



19TH ANNUAL

International OCD Foundation

CONFERENCE
July 27-29, 2012

CHICAGO MARRIOTT
DOWNTOWN MAGNIFICENT MILE
CHICAGO, IL

Exhibiting, Sponsoring, and Advertising Opportunities

Since 1993, the International OCD Foundation's Annual Conference has been the only national event focused solely on Obsessive Compulsive Disorder (OCD) and related disorders. This unique event allows people with OCD and their loved ones to experience the latest OCD information alongside the professionals who care for them.

More than 1,000 attendees, including psychiatrists, psychologists, social workers, counselors, nurses, marriage and family therapists, researchers, patients and family members are expected to attend the 19th Annual Conference in Chicago, Illinois.

By joining us as an exhibitor, sponsor, or advertiser you will be able to reach your target market as well as help support one of the most beneficial mental health conferences in the world. Our comprehensive program features more than 100 presentations by the most respected names in the field of OCD treatment and research, a poster session featuring the latest OCD research, and several evening events that allow for both patients and professionals to network with others in the OCD community.

For more information on the Annual Conference, please visit <http://www.ocfoundation.org/conference.aspx> or contact Marissa Keegan at (617) 973-5801 or mkeegan@ocfoundation.org.

CONFERENCE HIGHLIGHTS

- Only national event focused solely on Obsessive Compulsive Disorder (OCD) and related disorders
- Reach your audience and support the OCD community
- Exhibit, sponsor and advertisement opportunities for any budget
- Over 1,000 attendees anticipated

"McLean advertises in the IOCDF Program Guide every year. It is an affordable and practical way for us to get our message to a large portion of the OCD community. Because many attendees share their program guides with others, we usually get referrals long after the conference has ended."

— Diane Davey, McLean Hospital

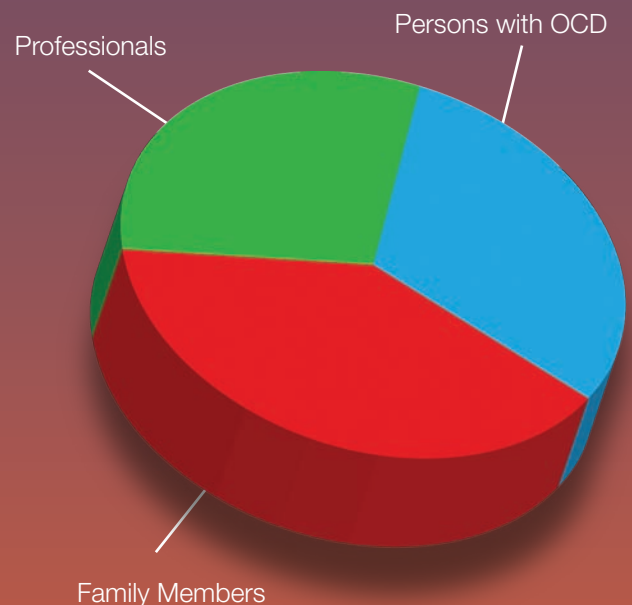
"I have seen firsthand how beneficial the IOCDF Conference is to the patients, family members, and professionals who attend. We are honored to be able to help sponsor such a wonderful event!"

— Patrick McGrath,
Alexian Brothers Center for Anxiety
and Obsessive Compulsive Disorders

"Exhibiting at the IOCDF's Annual Conference has been one of our most beneficial marketing strategies for many years. We wouldn't think of missing it!"

— Barry Thomet,
Rogers Memorial Hospital

Those Who Attend Our Conference



EXHIBITING OPPORTUNITIES

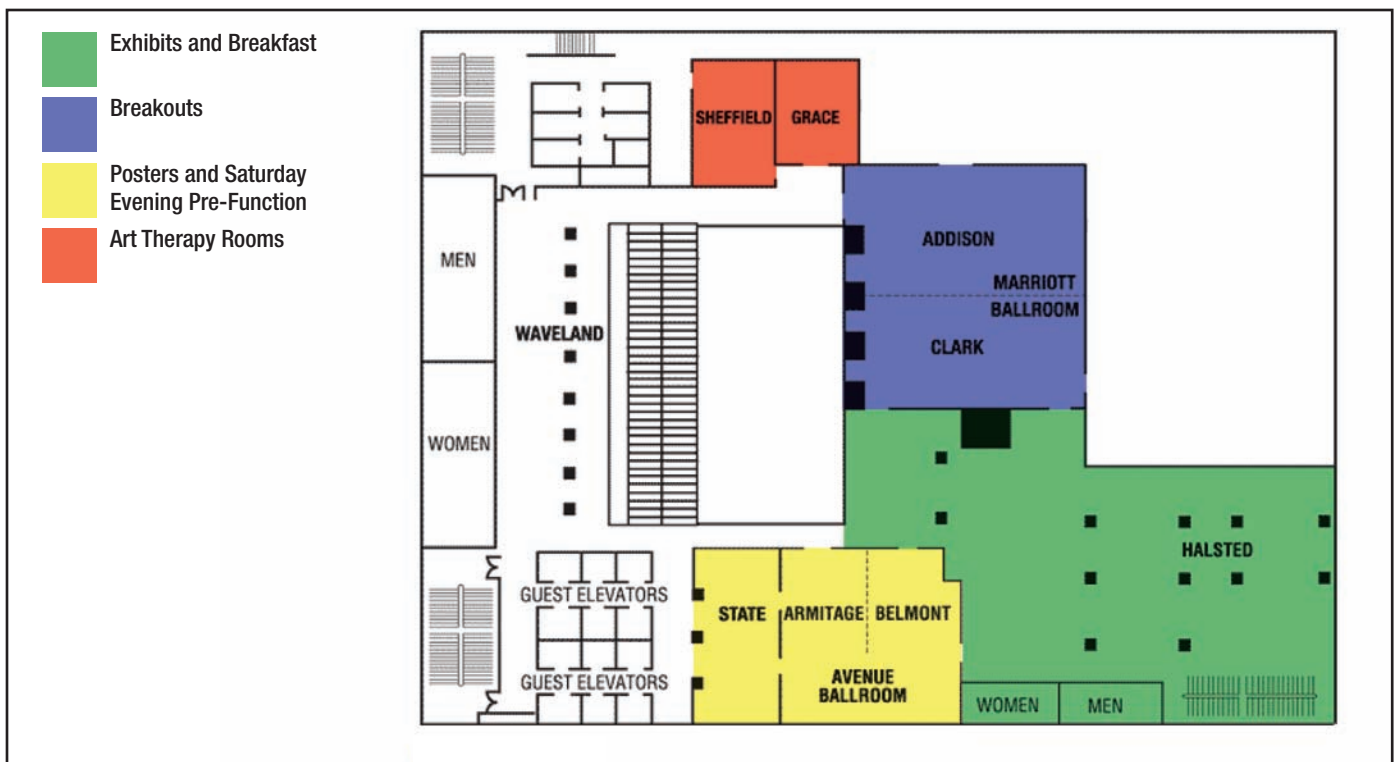
Exhibiting at the IOCDF Annual Conference provides your organization with the only chance to reach the entire OCD community in one setting.

You will be able to:

- Present and distribute information about your products and services
- Network with key organizations in the OCD community
- Market your organization and services to a diverse demographic
- Interact with attendees during more than 18 hours of exhibit time
- Recruit ideal participants for research studies
- Support the work of the IOCDF

Exhibits are located with breakfast, research posters, and two breakout rooms to maximize traffic.

The exhibit area will be in the Marriott's Halsted Foyer. This location will provide high visibility for your exhibit, as it will receive high attendee traffic throughout all three days of the event.



PREVIOUS EXHIBITORS

- Alexian Brothers Behavioral Health Hospital
- Austin Center for the Treatment of OCD
- Castlewood Treatment Center
- Center of Excellence for OCD and Related Disorders at Mount Sinai
- F.L. Chamberlain School International
- Gateway Institute
- Glenholme School
- The Houston OCD Program
- Lakeside Center for Behavioral Change
- Massachusetts General Hospital
- McLean Hospital
- NeuroBehavioral Institute
- PANDAS-PITAND Awareness
- Peace of Mind Foundation
- Remuda Ranch
- Renewed Freedom Center
- Rogers Memorial Hospital
- Sibcy House at Lindner Center of HOPE
- ThinkPANDAS, Inc.
- Timberline Knolls
- Tourette Syndrome Association
- UCLA Child OCD Program

APPLICATION & CONTRACT FOR EXHIBIT SPACE

Exhibit space is limited and subject to availability. To secure exhibit space for your organization, return your completed Application/Contract with payment by Monday, June 4, 2012. Depending on availability, applications may be accepted after June 4, but program guide listings are not guaranteed.

Your exhibit package includes:

- An 8' x 10' exhibit area
- Skirted (6') display table with two chairs
- One free conference registration, providing access to all presentations, workshops and seminars*
- Continental breakfast each day and admission into Saturday evening social
- Company/organization listing and description in the Program Guide

* IOCDF Institutional Members receive **two** complimentary conference registrations.

PLEASE PRINT

Name of Organization	Organization Website (Optional)		
Name of Contact Person		Title	
Street	City/Town	State	Zip
Phone	Fax	Email	

Organization Name as to Appear in Program Guide

Organization Description (50 words or less. Please fill out in the space below or attach separately.)

Names for Exhibitor Badges (Please list exactly as you would like it to appear on your badge.)

1. _____

Note: This second individual's registration is free only if he/she is exhibiting with an IOCDF Institutional Member.

2. _____

- | | |
|---|---|
| <input type="radio"/> Commercial (for-profit businesses and corporations): \$900 | <input type="radio"/> IOCDF Institutional Members: \$600 |
| <input type="radio"/> Treatment/Research Institutions: \$700
(hospitals, universities, clinics, medical centers) | <input type="radio"/> Independent charities with budgets less than \$5 million annual
and Government Agencies: \$400 |

PAYMENT INFORMATION:

Method of Payment (please check one)

- Diamond Sponsor** (complimentary)
 Check (must be included with application)
 P.O. #
 Credit Card (circle one): Visa MasterCard American Express Discover

Card Number _____ Exp. Date: ____/____ Security Code: _____ Billing zip code: _____

I hereby authorize IOCDF to charge my card in the amount listed here: \$ _____

Signature _____ Date: _____

To reserve exhibit space, please send your completed Application/Contract and payment by Monday, June 4, 2012 to:

Marissa Keegan

IOCDF, Inc.
112 Water Street, Suite 501
Boston, MA 02109

Phone: (617) 973-5801
Fax: (617) 973-5803
Email: mkeegan@ocfoundation.org

ADVERTISING OPPORTUNITIES

Advertising in the Conference Program Guide and/or conference website are both excellent opportunities to market your organization's products and services to both conference attendees and many others.

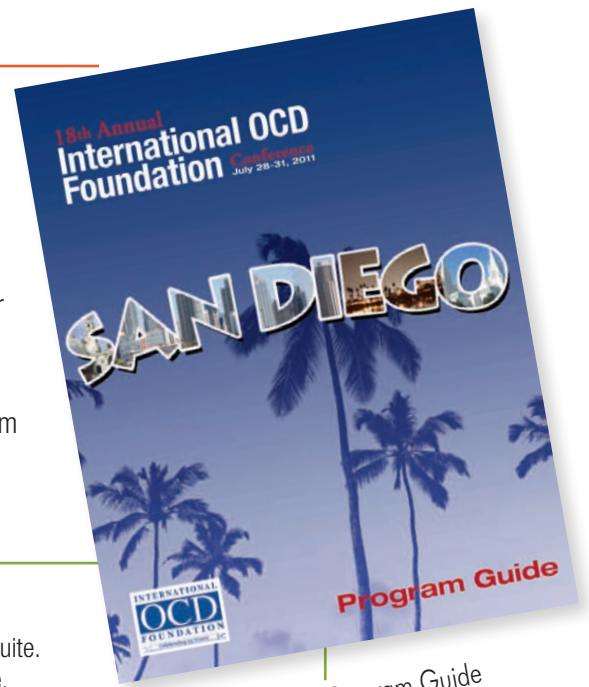
Conference Program Guide

- Ads are all full color
- The Conference Program Guide is consulted, read, shared, and used as a reference by the entire OCD Community.
- All conference attendees receive a copy of the Conference Program Guide, meaning over 1,000 members of the OCD Community will have access to your advertisement throughout the conference.
- Members of government agencies, health care associations, advocacy groups, and other OCD Community members request and receive copies of the program guide throughout the year, so your advertisement will continue to impact your market long after the conference ends.

Requirements:

IOCDF requires that your ad be in Mac or PC format and designed in Adobe Creative Suite. Please send final pdf as well as all supporting program files used to create your ad, i.e. Illustrator, PhotoShop, or InDesign and all printer and screen fonts. Embed all images and fonts (note that PDF files are different) and if your ad bleeds, it must be included in the page size of your document. Ads may be in color or black and white, but they must be camera ready. DO NOT use Microsoft Word, PowerPoint, Publisher, or Excel for ads. If you would like to send us your ad electronically, please send it to mkeegan@ocfoundation.org.

DO NOT use Microsoft Word, PowerPoint, Publisher, or Excel for ads.
Paper ads will not be accepted.



2011 Program Guide

IOCDF Conference Website

- We expect the majority of our conference attendees in 2012 to register through our conference website.
- The conference webpage receives over 42,000 unique visitors every month.
- Link visitors directly to your website for more information on your organization.

Requirements:

Please send your 430 x 100 banner ad in .jpg or .gif format. Email your ad along with your requested link to mkeegan@ocfoundation.org.



ADVERTISING REGISTRATION

Program Guide Advertising Rates

Please check one of the categories below:

Space	Regular Rate	Institutional Member Rate	Width	Height
<input type="radio"/> Back Cover	\$1,500	\$1,400	7 ½"	9 ½"
<input type="radio"/> Back Cover Inside	\$1,000	\$ 900	7 ½"	9 ½"
<input type="radio"/> Front Cover Inside	\$1,000	\$ 900	7 ½"	9 ½"
<input type="radio"/> Full Page	\$ 800	\$ 700	7 ½"	9 ½"
<input type="radio"/> ½ Page Horizontal	\$ 500	\$ 450	7 ½"	4 ¾"
<input type="radio"/> ¼ Page	\$ 400	\$ 350	3 ¼"	4 ¾"

Conference Program Dimensions: 8 ½" x 11"

Website Advertising Rates

Please check one of the categories below:

Space	Regular Rate	Institutional Member Rate
<input type="radio"/> Top Banner Ad (Two available)	\$ 500	\$ 400
<input type="radio"/> Bottom Banner Ad (Two available)	\$ 350	\$ 300

PLEASE PRINT

Name of Organization _____

Organization Website (Optional) _____

Name of Contact Person _____

Title _____

Street _____

City/Town _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

The IOCDF is hereby authorized to use our advertisement, brochure, and or insert as part of the 19th Annual IOCDF Conference. I understand that my artwork, brochures, and/or items are to be supplied to the IOCDF no later than Monday, June 4, 2012. I also agree that all items are subject to the IOCDF's approval. The IOCDF reserves the right to reject items that are not in line with the IOCDF's standards and objectives. A refund of 75% of the amount paid for an advertisement will be issued if written cancellation is received by Monday, June 18, 2012. No refunds will be issued after that date.

Signature: _____ Title: _____ Date: _____

PAYMENT INFORMATION:

Method of Payment (please check one)

- Silver, Gold, Platinum, or Diamond Sponsor** (complimentary depending on size. See page 7 for details.)
- Check** (must be included with application)
- Purchase Order #**
- Credit Card** (circle one): Visa MasterCard American Express Discover

Card Number _____ Exp. Date: ____/____ Security Code: _____ Billing zip code: _____

I hereby authorize IOCDF to charge my card in the amount listed here: \$ _____

Signature _____ Date: _____

To reserve your advertising space, please send your completed form and payment by Monday, June 4, 2012 to:

Marissa Keegan

IOCDF, Inc.
112 Water Street Suite 501
Boston, MA 02109

Phone: (617) 973-5801
Fax: (617) 973-5803
Email: mkeegan@ocfoundation.org

SPONSORSHIP OPPORTUNITIES

The IOCDF Annual Conference provides your organization with a variety of sponsorship levels that can meet any budget. For a list of additional sponsorship opportunities, please turn to page 8.

In addition to showing your organization's commitment to combating OCD, all sponsors receive:

- Enhanced visibility and credibility within the OCD community
- Recognition at the Annual Conference
- Invitations to all sponsored events
- Special, level-based incentives

SPONSORSHIP OPPORTUNITIES

Bronze Sponsor - \$2,500.00

- Sponsor's name placed in Program Guide
- Logo placed on signage in the hotel
- Sponsor's name placed on conference website

Silver Sponsor - \$5,000.00

- Sponsor's name placed in Program Guide
- Logo placed on signage in the hotel
- Sponsor's name placed on conference website
- Complimentary ½ page ad in Program Guide

Gold Sponsor - \$7,500.00

- Sponsor's name placed in Program Guide
- Logo placed on signage in the hotel
- Sponsor's name placed on conference website
- Complimentary **full** page ad in Program Guide
- Complimentary bag insert
- Sponsor's name announced at the Keynote Address

Platinum Sponsor - \$10,000.00

- Sponsor's name placed in Program Guide
- Logo placed on signage in the hotel
- Sponsor's name placed on conference website
- Complimentary **full** page ad in Program Guide
- Sponsor's name announced at the Keynote Address
- **2** complimentary bag inserts
- Premium exhibit location
- **5** complimentary conference registrations

Diamond Sponsor - \$15,000.00

- Sponsor's name placed in Program Guide
- Logo placed on signage in the hotel
- Sponsor's name placed on conference website
- Complimentary **full** page ad in Program Guide
- Sponsor's name announced at the Keynote Address
- **2** complimentary bag inserts
- Complimentary exhibit space and premium exhibit location
- **10** complimentary conference registrations
- Badge lanyards given to all conference attendees with sponsor's name

ADDITIONAL SPONSORSHIP OPPORTUNITIES

(Based on Availability) Only one of these opportunities per sponsor will count toward the sponsorship levels on page 7

SPEAKERS RECEPTION **\$7,500**

The Speakers Reception is a great way to introduce your organization to OCD professionals. Our reception, held on the eve of the Annual Conference, is attended by all of the remarkable speakers, sponsors, exhibitors, volunteers and staff who make our event a success. Your sponsorship will be recognized through prominent signage throughout the reception room.

**This also qualifies you for
Gold Sponsor benefits**

RESEARCH RECEPTION **\$7,500**

By sponsoring our Research Reception, held on Friday evening, you will be positioning your organization as a staunch supporter of OCD research. The event features a cocktail reception followed by presentations on the cutting-edge research being done by the IOCDF's grant recipients. In addition to our standard sponsor signage, your organization will also be thanked during the opening remarks.

**This also qualifies you for
Gold Sponsor benefits**

WELCOME BAGS **\$3,500**

Place your name, logo and website on the welcome bags given to every conference attendee. These bags are often used by attendees long after the conference is over and provide your organization with a lasting opportunity to get your message out to the OCD community.

**This also qualifies you for
Bronze Sponsor benefits**

PROFESSIONAL NETWORKING LUNCHEON **\$4,000**

In its second year, our Professional Networking Luncheon provides an opportunity for therapists, researchers, and students, whether new to the field or well-seasoned, to meet and network over lunch on the Saturday afternoon during the conference. This will be a great opportunity for your organization to be recognized during a program attended by well-respected clinicians and up-and-coming young professionals in the field of OCD. Your sponsorship will go toward providing food for the event, and your organization will be recognized through signage and during the opening remarks.

**This also qualifies you for
Bronze Sponsor benefits**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

(Based on Availability) Only one of these opportunities per sponsor will count toward the sponsorship levels on page 7

SECOND CITY IMPROV PROGRAM \$2,500

The IOCDF is partnering with Second City, an improv group based out of Chicago, IL to provide patients and their families with the opportunity to learn how to use improv. This will be held the Thursday night prior to the beginning of the conference, and we are hoping that it not only will be a lot of fun but that it will also be a great icebreaking event to kick off the conference. The session will also be open to therapists who might use the “rules of improv” with social anxiety clients. Your sponsorship will defray 50% of the cost for this event and your organization will be thanked during the program’s opening remarks and will be featured on program materials used by participants.

**This also qualifies you for
Bronze Sponsor benefits**

RESEARCH POSTER RECEPTION \$3,500

As a featured program on Saturday evening, the Research Poster Reception showcases the latest advances being made by students and researchers in the research of OCD and related disorders. Your sponsorship will provide the food and refreshments made available to conference attendees, and your organization’s name will be prominently displayed throughout the room. This event is usually attended by the majority of conference attendees as a lead-in to the Saturday Evening Social.

**This also qualifies you for
Bronze Sponsor benefits**

KIDS & TEENS ART THERAPY ROOMS \$1,500 EACH \$2,500 BOTH

One of the most popular aspects of our Annual Conference, these rooms allow children and teens to participate in art projects, play games, and meet other kids with OCD. The rooms, staffed by an art therapist, will be open throughout the conference. Your sponsorship provides snacks and soft drinks for the children and helps provide the art supplies that the children use throughout the weekend.

**If you sponsor both Art Therapy Rooms,
this also qualifies you for
Bronze Sponsor benefits**

*Kids Art Therapy Room (Ages 6-11)
Teens Art Therapy Room (Ages 12+)*



SPONSORSHIP REGISTRATION

Sponsorship opportunities for conference events and materials are limited and are subject to availability. To secure your organization's sponsorship, return your completed form and payment as soon as possible, but no later than Monday, June 4, 2012.

PLEASE PRINT

Name of Organization		Organization Website (Optional)	
Name of Contact Person		Title	
Street	City/Town	State	Zip
Phone	Fax	Email	

I would like to become a (Please check one):

- Diamond Sponsor \$15,000 Platinum Sponsor \$10,000 Gold Sponsor \$7,500
 Silver Sponsor \$5,000 Bronze Sponsor \$2,500

I would like to sponsor the (Please check one):

- | | | | |
|---|---------|--|---------|
| <input type="radio"/> Speakers Reception | \$7,500 | <input type="radio"/> Second City Improv Program | \$2,500 |
| <input type="radio"/> Research Reception | \$7,500 | <input type="radio"/> Child Art Therapy Room | \$1,500 |
| <input type="radio"/> Professional Networking Luncheon | \$4,000 | <input type="radio"/> Teen Art Therapy Room | \$1,500 |
| <input type="radio"/> Conference Bags | \$3,500 | <input type="radio"/> Both Art Therapy Rooms | \$2,500 |
| <input type="radio"/> Saturday evening Poster Reception | \$3,500 | | |

PAYMENT INFORMATION:

Method of Payment (please check one)

- Check** (must be included with application)
 Purchase Order # _____
 Credit Card (circle one) Visa MasterCard American Express Discover

Card Number _____ Exp. Date: ____/____ Security Code: _____ Billing zip code: _____

I hereby authorize IOCDF to charge my card in the amount listed here: \$ _____

Signature _____ Date: _____

To partner with the IOCDF by purchasing sponsorship, please mail your completed form and payment by Monday, June 4, 2012 to:

Marissa Keegan

IOCDF, Inc.
112 Water Street Suite 501
Boston, MA 02109

Phone: (617) 973-5801
Fax: (617) 973-5803
Email: mkeegan@ocfoundation.org

OTHER ADVERTISING OPTIONS

LITERATURE DISPLAY TABLE

Place your brochure, pamphlet, flyer, or business cards in a high-traffic area of the Annual Conference

Cost: \$150/Item

A sample of each item for the literature table must be submitted for approval along with the application.

WELCOME BAG INSERTS

We are looking for sponsors to provide items other than pens or notepads for the welcome bags. The cost to provide each item is \$600/item.

A sample of each item to be inserted in the welcome bags must be submitted for approval along with this application. Each organization is responsible for providing up to 1,200 of their giveaway item prior to the conference.

- Yes, I would like to include _____ item(s) on the Literature Display Table. (\$150/each)
- Yes, I would like to include _____ item(s) as welcome bag inserts. (\$600/each)

Total: \$ _____

PLEASE PRINT

Name of Organization _____

Organization Website (Optional) _____

Name of Contact Person _____

Title _____

Street _____

City/Town _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

PAYMENT INFORMATION:

Method of Payment (please check one)

Check (must be included with application)

Purchase Order # _____

Credit Card (circle one) Visa MasterCard American Express Discover

Card Number _____ Exp. Date: ____/____ Security Code: _____ Billing zip code: _____

I hereby authorize IOCDF to charge my card in the amount listed here: \$ _____

Signature _____ Date: _____

Please mail your completed form, payment, and a sample of the literature to be used by Monday June 4, 2012 to:

Marissa Keegan

IOCDF, Inc.

112 Water Street, Suite 501

Boston, MA 02109

Phone: (617) 973-5801

Fax: (617) 973-5803

Email: mkeegan@ocfoundation.org



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