

**Association for Behavioral  
and Cognitive Therapies**

*3,400+ 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.*



## EXHIBITOR Prospectus

### **53rd Annual Convention**

**Atlanta Marriott Marquis, Atlanta, GA | November 21–24, 2019**

Take advantage of ABCT's specially negotiated room rates at the Atlanta Marriott Marquis and the Hyatt Regency Atlanta. Housing is now open for attendees and exhibitors:  
[www.abct.org](http://www.abct.org)

**Advertising Contact:**

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

**Exhibits & Sponsorship Contact:**

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

***Join Us!*** We look forward to your participating as an exhibitor at the **53rd Annual ABCT Convention at the Atlanta Marriott Marquis, Atlanta, GA.** Thank you for your support of ABCT and the broader cognitive-behavioral field.

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ABCT has 5,000+ members, and based on past attendance we expect approximately 3,400 people to attend the **53rd Annual Convention** this year in Atlanta, Georgia.

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 53rd 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 with blue drapery and a grey table skirt.

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 International Ballroom on the International Level of the Atlanta 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, November 21st, and installation must be completed no later than 5:00 P.M. on Thursday, November 21st. 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, November 24<sup>th</sup>. 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 ATLANTA 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 #**  
**EMBROIDERY MART ATLANTA**  
**C/O Freeman**  
**841 Joseph E. Lowery Blvd. N W**  
**Atlanta, GA 30318**  
**Hold For ABCT- November 21 - 24, 2019**

We can accept materials, Monday through Friday between the hours of 8:00am – 4:30pm and will begin receiving freight on Monday, October 22, 2019.

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

In addition, exhibitor acknowledges that ABCT and the Atlanta 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 6, 2019. 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. Advertising in Program Addendum**

Be sure your message is seen by all convention attendees. Insert an ad in the final program addendum.

Full Page, regular rate: \$2,500 Non-profit rate: \$2,000

1/2 Page, regular rate: \$1,000, Non-profit rate: \$800

1/4 Page, regular rate: \$850, Non-profit rate: \$680

**Contact: Stephanie Schwartz, 212-647-1890**

**Fax: 212-647-1865**

**E-mail: [sschwartz@abct.org](mailto:sschwartz@abct.org)**

**Reserve your space: August 20**

**Materials due: September 10**

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](mailto:convention@abct.org). Thank you.

#### **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 Atlanta 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 Atlanta, GA



## Membership Statistics

The Association for Behavioral and Cognitive Therapies (ABCT), founded in 1966, is an organization of more than 5,000 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: 3,058
- **Non-professional categories** - Students and Post Baccalaureates: 1,830
- **By Gender**
  - Females: 70.2%
  - Males: 29.7%
- **By Degree**
  - Ph.D./Psy. D. Psychologists: 57%
  - Social Workers: 2%
  - Other including students without terminal degrees: 40.7%
- **By Country**
  - USA: 92.9%
  - International: 7.1%

Previous Annual Convention Statistics	2018 Washington DC	2017 San Diego, CA	2016 New York, NY
Members (Full, Professional & Post Baccalaureate)	1631	1,544	1,863
Non-Member Professional	299	243	288
Student Member	1286	1,228	1,829
Student Non-Member	307	258	259
Exhibitors	44	53	57
Other (Press, Volunteers, Staff, Presenters)	143	14	21
Total	3,710	3,340	4,317

## Partial List of Past Exhibiting Companies

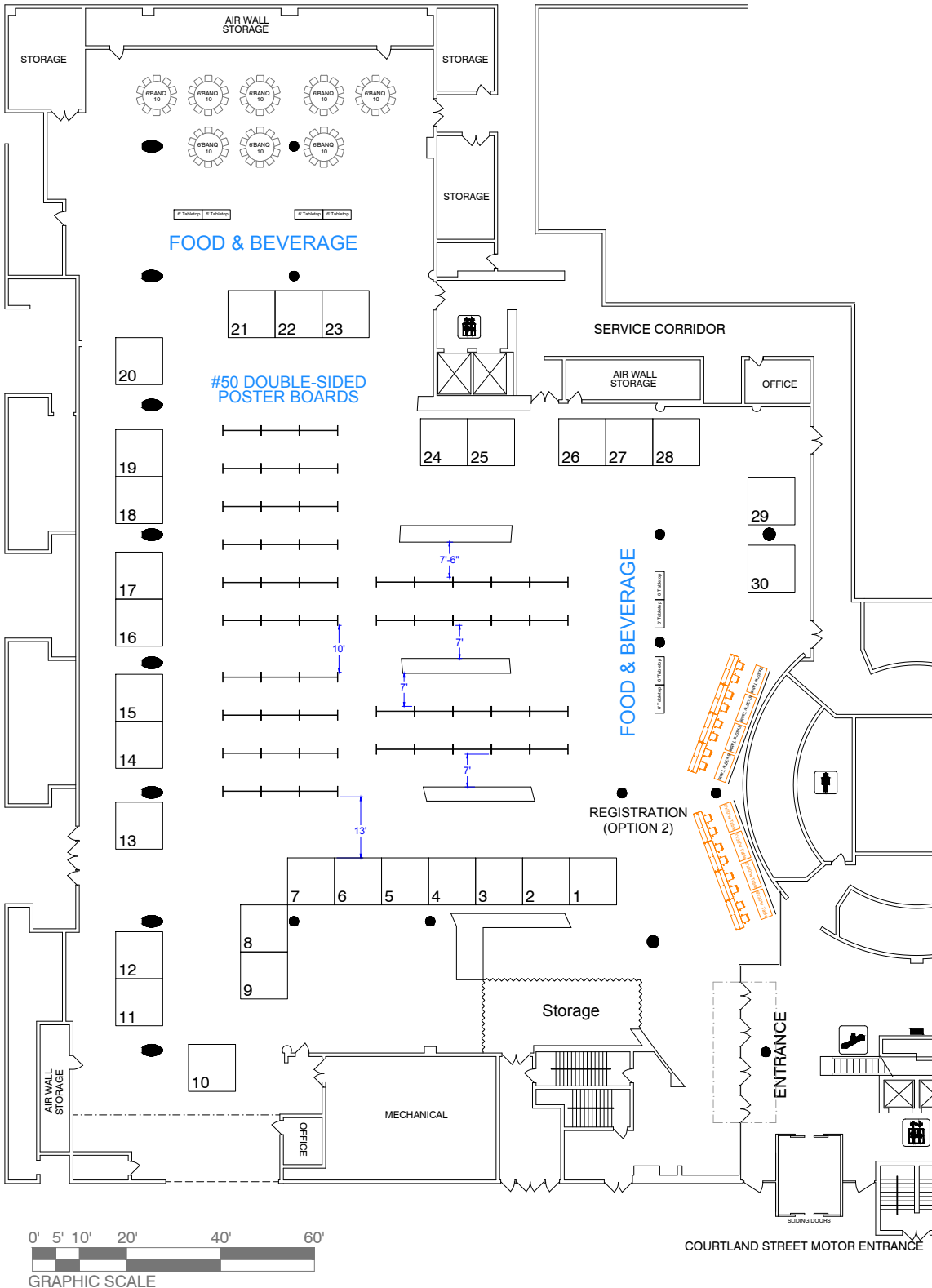
American Psychological Association  
 Association for Behavioral & Cognitive Therapies  
 Beck Institute for Cognitive Therapy  
 Cambridge Eating Disorders Center  
 Center for Behavioral Intervention Technologies  
 Center for Discovery  
 Clearview Treatment Programs  
 Correct Care Solutions  
 Elsevier  
 Emotional Regulation Center  
 Guilford Press  
 Expo Enterprise, Inc.  
 Guilford Publishing Corp.  
 Hogrefe Publishing Corp.  
 Insight Behavioral Health Centers  
 Incentel, L.L.C.  
 Kaiser Permanente Mental Health Training  
 Limbix  
 McLean Hospital  
 Mountain Valley Treatment Center

National Register of Health Service Psychologists  
 Neuroflow  
 New Harbinger Publications  
 NYSPA  
 Oxford University Press  
 Oxfordvr  
 Pacifica Labs, Inc.  
 Palo Alto Health Sciences  
 PocketLab.com  
 Routledge (Taylor & Francis)  
 SIMmersion, LLC.  
 Springer Science Business Media  
 The Linehan Institute-Behavioral Health  
 The Trust  
 Therapy Notes  
 Tourette Association of America  
 UCSD Eating Disorders Center  
 Virtually Better, Inc.  
 World Congress of Behavioural and Cognitive Therapies  
 Wiley

# ASSOCIATION FOR BEHAVIORAL AND COGNITIVE THERAPIES

NOVEMBER 21-24, 2019

INTERNATIONAL HALL - SOUTH - ATLANTA MARRIOTT MARQUIS  
-ATLANTA, GEORGIA



## REVISION

Date: 2/4/2019

By: MARTHA DE MATIZ

## BOOTH COUNT

Inventory as of 02/04/2019

Dimension	Size	Qty	SqFt
10'x10'	100	30	3,000
Totals:		30	3,000

## BLDG. LEGEND:

## DRAWING INFO

Passport Line Item Number:

**#5256478**

Facility:

ATLANTA MARRIOTT MARQUIS

Hall / Level:

INTERNATIONAL HALL - SOUTH

City & State:

ATLANTA, GEORGIA

Scale: Custom

Job #: 482758

AE: ROBYN SHOLAR

Prod. AE: ----

Started: 2/4/2019

Started By: SERDC/MARTHA DE MATIZ

Prod. Branch: ATLANTA

## FREEMAN

**Disclaimer** - Every effort has been made to ensure the accuracy of all information contained on this floorplan. However, no warranties, either expressed or implied, are made with respect to this floorplan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimension and locations.  
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*Gain additional exposure at the November Convention and beyond . . .*

## ADVERTISING

### Program Book Addendum

#### *Ad Placements*

<i>interior pages</i>	<i>regular rate</i>	<i>nonprofit rate</i>	<i>width x height</i>
<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"

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

**Reserve your space: August 20 | Materials due: Sept. 10**

ADVERTISING TOTAL \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

#### *Show your commitment to ABCT*

<input type="checkbox"/> Lanyards	\$7,500
<input type="checkbox"/> Hotel key cards	\$6,500
<input type="checkbox"/> Pens	\$5,500
<input type="checkbox"/> Mobile app	(4) at \$5,000 each
<input type="checkbox"/> Charging station	\$5,000

#### *Exhibit Hall Refreshment Break/Popcorn Break*

<input type="checkbox"/> Friday	\$7,000 (Refreshment)
<input type="checkbox"/> Saturday	\$7,000 (Refreshment)
<input type="checkbox"/> Sunday	\$7,000 (Refreshment)
<input type="checkbox"/> Friday	\$2,500 (Popcorn)
<input type="checkbox"/> Saturday	\$2,500 (Popcorn)
<input type="checkbox"/> Sunday	\$2,500 (Popcorn)

SPONSORSHIP TOTAL \_\_\_\_\_

## CONVENTION ATTENDEES MAILING LIST

Please check which format you would prefer. List will include attendee name and address only. Let the ABCT attendees know in advance that you are attending the ABCT 53rd 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.**

List will include attendee name and address only. You will receive the mailing list approximately 4 to 6 weeks before the Convention. To qualify for this discount, mailing lists must be prepaid.

#### LIST VIA

<input type="checkbox"/> eMail	regular \$260	25% off — \$195
<input type="checkbox"/> Disk	regular \$285	25% off — \$215
<input type="checkbox"/> 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 USE ONLY:**

Date Received \_\_\_\_\_ Amt. Received \$ \_\_\_\_\_  
Check # \_\_\_\_\_  
Booth # \_\_\_\_\_

# 53rd Annual ABCT Convention

Atlanta Marriott Marquis, Atlanta, GA

November 21 – 24, 2019

## Exhibit Space Contract

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 Atlanta Marriott Marquis Hotel for the use by the above company/organization during the 53rd Annual ABCT Convention. In making this contract, the undersigned hereby agrees to conform to the Exhibit Regulations for the 2019 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 or the Non-profit 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 4, 2019. 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](mailto:tchilders@abct.org) when sending in your contract.

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

1<sup>st</sup> choice: \_\_\_\_\_ 2<sup>nd</sup> choice: \_\_\_\_\_ 3<sup>rd</sup> choice: \_\_\_\_\_ 4<sup>th</sup> choice: \_\_\_\_\_

**Ad in Convention Program Addendum:** Please reserve \_\_\_\_\_ space(s) in the Convention Program Addendum:

Full Page, regular rate (\$2,500) Non-profit rate (\$2,000); 1/2 Page, regular rate (\$1,000); Non-profit rate (\$800)

1/4 Page, regular rate (\$850); Non-profit rate (\$680)

**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 21, 2018 will be charged a \$500 processing fee. No refunds will be issued for exhibit space cancellations received after September 21, 2018.

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, 16<sup>th</sup> Floor, New York, NY 10001-6008