD and related disorders community to share their work by providing a space for their art to be displayed throughout the entire Conference weekend! The gallery in 2017 was extremely popular, and through your sponsorship, we hope to be able to expand this offering in 2019. As a sponsor, your organization's name and logo will be displayed prominently in the area, which is visited regularly by Conference attendees.

Lanyards



Every attendee is required to wear a badge and lanyard throughout the Conference! As the Lanyard Sponsor, you have the unique opportunity to place your logo on all badge lanyards, meaning that your logo will be visible on every single person as they attend programming, walk about the Conference, and interact with others. This is an amazing opportunity to guarantee that your brand is consistently in front of attendees throughout the entire Conference.

SPONSORSHIP LEVEL BENEFITS

As a sponsor of one or more of the previously described opportunities, we are happy to offer you the following additional benefits according to your sponsorship level:

Benefits	Platinum	Diamond	Sapphire	Gold	Silver	Bronze
Logo recognition in Conference Program Guide	★	★	★	★	★	★
Logo recognition on welcome sign in Conference hotel	★	★	★	★	★	★
Logo recognition on www.ocd2019.org	★	★	★	★	★	★
Sponsor listing on 2019 Conference mobile app	★	★	★	★	★	★
Complimentary Program Guide Ad	Full Page	Half Page	Half Page	Half Page	1/4 Page	
Complimentary Full Conference Registrations	4	3	2	1		
Complimentary insert in Conference tote bag	★	★	★			
Complimentary Exhibit Booth	Premier	Standard				
Complimentary banner ad on Conference mobile app	★	★				
Verbal recognition at Keynote Address	★					
Logo recognition on "Step and Repeat" red carpet backdrop	★					

CONTACT

For more information on marketing at the Annual OCD Conference or to secure a sponsorship opportunity and/or reserve your exhibit booth and ad space, please contact:

Tiia Groden, IOCDF Membership & Outreach Manager
tgroden@iocdf.org or (617) 973-5801 Ext 28.

The deadline for receipt of payment and contract is May 25, 2018.
 Booth assignments are first come, first served (with the exception of sponsors).



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Join us at the

26th Annual OCD Conference

JW AUSTIN MARRIOTT

Austin, TX

July 19–27, 2019

ocd2019.org

Email: conference@iocdf.org

International OCD Foundation

P.O. Box 961029

Boston, MA 02196

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iocdf.org

   @IOCDF

#OCDCon



International
OCD
Foundation

Austin
2019

EXHIBITING & ADVERTISING SPACE APPLICATION AND CONTRACT

26th Annual OCD Conference | July 19–21, 2019 | Austin, TX

Exhibit and advertising space is made available and subsequently assigned on a first-come, first served basis. All applications for exhibiting and advertising must be submitted to the IOCDF with payment by May 17, 2019 to ensure contact information will be included in the Online Schedule & Mobile App and Conference Program Guide. Applications received after this deadline may be accepted depending on availability, but inclusion in the Conference Program Guide cannot be guaranteed.

Exhibitor/Advertiser Information

Contact information provided below will be published on the Online Schedule & Mobile App and in the Program Guide.

Organization Name: _____

Phone: _____ Email: _____

Website: _____

Physical address

Street Address: _____

City: _____ State: _____ Zip: _____

(For administrative purposes only)

Mailing address (if different from above)

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____

Contact Email: _____

If exhibiting, what type of organization is this application for?

Commercial (businesses and corporations showcasing products/services, e.g. pharmaceutical, biomedical, technology, etc.)

IOCDF Institutional Members

Non-Profit* (independent charities, government agencies)

*proof of 501(c)3 status requested upon application

Non-Commercial (clinics, medical centers, hospitals, research institutions, universities, etc.)

Exhibit Personnel (Does NOT include CE/CME credit) If unsure who will be exhibiting, please enter "N/A"

If you would like to purchase additional Exhibitor Registration Badges in order to have more than two (2) booth personnel manning the exhibit booth at the Conference, please contact tgroden@iocdf.org.

Complimentary Exhibitor Registration Badge

Name: _____

(exactly as they wish it to appear on their badge)

Title: _____

Email: _____

Yes! I would like to purchase an additional exhibitor registration.
(Complimentary for Institutional Members; otherwise \$200)

2nd Name: _____

(exactly as they wish it to appear on their badge)

2nd Title: _____

2nd Email: _____



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Description of Services & Logo

Please provide a 50 word or less summary of the services or products your organization provides along with a high resolution company logo (both a .JPG or .PNG file for digital media and an .AI or .EPS vector image file for print media). **Please send both summary and logo with your completed application to Tiia Groden, tgroden@iocdf.org.**

Exhibiting/Advertising Options

Anything with a strikethrough (~~strikethrough~~) is already sold out and no longer available.

Exhibit Booth

- \$1,400 Premier Booth for Commercial Organizations
- \$1,200 Premier Booth for Non-Commercial Organizations
- \$950 Premier Booth for IOCDF Institutional Members
- \$950 Premier Booth for Nonprofit Organizations
- \$1,150 Standard Booth for Commercial Organizations
- \$1,000 Standard Booth for Non-Commercial Organizations
- \$750 Standard Booth for IOCDF Institutional Members
- \$550 Standard Booth for Nonprofit Organizations

Sponsorships

Please indicate whether you would like to be called to discuss sponsorship opportunities and the benefits available to sponsors.

Yes No

Payment

Booth & Personnel Total: \$ _____

Advertising Total: \$ _____

Contract Total (payment in full due with contract): \$ _____

Visa MasterCard Amex Discover Check enclosed

Checks can be made payable to the "IOCDF" and mailed with completed contract to: IOCDF Attn: Tiia Groden, PO Box 961029, Boston, MA 02196

Check Number: _____

Check Close Date: _____

Name on card: _____

Card Number: _____

Expiration Date: _____ CVV: _____

Signature: _____

Advertising (see Prospectus for sizing and specifications)

Program Guide

~~\$1,600 Back Cover / \$1,500 Institutional Member rate~~

~~\$1,100 Inside Front Cover / \$950 Institutional Member rate~~

~~\$1,050 Inside Back Cover / \$950 Institutional Member rate~~

\$900 Full Page / \$800 Institutional Member rate

\$600 Half Page (Horizontal) / \$500 Institutional Member rate

\$500 Quarter Page / \$400 Institutional Member rate

Presentation Booklet

\$1,500 Back Cover / \$1,400 Institutional Member rate

\$1,000 Inside Front Cover / \$900 Institutional Member rate

\$1,000 Inside Back Cover / \$900 Institutional Member rate

\$450 Half Page (Horizontal) / \$400 Institutional Member rate

Conference Website (ocd2019.org)

~~\$2,000 Top Banner / \$1,950 Institutional Member rate~~

~~\$900 Bottom banner ad / \$850 Institutional Member rate (2 available)~~

Conference Mobile App

~~\$2,000 Opening Splash Screen / \$1,950 Institutional Member rate~~

\$800 Rotating banner ad / \$750 Institutional Member rate
(8 available)

Sign the final page of this contract and send the entire completed form to Tiia Groden, IOCDF Membership & Outreach Manager, via email at tgroden@iocdf.org or mail to the IOCDF Attn: Tiia Groden at PO Box 961029, Boston, MA 02196.

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26th Annual OCD Conference | July 19–21, 2019 | Austin, TX

Exhibitor Agreement: All exhibitors at the 26th Annual OCD Conference must agree to the following terms and conditions.

Acceptance of Application for Exhibit Space and Review of Activities: The International OCD Foundation (IOCDF) reserves the right to accept or refuse the Application and Contract for Exhibit Space for any exhibit and, once an exhibit is on the floor, to require its modification or removal, whenever the IOCDF considers such exhibit to be detrimental to its mission, professional or ethical interests, or originates from any organization whose displayed products do not meet the professional standards of the IOCDF.

The IOCDF may review the exhibit floor activities of exhibitors at any time. The IOCDF reserves the right to decline or prohibit any exhibit or part of any exhibit, or prohibit or restrict any activity or conduct within the exhibit area which, in its opinion, is not appropriate or would cause the IOCDF to be in violation of its contract with the Conference hotel (JW Marriott Austin). In the event of such restriction or eviction, the IOCDF is not liable for any refund to the exhibitor. Exhibitors shall not assign or sublet the space purchased, or permit any other party to exhibit therein.

Payment: All exhibiting and/or advertising invoices must have been paid in full to the IOCDF by the application deadline of Monday, May 17, 2019. If an exhibitor fails to pay the IOCDF for the full amount of the exhibit booth by this date, the booth space may be released to another waiting party.

Cancellations: The IOCDF must receive written requests for cancellations of exhibit space by Monday, May 17, 2019 in order to be refunded in full. Any cancellations made after this date are NON-REFUNDABLE and NON-TRANSFERABLE.

Fire and Safety Regulations: All local regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations. If an exhibit booth violates any local or hotel fire and safety regulations, IOCDF and hotel staff will work with the exhibitor in order to fix the issue at hand.

Installing & Dismantling Exhibits: Exhibitors agree to install and dismantle exhibit booths only within the installation and dismantling times designated by the IOCDF. Exhibit installation will take place Thursday, July 18, 2019 between the hours of 12:00–7:00pm in Griffin Hall on the 2nd level of the JW Marriott Austin. If the exhibit space is not occupied by 7:00pm on Thursday, July 18, 2019, the IOCDF will consider it cancelled by the exhibitor and will assume the right to use such space as deemed appropriate. If an exhibitor will be arriving late, the IOCDF must be given prior written notice at least two weeks in advance of the Conference. Exhibits must be dismantled between the hours of 12:30pm–2:00pm on Sunday, July 21, 2019. Early exhibit dismantling is disruptive and unfair to neighboring exhibitors and to paid attendees. If an exhibitor needs to dismantle early prior to 12:30pm on Sunday, July 21, 2019, the IOCDF must be given prior written notice at least two weeks in advance of the Conference.

Any materials left behind and unclaimed after 2:00pm on Sunday, July 21, 2019 will be thrown away. Exhibitors are responsible for the dismantling of their own areas and the management of any remaining materials.

Shipping of Booth Materials: This shipment of all exhibit booth materials will be handled by Pinnacle Exposition Services, the official exhibitor services company of the 26th Annual OCD Conference. The IOCDF is not responsible for any items shipped independently or through another shipping provider. Instructions about shipping will be located in the Pinnacle Exhibitor Portal, which exhibiting organization representatives will receive access to once payment has been received.

Storage of Exhibit Booth Materials: In the Exhibit Hall (Griffin Hall), marketing materials can be stored behind exhibit booth pipe and drape (if applicable) or under tables. The Exhibit Hall will be locked at the close of exhibiting hours and will be unlocked at 7:00am each day the Exhibit Hall is open. Within these hours, the Exhibit Hall will be open to all Conference attendees and exhibitors should not

Use of Exhibit Floor Plan: The exhibit floor plan and exhibitor list are the property of the IOCDF. Use or publication for any purpose without the IOCDF's written consent is prohibited.

Booth Equipment: There are two types of exhibit booths available for purchase:

- Standard Exhibit: 6' skirted tabletop with two chairs in an 8' space
- Premier Exhibit: 10' x 10' exhibit space with 6' skirted tabletop and two chairs in premium locations in Griffin Hall. Premier exhibitors may rent additional furniture or materials through the IOCDF's contracted exhibit company (Pinnacle Exhibition Services), and information regarding rentals will be made available in the Exhibitor Portal.

Booth Assignment: Exhibitor applications are accepted on a rolling basis. Exhibiting organizations will be asked to offer 1st, 2nd, and 3rd choice booth placement and then assigned a booths on a first-come, first served basis, the one exception being that those organizations who have purchased a Premier Exhibit Booth (limited number available) will be assigned booth placement prior to Standard Exhibit Booths. Please note that the IOCDF reserves the right to adjust the Exhibit Hall floor plan or organizations' booth assignments in the unlikely event that such changes should become necessary.

Defacing Property: No part of an exhibit, or signs relating thereto, may be taped, nailed, tacked, stapled, pasted, or otherwise fastened to walls, doors, ceilings, painted surfaces, or columns in the hotel. The use of adhesive-backed decals or similar items also is prohibited. Damages to the Exhibit Hall resulting from failure to observe these rules will be billed to the exhibitor.

Registration: Every exhibitor is entitled to one (1) complimentary Exhibitor Registration Badge*. Institutional Members of the IOCDF are entitled to two (2) complimentary Exhibitor Registration

Badges*. IOCDF staff will coordinate with exhibitors to contact information for booth personnel claiming the complimentary Exhibit Registration Badges. Additional Exhibitor Registration Badges may be purchased at the discounted rate of \$200.

Please note: *The Exhibitor Registration Badges are intended for booth personnel manning the exhibit booth throughout the Conference, both during sessions and breaks. Therefore, booth staff with Exhibitor Registration Badges are NOT eligible to receive CE/CME credits. Mental health professionals interested in attending one or more days of the Conference and earning CE/CME credit must register at the Professional Rate through our regular Conference Registration system when it opens in March 2019 at ocd2019.org.

Exhibit Booth Staffing: Exhibit booths should be staffed by at least one staff member during posted Peak Traffic Times in the Exhibit Hall. It is highly recommended that a staff member be at the exhibit booth during all other exhibit hours, but it is not required. The IOCDF is not responsible for the loss or theft of items from exhibit booths in the exhibit area at any time, whether the exhibit booth is staffed or unstaffed.

Room Reservations: Exhibitors are responsible for making their own hotel reservations. Hotel reservations should be made directly with the Conference hotel, the JW Marriot Austin. The IOCDF has secured a discounted rate of \$205/night (plus taxes and fees) at the Conference hotel for all attendees and exhibitors. Access to the discounted hotel room block will be granted once exhibit booth payment is received beginning once the block opens in late March 2019. If reserving over the phone, make sure to reference the "International OCD Foundation" when booking your room in order receive this special discounted rate.

Direct Sales: No sale of any kind will be allowed at any Exhibit Booth at the 26th Annual OCD Conference. If an exhibit wishes to sell at book via the Conference Book Store, they must contact the IOCDF Events Manager to coordinate as such. See below for restrictions on Contests, Lotteries, and Raffles. Food and beverages may not be sold (wrapped candy for giveaways is an exception); see below for more details.

Contests, Lotteries, and Raffles: If an exhibitor wishes to hold a contest of any kind at its exhibit booth during exhibit hours, written details of the contest, lottery, or raffle must be submitted to the IOCDF no later than May 17, 2019 detailing the proposed action and compliance with state and local laws. Written approval by the IOCDF is necessary. Failure to receive written approval could result in expulsion from the Conference.

Food: Food from outside the hotel (aside from wrapped candy for giveaways) is not allowed at the exhibit tables. Exhibitors are encouraged to eat breakfast, provided by the IOCDF for attendees and exhibitors in the Exhibit Hall, and lunch and dinner should be consumed in hotel guestrooms or nearby restaurants/cafes.

Electrical Power: All electrical power requests must be handled by Pinnacle Exposition Services, the official exhibitor services company of the 26th

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Annual OCD Conference and come at an additional cost. All requests for power must be coordinated via the Pinnacle Exposition Services online ordering system, which all confirmed exhibitors will have access to once payment is received. The deadline to order power is July 9th, 2018. More detailed information and instructions regarding power capabilities and requests will be posted on the online ordering system.

Research Collection Policy: All exhibitors planning on conducting any research or data collection at their exhibit booth must receive permission in writing from the IOCDF. Please email Tiia Groden, Membership & Outreach Manager at tgroden@iocdf.org to request permission and sign the Research Data Collection Policy Contract. Any exhibitor found to be conducting research without prior approval will be expelled from the Conference.

Security: Neither the hotel nor the IOCDF will provide security personnel in the Exhibit Hall during move-in, set-up, breakdown, and during exhibit hours. Exhibitors will be responsible for securing items displayed in the Exhibit Hall. Exhibitors hereby expressly assume responsibility for injury or damage to persons, property, or things occurring within the exhibit space assigned to each exhibitor in accordance with the terms of this contract.

Cleaning: All booth areas and furnishings are provided in a clean and orderly state on the first day of setup for your area of the Exhibit Hall. However, the exhibitor is responsible for any cleaning services required between initial booth materials delivery and hall opening.

General: All matters and questions not covered by these terms and conditions are subject to the decision and discretion of the IOCDF.

Advertiser Agreement: All advertisers at the 26th Annual OCD Conference must agree to the following terms and conditions.

The Advertising Organization hereby agrees to provide financial support for the 26th Annual OCD Conference, being held at the JW Marriott Austin, July 19-21, 2019. As a Conference advertiser, the organization agrees to submit payment and provide digital artwork for online & print media in a timely manner and no later than the deadline of Monday, May 17, 2019.

The International OCD Foundation (IOCDF) reserves the right to accept or refuse the Application and Contract for Advertising and the IOCDF reserves the right to terminate this agreement if it considers such advertising artwork to be detrimental to its mission, professional or ethical interests, or originates from any organization whose displayed products do not meet the professional standards of the IOCDF.

Publication of an advertisement does not constitute endorsement or approval of a book, publication, point of view, standard of service, or opinion presented therein, by the IOCDF, and the IOCDF reserves the right to add the word "advertisement" to advertising copy.

Payment: Advertising invoices must be paid in full to the IOCDF by the application deadline of Monday, May 17, 2019. If an advertiser fails to pay the IOCDF for the full amount of the advertisement by this date, the ad space may be released to another waiting party.

Cancellations: For Program Guide, Presentation Booklet, and Tote Bag advertisements, the IOCDF must receive a written request for cancellations of an advertisement by Monday, May 17, 2019 in order to be refunded in full. Any cancellations made after this date are NON-REFUNDABLE and NON-TRANSFERABLE. Advertisements on the Con-

ference website and Conference Smart Phone App are NON-REFUNDABLE and NON-TRANSFERABLE.

Artwork deadline: Advertising spaces are reserved on a rolling basis, and the final deadline for reserving and submitting all advertising artwork is Monday, May 17, 2019.

Program Guide & Presentation Booklet Ad Requirements: The IOCDF requires all advertising artwork to be in the form of high resolution (300dpi or higher) electronic files. Preferred format is Press Quality PDF at actual size, with visible trim lines and bleeds. Also accepted: *.JPEG, or *.TIFF files. All ads for the Program Guide should be full color (CMYK) or black and white (grayscale). All ads included in the Handout Booklet should be black and white (grayscale).

DO NOT use Microsoft Word, PowerPoint, Publisher, or Excel for ads. We will charge a conversion fee of \$100 for any ad that needs to be converted into a print-ready file. Paper ads will NOT be accepted.

Conference Website Ad Requirements: Website banner advertisements should be 72 dpi in *.JPG, .PNG, or *.GIF format, in RGB color. Please supply the ad's destination URL along with your artwork via the marketing portal.

Endorsement: The IOCDF does not endorse companies or products. Advertisement revenue directly supports our not-for-profit mission to help everyone affected by obsessive compulsive disorder (OCD) and related disorders to live full and productive lives. Advertisements inclusion in the Conference materials does not imply endorsement from the IOCDF and represents goods for service.

Agreement and Signature

By selecting that you acknowledge the terms and conditions laid out in this agreement for exhibiting, and/or advertising at the 26th Annual OCD Conference, you and your organization understand it has created a binding agreement between your organization and the International OCD Foundation (IOCDF). In submitting this application, you agree to the marketing partner terms and conditions regarding the marketing opportunities selected at 26th Annual OCD Conference and understand these regulations represent the contract between the marketing partner and the IOCDF.

Print Name: _____

Signature: _____ Date: _____