



CONFERENCE

DENVER

JULY 8-10, 2022

HYATT REGENCY DENVER
AT COLORADO
CONVENTION CENTER

organized by



International
OCD
Foundation

SPONSOR, EXHIBITOR, & ADVERTISER

PROSPECTUS

ABOUT THE ANNUAL OCD CONFERENCE



The IOCDF’s Annual OCD Conference is the largest national event focused solely on obsessive compulsive disorder (OCD) and related disorders.

Now in its 27th year, this extraordinary event draws attendees from across the U.S., including licensed clinicians, researchers, and people of all ages who are impacted by OCD and related disorders, such as body dysmorphic disorder (BDD) and hoarding disorder (HD), to learn about the newest research and treatments.

#OCDCon presents a unique opportunity for sponsors, exhibitors, and advertisers to engage the entire OCD community — parents and families, individuals, and mental health professionals — in one place over the course of three days. The Conference format allows your company to engage with niche segments of the OCD community through highly targeted presentations all under the same roof!

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“ Each year, we look forward to sponsoring and exhibiting at the Annual OCD Conference. As an exhibitor, you’re a part of the Conference in ways unlike other professional conferences. The IOCDF facilitates incredible connections between exhibitors and attendees, with exposure to attendees throughout as well as networking opportunities to interface with other exhibitors. We leave every year feeling energized to continue the work we do after representing our clinic at the Conference.”

– Kevin Ashworth, NW Anxiety Institute, Clinical Director

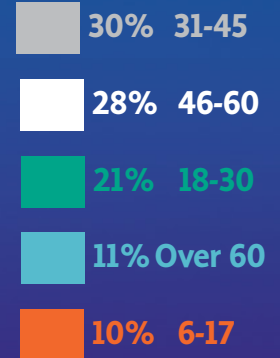
2019 CONFERENCE ATTENDEES

2,087

attendees representing **24 countries** (including US and Canada) and **49 US states and territories**



AGE:



PROFESSIONAL BREAKDOWN:

- 42% **Psychologists** (PhD, PsyD, etc)
- 20% **Social Workers**
- 18% **Counselors** (LPC, etc)
- 11% **Physicians** (MD, DO)
- 5% **Marriage & Family Therapists**
- 4% **Other**



AUDIENCE:

- 37% **Mental Health Professionals**
- 34% **Individuals with OCD and/or related disorder**
- 29% **Family Members/Supporters**

2022 EXPECTED ATTENDANCE

2,000

We are so excited to join together in person after two years away! In that time, the IOCDF experienced exponential growth in our community via online conferences and social media outreach. This year, we anticipate a sharp increase in first-time conference attendees who will be eager to learn about your services.

“As exhibitors, [the in-person conference] provided us the opportunity to connect with families and caregivers on a more intimate level and hear their stories about how OCD has touched their lives. It also provided an opportunity for us to meet and interact with clinicians and vendors and learn more about what they are doing to make a difference in the lives of those touched by OCD.”

– 2019 Austin OCD Conference Exhibitor

DENVER
2022



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As a sponsor of the 27th Annual OCD Conference, you will help to underwrite costs of providing an exceptional experience for attendees, ensuring that you will benefit from not only high-profile exposure, but positive brand association as well.

Year after year, the Annual OCD Conference remains one of the most affordable conferences to attend for consumers and professionals alike. **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 assist us in our goal of providing attendees with a first-class Conference experience, while also receiving the valuable level benefits listed on page 5.



Not sure which 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 Kristen Lynch, IOCDF Development Manager at klynch@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 sponsors.”

— James Holsomback, McLean Hospital

SPONSORSHIP LEVEL BENEFITS

As a sponsor, you will receive the following benefits according to your sponsorship level:

Benefits	Platinum \$20,000 (1 remaining)	Diamond \$15,000 (4 available)	Sapphire \$10,000 (2 available)	Gold \$7,500 (3 available)	Silver \$5,000 (2 available)	Bronze \$3,000
Logo recognition on Conference website	✓	✓	✓	✓	✓	✓
Recognition on Conference mobile app	✓	✓	✓	✓	✓	✓
Logo on all Conference related emails	✓	✓	✓	✓	✓	✓
Logo recognition in Conference Program Guide	✓	✓	✓	✓	✓	✓
Complimentary Exhibit Booth with premier visibility <i>(exhibiting details on page 10)</i>	✓	✓	✓	✓	✓	✓
Exclusive Sponsorship Opportunity <i>(see next page for details)</i>	Title Sponsor, Professional Networking Event, Speakers Reception	Invited Speaker, OCD Conference Party, Thursday Night Icebreaker, Breakfast	Conference-Wi-Fi, Researcher and Exhibitor Meet & Greet	Afternoon Snack & Coffee Breaks, Tote Bags	Community Art Gallery, Key Cards	
Complimentary insert in tote bag given to all attendees	✓	✓	✓	✓	✓	
Complimentary full Conference registrations	5	4	3	2	1	
Complimentary Program Guide Ad	Full	Half				

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Platinum, Diamond, Sapphire, Gold, and Silver-level sponsors will each choose an exclusive sponsorship opportunity listed on the next pages. Secure your desired opportunity while it is still available!

PLATINUM SPONSORSHIP OPPORTUNITIES | \$20,000

Title Sponsor



The Title Sponsor will receive the most prominent visibility as the top sponsor of the Conference. The Title Sponsor's name will be included in the title of the Annual OCD Conference (*27th Annual OCD Conference, sponsored by **Your Name***) used on all Conference promotional materials and media kit. In addition to being included in all promotional materials and receiving Platinum-level benefits, the Title Sponsorship has a variety of additional exclusive benefits, including:

- Logo recognition on welcome sign in Conference hotel
- Logo on the opening splash screen of the Conference mobile app
- Banner ad on Conference mobile app
- Top banner advertisement on the Conference website
- First choice of location for full page Program Guide ad
- Verbal recognition at plenary and keynote address
- Prominent logo recognition on the Conference tote bag
- Mention in push notification sent to Conference attendees each day of the Conference

Professional Mentoring & Networking Event



This Friday evening event is a great opportunity for mental health professionals in all stages of their careers to make connections with like-minded

Conference attendees. Professional attendees will first attend a mentoring session and have the opportunity to meet with leaders in the field. Afterwards, attendees will have a chance to catch up with old colleagues and meet new ones all in the same place. Drink tickets and appetizers will be provided to attendees. As a sponsor, you will get in front of and address a large portion of the professional Conference population and your organization will be recognized with signage throughout the event area. You'll also have the opportunity to set up a table with promotional materials.

Speakers Reception



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, and the event provides food and an open bar for reception attendees. As the official event sponsor, your organization has the opportunity to give brief opening remarks, and the event will have prominent signage featuring your logo, and a table for your promotional materials.

Invited Speaker Sponsor



At the Conference, we aim to secure 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 receive verbal recognition at both events and the option to present the keynote speaker. Your logo will also be featured on the slideshow played during the events and signage for the event at the Conference. The last keynote speaker was notably Mara Wilson, best known for her work in *Matilda* and *Mrs. Doubtfire*.

Official OCD Conference Party



A premier Conference event attended by the entire community, this social event includes a dinner, cash bar, dancing, and the presentation of the IOCDF Hero and Illumination Awards. You'll be able to welcome all partygoers, receive verbal recognition during the awards ceremony and have a table presence with promotional materials. Your logo will also be featured on event signage. Conference attendees will be encouraged to attend via a push notification on the Conference mobile app with your branding.

Thursday Night Icebreaker



Our first-ever Karaoke Night event in Austin was a raving success! This Thursday night icebreaker is open to all attendees (21+) and provides the opportunity for both new attendees to mix and mingle and seasoned Conference goers to reconnect before kicking off the Conference weekend the next morning. The event will be hosted at an offsite venue and attendees will be served appetizers. Your organization will have the opportunity to give a brief welcome, with your name and logo prominently displayed on signage at the event. Conference attendees will be encouraged to attend via a push notification on the Conference mobile app with your branding.

Breakfast



As the sponsor of 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 popular start to a long day of learning. As the Breakfast Sponsor, your organization logo will be prominently displayed on signage throughout the breakfast area and on branded napkins. Additionally, you will receive sponsor recognition via mobile app push notifications reminding attendees of breakfast each day.

SAPPHIRE SPONSORSHIP OPPORTUNITIES | \$10,000

Conference Wi-Fi



Provide complimentary Wi-Fi to all Conference attendees while showcasing your organization's brand with this sponsorship opportunity! 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. Your branding will also be featured on related signage throughout the Conference weekend.

Researcher and Exhibitor Meet & Greet



The Researcher and Exhibitor Meet & Greet 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. Snacks and refreshments will be provided to attendees as they network with Conference exhibitors and researchers. As the event sponsor, your branding will be displayed prominently on signage throughout the high-traffic Meet & Greet area. Conference attendees will be encouraged to attend via a push notification on the Conference mobile app with your branding.

GOLD SPONSORSHIP OPPORTUNITIES | \$7,500

Tote Bags



Each of our 2,000+ attendees receives 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.

Afternoon Snack & Coffee Break (1 remaining)



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 will 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 the break area and on napkins provided to attendees. Conference attendees will be encouraged to attend via a push notification on the Conference mobile app with your branding.

SILVER SPONSORSHIP OPPORTUNITIES | \$5,000

Community Art Gallery



Back after a GREAT success in 2019! By sponsoring the Community Art Gallery, you will give the IOCDF the opportunity for a variety of artists from the OCD community to share their work by providing a space for their art to be displayed throughout the entire Conference weekend! The gallery in 2019 was extremely popular, and through your sponsorship, we hope to be able to expand this offering and make it a more interactive centerpiece for Conference attendees. As a sponsor, your organization's name and logo will be displayed prominently in the area, which is visited regularly by Conference attendees.

Key cards



Each year, close to 80% of the Conference attendees choose to stay in the Conference hotel to take advantage of the competitive discounted room rate and to make sure they're close to all the action throughout the jam-packed weekend. Put your company's brand in front of attendees upon their arrival in Denver by sponsoring the Hyatt Regency Denver hotel room keycards! Hotel guests will receive their cards at check-in and use them to access their rooms throughout the weekend. Ensure your logo is seen by all attendees staying in the hotel and at the same time help support the Annual OCD Conference!

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 Kristen Lynch, IOCDF Development Manager at klynch@iocdf.org for more information.



EXHIBITING



The IOCDF is committed to facilitating dynamic interactions between attendees, presenters, and exhibitors. The Conference provides an unparalleled opportunity to actively engage with the entire OCD community, and exhibitors benefit from opportunities to:

- **Connect with key stakeholders in every corner of the OCD and related disorders community;**
- **Build brand awareness by marketing to diverse groups of individuals and families affected by OCD, body dysmorphic disorder (BDD), hoarding disorder, and body-focused repetitive behaviors (BFRBs);**
- **Generate leads and network with key organizations and experts in the OCD professional community;**
- **Interact with and promote your services to more than 2,000 attendees;**
- **Recruit participants for research studies;**
- **Associate with a highly trusted and respected event while supporting the IOCDF.**

Networking Opportunities:

Exhibiting places you in the midst of attendees throughout the day, while attending evening activities, such as the Thursday Night Icebreaker, the Professional Networking Mixer on Friday, and the Conference Party on Saturday affords numerous networking opportunities with attendees throughout the weekend.

Maximum Visibility: The Exhibit Hall is located in a highly trafficked area on the fourth floor in the Capitol Ballroom and Foyer. Attendees will be channeled into this area throughout the Conference for breakfast, refreshment breaks*, and the Researcher and Exhibitor Meet & Greet. The Exhibit Hall also will house the Conference Art Gallery and Bookstore — attendee favorites!

**Refreshment Break to be scheduled pending sponsorship.*

EXHIBIT BOOTH RATES

Organization Type	Booth Price
Commercial (businesses and corporations showcasing products/services, etc.)	\$1,200
Non-Commercial (clinics, medical centers, hospitals, research institutions, universities, etc.)	\$1,000
IOCDF Institutional Members	\$750
501(c)3* Nonprofits (rate exclusive to mission-driven nonprofits and government agencies)	\$500

**Proof of active 501(c)3 non-profit status required with application submission*

WHAT YOUR EXHIBIT BOOTH INCLUDES

All exhibit packages include:



- Pipe and drape with your business name and booth number displayed on signage
- One (1) six-foot draped table, two chairs, and one wastebasket
- Company listing, logo, and description in the Conference Program Guide
- Exhibitor Listing on the online Conference schedule and mobile app
- One (1) complimentary Wi-Fi connection in exhibit area
- One (1) Exhibitor Badge* that provides full Conference access, including:
 - » Complimentary light breakfast Friday–Sunday
 - » Access to the Thursday Night Icebreaker attendee event
 - » Access to the Professional Networking Mixer (Friday)
 - » Admission to the Official OCD Conference Party (Saturday)

*IOCDF Institutional Members receive two badges.

*Additional Exhibitor Badges may be purchased for marketing personnel for \$200 each.

*Exhibitor Badges do NOT include continuing education (CE) credit. If you or another representative from your organization is a mental health professional wishing to earn CE/CME credit for one or more days of the Conference, you must register as an attendee at the Professional Level (Member or Non-member rate).

Visit iocdf.org/ocdcon for more information.



Premier Visibility for Sponsors

A premier booth reservation is a benefit of sponsoring the Annual OCD Conference! Premier booths have the highest visibility in the Capital Foyer North and will be the first thing attendees see upon entering the exhibit hall. Learn more about sponsorship opportunities on page 5.

Exhibit booths are reserved and location preferences are assigned on a first-come, first-served basis while exhibit space lasts. The final deadline for reserving and submitting business descriptions and logo artwork to be included in the Program Guide is Monday, May 9, 2022.

Reserve an Exhibit Booth

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

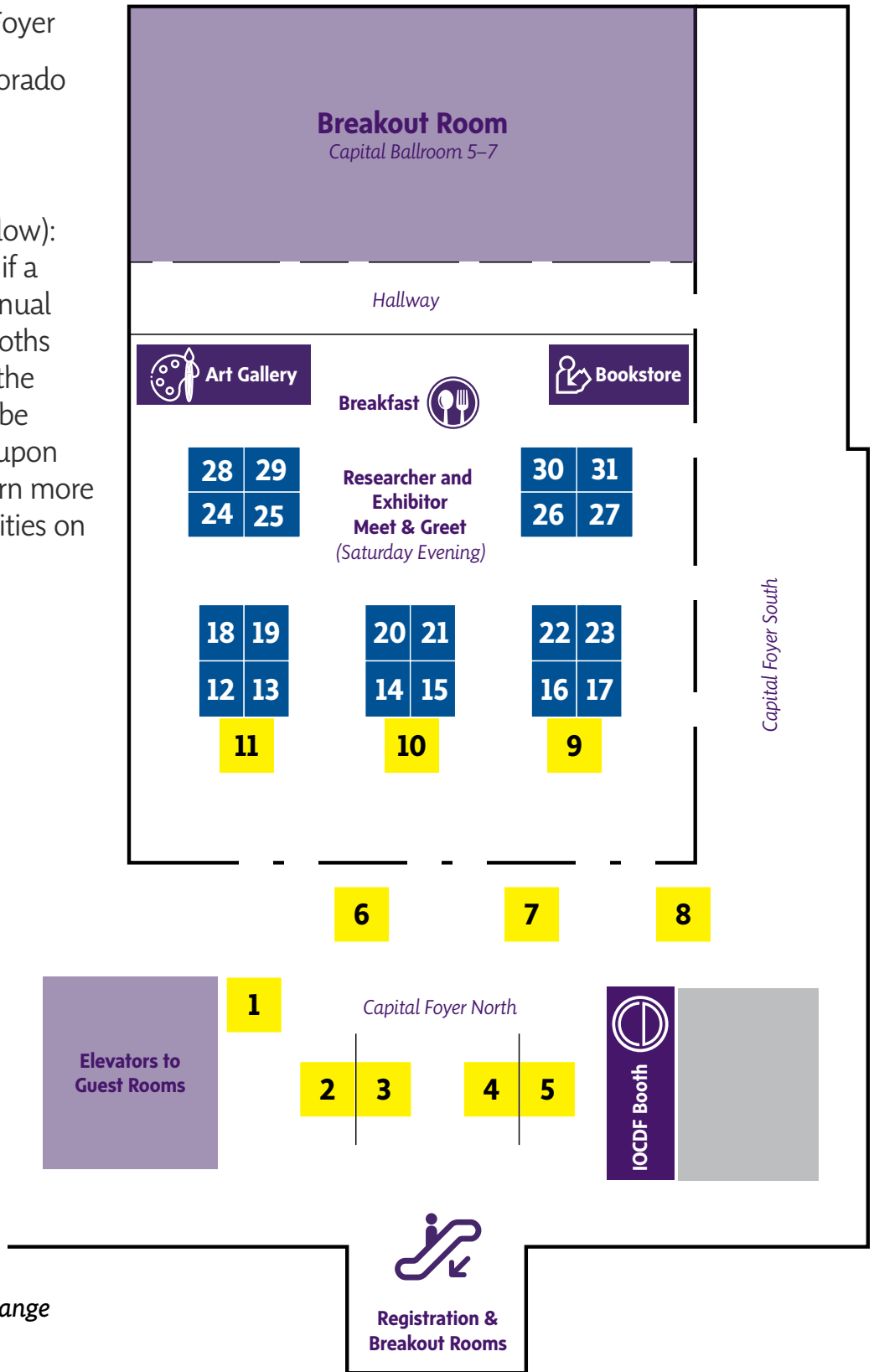
EXHIBIT HALL MAP

Exhibit Hall

Level 4, Capital Ballroom & Foyer
Hyatt Regency Denver at Colorado
Convention Center

Premier Visibility Booths (Yellow):
A premier booth reservation is a benefit of sponsoring the Annual OCD Conference! Premier booths have the highest visibility in the Capital Foyer North and will be the first thing attendees see upon entering the exhibit hall. Learn more about sponsorship opportunities on page 5.

-  Premier Booth
-  Standard Booth



Booth layout subject to change

WELCOME TO DENVER

Join the IOCDF in the Mile High City, known for its world-class cultural attractions, innovative craft breweries, chef-driven dining, and new-age music scene — all within easy reach of the Rocky Mountains. Dozens of Denver attractions are steps away from the Conference, including:

- **16th Street Mall, a mile-long pedestrian promenade in the heart of downtown**
- **Larimer Square, an iconic, lively, and pedestrian-friendly gathering place and the beating heart and creative soul of downtown Denver**
- **A variety of museums, including the Denver Art Museum, the Buffalo Bill Museum and Grave, and the Colorado Railroad Museum**
- **LoDo Historic District (short for Lower Downtown), a 29-block section of trendy bars, restaurants, and shops with preserved buildings from the city's original settlement**

And so much more!

Conference attendees and exhibitors alike will enjoy hundreds of restaurants offering local and international cuisine with prices to suit everyone. Whatever your tastes or interests, Denver has it all!

Conference Hotel Rate

Exhibitors are eligible for discounted room rates at the Conference hotel. Housing will open in March 2022 with attendee registration, and rooms will be available on a first-come, first-served basis while space is available. Please note that exhibitors must submit a completed Exhibitor Application and Contract before gaining access to the discounted rooms. This will help ensure availability for all registered exhibitors and attendees.



Getting there is easy

Denver International Airport (DEN) is a major airline hub in the United States, with convenient rail service to downtown Denver, free Wi-Fi access throughout the airport and top-notch customer service. Attendees can take the airport rail (known as the A Line) from the airport to Denver Union Station and vice versa for just \$10.50 each way. From Denver Union Station, attendees can then hop on the 16th Street MallRide, a free bus that will get you to the Conference hotel in under 10 minutes:

Hyatt Regency Denver at Colorado Convention Center

**650 15th St
Denver, CO 80202**

Discounted room rate:
\$209/night (plus taxes and fees)

Preliminary Schedule

All times Denver Local (Mountain Time)



International
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Thursday, July 7, 2022

2:00pm–8:00pm Exhibitor Check-in
12:00pm–7:00pm Exhibitor Move-in
8:00pm–11:00pm Thursday Night Icebreaker

Friday, July 8, 2022

7:00am–8:00am Breakfast
7:00am–5:30pm Exhibiting Hours
8:00am–5:30pm Breakout Sessions
2:00pm–2:15pm Afternoon Coffee Break*
5:30pm–8:00pm Professional Mentoring
Session & Networking Mixer

Saturday, July 9, 2022

7:00am–8:00am Breakfast
7:00am–5:45pm Exhibiting Hours
8:00am–3:45pm Breakout Sessions
2:00pm–2:15pm Afternoon Coffee Break*
4:15pm–5:45pm Keynote Address & Awards
5:45pm–7:00pm Researcher and Exhibitor
Meet & Greet
7:00pm–10:00pm Official OCD Conference Party

Sunday, July 10, 2022

7:00am–8:00am Breakfast
7:00am–12:00pm Exhibiting Hours
8:00am–1:00pm Breakout Sessions
12:00pm–1:00pm Exhibitor Tear-down

(dates and times subject to change)

* Refreshment break pending sponsorship

Unable to join us in Denver?

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

Tote Bag Insert | \$700



Provide a branded item to be included in our Conference tote bag — one of our most highly anticipated Conference giveaways. Every attendee receives a tote bag at check-in, so your material is guaranteed to reach the entire Conference population. Supply a

branded pen or notepad for attendees to take notes throughout the weekend, or include something unique for attendees to take home, like branded sunglasses!

See page 16 for additional advertising opportunities.



PAST EXHIBITORS

Alpine Academy
American Foundation for Suicide Prevention
AMITA Health
Anxiety and Stress Disorders Clinic at UNC
Anxiety Disorders Center at the Institute of Living
Anxiety Sisters
Anxiety Treatment Center of Austin
Anxiety Treatment Center of Sacramento
ASPIRE Alliance to Solve PANS & Immune-Related Encephalopathies
Austin Anxiety & OCD Specialists
Austin Center for the Treatment of OCD
Baylor College of Medicine
Behavior Therapy Center of Greater Washington
Biohaven Pharmaceuticals
Boston University School of Social Work
Bradley Hospital
Brainsway
Bridges to Recovery
Butler Hospital
Capital OCD & Anxiety Practice
Castlewood Treatment Center
Center for Discovery
Center for Hope of The Sierras
Center for Mental Health Disparities
Center for OCD and Anxiety at Sheppard Pratt
Center for OCD and Related Disorders at MGH
Center for Psychological & Behavioral Science
Child Mind Institute
choicetherapy
Cognitive Behavior Therapy Center of Southern California
Depression & Anxiety Specialty Clinic of Chicago
Discovery Mood & Anxiety Program
East Bay Behavior Therapy Center
Eating Recovery Center
ERC Insight Behavioral Health Center
The Gateway Institute
The Glenholme School
HabitAware, Inc.
The Hoarding Project
Houston OCD Program
Lindner Center of HOPE
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 & Related Disorders Program
NeuroBehavioral Institute
nOCD
NW Anxiety Institute, LLC
The OCD and Anxiety Treatment Center
OCD Center of Los Angeles
OCD Genetics Study of SUNY Downstate Medical Center
PANDASNetwork.org
PANDAS Physicians Network
PCH Treatment Program
Picking Me Foundation NFP
PluckyWize
Potomac Behavioral Solutions
Provincial OCD Program at British Columbia Children's Hospital
Psychiatry Northwest
Reasons Eating Disorder Center
Renewed Freedom Center for Rapid Anxiety Relief
ResearchMatch
Resilience Treatment Center
Rodriguez Lab Translational Therapeutics at Stanford
Rogers Behavioral Health System
Skyland Trail
Texas State University
Therachat
Therapy West NYC
The TLC Foundation for Body-Focused Repetitive Behaviors
Timberline Knolls Residential Treatment Center
TOCMexico
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
Virtually Better, Inc.
Visions Adolescent Treatment Centers
WayPoint Academy

Spread the word about your products, services, and resources to 2,000-plus anticipated attendees.



Program Guide



- Distributed to every Conference attendee, and sent by request to members of the OCD community, advocacy groups, health care associations, and others throughout the year.
- Includes the full Conference schedule and presentation descriptions; Sponsor and Exhibitor

information; conference map; and more!

Full color full-page, half-page, and quarter-page ads.

Conference Website Banner iocdf.org/ocdcon



- Receives more than 28,000 pageviews per month during the registration season, with people returning to the website for updates on Conference program additions, the full schedule of events, and travel/hotel information.
- Reach conference speakers

as well as attendees: Conference presenters submit their proposals via the website.

Half-banner ads on every Conference webpage.

Conference Mobile App & Online Schedule



- Showcase your services to both registered and prospective 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

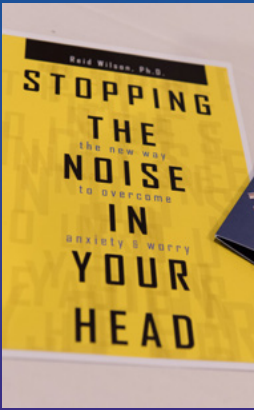
submitted by presenters are uploaded digitally to the mobile app for attendees to follow along.

- At our last in-person Conference in 2019, nearly 3,000 people accessed the online schedule and approximately 1,500 accessed the mobile app throughout the weekend (and we anticipate those numbers to be higher this year!).

- The online schedule goes live in March 2022 and the app will be available for FREE download in the App Store (for Apple devices) and in the Google Play store (for Android devices) a month before the Conference.

Banner ads rotate on each page of the mobile app and online schedule. Eight (8) ads will be available.

ADVERTISING, CONTINUED



Tote Bag Inserts

Get your marketing collateral included in our highly coveted Conference tote bags and into the hands of every attendee! Tote Bags are given to each attendee at check-in, ensuring that your message will reach the entire Conference audience. Provide a branded pen or notepad — or a fun stress reliever — for all 2,000 plus attendees to use throughout the weekend and take home!

Advertising spaces are reserved on a rolling basis, and the final deadline for reserving and submitting all advertising artwork is Monday, May 9, 2022. If you are interested in learning more about advertising opportunities, contact Tiia Groden at tgroden@iocdf.org.

ADVERTISEMENT RATES AND SPECIFICATIONS

Ad Space	Rate	Ad Size (width x height)
Program Guide - Full Page	\$950	7.5" x 9.5" 300 DPI
Program Guide - Half Page	\$700	7.5" x 4.75" 300 DPI
Program Guide - Quarter Page	\$500	3.25" x 4.75" 300 DPI
Website - Static Banner	\$1,200	700 x 100px 72 DPI
Mobile App - Rotating Banner	\$850	640x150px and 552x150px 72 DPI
Tote Bag Insert	\$700	N/A (2,000 units of item of choice)

IOCDF Institutional Members receive 15% off all advertising opportunities!

Reserve Advertising Space

EXHIBITING AND ADVERTISING APPLICATION AND CONTRACT

27th Annual OCD Conference | July 8–10, 2022 | Denver, CO

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 exhibitor 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 (Hyatt Regency Denver at Colorado Convention Center). 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 within 30 days of the invoice issue date and no later than the application deadline of Monday, May 9, 2022. If an exhibitor fails to pay the IOCDF for the full amount of the exhibit booth by whichever date comes first, 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 9, 2022 in order to be refunded in full. Any cancellations made after this date are NON-REFUNDABLE and NON-TRANSFERABLE. In the event that the Annual OCD Conference must be cancelled due to public health concerns, exhibitors may either request a full refund or transfer their exhibit payment to an exhibiting opportunity at a comparable event in 2022 fiscal year.

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 7, 2022 between the hours of 2:00pm–8:00pm in the Capital Ballroom and Capital Foyers on Level 4 of the Hyatt Regency Denver at Colorado Convention Center. If the exhibit space is not occupied by 7:00pm on

Thursday, July 7, 2022, the IOCDF will consider it to be 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 12:00pm–1:00pm on Sunday, July 10, 2022. Early exhibit dismantling is disruptive and unfair to neighboring exhibitors and to paid attendees. If an exhibitor needs to dismantle early prior to 12:00pm on Sunday, July 10, 2022, the IOCDF must be given prior written notice at least two weeks in advance of the Conference. Any materials left behind and unclaimed after 1:00pm on July 10, 2022 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: The shipment of all exhibit booth materials will be handled by Pinnacle Exposition Services, the official exhibitor services company of the 27th Annual OCD Conference. The IOCDF is not responsible for any items shipped independently or through another shipping provider. Instructions about shipping will be provided within the online Pinnacle Exhibitor Portal, which exhibitors will receive access to once payment has been received.

Storage of Exhibit Booth Materials: In the Exhibit Hall (fourth floor Capitol Ballroom and Foyer), marketing materials can be stored behind exhibit booth pipe and drape (if applicable) or under tables. The Capitol Ballroom will be locked at the close of exhibiting hours and will be unlocked at 7:00am each day the Exhibit Hall is open. Within the exhibiting hours, the Exhibit Hall will be open to all Conference attendees and exhibitors should not leave their booth unattended. Please note: booths located in the Capitol Foyer North and South can not be locked and exhibitors are responsible for booth materials. See page 14 for full schedule.

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: All exhibit packages include one (1) six-foot draped table, two (2) chairs, and one (1) wastebasket. Exhibitors may rent additional furniture or materials through the IOCDF's contracted exhibiting company, Pinnacle Exhibition Services. Information regarding rentals will be made available in the online Exhibitor Portal.

Booth Assignment: Exhibitor applications are accepted on a rolling basis. Exhibitors will be asked to offer 1st, 2nd, and 3rd choice booth placement in the order their contract is signed,

with the exception of Conference sponsors who have priority placement. 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: Each exhibit booth includes one (1) complimentary Exhibitor Badge for marketing personnel manning the booth throughout the weekend. IOCDF Institutional Members received two (2) complimentary Exhibitor Badges with their booth purchase. Additional Exhibitor Badges may be purchased at the discounted rate of \$200. The Exhibitor Badges are intended for booth personnel manning the exhibit booth throughout the Conference, both during sessions and breaks. Therefore, booth staff with Exhibitor 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 level at iocdf.org/ocdcon when registration opens in March 2022.

Exhibit Booth Staffing: Exhibit booths should be staffed by at least one staff member during Exhibit Hall peak traffic times, including breakfast, breaks, and the Exhibitor and Research Meet & Greet. 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 Hyatt Regency Denver at Colorado Convention Center. The IOCDF has secured a discounted rate of \$209/night (plus taxes and fees) at the Conference hotel for all attendees and exhibitors. Access to the discounted hotel room block will be granted via online portal once exhibit booth payment is received beginning when the block opens in late March 2022. If reserving over the phone, make sure to reference the "International OCD Foundation" when booking your room in order to receive this special discounted rate.



Direct Sales: No sale of any kind will be allowed at any Exhibit Booth at the Annual OCD Conference. If an exhibit wishes to sell a book via the Conference Bookstore, they must contact Tiia Groden at tgroden@iocdf.org to coordinate 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 Monday, May 9, 2022 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 27th 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 gain access to once payment is received. 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, Associate Director of Operations 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 27th Annual OCD Conference must agree to the following terms and conditions.

The Advertising Organization hereby agrees to provide financial support for the 27th Annual OCD Conference, being held at the Hyatt Regency Denver at Colorado Convention Center, July 8–10, 2022. As a Conference advertiser, the organization agrees to submit payment and provide digital artwork for online and print media in a timely manner and no later than the deadline of Monday, May 9, 2022.

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 within 30 days of the invoice issue date or by the application deadline of Friday, May 9, 2022, whichever comes first. 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.

Artwork deadline: Advertising spaces are reserved on a rolling basis, and the final deadline for reserving and submitting all advertising artwork is Monday, May 9, 2022.

Cancellations: For Program Guide and Tote Bag advertisements, the IOCDF must receive a written request for cancellations of an advertisement by Monday, May 9, 2022 in order to be refunded in full. Any cancellations made after this date are NON-REFUNDABLE and NON-TRANSFERABLE. Advertisements on the Conference website and Conference Smart Phone App are NON-REFUNDABLE and NON-TRANSFERABLE.

Program Guide 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). 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 700 x 100px (width x height) at 72 dpi resolution sent in *.JPG, *.PNG, or *.GIF format, in RGB color. The ad’s destination URL along with any UTM tracking should be supplied with artwork files.

Mobile Banner Ad Requirements: Rotating banner ads must be sent in two versions: 640 x 150 pixels for the mobile app and 552 x 150 pixels for the tablet/web version. Digital banner ads must be sent as *.JPG, *.PNG, or *.GIF format (animations not supported on iOS).

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.

Join us at the

27th Annual OCD Conference

Hyatt Regency DENVER
at Colorado Convention Center
Denver, CO

JULY 8–10, 2022

iocdf.org/ocdcon

General Conference inquiries:

conference@iocdf.org

Sponsorship inquiries:

klynch@iocdf.org

Exhibiting & Advertising inquiries:

tgroden@iocdf.org

International OCD Foundation

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