

ABCT  50

Exhibitor Prospectus

Exhibits & Sponsorship Contact:

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

Advertising Contact:

Stephanie Schwartz, Managing Editor
sschwartz@abct.org
Phone: (212) 647-1890, ext. 207

Association for Behavioral and Cognitive Therapies

5,100 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.

Take advantage of ABCT's specially negotiated room rates at the New York Marriott Marquis and a number of additional hotels nearby. Housing will open for attendees and exhibits in June.

ABCT's 50th Annual Convention

New York Marriott Marquis | October 27–30, 2016

Join Us! We look forward to your participating as an exhibitor at the 50th Annual ABCT Convention at the New York Marriott Marquis Hotel, New York, NY. Thank you for your support of ABCT and the broader cognitive-behavioral field.

ABCT has over 5,000 members, and based on past attendance we expect approximately 4,500 people to attend the **50th Annual Convention** this year in New York.

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 50th 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 black and gold 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 Westside Ballroom on the 5th Floor of the New York Marriott Marquis 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, October 27th, and installation must be completed no later than 8:00 A.M. on Friday, October 28th. 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 NEW YORK MARRIOTT MARQUIS 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
1 Railroad Place
Maspeth, NY 11378
Hold For ABCT- October 27 - 30, 2016**

We can accept materials, Monday through Friday between the hours of 8:00am – 2:30pm and will begin receiving freight on Wednesday, September 28, 2016.

(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 New York Marriott Marquis 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 New York Marriott Marquis Hotel or ABCT, its employees and agents.

In addition, exhibitor acknowledges that ABCT and the New York Marriott Marquis 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, 2016. 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 4,500 giveaway pieces by Thursday, September 22nd Ship to:

Convention Packet Insert for (COMPANY)
ABCT – 50th Annual Convention
305 Seventh Avenue, 16th Floor
New York, NY 10001-6008.
Attention: Tonya Childers, Exhibits Manager

**Do not ship packet stuffers to FREEMAN
Or to the
New York Marriott Marquis 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 New York Marriott Marquis 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 New York

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.

Membership Statistics

The Association for Behavioral and Cognitive Therapies (ABCT), founded in 1966, is an organization of more than 5,100 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: 2,708
 - Out of the 2,708 Full, New Professional and Associate Members
- **Non-professional categories** - Students and Post Baccalaureates: 2,456
- **By Gender**
 - Females: 58%
 - Males: 42%
- **By Degree**
 - Ph.D./Psy. D. Psychologists: 55%
 - Psychiatrists: .5%
 - Social Workers: .5%
 - Other including students without terminal degrees: 44%
- **By Country**
 - USA: 90%
 - International: 10%

Previous Annual Convention Statistics	2015 Chicago, IL	2014 Philadelphia, PA	2013 Nashville, TN
Members (Full, Professional & Post Baccalaureate)	1,626	1,682	1,459
Non-Member Professional	204	227	161
Student Member	1,600	1,641	1,563
Student Non-Member	268	195	246
Exhibitors	49	31	24
Other (Press, Volunteers, Staff, Presenters)	127	135	132
Total	3,874	3,926	3,594

2015 Exhibiting Companies

- | | |
|---|--|
| <ul style="list-style-type: none"> American Psychological Association Association for Behavioral & Cognitive Therapies Beck Institute for Cognitive Therapy Center for Behavioral Intervention Technologies Center for Discovery Clearview Treatment Programs Elsevier Five Areas Ltd Guilford Publication Hogrefe Publishing Indianapolis Institute for Cognitive Therapy Insight Behavioral Health Centers Lindner Center of Hope The Linehan Institute-Behavioral Tech | <ul style="list-style-type: none"> National Register of Health Service Psychologist New Harbinger Publications Oxford University Press Palo Alto Health Services PocketLab Rogers Behavioral Health Routledge Rutgers Center of Alcoholic Studies Springer Science & Business Media Therapy Notes The Trust Timberland Knolls Residential Treatment Center Virtually Better, Inc Wiley |
|---|--|

2015 Sponsors

- Beck Institute for Cognitive Therapy
- Therapy Notes

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

ABCT's **Program Book** is the official guide to the Annual Convention activities from Thursday, October 27 – Sunday, October 30. 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.

Reserve your space: June 1 | Materials due: June 11

ADVERTISING TOTAL _____

SPONSORSHIP OPPORTUNITIES

Show your commitment to ABCT

- Tote bags \$15,000
- Lanyards \$7,500
- Pens \$5,500

Exhibit Hall Refreshment Break

- Friday \$6,000
- Saturday \$6,000
- Sunday \$6,000

SPONSORSHIP TOTAL _____

CONVENTION ATTENDEES MAILING LIST

Let the ABCT attendees know in advance that you are attending the ABCT 50th 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 _____

ABCT Use Only

- Date received
- Amount received
- Check #
- Booth #

Visa | MasterCard | American Express | Check

Account Number _____ CVV _____ Expiration Date _____

Cardholder Name (please print) _____

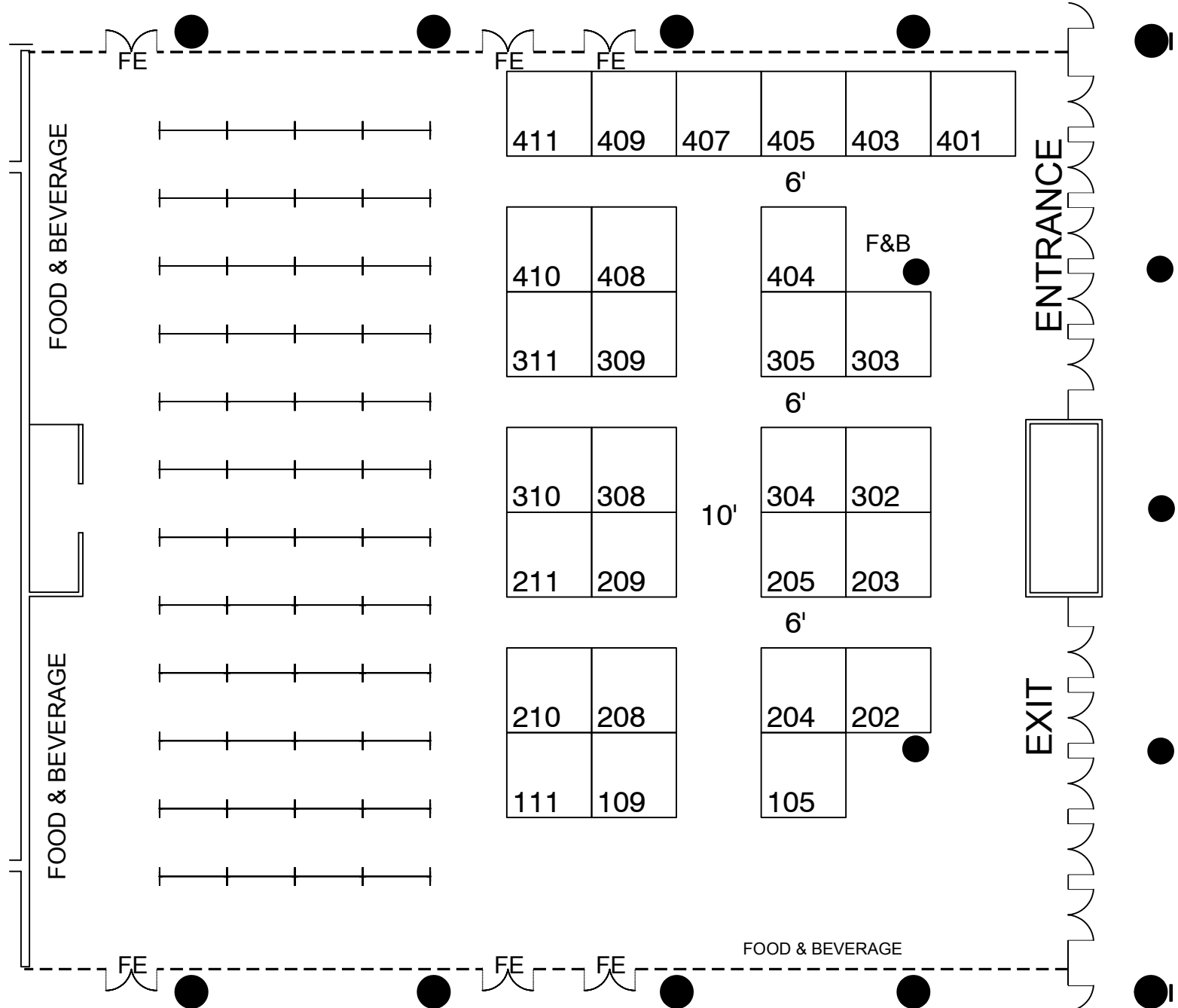
Signature _____

"I authorize you to charge the payment"

ABCT ANNUAL CONVENTION

OCTOBER 27 - 30, 2016

NEW YORK MARRIOTT MARQUIS - FIFTH FLOOR - NEW YORK, NEW YORK



50th Annual ABCT Convention

New York Marriott Marquis, New York, NY

October 27 – 30, 2016

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 New York Marriott Marquis Hotel for the use by the above company/organization during the 50th Annual ABCT Convention. In making this contract, the undersigned hereby agrees to conform to the Exhibit Regulations for the 2016 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, September 23, 2016. 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 7, 2016 will be charged a \$500 processing fee. No refunds will be issued for exhibit space cancellations received after September 7, 2016.

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, Exhibits Manager, ABCT, 305 Seventh Avenue, 16th Floor, New York, NY 10001-6008