



International
OCD
Foundation



Hyatt Regency Orlando | July 26–28, 2024

PROSPECTUS

Sponsors, Exhibitors, & Advertisers

WHO ARE WE

The International OCD Foundation (IOCDF) is a donor-supported mental health nonprofit with the mission to ensure that no one affected by OCD and related disorders suffers alone. Our community provides help, healing, and hope. The IOCDF provides up-to-date education and resources, strengthens community engagement, delivers quality professional training, and advances groundbreaking research.

Our vision is that everyone impacted by OCD and related disorders has immediate access to effective treatment and support. **Your support can help make this vision a reality.**

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 29th year, this extraordinary event draws attendees from across the U.S. and the world, 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.

It's more than just a conference! OCDcon is a unique opportunity to engage quality leads, grow your network, and amplify your brand at a highly trusted educational and community-building event.

PROSPECTUS CONTENTS

OCDcon By The Numbers	3
Sponsorship Benefits	6
Sponsorship Opportunities	7
Exhibiting Opportunities	13
Exhibiting Hall Map	16
Past Exhibitors	17
ADVERTISING	18



"[Biohaven] had a booth at the Conference, and we were visited by so many different types of attendees: persons with OCD, their families, researchers, and clinicians. I learned more about OCD from these interactions than I have learned anywhere else, especially by speaking with patients and their families."

— Deborah Price, MLS

Clinical Trial Lead, Biohaven Pharmaceuticals

OCD CON

BY THE NUMBERS



largest conference
focused on OCD and
related disorders

2,250
EXPECTED ATTENDEES

250+ sessions
35+ exhibitors

50
plus support groups
and after-hours
activities

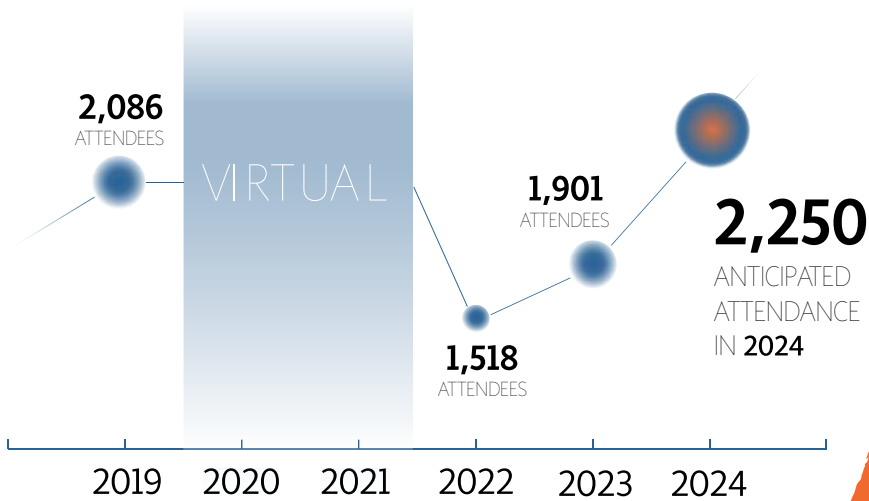
Countless
networking opportunities
UP TO **18 CE/CME**
credits offered

NEW!

Extended visibility with
a hybrid session track



Attendee Statistics



POPULATION BREAKDOWN 2023

37%— MENTAL HEALTH PROFESSIONAL

30%— INDIVIDUAL WITH OCD OR RELATED DISORDERS

16%— PARENT /GUARDIAN

5%— PREFER NOT TO ANSWER

4%— STUDENT /TRAINEE

3%— RESEARCHER

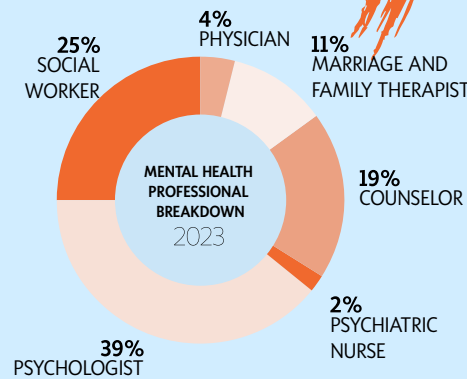
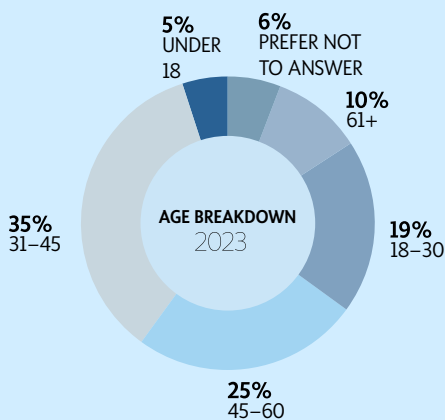
2%— SPOUSE /PARTNER

2%— SIBLING

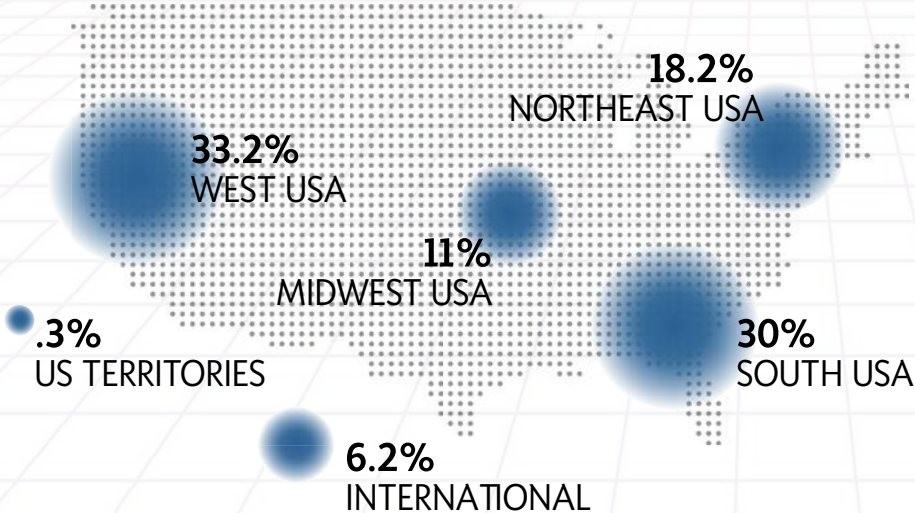
1%— NOT LISTED

1%— OTHER RELATIVE

1%— FRIEND/SUPPORTER



GEOGRAPHIC BREAKDOWN 2018-2023

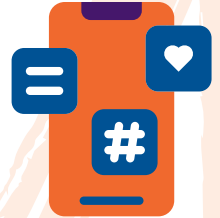


IOCDF Market Reach



24,000+
Email Subscribers

105,000+
Social Media Followers



750,000+
Reached through digital
advertising

6,000+
Conference Preview
mailer recipients



16,000+
Annual visitors to
Conference website

Why sponsor the Annual OCD Conference?

OCDcon is the premier place to gain visibility with your ideal network, whether it's parents and families, individuals with lived experience, or clinicians and pre-licensed trainees. Everyone impacted by OCD and related disorders is invited to attend and access the Conference's valuable resources and opportunities for making connections.

Your sponsorship support helps underwrite the costs of providing an exceptional experience for attendees, ensuring you will benefit from high-profile exposure and positive brand association.



BRAND AWARENESS

Access sponsor benefits designed to showcase your company's branding to the entire OCD community throughout the weekend



LEAD GENERATION

Connect with over 2,000 attendees in person in Orlando PLUS an extended audience through our **NEW** hybrid programming in 2024



THOUGHT LEADERSHIP

Associate yourself with a highly regarded conference attended by world-renowned experts and organized by the International OCD Foundation, the leading institution supporting and educating all those impacted by OCD



Sponsorship Opportunities

See all sponsorship levels and associated benefits on page 12



Platinum Sponsorship | \$20,000

Speakers Reception

The Thursday evening Speakers Reception is a hearty thank you reception for all of our amazing presenters who make the Conference a success. As the exclusive Speakers Reception sponsor and co-host of the event, you will have the chance to make opening remarks and exhibit at the event, providing your organization with elevated visibility in front of our most dedicated Conference participants. Your organization will also be featured on event signage and invitations to our nearly 400 conference speakers.

Title Sponsorship | ~~\$25,000~~

Receive the most prominent visibility as THE title #OCDcon sponsor! Your name will be included in the title of the event (29th Annual OCD Conference, sponsored by YOUR COMPANY) and used on all Conference promotional materials to the IOCDF's vast network (emails, social media, targeted advertisements, mailed program preview, and more!). In addition to all Platinum-level benefits, the Title Sponsorship includes the following exclusive benefits:

- Welcome video emailed to all attendees
- Prominent logo recognition on the Conference tote bag
- Recognition on looped 10-second welcome advertisement displayed on a 15 ft digital sign visible throughout public areas of the meeting space
- Logo on hotel room TV default channel broadcast in all rooms on Thursday/Friday
- Top banner advertisement on the Conference website (iocdf.org/ocdcon)
- First choice of upgraded booth location within the exhibit hall
- Logo on the opening splash screen of the Conference mobile app
- Mention in daily mobile app push notification sent to Conference attendees
- First choice of full-page advertisement placement in the Program Guide
- Verbal recognition at Plenary and Keynote Address
- Exclusive logo on Conference welcome sign in the hotel

Sponsorship Opportunities

See all sponsorship levels and associated benefits on page 12



Platinum Sponsorship \$20,000

Professional Mentoring & Networking Mixer

This Friday evening event is a great opportunity for mental health professionals in all career stages to connect with like-minded Conference attendees. As the official Professional Mentoring and Networking Event sponsor and co-host, you will get your brand in front of the professional Conference population. Your organization will be recognized with signage throughout the event area and on the invitation to all professional attendees. Additionally, you will have the opportunity to set up a table with promotional materials and host the event raffle. Your support will provide attendees with drink tickets and appetizers while they mix and mingle at this highly anticipated event.

Diamond Sponsorships \$15,000

Ice Breaker Welcome Event

What better way to kick off the Conference weekend than with an icebreaker event like live band karaoke for the entire community! Held off-site just a short 10-minute walk away, the highly anticipated Ice Breaker Welcome Event allows new and returning attendees to grab a drink, connect with others, and maybe even get up on stage. The venue offers plenty of opportunities to highlight your brand as the exclusive Ice Breaker Welcome Event sponsor. You will be showcased in email reminders and push notifications to all attendees leading up to the event and have a chance to welcome attendees to the Conference at the event itself. Additionally, you will have the chance to kick off the event with brief remarks.

OCD Conference Party

A premier Conference event attended by the entire community, the official OCD Conference Party on Saturday evening includes a buffet dinner, cash bar, dancing, and the presentation of the IOCDF Hero and Illumination Awards. After a long weekend of education and networking, the Conference Party is a welcome chance for attendees to relax and dance the night away with friends, new and old. As the exclusive sponsor, you will see your logo on pre-event reminders including a looped 10-second advertisement displayed on a 15 ft digital sign visible throughout public areas of the meeting space and push notifications to all Conference attendees, all event signage both print and digital, and also be able to welcome all attendees to the event with brief opening remarks and a table for marketing materials at the event.



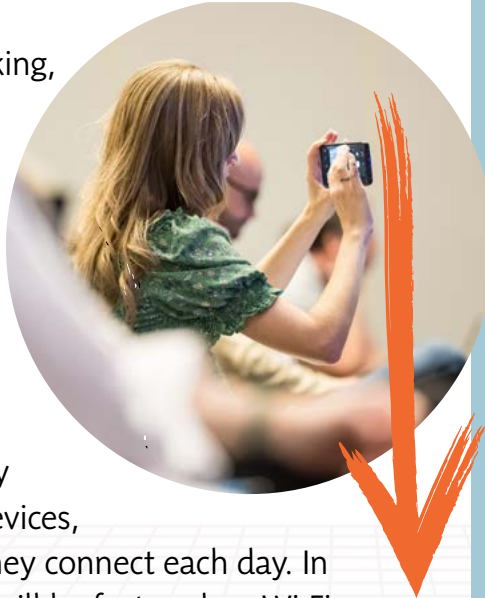
Sponsorship Opportunities

See all sponsorship levels and associated benefits on page 12

Sapphire Sponsorships | \$10,000

Attendee Wi-Fi

Being connected for networking, note-taking, and more is essential at a Conference as jam-packed as the Annual OCD Conference. Nearly every attendee will be connecting to the meeting space Wi-Fi and, as the sponsor, your name and branding will be prominently displayed on their mobile devices, tablets, and laptops when they connect each day. In addition, your organization will be featured on Wi-Fi signage throughout the Conference space, including a looped 10-second advertisement displayed on a 15 ft digital sign visible throughout public areas of the meeting space, and in attendee Wi-Fi communications in emails and the program guide.



Branded Hotel Key

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. As the hotel keycard sponsor, your logo will be printed on all the key cards used by Conference attendees throughout the weekend, associating your brand with a highly regarded Conference held at the beautiful Hyatt Regency Orlando.



Invited Keynote Speaker

At the Conference, we aim to secure high-profile speakers for the Keynote Address. Held on Saturday afternoon, this session is traditionally the best attended at the Conference. Past Keynote speakers include Maria Bamford, Mara Wilson, and Dr. Drew. As the official Keynote Sponsor, you will be able to introduce this year's Keynote (TBD), and your brand will be prominently displayed leading up to and during this highly anticipated event. This includes a looped 10-second advertisement displayed on a 15 ft digital sign visible throughout public areas of the meeting space, push notifications, signage, and on the slides during the events.



Sponsorship Opportunities

See all sponsorship levels and associated benefits on page 12



Gold Sponsorships | \$7,500

Researcher and Exhibitor Meet & Greet

The Meet & Greet is the place to be between the Keynote and OCD Conference Party and the highest-trafficked event in the Exhibit Hall. Snacks and refreshments will be provided to attendees as they network with Conference exhibitors and researchers showcasing the latest advances in the field of OCD. As the event sponsor, your branding will be displayed prominently on signage throughout the area as well as through pre-event reminders and push notifications.

Branded Promotional Tote Bags

Each of our nearly 2,000 attendees receives a custom-designed Conference tote bag each year. In addition to carrying these high-quality 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 a sponsor, your logo will be printed on its own on one side of the bag.

Conference Badge Lanyards

Attendees are required to wear a badge and lanyard throughout the Conference weekend. As the exclusive Lanyard Sponsor, you have the unique opportunity to place your logo on all badge lanyards, meaning your logo will be visible to every single person as they attend programming, walk about the Conference, and interact with others. This is an amazing opportunity to guarantee that your brand is consistently in front of all attendees throughout the entire Conference and in photos beyond!

Breakfast All Three Days

Since Conference programming starts at 8am sharp, complimentary breakfast is a much-appreciated amenity for all attendees before 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 each day of the Conference. Additionally, you will receive sponsor recognition via mobile app push notifications and via email leading up to the Conference weekend.

Sponsorship Opportunities

See all sponsorship levels and associated benefits on page 12

Silver Sponsorships | \$5,000

Afternoon Snack & Coffee Break (Two Available)

With such a jam-packed schedule, coffee breaks are overwhelmingly appreciated by all attendees. Sponsor an afternoon coffee break on Friday or Saturday and your organization's name and logo will be prominently displayed on signage throughout the break area as well as on the napkins provided. Conference attendees will be encouraged to attend via a push notification on the Conference mobile app with your branding.

Sensory Room

Back by popular demand! The Annual OCD Conference can be overwhelming for some attendees, particularly those with comorbidities such as autism spectrum disorder (ASD). The Sensory Room provides attendees with a calm and relaxing sensory-friendly environment to utilize during the weekend. As the sponsor, your brand will be prominently displayed in the room, emails, and push notifications reminding all attendees of this amenity. In addition, your logo will be featured on a comforting sensory object giveaway provided in the room!

Creativity Corner: NEW in 2024!

The Creativity Corner combines the popularity of the Community Art Gallery with a space for attendees' creative expression. Facilitated by members of the Creative Special Interest Group (SIG), the Creativity Corner will be open to all attendees throughout the weekend as a space to take a break from sessions and flex their artistic muscles through a variety of art projects. This space will also feature art pieces from members of the OCD community, sharing their experiences through various mediums. Your brand will be visible on print and digital signage within the room as well as in email reminders and push notifications to all attendees.



Bronze | \$3,000

Showcase your support of the Annual OCD Conference and the entire OCD community by becoming a bronze sponsor. This sponsorship includes all the benefits listed on page 12 and your financial support is integral to making the event a success year after year. All Bronze sponsors receive a complimentary exhibit booth and priority selection for booth location in the Exhibit Hall.

Sponsorship Opportunities

Benefits	Title \$25,000 <i>SOLD OUT!</i>	Platinum \$20,000	Diamond \$15,000	Sapphire \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Slots Available	1	2	2	3	4	3	—
Suite of exclusive Title Sponsor benefits (see page 7)	●						
Expanded 20x8 exhibit booth (optional)	●	●					
Complimentary Program Guide advertisement	FULL PAGE	FULL PAGE	HALF PAGE				
Logo on Check in/Registration signage	●	●	●				
Featured company listing on Conference mobile app	●	●	●	●			
Complimentary Full Conference Registrations	8	5	4	3	3	2	1
Exclusive event or amenity sponsorship <i>See pages 7-11 for options and their additional benefits!</i>	●	●	●	●	●	●	
Complimentary exhibit booth with priority location selection <i>See page 13 for exhibiting details</i>	●	●	●	●	●	●	●
Logo recognition in Preview Mailer (approximately 6,000 distribution) and Program Guide (distributed to every attendee)	●	●	●	●	●	●	●
Logo recognition on Conference marketing emails, mobile app, and Conference website (iocdf.org/ocdcon)	●	●	●	●	●	●	●
Logo recognition on welcome signage throughout the Conference hotel	●	●	●	●	●	●	●

Options for Exclusive Event/Amenity Sponsorship

See the previous pages for options and their additional benefits!

Title \$25,000

Title Sponsorship

Platinum \$20,000

Speakers Reception

Professional Mentoring
& Networking Mixer

Diamond \$15,000

OCD Conference Closing
Party

Ice breaker Welcome Event

Sapphire \$10,000

Attendee Wi-Fi

Keynote

Branded Hotel Key Cards

Gold \$7,500

Researcher and Exhibitor Meet
& Greet

Branded Promotional Tote Bags

Conference Badge Lanyards

Attendee Breakfasts

Silver \$5,000

Afternoon Snack & Coffee Break

Art Therapy Room

Sensory Room

Bronze \$3,000

N/A

Preliminary Schedule (Dates/times subject to change)

Thursday, July 25, 2024

4:00pm–8:00pm Exhibitor Check-in
4:00pm–8:00pm Exhibitor Move-in
6:00pm–11:00pm After Hours Activities

Friday, July 26, 2024

7:00am–5:45pm Exhibit Hall Open
7:00am–8:00am Breakfast in Exhibit Hall
8:00am–11:15am Educational Sessions
11:15am–12:45pm Lunch Break & Lunchtime
Support Groups
12:45pm–2:00pm Educational Sessions
2:15pm–2:30pm Afternoon Coffee Break in
Exhibit Hall*
2:30pm–5:45pm Educational Sessions
6:15pm–9:00pm Professional Mentoring
Session & Networking Mixer

Saturday, July 27, 2024

7:00am–5:45pm Exhibit Hall Open
7:00am–8:00am Breakfast in Exhibit Hall
8:00am–11:15am Educational Sessions
11:15am – 12:30pm Lunch Break & Lunchtime
Support Groups
12:45pm–2:00pm Educational Sessions
2:15pm–2:30pm Afternoon Coffee Break in
Exhibit Hall*
2:30pm–4:00pm Educational Sessions
4:30pm–6:00pm Keynote Address & Awards
6:00pm–7:00pm Exhibitor and Research Meet
& Greet
7:00pm–10:00pm Official OCD Conference Party

Sunday, July 28, 2024

7:00am–12:00pm Exhibiting Hall Open
7:00am–8:00am Breakfast
8:00am–1:00pm Educational Sessions
11:30am–1:00pm Exhibitor Move-out

*Snack/coffee break subject to sponsorship



July 25–28, 2024

Regency Rotunda • Hyatt Regency Orlando

9801 International Dr, Orlando, FL 32819

Discounted room rate: \$205/night (plus taxes/fees)

Make plans to join us at the 29th Annual OCD Conference this July!

As an exhibitor, you will be part of the largest annual gathering of the OCD and related disorders community, providing your organization with an unparalleled opportunity to:

- Connect with key stakeholders in every corner of the OCD and related disorders community;
- Generate leads and network with key organizations and leaders in the OCD professional community;
- Interact face-to-face with an estimated 2,250 attendees to promote your services;
- Build brand awareness by marketing to diverse groups of individuals and families impacted by OCD, body dysmorphic disorder (BDD), hoarding disorder, and body-focused repetitive behaviors (BFRBs);
- Recruit participants for research studies;
- Be associated with a highly trusted and respected event all while supporting the mission of the IOCDF.



Networking Opportunities for Exhibitors

Exhibiting hours span all three days of the Conference, maximizing your time for attendee interaction. Outside the Exhibit Hall, exhibitors benefit from invitations to a variety of events for additional networking opportunities:

Welcome Icebreaker

Thursday, July 25, 2024

All Conference attendees are invited to a special karaoke event to kick off the start of the weekend! Held off-site just a short 10-minute walk away, the highly anticipated Ice Breaker Welcome Event allows exhibitors to join attendees to grab a drink, connect with others, and maybe even get up on stage.



Professional Networking Mixer

Friday, July 26, 2024

Exhibitors are invited to a special off-site event on Friday evening where they can connect with professional attendees in all career stages. Make connections and mingle with therapists and clinicians as you enjoy snacks and refreshments provided by our sponsoring organizations.

Researcher and Exhibitor Meet & Greet

Saturday, July 27, 2024

Directly following the Keynote Address, the Meet & Greet is open to all Conference attendees. With multiple cash bars and a buffet of hor d'oeuvres, the Meet & Greet is the busiest time in the Exhibit Hall and a key opportunity to showcase your organization to attendees looking for services and resources.

Official OCD Conference Party

Saturday, July 27, 2024

Directly following the Meet & Greet, the OCD Conference Party is the largest event of the weekend and features an awards ceremony, a buffet dinner, cash bars, and dancing! Exhibitors can continue to connect with attendees during this celebratory event — and unwind as well!

Interested in sponsoring any of the above events? See pages 7-11 for more details!



Booth Rental Rates

Organization Types

Commercial	\$1,250	(businesses and corporations showcasing products/services, etc.)
Non-Commercial	\$1,050	(clinics, private practices, medical centers, hospitals, research institutions, universities, etc.)
IOCDF Institutional Members	\$800	(programs and organizations that are active Institutional Members of the IOCDF)
Non-Profits	\$550	(mission-driven 501(c)3 public charities and government agencies only)

Booth rental fees include:

- 8' x 10' booth space with 8' back drapes and 3' side rail drapes
- One ID sign (including booth number and organization name)
- One 6' draped table
- Two chairs and one wastebasket
- One booth support pass (see details below)
- Complimentary Wi-Fi in Exhibit Hall and meeting area
- Electronic Exhibitor Service Kit
- Exhibitor listing in the printed Program Guide, including booth number, logo, contact information, and 50-word description
- Exhibitor listing on the online Conference schedule and mobile app



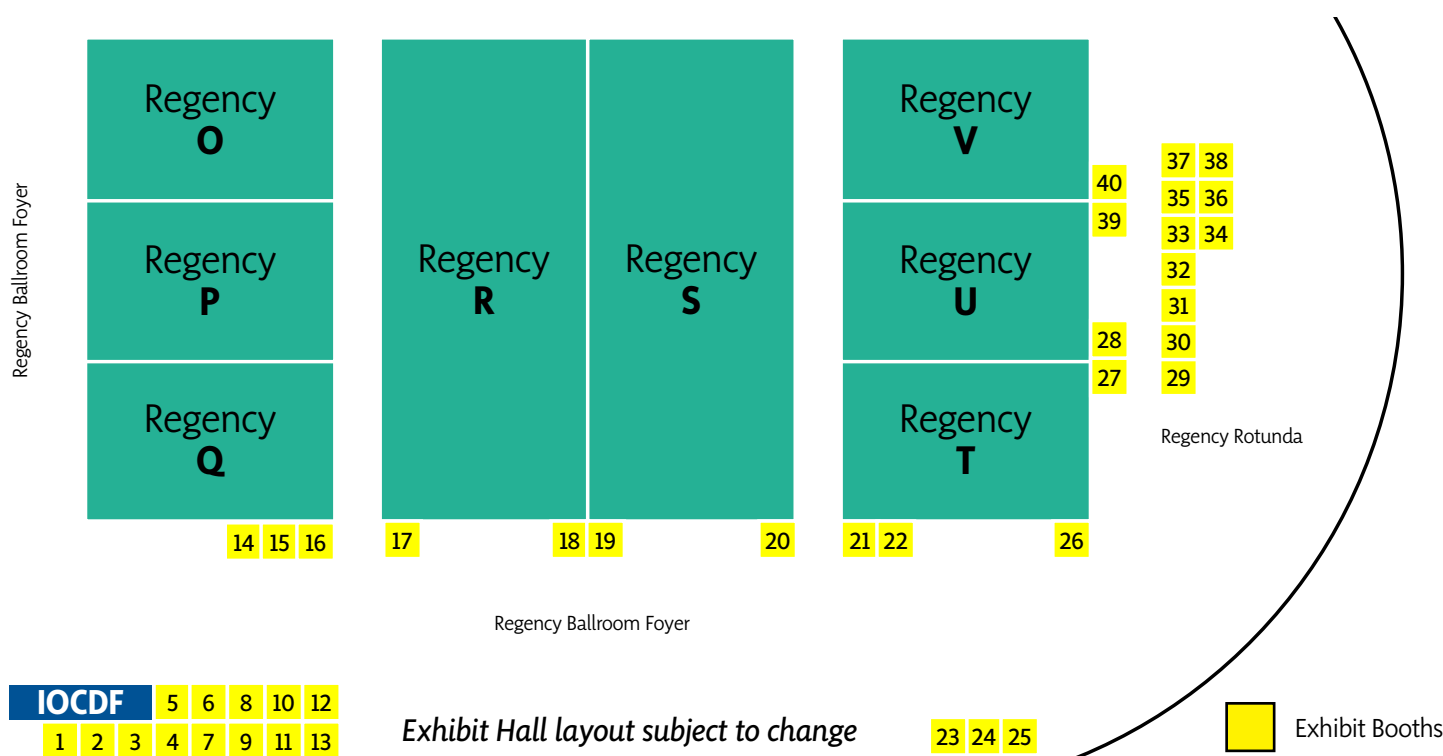
Booth Support Passes are intended for marketing personnel staff manning the exhibiting organization’s booth for the majority of the weekend. They include full access to the Conference, including breakfast all three days and the networking events on page 14.

- * Institutional Members receive two (2) booth support passes per booth rental
- * One (1) additional booth pass may be purchased for \$200 by Commercial, Non-Commercial, and Non-Profit exhibitors for a total of two passes. To request more than two (2) booth passes, email Julie Oliver at joliver@iocdf.org.

* Although booth passes allow exhibitors to attend sessions, they do NOT include continuing education (CE) credit. If an exhibitor manning the booth is a clinician seeking to earn CE credits for one or more days of the Conference, they must register for the Conference at the Clinician/Therapist level. Visit iocdf.org/ocdcon for more information.

Exhibit Hall Map

The Exhibit Hall is located in the **Regency Rotunda**, a massive foyer outside the largest breakout rooms where a majority of Conference sessions will be taking place. Bathed in sunlight, the Rotunda is the optimal place to house the Exhibit Hall and ensures increased foot traffic as the main thoroughway used by all attendees as they navigate sessions. The Regency Rotunda will also be where breakfast is stationed all three days of the Conference and house the Exhibitor and Researcher Meet & Greet on Saturday evening.



**Looking for premier visibility?
Become a Conference sponsor!**

All sponsors of the Annual OCD Conference receive a complimentary exhibit booth as part of their support of the Annual OCD Conference and receive priority selection of their booth location. Higher-level sponsors have the option of a double (8' x 20') booth, as well.

Reserve your booth today!

Exhibitors will choose their booth location preferences in April 2024 in the order that applications were received — so make sure to reserve your booth today! The final deadline to reserve a booth and be included in print marketing materials is Monday, May 20, 2024

To reserve your booth, fill out the online application at iocdf.org/exhibit.
Questions? Contact Julie Oliver at joliver@iocdf.org or call (617) 973-5801.

Learn more about sponsorship opportunities on page 12.

Alpine Academy

American Foundation for Suicide Prevention

Anxiety and Stress Disorders Clinic at UNC

Anxiety Disorders Center at the Institute of Living

Anxiety Experts

Anxiety Institute

Anxiety Sisters

Anxiety Treatment Center of Austin

ASPIRE Alliance to Solve PANS & Immune-Related Encephalopathy

Austin Anxiety & OCD Specialists

Austin Center for the Treatment of OCD

Baylor College of Medicine

Behavior Therapy Center of Greater Washington

Better Living Center for Behavioral Health

Biohaven Pharmaceuticals

Bradley Hospital

Brainsway Deep TMS

Bridges to Recovery

Butler Hospital

Capital OCD & Anxiety Practice

Cascade Academy

CBTeam

Center for Discovery

Center for Mental Health Disparities

Center for OCD and Anxiety at Sheppard Pratt

Center for OCD and Related Disorders at MGH

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

Equinox Counseling & Wellness Center

ERC Insight Behavioral Health Center

The Gateway Institute

The Glenholme School

HabitAware, Inc.

Hopewell: A Therapeutic Community

The Hoarding Project

JACK Mental Health Advocacy

Kairos Wellness Collective

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.

Monte Nido and Affiliates

Mountain Valley Treatment Center

Mount Sinai OCD & Related Disorders Program

Neurobehavioral Institute

New England Center for OCD and Anxiety

NOCD

Not Alone Notes

NW Anxiety Institute, LLC

the ocdopus

OC Anxiety Center

The OCD and Anxiety Treatment Center

OCD Center of Los Angeles

OCD Genetics Study of SUNY Downstate Medical Center

OCD Institute of Texas

Pathlight Mood and Anxiety Center

PANDASNetwork.org

PANDAS Physicians Network

Picking Me Foundation NFP

Potomac Behavioral Solutions

Provincial OCD Program at British

Columbia Children's Hospital

Psychiatry Northwest

Reasons Eating Disorder Center

Renewed Freedom Center

Resilience Treatment Center

Rodriguez Lab Translational Therapeutics at Stanford

Rogers Behavioral Health

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

UCSF OCD Program

University of Colorado Anschutz Medical Campus, Department of Psychiatry

University of Florida OCD Program

University of Southern California

University of South Florida OCD Program

Virtually Better, Inc.

Visions Adolescent Treatment Centers

WayPoint Academy

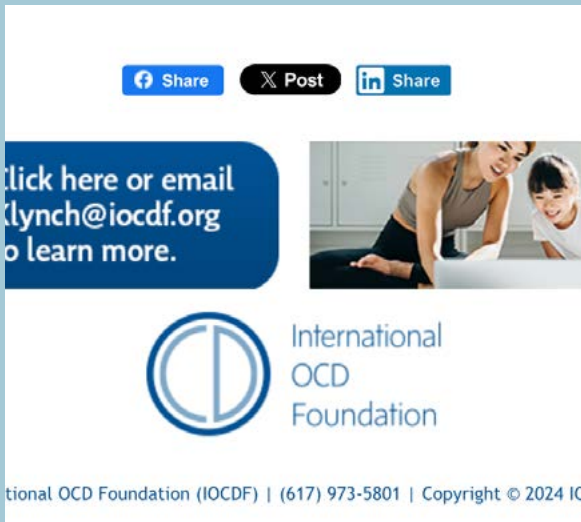
Unable to join us in Orlando or looking to extend your company's visibility beyond the Exhibit Hall?

We offer a variety of advertising opportunities that allow you to make an impact by getting your brand in front of our anticipated 2,250 attendees! IOCDF Institutional Members receive 15% off all advertising opportunities!



Conference Center Digital Signage | \$2,000 (5 available)

Put your company's brand on the big screen! Showcase services on the 16-foot-tall digital billboard in the Regency Rotunda Exhibit Hall with a 10-second static advertisement. This digital signage hugs a corner of the Main Conference Foyer and will ensure your company's ad is seen by all attendees through both Friday and Saturday of the Conference weekend.



Conference Website (iocdf.org/ocdcon)

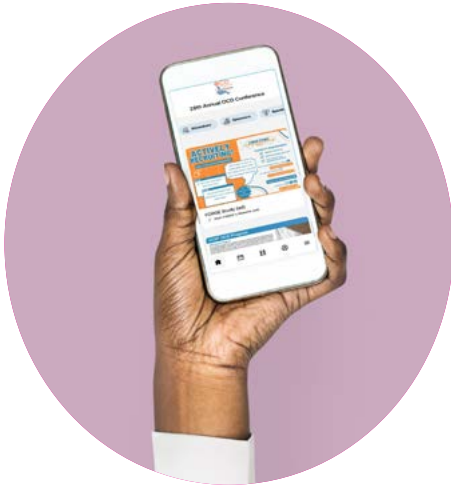
Half banner advertisement (700 X 100 pixels)

\$1,200 each (2 available)

Display your digital artwork along the footer of every page of the Conference website and have it link out to any URL you desire! Your advertisement will be displayed from the moment we receive the artwork through the Conference weekend in July, making these banners the advertising opportunity with the longest-running visibility we offer.

The Conference website receives more than 26,000 page views 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.

**Reserve an advertisement
opportunity today!**



In addition to the onsite printed Program Guide, most attendees download and utilize the official Conference Mobile App throughout the weekend to access the schedule, speaker list, hotel maps, and discussion opportunities to connect with other attendees.

We have two (2) branding opportunities on the mobile app:

Static Image with Hyperlink 1776 x 1224 pixels • \$350 • (3 available)

Showcase your organization with a static image advertisement of your design with a hyperlink to a tracked link URL of your choice.

Embedded Video • \$350 • (4 available)

Educate attendees about the services you provide by embedding a promotional video of any length (hosted on Youtube, Wistia, or Vimeo) that plays both in-app and has a link to the video's URL, allowing attendees to watch more of your content on your YouTube, Wistia, or Vimeo pages.



Program Guide

Full Page • 7.5" X 9.5" (300 DPI) • \$950
Half Page • 7.5" X 4.75" (300 DPI) • \$700
1/4 Page • 3.25" X 4.75" (300 DPI) • \$500
 (15% off for Institutional Members)

Gain brand visibility with a full-color ad in the on-site Program Guide. Distributed to every Conference attendee (2,000+ print distribution), it includes the full Conference schedule and presentation descriptions, sponsor and exhibitor information, the Conference hotel map, and more! Plus, the Program Guide is sent by request to members of the OCD community, advocacy groups, healthcare associations, and others throughout the year.

Tote Bag Promo Item

\$750 + shipping for 2,000 units of your flyer or promo items* to the hotel before the Conference

Provide a piece of marketing collateral to be included in the attendee promotional tote bags — 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!

*Up to 2,000 units requested. IOCDF must approve all items before printing and/or shipping.

Visit iocdf.org/advertise to purchase ad space at the Annual OCD Conference. Questions? Contact Julie Oliver at joliver@iocdf.org.

Reserve an advertisement opportunity today!

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 that, in its opinion, is not appropriate or would cause the IOCDF to violate its contract with the Conference hotel (Hyatt Regency Orlando). 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 20, 2024. 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 20, 2024 to be refunded in full. Any cancellations made after this date are NON-REFUNDABLE and NON-TRANSFERABLE. If the Annual OCD Conference must be cancelled due to an emergency, exhibitors may either request a full refund or transfer their exhibit payment to an exhibiting opportunity at a comparable event in 2024 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 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 25, 2024 between the hours of 4:00pm–8:00pm in the Hyatt Regency Rotunda at the Hyatt Regency Orlando. If the exhibit space is not occupied by 8:00am on

Friday, July 26, 2024, 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 11:30am–1:00pm on Sunday, July 28, 2024. Early exhibit dismantling is disruptive and unfair to neighboring exhibitors and to paid attendees. If an exhibitor needs to dismantle early before 11:30am on Sunday, July 28, 2024, 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 28, 2024 will be thrown away. Exhibitors are responsible for the dismantling of their areas and the management of any remaining materials.

Shipping of Booth Materials: The shipment of all exhibit booth materials will be handled by Freeman, the official exhibitor services company for the 29th 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 Exhibitor Portal, which exhibitors will receive access to once payment has been received.

Storage of Exhibit Booth Materials: Storage and Security of Exhibit Booth Materials: The Regency Rotunda (Exhibit Hall) is an open foyer and cannot be locked overnight. Marketing materials can be stored behind exhibit booth pipe and drape or under tables, but exhibitors must take any materials of value back to their rooms each night. Within the exhibiting hours, the Exhibit Hall will be open to all Conference attendees and exhibitors should not leave their booths unattended.

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) waste basket. Exhibitors may rent additional furniture or materials through Freeman, the IOCDF's contracted exhibiting company. Information regarding rentals will be made available in the online Exhibitor Portal.

Electrical Power: All electrical power requests must go through Edlen and come at an additional cost. Power purchase forms will be available in the online Exhibitor kit, 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.

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.

Booth Support Passes: Each exhibit booth includes one (1) complimentary Booth Support

Pass for marketing personnel manning the booth throughout the weekend. IOCDF Institutional Members received two (2) complimentary Booth Support Passes with their booth purchase. An additional Booth Support Pass may be purchased for \$200 for personnel manning the booth. If for some reason your Exhibit Booth requires more than two (2) staff manning the booth, please contact conference@iocdf.org. Please note: The Booth Support Passes are intended for booth personnel manning the exhibit booth throughout the Conference, both during sessions and breaks. Therefore, those staff utilizing the Booth Support Passes are not eligible to receive CE/CME credits. If an exhibiting organization has staff members who are mental health professionals interested in attending one or more days of the Conference and earning CE/CME credit, they must register at the Professional level at iocdf.org/ocdcon when registration opens in March 2024.

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 Researcher and Exhibitor Meet & Greet. It is highly recommended that a staff member is 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 Orlando. The IOCDF has secured a discounted rate of \$205/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 the online Exhibitor Kit once exhibit booth payment is received beginning when the block opens in late March 2024. 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: The IOCDF must approve all items an exhibitor wishes to sell at their Exhibit Booth during the Annual OCD Conference. IOCDF reserves the right to decline or prohibit the sale of any products by an exhibitor that, in its opinion, is not appropriate or would cause the IOCDF to be in violation of its contract with the Conference hotel (Hyatt Regency Orlando). To get a product approved for sale, email Julie Oliver at joliver@iocdf.org. See below for restrictions on Contests, Lotteries, and Raffles.

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 20, 2024 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 guest rooms or nearby restaurants/cafes.

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 Julie Oliver at joliver@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 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 the initial booth materials delivery and the Exhibit 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 29th Annual OCD Conference must agree to the following terms and conditions. The Advertising Organization hereby agrees to provide financial support for the 29th Annual OCD Conference, being held at the Hyatt Regency Orlando, July 25-28, 2024. As a Conference advertiser, the organization agrees to submit payment and provide artwork for digital and print media in a timely manner and no later than the deadline of Monday, May 20, 2024. 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, standards 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 Monday, May 20, 2024, 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 20, 2024.

Cancellations: For Program Guide and Tote Bag advertisements, the IOCDF must receive a written request for cancellations of an advertisement by Monday, May 20, 2024 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 Mobile 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. The 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 700px 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 App Ads Requirements: Video advertisements on the Mobile App must be sent via a YouTube, Wistia, or Vimeo URL along with the advertising organization's high-resolution logo image file. Image advertisements on the Mobile App must be 1776 x 1224 pixels and accompanied by the advertiser's desired URL with an applicable UTM tracking code.

Hotel Digital Ad Requirements: Hotel digital advertisements should be 5762 x 1920h with an aspect ratio of 9:16 sent in *.JPG or *.PNG format, in RGB color.

Endorsement: The IOCDF does not endorse companies or products. Advertisement revenue directly supports our not-for-profit mission to ensure that no one affected by OCD and related disorders suffers alone. Advertisements inclusion in the Conference materials does not imply endorsement from the IOCDF and represents goods for service.

Join us at the

29th Annual OCD Conference

HYATT REGENCY ORLANDO

ORLANDO, FL

JULY 26–28, 2024

iocdf.org/ocdcon

General Conference inquiries:

conference@iocdf.org

Sponsorship inquiries:

klynch@iocdf.org

Exhibiting & Advertising inquiries:

joliver@iocdf.org

International OCD Foundation

P.O. Box 961029

Boston, MA 02196

Tel: (617) 973-5801



@IOCDF

iocdf.org

#OCDCon



International
OCD
Foundation

