

online dcd conference

Organized by  International
OCD
Foundation

Exhibiting & Advertising Prospectus

PROSPECTUS

November 4–6, 2022



Exhibiting at the Online OCD Conference



Now in its third year, the Online OCD Conference will once again provide the opportunity for the global OCD community to connect, share, and learn from each other during its breakout sessions, discussion groups, and networking opportunities. Presentations will be broken up into tracks for individuals with OCD and related disorders, parents and family members, and the professionals who treat them earning CE/CME credit. In addition to the core presentations, the Online OCD Conference includes a robust schedule of networking events, evening activities, and community discussion groups.

The IOCDF is more committed than ever to facilitating dynamic interactions between attendees, presenters, and exhibitors at the 2022 Online OCD Conference this November.

Attendees will be able to interact with the conference schedule, virtual exhibit hall, chat lounge, and help center.

OCD Conference
opportunities
trainings education
professionals interact
support groups research
BDD networking
community fun Hoarding
youth programming
presentations
respected
professional comprehensive

Connect with key stakeholders in every corner of the OCD community:

- Build brand awareness and market to diverse groups of individuals and families affected by OCD, BDD, and BFRBs,
- Generate leads and network with key organizations and professionals treating OCD and related disorders,
- Recruit participants for research studies
- Promote your services and distribute informational materials to an anticipated 2,500+ attendee population from the US and internationally, and
- Associate with a one-of-a-kind event while supporting the IOCDF, the largest nonprofit dedicated solely to supporting the OCD and related disorders community.

2022 Expected Market Reach:

- 2,500+ anticipated attendees from across the US & internationally
- 30,000 email list subscribers
- 87,900 social media followers across platforms (Instagram 17.6k, Twitter 18.6k, Facebook 31k, YouTube 16.8k, LinkedIn 3.9k)
- Nearly 50,000 visits to **onlineocdconference.org**

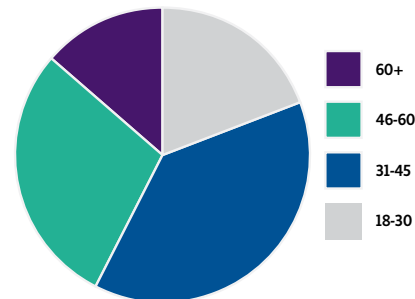
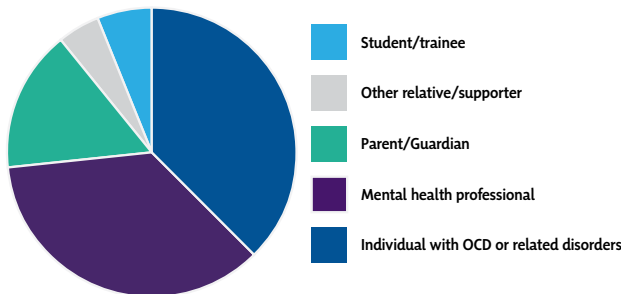
2021 By the Numbers

The IOCDF's Online OCD Conference convenes thousands from around the world, allowing the OCD and related disorders community to learn from and engage with leading professionals throughout a variety of web-based sessions.

Sessions presented featured relevant topics for individuals with OCD or related disorders, their loved ones and support systems, as well as the clinicians who dedicate their lives to treating OCD.

2,534 registered attendees from **49** states & territories and

42 countries (Argentina, Australia, Austria, Brazil, Bulgaria, Canada, Chile, Cyprus, Denmark, Finland, France, Germany, Greece, Guatemala, Honduras, Hong Kong (SAR China), Hungary, India, Ireland, Israel, Italy, Japan, Lebanon, Mexico, Netherlands, New Zealand, Norway, Peru, Philippines, Portugal, Republic of Korea, Romania, Russian Federation, Singapore, South Africa, Spain, Sweden, Trinidad and Tobago, Ukraine, United Arab Emirates, United Kingdom, United States)



Over 50%: Percentage of attendees who were **BRAND NEW** to the IOCDF community

94.6%: Percentage of registered attendees who attended the **LIVE** event

3,660: Unique visits to virtual exhibit booths by attendees

Past Virtual Exhibitors

- Anxiety and OCD Treatment Center of Florida
- Anxiety Sisters
- Better Living Center for Behavioral Health
- Biohaven Pharmaceuticals
- BrainsWay
- Cascade Academy
- Center for OCD and Related Disorders (CORD) at Massachusetts General Hospital
- Chamberlain International School
- Evidence Based Treatment Centers of Seattle
- Hard Quirk
- Helping Minds
- McLean Hospital OCD Institute
- Mountain Valley Treatment Center
- Neurobehavioral Institute (NBI)
- NW Anxiety Institute, LLC
- OCD Genetics Study of SUNY Downstate Medical Center
- OCD Jacksonville
- PANDAS Physicians Network
- Peace of Mind Foundation
- Picking Me Foundation NFP
- Polaris Family Behavioral Health
- Renewed Freedom Center for Rapid Anxiety Relief
- Rogers Behavioral Health
- The Center for OCD and Anxiety at Sheppard Pratt
- The Center for Emotional Health of Greater Philadelphia
- The OCD and Anxiety Treatment Center
- Tourette Association of America

Virtual Exhibit Package Benefits

In addition to being an interactive space to network with registered attendees, virtual exhibit booths will be accessible to all potential attendees leading up to the conference weekend at onlineocdconference.org!

Virtual exhibit booths include:

- Logo, contact information, and company description displayed
- Social media links
- Links to marketing materials (PDFs of handouts, factsheets, etc.)
- Vertical banner ad to showcase specific services with link to external URL (see example top right)
- Customized booth background image
- Option of either an image header or video header (supports recorded content hosted on YouTube or Vimeo)
- In-Booth text and video chat functionality (*optional*)
- Two (2) Exhibitor Registrations for marketing personnel "manning" the virtual booth (*including the ability to customize and edit the virtual booth directly*)
- Ability to add registered attendees who are staff as additional "Team Members" to customize the booth and chat/interact with attendees

Fill out an application to virtually exhibit today!

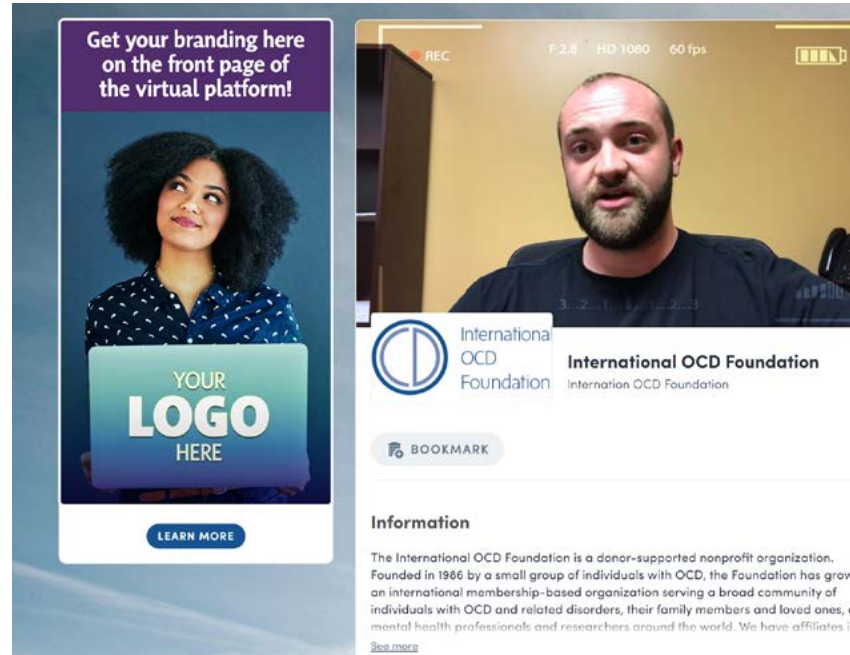


Exhibit Booth Pricing:

Commercial Companies | \$950

For businesses and corporations showcasing products/services, e.g. pharmaceutical, biomedical, technology, etc.

Non-Commercial Companies | \$800

For hospitals, clinics, medical centers, research institutions, universities, etc.

IOCDF Institutional Members | \$550

For clinics and programs with active Institutional Memberships with the IOCDF

Non-Profits | \$250

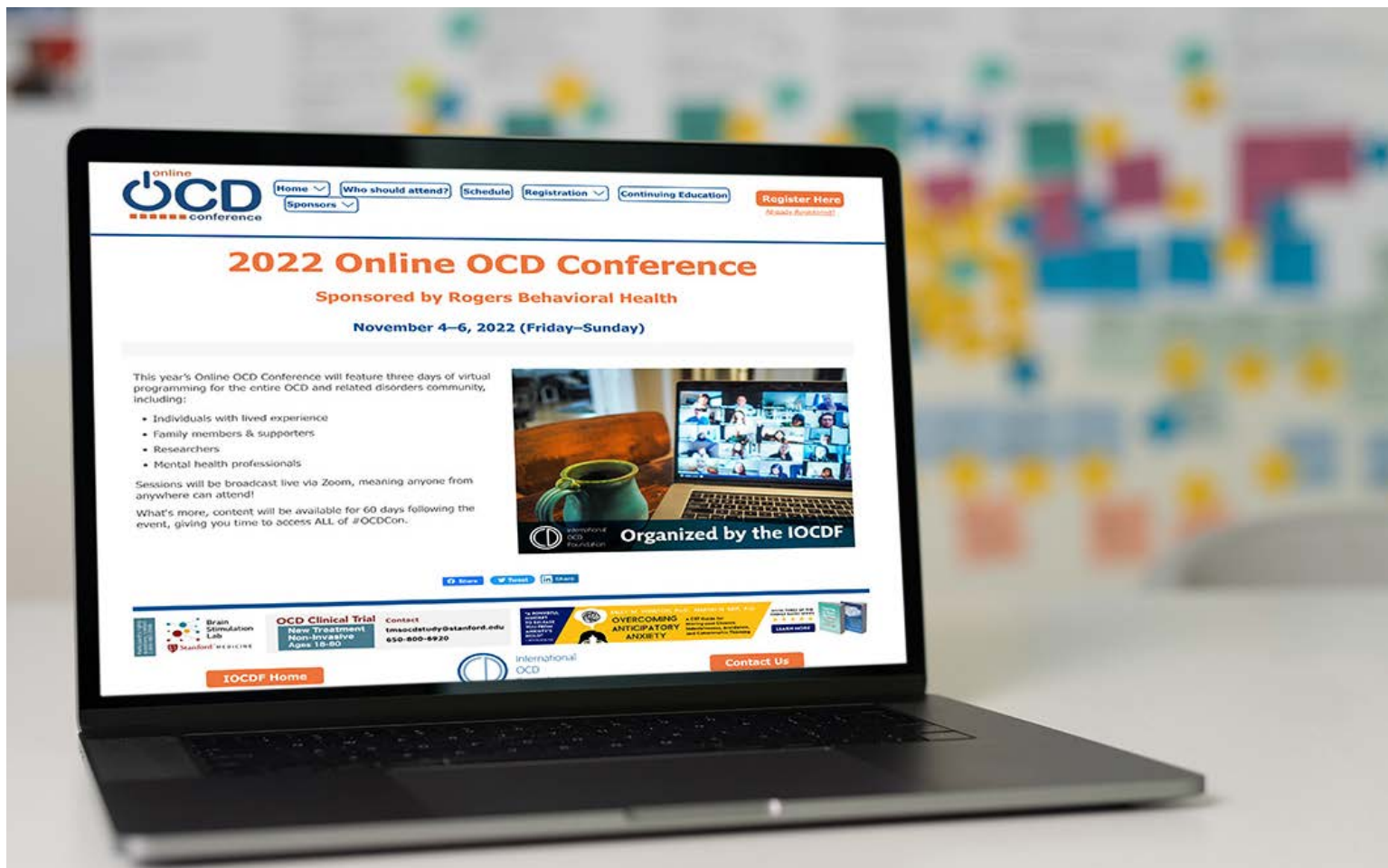
For mission-based public charities and government agencies only, proof of 501(c)3 status requested upon application

Sponsors | Complimentary

All Conference sponsors receive a virtual exhibit booth free of cost!

(See the [2022 Sponsorship Prospectus](#) for more information.)

Advertising



Website Banner Advertisements

Website banner ads are displayed on the footer of the Online OCD Conference's main website, **onlineocdconference.org**, through which all web traffic regarding the virtual conference is funneled.

Potential attendees visit this website for information on who should attend, registration rates, continuing education, as well as the full program of sessions.

Banner Ad Price:

- **\$1,200 per advertisement**
(Only 2 available)

Ad Specifications:

Website banner advertisements should be 700 x 100 pixels (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.

47,000: Unique visits to
onlineocdconference.org in 2021

IOCDF Institutional Members
receive 15% off advertising
opportunities!

Advertising

Virtual Platform Rotating Ad

Purchased ads will be displayed on the right hand side of the virtual platform homepage, where all attendees access pre-recorded sessions and live Q&As.

Ads will be displayed throughout the Conference weekend (Friday, Nov 4 through Sunday, Nov 6) as well as the 60 days following, as attendees access the on-demand materials. Advertisers will be able to link out directly to a desired URL with tracking (optional).

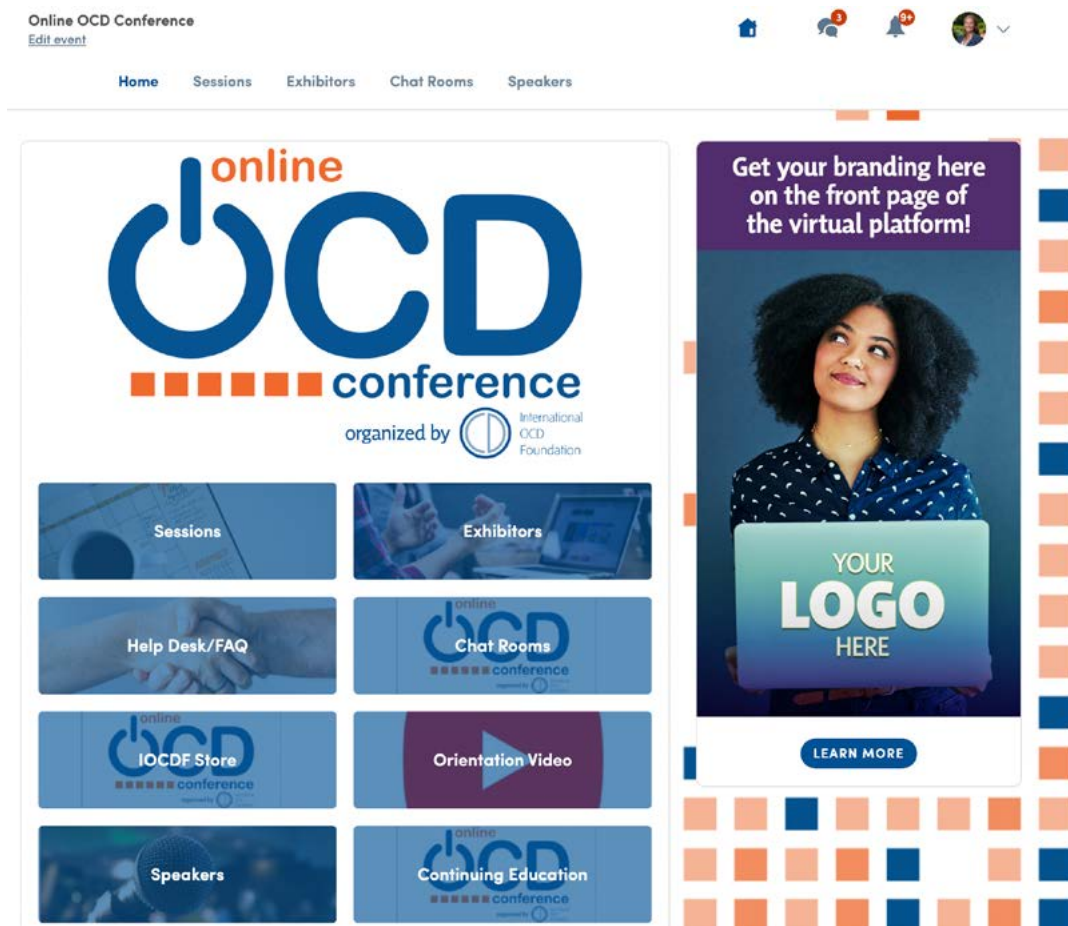
Ad Specifications:

Virtual platform rotating advertisements should be 1080 x 1920 pixels (9:16 ratio, width x height) at 72 dpi resolution and no larger than 1 MB.

The ad's destination URL along with any UTM tracking should be supplied with artwork files.

Rotating Ad Price:

- **\$750 per advertisement**
(5 available)



Fill out an application today to join us as a virtual exhibitor and/or advertiser at this year's Online OCD Conference! For additional questions, contact Tiia Groden at tgroden@iocdf.org.

Advertising

Digital Program Guide & Virtual Tote Bag Advertisements

All purchased ads are horizontal, half page ads and will be included in the digital Program Guide and the Virtual Tote bag, both of which are sent to all registered attendees:

- Program Guide (PG): A digital (PDF) guide for attendees showcasing all sessions, their dates and times, tracks, breakout "rooms", and abstracts.
- Virtual Tote Bag: Houses discount codes to the IOCDF Merchandise Store and the raffle for free registration to the 2023 Annual OCD Conference in San Francisco, CA.

IOCDF Institutional Members receive 15% off advertising opportunities!

Fill out an application to reserve your advertising space today!

Ad Specifications:

All advertisement image files must be 540 x 340 pixels (width x height) with no bleed and no trim lines. Image files must be high resolution (144dpi or higher) in RGB color and sent in a *.JPG or *.PNG file type.

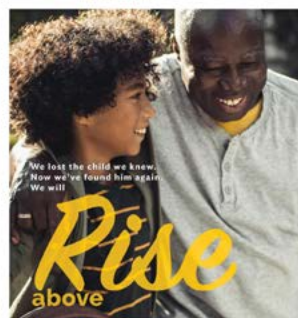
PG & Tote Bag Ad Price:

- **\$300 per advertisement**
(no cap)



Welcome to your Virtual Tote Bag! Scroll down to access a variety of items including:

- Brochures and information resources from our marketing partners.
- A 10% discount code to the IOCDF Merchandise Store, where you can get the 2022 Online OCD Conference T-shirt, our *Embracing Uncertainty, Break the Cycle* T-shirt, hats, pens, and more!
- A raffle for your chance to win a FREE registration to the 2023 Annual OCD Conference in San Francisco, CA taking place July 7-9, 2023.



Rogers Behavioral Health
Learn More



International OCD Foundation
Enter the Raffle

Questions?

Contact Tiia Groden at tgroden@iocdf.org or (617) 973-5801 for more information.

Exhibiting & Advertising Application and Contract

Online OCD Conference | November 4–6, 2022

Company Information

Displayed on Virtual Exhibit Booth.

Submit your application digitally!

Company Name: _____

Org Email: _____

Phone: _____ Website: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Contact Information

For administrative purposes only, not published publicly)

Contact Name: _____

Title: _____

Contact Email: _____

Mailing Address (if different than above): _____

City: _____ State: _____ Zip: _____

Exhibit Space

Reference previous page to determine which category is applicable.

_____ \$950 Commercial Company

_____ \$800 Non-Commercial Company

_____ \$550 IOCDF Institutional Member

_____ \$250 Non-Profit

Advertising

_____ \$1,200 Website Banner Ad

_____ \$750 Rotating Virtual Platform Ad

_____ \$300 Program Guide/Virtual Tote Bag Ad

Exhibit Personnel

Virtual exhibit booth packages include two (2) Exhibitor Registrations with full access to the virtual platform as well as Admin privileges for editing and customizing the virtual exhibit booth. Exhibitor Registrations are intended for marketing personnel manning the booth and do not include CE/CME credit.

If you are not yet sure who will be manning the virtual exhibit booth, please enter N/A below.

Name 1: _____

Email 1: _____

Name 2: _____

Email 2: _____

Payment Method

The IOCDF accepts Visa, MasterCard, Amex, Discover, and checks made payable to IOCDF sent to: IOCDF, PO Box 961029 Boston, MA 02196.

_____ Check enclosed/mailed

_____ Credit Card

Name on card: _____

Card #: _____

Expiration Date: _____/_____/_____ CVV: _____

Agreement and Signature

I, _____ (print name), the authorized representative of the company named on this application, subscribe and agree to all terms and conditions contained on the final page of this 2021 Exhibiting and Advertising Prospectus.

Signature: _____ Date: _____

Please complete and return this form to Tiia Groden via email at tgroden@iocdf.org or via postal mail sent to IOCDF, Attn: Tiia Groden, PO Box 961129, Boston, MA 02196

Exhibiting & Advertising Application and Contract

Online OCD Conference | November 4–6, 2022

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 invoices must have been paid in full to the IOCDF within 30 days of the invoice issue date and no later than the start of the Conference on Friday November 4, 2022. If an exhibitor fails to pay the IOCDF for the full amount of the exhibit booth by this date, the Virtual Exhibit Booth will be removed from the online event website.

Cancellations: The IOCDF must receive written requests for cancellations of exhibit space by Friday, October 28, 2022 (one week before the start of the conference) 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 with the exception of sponsors' booths, which will be listed at the top of the page in order of sponsor level.

Registration: Exhibit Booth Packages include two (2) Exhibitor Registrations for booth admins used by marketing personnel to man the virtual booth and interact with attendees throughout the conference weekend. Exhibitor Registrants will be given access to their virtual exhibit booth to customize and add materials within one week or the application approval.

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 via the company description or the vertical banner ad. See below for restrictions on Contests, Lotteries, and Raffles.

Contests, Lotteries, Raffles and Giveaways: It is a benefit of being an 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, Director of Systems 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 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, November 4–6, 2022. As a Conference advertiser, the organization agrees to submit payment and provide digital artwork in a timely manner and no later than the deadline of Friday, October 28, 2022. Advertisements are added to the Program Guide and Virtual Tote Bag within a week of being received.

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 and no later than the start of the Conference on Friday November 4, 2022. If an advertiser fails to pay the IOCDF for the full amount of the advertisement by this date, the ad artwork will be removed, whether it be from the onlineocdfcon-

ference.org website, the virtual platform, of the digital Program Guide or Virtual Tote Bag.

Cancellations: The IOCDF must receive a written request for cancellations of an advertisement by Friday, October 28, 2022 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, October 28, 2022.

Website Banner Ad Requirements: Website banner advertisements should be 700 x 100 pixel (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. Do NOT use Microsoft Word, PowerPoint, Publisher, or Excel for ads.

Rotating Virtual Platform Ad Requirements: Virtual platform rotating advertisements should be 1080 x 1920 pixels (9:16 ratio, width x height) at 72 dpi resolution and no larger than 1 MB. The ad's destination URL along with any UTM tracking should be supplied with artwork files. Do NOT use Microsoft Word, PowerPoint, Publisher, or Excel for ads.

Program Guide/Virtual Tote Bag Ad Requirements: All advertisement image files must be 540 x 340 pixel (width x height) with no bleed and no trim lines. Image files must be high resolution (144dpi or higher) in RGB color and sent in a *.JPG or *.PNG file type. Do NOT use Microsoft Word, PowerPoint, Publisher, or Excel for ads.

Advertisement Listing Order: Advertisements will be listed in the Program Guide and Virtual Tote Bag landing page in the order in which they are received, with the exception of sponsors whose advertisements will be listed first in order of sponsor level.

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.