

online
oCDD
conference

Organized by



International
OCD
Foundation

PROSPECTUS

July 31–August 2, 2020



Exhibiting at the Online OCD Conference



Although we cannot join together in Seattle, the IOCDF is more committed than ever to facilitating dynamic interactions between attendees, presenters, and exhibitors at the first-ever Online OCD Conference.

This virtual event is an unparalleled opportunity to actively engage with the entire OCD community. Exhibitors will be able to:



Expected Marketing Reach:

- 2,000+ anticipated attendees from the US and internationally
- 45,000+ social media followers across all platforms (Facebook, Twitter, Instagram, and LinkedIn)
- 16,500+ email list members

- Connect with key stakeholders in every corner of the OCD and related disorder community,
- Build brand awareness by marketing to diverse groups of individuals and families affected by OCD, BDD, and hoarding disorder,
- Generate leads and network with key organizations and professionals in the OCD and related disorders community,
- Interact with an anticipated 2,000+ attendee population from the US and internationally to promote your services and distribute informational materials,
- Recruit participants for research studies, and
- Associate with a one-of-a-kind event while supporting the IOCDF, the only nonprofit dedicated solely to supporting the OCD and related disorders community.

Exhibiting & Advertising Application and Contract

Online OCD Conference | July 31 – August 2, 2020

Virtual Exhibit Booth Benefits

- Logo and organization description listed on the registration page leading up to the event weekend with URL hyperlink to exhibitor website
- Interactive Exhibit Booth accessible to all attendees throughout the event weekend (and 90 days after) with up to three (3) admins to participate in chat function
- Public chat function allowing representative(s) from your organization to chat with virtual visitors to your booth during the event weekend
- Ability to turn chat off and have attendees email questions
- Customizable Welcome Text (can be the same or different from org description) for when attendees enter the Interactive Exhibit Booth
- Ability to add up to three (3) videos to showcase in the exhibit booth
- Ability to add up to five (5) electronic assets, including brochures, factsheets, white papers, etc.
- Ability to link to a raffle or giveaway for attendees to participate in (set up by the exhibiting organization)
- Links to social media channels (Twitter, Instagram, Facebook, LinkedIn)
- Gamification for attendees based on booth visits and chats encouraging exhibitor interactions

Organization Information

Information provided below will be published on the Welcome landing page within the Interactive Exhibit Booth.

Organization Name: _____

Org Phone: _____ Org Email: _____

Website: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

For administrative purposes only (not published publically)

Contact Name: _____ Title: _____

Contact Email: _____

Mailing Address (if different than above): _____

City: _____ State: _____ Zip: _____

Exhibit Personnel

Virtual Exhibit Booth packages include up to three (3) admin logins for organization representatives to chat with attendees within the booth throughout the conference weekend. *If you are not yet sure which staff will be using these admin logins, please enter N/A.*

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

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Description of Services, Welcome Text, and Logo

Exhibitors have the opportunity to list both 1) a 50-word description of their services displayed on the main conference landing page as well as 2) welcome text to attendees visiting the virtual booth itself. These can be the same text or two different texts. Please also send a high resolution vector image of your company logo (.AI or .EPS file) to be displayed on the virtual conference website, within the virtual exhibit hall, and in your virtual exhibit booth.

Please send the description, welcome text, and logo with your completed application to Tiia Groden, tgroden@iocdf.org.

What type of organization is the exhibiting/advertising applicant?

- Commercial (businesses and corporations showcasing products/services, e.g. pharmaceutical, biomedical, technology, etc.)
- Non-Commercial (hospitals, clinics, medical centers, research institutions, universities, etc.)
- IOCDF Institutional Members
- Non-Profit* (public charities & government agencies only)
**proof of 501(c)3 status requested upon application*

Exhibit Booth

- \$1,200 Standard Booth for Commercial Organizations
- \$1,000 Standard Booth for Non-Commercial Organizations
- \$750 Standard Booth for IOCDF Institutional Members
- \$550 Standard Booth for Nonprofit Organizations

Sponsorships

Please indicate whether you would like to be called to discuss sponsorship opportunities and the benefits available to sponsors.

- Yes No

Payment

Exhibit Booth Total: \$ _____

Advertising Total: \$ _____

Total Amount: \$ _____

(Payment in full due with contract)

Checks payable to IOCDF mailed with completed contract to:

IOCDF Attn: Tiia Groden
PO Box 961029
Boston, MA 02196

- Visa MasterCard Amex Discover Check enclosed

Name on card: _____

Card Number: _____

Expiration Date: _____ CVV: _____

Signature: _____

Advertising

Advertisements purchased will be included in **both** the Virtual Tote Bag and the digital Program Guide, both sent to all registered attendees.

Virtual Tote Bag: A landing page housing our marketing partner advertisements as well as discount codes to the IOCDF Online Store, information on additional virtual resources, fun and interactive collateral, and more!

Program Guide: A digital (PDF) guide including all sessions, their times, tracks, breakout "rooms," and abstracts.

- Full Page (7.5" x 9.5") \$950 / \$850 Ins. Mem. rate
- Half Page (7.5" x 4.75") \$700 / \$600 Ins. Mem. rate
- Quarter Page (3.25" x 4.75") \$500 / \$400 Ins. Mem. rate

Agreement and Signature

I, _____,
the authorized representative of the organization named
above, subscribe and agree to all terms and conditions
contained in pages 19-20 of this 2020 Marketing Prospectus.

Exhibitor Signature

Date

Please complete and return this form:

Email: tgroden@iocdf.org

IOCDF Attn: Tiia Groden
PO Box 961029
Boston, MA 02196

Exhibiting & Advertising Application and Contract

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Exhibitor Agreement: All exhibitors at the Online OCD Conference must agree to the following terms and conditions.

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 exhibit and, once an exhibit booth is created virtually, 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 booth 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. 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 by the start of the Online OCD Conference, July 31, 2020. If an exhibitor fails to pay the IOCDF for the full amount of the exhibit booth by this date, the Interactive Exhibit Booth will be removed from the online event website.

Cancellations: The IOCDF must receive written requests for cancellations of exhibit space by Friday, July 24, 2020 in order to be refunded in full. Any cancellations made after this date are NON-REFUNDABLE and NON-TRANSFERABLE.

Booth Order: Exhibit booths will be listed in alphabetical order within the Virtual Exhibition Hall. All booth packages are standardized, with the exception of sponsor booths which have an added "Request One-on-One" button.

Registration: Every exhibitor is entitled to three (3) admin logins for representatives to use to engage with attendees through the public chat feature within the booth. These admin logins will be given to the exhibiting organization no less than one (1) week prior to the start of the Online OCD Conference (July 31, 2020).

Direct Sales: If an exhibitor wishes to make direct sales via their Online OCD Conference interactive exhibit, they can do so by hyperlinking out to their website within the Welcome Text field. See below for restrictions on Contests, Lotteries, and Raffles.

Contests, Lotteries, Raffles and Giveaways: It is a benefit of being a Online OCD Conference virtual exhibitor to link out from the exhibit booth to a contest, lottery, raffle, or giveaway. The contest,

lottery, raffle, or giveaway must be approved by the IOCDF and is organized by the exhibitor itself on a 3rd party site.

Research Collection Policy: All exhibitors planning on conducting any research or data collection at their virtual exhibit booth must receive permission in writing from the IOCDF. Please email Tiia Groden, Senior Operations Manager 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 have their virtual exhibit booth removed from the event.

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 Online OCD Conference must agree to the following terms and conditions.

The Advertising Organization hereby agrees to provide financial support for the Online OCD Conference, being held virtually, July 31–August 2 2020. As a Conference advertiser, the organization agrees to submit payment and provide digital artwork for the Virtual Tote Bag in a timely manner and no later than the deadline of Friday, July 31, 2020.

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 by the application deadline of Friday, July 31, 2020. If an advertiser fails to pay the IOCDF for the full amount of the advertisement by this date, the ad artwork will be removed from the Virtual Tote Bag.

Cancellations: The IOCDF must receive a written request for cancellations of a Virtual Tote Bag advertisement by Friday, July 24, 2020 in order to be refunded in full. Any cancellations made after this date are NON-REFUNDABLE and NON-TRANSFERABLE.

Artwork deadline: Advertising spaces are reserved on a rolling basis, and the final deadline for

reserving and submitting all advertising artwork is Friday, July 31, 2020.

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.

Advertisement Sizes and Listing Order: Previously print advertisements have been moved to the Virtual Tote Bag. What was previously a "Full Page Program Guide advertisements will now be listed in Tier 1; Half Page Program Guide ads in Tier 2; and Quarter Page Program Guide ads in Tier 3. Tier 1 advertisements will be listed at the top of the webpage in the order they are received, followed by Tier 2 in the same order, and lastly Tier 3.

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.