

ABCT

DISSEMINATION IN THE 21ST CENTURY

TORONTO

*45th Annual Convention | November 10-13, 2011*

**3,800 mental health professionals and students**

**Who specialize in the Behavioral and Cognitive Therapies**

**Attended the last ABCT Annual Convention**

**Reach this audience by being a part of the next one!**

**Share your products and services**

**With mental health professionals and students**

**ABCT 45th Annual Convention**

**Sheraton Centre Toronto Hotel**

**November 11-13, 2011**

# *45th Annual ABCT Convention*

## *Sheraton Centre Toronto Hotel*

### *November 11-13, 2011*

*Welcome.* We look forward to your joining ABCT in a booth this year. Thank you for your support of ABCT and the broader cognitive-behavioral field.

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 ask.

ABCT has nearly 5,000 members, and based on past attendance we expect approximately 3,800 people to attend the **45th Annual Convention** this year.

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 45th Annual ABCT Convention Exhibits.

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, 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 8' 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 grey and white 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; initial and daily booth cleaning (vacuuming and emptying of wastebaskets); janitorial service for the aisles of the exhibit areas; and four complimentary exhibitor registrations.

### 3. Exhibit Area

Exhibits will be located in Sheraton ABC/Osgoode Ballroom. 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 10th and installation must be completed no later than 8:00 A.M. on Friday, November 11th. Any display space not occupied and set up by that time may be cancelled or reassigned without refund. Exhibitors and material handling 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 to the Convention attendees from 8:30 A.M. to 5:00 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, November 13th. Packing crates for boxes that will be returned starting at 12:00 P.M. All packing must be completed by 5:00 P.M., Sunday. All material must be removed from the facility by 5:00 p.m. on Sunday November 13th. 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

The official exhibit show decorator is FREEMAN. Exhibitors desiring to rent booth furniture, signage, 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 Quick Facts and Shipping labels which will be included in the Exhibitor Service Manual. **SHIPMENTS TO THE SHERATON CENTRE TORONTO 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.**

### 6. Material Handling (drayage)

Exhibitors requiring materials handling services please complete and return the **MATERIAL HANDLING ORDER FORM AND METHOD OF PAYMENT FORM.**

Freeman will not accept collect charge shipments.

Material Handling service includes the offloading of all materials from the inbound carrier, placing the materials in the exhibitor's booth, removal and storage of all empty crates until the end of the show, return of the crates to the exhibitor's booth and the reloading of material onto the outbound carrier. It does not include any shipping or transportation services, customs clearance services, the erection, unskidding in booths, dismantling, trading, blocking, or bracing.

Material Handling services also applies to all shipments directed to the Advance Warehouse.

### 7. Transportation and Customs

The official Transportation and Customs provider is Freeman. **Freeman will:**

- Arrange for advance warehousing storage, if required;
- Coordinate priority delivery to the Sheraton Centre;
- Arrange for outbound transportation services;
- Coordinate customs clearance;
- Assist exhibitors with completing the required forms;

Due to new security regulations at border crossings, it is highly recommended that exhibitors, who will be driving in a private vehicle with their goods, contact Freeman a minimum of three weeks in advance to receive further information.

If you are using Freeman Exhibit Transportation and Customs services, a representative will be on site to coordinate the outgoing materials and freight from the show. It is the exhibitor's responsibility to complete export documentation with their custom broker of choice.

### 8. 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 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.

**FIRE REGULATIONS:** All doors and openings must be kept clear. Exit signs, fire alarms, and extinguishers must be visible at all times.

**INDEMNIFICATION:** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save ABCT, the Sheraton Centre Toronto 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 Sheraton Centre Toronto Hotel or ABCT, its employees and agents.

In addition, exhibitor acknowledges that ABCT and the Sheraton Centre Toronto Hotel Sheraton 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.

## **9. 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.

## **10. 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** do so prior to October 03, 2011. **NO REFUNDS WILL BE GRANTED AN EXHIBITOR 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.

## **11. 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 \$1,200.

Please supply 3,800 giveaway pieces by October 7th. Ship to:

Convention Packet Insert for (COMPANY)  
ABCT – 45th Annual Convention  
305 Seventh Avenue  
New York, NY 10001-6008.

**Do not ship packet stuffers to FREEMAN  
OR to the  
Sheraton Centre Toronto Hotel**

Please remember, as above, to put **YOUR COMPANY NAME** on the outside of each carton.

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.

## **12. 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 Sheraton Centre Toronto Hotel Square 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.

