

ADAA

2023

Anxiety & Depression

CONFERENCE

*From Science and Technology to
Evidence-Based Practice: Enhancing
Access Through Integration*

April 13-16, 2023

WASHINGTON, DC

Partnership & Sponsorship Prospectus

Sponsors Make Our Mission Possible



Who We Are



ADAA Board of Directors

The Anxiety and Depression Association of America (ADAA) is the only non-profit (501c3) multidisciplinary professional organization in mental health engaging the world's leading clinicians and researchers.

Our members and conference attendees develop free evidence-based content to raise awareness and help treat those who suffer from anxiety, depression, OCD, PTSD and co-occurring disorders.

The Value of Partnering with ADAA

Partnering provides an opportunity to reach ADAA's vast network of psychiatrists, researchers, social workers, psychologists, counselors and therapists before, during and after the conference.

- Invest in Your Customer Relationships and **Make an Impact.**
- Meet **Face-to-Face** with Current and Prospective Clients
- Increase **Brand Exposure**
- Gain Direct Access to **Experts**
- **Make New Connections**
- **Cultivate Relationships**
- **Make a Difference**



Partner With ADAA

Ask us about how we can work with you to customize the perfect sponsorship/advertising opportunity for your company's goals and budget!

Contact Us

Year-Round Advertising Opportunities (ADAA Website, E-Newsletters and More):

Lise Bram, LBram@adaa.org

Conference Sponsorship:

Katie Russo, KRusso@adaa.org

Conference Advertising & Exhibits:

Liz Sansom, LSansom@adaa.org

ADAA Reach



50,000+

PROFESSIONALS WHO FOLLOW
ADAA ON SOCIAL MEDIA



11 MILLION

ANNUAL UNIQUE VISITORS
TO ADAA WEBSITE
WWW.ADAA.ORG



20,000+

PROFESSIONAL EMAIL SUBSCRIBERS WHO TREAT AND
RESEARCH ANXIETY, DEPRESSION AND RELATED DISORDERS

Conference Reach



285,025

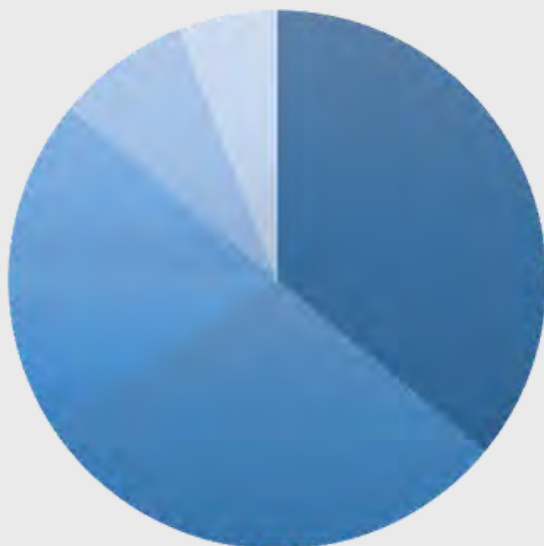
IMPRESSIONS ON THE ADAA
CONFERENCE MOBILE APP



1200+

CONFERENCE ATTENDEES THAT INCLUDE PSYCHOLOGISTS,
RESEARCHERS, SOCIAL WORKERS, PSYCHIATRISTS,
COUNSELORS, BEHAVIORAL HEALTH NURSE
PRACTITIONERS, AND FAMILY THERAPISTS

ATTENDEES BY PROFESSION



36% PhD, PsyD, ABPP

30% Graduate Students and Residents

10% Social Workers and Counselors

10% MDs

8% Postdocs, Trainees, Residents

6% Other (RNs, MFTs Pharmacists, JD,
DO, MeD etc.)

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"ADAA is always a fantastic opportunity for us to re-connect with those we've previously collaborated with as well as meet new clinicians who are as excited to hear about what Rogers does as we are to learn about their clinical work. We appreciate our partnerships with other providers and with ADAA!"

- Rogers Behavioral Health

Renaissance Downtown Hotel

All ADAA events and sessions will occur at the [Renaissance Washington DC Downtown Hotel](#). Staying at the conference hotel provides unlimited networking opportunities with attendees. There is a discounted ADAA room rate for ADAA meeting attendees of **\$229.00++ per night, available through March 20, 2023.**

Embrace the excitement of one of the world's most remarkable urban hubs at Renaissance Washington, DC Downtown Hotel, [the conference hotel for the 2023 ADAA Conference](#). Set in the heart of the city, this upscale hotel is steps from Capital One Arena, Penn Quarter and the Walter E. Washington Convention Center. From museums to entertainment, this is the perfect base for exploring downtown D.C. At days end, relax in spacious hotel rooms with plush bedding, downtown views, Aveda bath products, Wi-Fi, and suites with beautiful terraces.



Sponsorship Opportunities

ADAA welcomes your ideas for a sponsorship package that is custom-designed to achieve your marketing goals and remain within your budget.

Interested in hosting an industry-sponsored symposium? A limited number of non-CE opportunities are available to educate a dedicated audience who have opted to attend your symposium and enhance their knowledge of your product, service, or latest research findings. Contact Katie Russo at krusso@adaa.org.

THE CONNECTIONS YOU MAKE HERE CAN CHANGE YOUR FUTURE!

- Direct access to the largest gathering of health professionals focused on anxiety, depression, and co-occurring disorders.
- Reach a captive and engaged audience. Reach 400-500 visitors daily.
- Great opportunity for product demonstration, market expansion, and more.
- Daily exhibit activities to maximize traffic.
- 3 days of in-person engagement, with 18.25 total hours and 7.5 non-compete hours (*subject to change based on final program*).
- Logo, listing, and organization description in the Digital Program and Conference Mobile App.
- Enhanced exhibitor listing in the Conference Mobile App includes the opportunity to upload brochures, product literature, press releases, and other PDFs. All material is available for one year to app users before, during, and after the event even for those who did not attend the conference!
- Exclusive access to advertising in the Conference Mobile App.
- Organization description, logo, and link on the conference website.
- Company name and link on conference email marketing.

Our attendees are highly engaged, and they value this conference for its outstanding content and networking. At the 2022 meeting, the majority of attendees rated the sessions superior and above average and strongly agreed that the range of topics was excellent, relevant, and well-balanced.

Thank you to our Current Sponsors

Diamond



Platinum



Gold



Silver



Overall Conference Supporter: \$30,000

As an overall conference supporter, sponsors receive maximum visibility and recognition throughout the entire week, and sponsorship is not limited to one opportunity.

- Interactive pavilion in high traffic area for greeting and communicating with attendees.
- Partner logo included in the ADAA Conference Mobile App for exclusively sponsored sessions/events.
- Recognition on the Thank You to Our Sponsors slides on the large screen in our registration area.
- Banner advertisement in the Conference Mobile App.
- Three “push alerts” through the ADAA conference app related to content opportunity (*i.e., related to interaction pavilion or upcoming welcome*).
- Six complimentary conference registrations (*valued at \$3,000+*).
- One full page ad in the Digital Program (*valued at \$1,000*).
- Company logo on the conference website and in ADAA marketing materials. (*Logos cannot be included in emails with specific programming that includes CME sessions*).
- Two pre and two post email-blasts to conference attendees (*intent of email must be stated on upon application submission*).
- Promotion through ADAA’s social media channels.
- Company name will be added to the Conference Mobile App splash page.



Sponsorship Tier: Diamond Level \$25,000

- Interactive pavilion for greeting and communicating with attendees in a high traffic area.
- Exclusive sponsorship of one of the following exciting opportunities:
 - Thursday Conference Keynote Session or
 - The Saturday Jerilyn Ross Lecture **SOLD!**
 - ADAA's Welcome Reception (Thursday, April 13) **SOLD!**
 - Registration Area Co-branding with ADAA
- Signage outside session room with sponsor name. (*Note: logos are not permitted on session room signage due to new CE accreditation policies.*)
- Partner logo included in the ADAA conference app for exclusively sponsored sessions/events.
- Recognition on the Thank You to Our Sponsors slides on the large screen in our registration area.
- Banner advertisement in the Conference Mobile App.
- Two "push alerts" through the ADAA conference app related to content opportunity (*i.e., related to interaction pavilion or upcoming welcome comments*).
- Four complimentary conference registrations (*valued at \$2,000+*).
- One full page ad in the Digital Program (*valued at \$1,000*).
- Company logo on the conference website and in ADAA marketing materials. (*Logos cannot be included in emails with specific programming that includes CME sessions*).
- One pre and one post email-blast to conference attendees (*intent of email must be stated upon application submission*).
- Promotion through ADAA's social media channels.





Sponsorship Tier: Platinum Level \$20,000

- Exclusive sponsorship of one of the following exciting opportunities:
 - Clinical Practice Symposium or **SOLD!**
 - The Scientific Research Symposium or
 - ADAA President's Invited Distinguished Lecturer
- Signage outside meeting room with sponsor name. (*Note: logos are not permitted on session room signage due to new CE accreditation policies.*)
- Three complimentary conference registrations (*valued at more than \$1,500*).
- One full page ad in the Digital Program (*valued at \$1,000*).
- Recognition on the Thank You to Our Sponsors slides on the large screen in our registration area.
- One pre- or one post-conference email- blast to conference attendees, selected upon application submission.
- One six-foot tabletop exhibit during the conference with company collateral.
- Partner logo included in the ADAA conference app for exclusively sponsored sessions.
- Company logo on the conference website and in ADAA marketing materials. (*Logos cannot be included in emails with specific programming that includes CME sessions*).
- Promotion through ADAA's social media channels.

Clinical Practice Symposium (Approximately 75 participants)

This unopposed session provides clinical updates relevant to clinicians and mental health professionals.

The Scientific Research Symposium (Approximately 75 participants)

This unopposed session is supported by ADAA's Scientific Council which includes leaders in the fields of psychiatry, psychology, and neuroscience.

ADAA President's Invited Distinguished Lecturer (Approximately 75 participants)

This unopposed session highlights a leader in the field that has been selected to speak by ADAA President, Dr. Charles Nemeroff.

Sponsorship Tier: Gold Level \$10,000

- Exclusive sponsorship of:
 - The State-of-the-Art Clinician Sessions **SOLD!**
 - One Poster Hall (Two Available) or
 - Headshot Photo Station with branding of your company as sponsor or **SOLD!**
 - Saturday Awards Ceremony & Closing Reception
- Signage outside meeting room with sponsor name. (*Note: logos are not permitted on session room signage due to new CE accreditation policies*).
- Partner logo will be included in the ADAA conference app for exclusively sponsored sessions/events.
- Two complimentary conference registrations (*valued at \$1,000*).
- One half page ad in the Digital Program (*valued at \$600*).
- Recognition on the Thank You to Our Sponsors slides on the large screen in our registration area.
- One six-foot tabletop exhibit during the conference with company collateral.
- Company logo on the conference website and in ADAA marketing materials. (*Logos cannot be included in emails with specific programming that includes CME sessions*).
- Promotion through ADAA's social media channels.

"The many years of partnership between AFSP and ADAA, including our annual sponsorship of the ADAA conference, has been essential for sharing research findings related to suicide prevention and informing clinical practice. This collaboration helps us to achieve our mission of saving lives and bringing hope to those affected by suicide."

- American Foundation for Suicide Prevention



State-of-the-Art Clinician Sessions

The State-of-the Art Clinician sessions (between 8-10) educate, inspire, and challenge attendees to solve problems and achieve breakthroughs. The sessions are interactive, experiential, and provide in-depth training to maximize outcomes.

Sponsorship Tier: Silver Level \$5,000

- Non-exclusive sponsor* (*no more than two sponsors per category*) of:
 - The CDLP Awards Program* or
 - Exclusive sponsor of the lanyard*. (*Note: the lanyard sponsor is responsible for designing, purchasing, and shipping lanyards at their own expense. ADAA will provide the expected number of registrants. Requires ADAA approval prior to printing, and must include ADAA logo in addition to sponsor logo**) or
 - Early Career Evening Event (*100 participants*)* or
 - One Coffee Service with Materials Table During Service or
 - One Breakfast or
 - One Afternoon Networking Booster Break
- Signage outside meeting room with sponsor name. (*Note: logos are not permitted on session room signage due to new CE accreditation policies*).
- Partner logo will be included in the ADAA conference app for exclusively sponsored sessions/events.
- One complimentary conference registration (*valued at \$500*) and one additional conference registration at a 50% reduced price (*valued at \$250*).
- Recognition on the Thank You to Our Sponsors slides on the large screen in our registration area.
- One six-foot tabletop exhibit during the conference with company collateral.
- Company logo on the conference website and in ADAA marketing materials. (*Logos cannot be included in emails with specific programming that includes CME sessions*).
- Promotion through ADAA's social media channels.



CDLP Awards Program

The Career Development Leadership Program (CDLP) encourages early career clinicians and researchers to engage in creative discourse about anxiety, depression and co-occurring disorders in a diverse, multidisciplinary community. CDLP provides for an intensive mentoring and professional development opportunity offered at ADAA's Annual Conference.

***Sponsors securing and paying for their sponsorship in full by December 31, 2022 will receive exclusive sponsorship of this event/item.**



Sponsorship Tier: Bronze Level \$2,500

- Large screen LCD in high traffic area to display your company video (*up to 2 minutes*). Participating company ads will rotate continuously during the conference.
- 50% discount on conference registration for up to 2 representatives.
- Recognition on the Thank You to Our Sponsors slides on the large screen in our general sessions.
- General Collateral table displayed at a high traffic area for “featured contributors”.
- Company logo on the conference website and in ADAA marketing materials. (*Logos cannot be included in emails with specific programming that includes CME sessions*).
- Promotion through ADAA’s social media channels.

"Each year, ADAA brings together top clinicians and researchers from across the country to connect on the latest treatments for depression and anxiety. At Sheppard Pratt Health System, we are always working to innovate the mental health field—so our takeaways from this meeting are invaluable."

- Sheppard Pratt Health System

Exhibitor Opportunities

Exhibitors have an opportunity to interact with conference attendees during designated exhibit hours. *Exhibit space is limited, and will be available on a first come, first serve basis. Exhibitors must register for the meeting.*

Non-Profit Organizations

Table Top \$600 10'X10' Booth \$1,000

For-Profit Organizations:

Table Top \$1,000 10'X10' Booth \$2,000

Tabletop Entitlements: One 6' draped table, 2 chairs, wastebasket, ID sign

Booth Entitlements: 10' x 10' booth to include 6' draped table, 2 chairs, waste basket, ID sign



Past Exhibitors

[Alcoholics Anonymous](#)

[Alpine Academy.](#)

[Barn Life Recovery.](#)

[Eating Recovery Center](#)

[Emory Healthcare Veterans Program](#)

[Epilepsy Foundation](#)

[Houston OCD Program](#)

[Kennedy Krieger Institute](#)

[Laurel Ridge Treatment Center](#)

[Menninger Clinic](#)

[Mountain Valley Treatment Center](#)

[NIMH](#)

[OCD Texas](#)

[Palo Alto Health Sciences \(Freespera\)](#)

[Postpartum Support International](#)

[Psychological Health Center of Excellence](#)

[Renewed Freedom Center](#)

[Sheppard Pratt Health Systems](#)

[Skyland Trail](#)

[The Anxiety Treatment Center of Greater Chicago](#)

[The OCD and Anxiety Treatment Center.](#)

[Timberline Knolls](#)

Sponsorship and Exhibitor Policies

Cancellation

Refunds will be given, minus a \$200 deposit fee, if cancellations are submitted to conference@adaa.org by March 13, 2023. Cancellations made after March 13, 2023 will not be refunded.

Liability/Hold Harmless

Exhibitor/sponsor hereby agrees to and does indemnify, hold harmless, and defend Anxiety & Depression Association of America (ADAA) from and against all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which may incur, pay or be required to pay, incidents, or indirect employee negligence, acts or omissions by Exhibitor/Attendees; and ADAA and its respective agents or employees shall not be responsible for loss, damage or destruction of property.

Minimum Insurance Coverage

Exhibitor must submit to ADAA a Certificate of Insurance along with Additional Insured Endorsement specifically naming the Anxiety & Depression Association of America (ADAA) as additional insured no later than 90 days prior to event, or January 13, 2023. The documents submitted must show evidence that the Group is insured for the period of the conference/program, including load-in and load-out. The minimum requirement is liability and property damage insurance of no less than \$1,000,000 per occurrence. *(Does not apply for sponsors without an exhibitor booth/table).*

Enforcement of Rules and Regulations

The rules and regulations of ADAA exhibits are intended to bring order and fairness to the Conference. The exhibitor/sponsor agrees that ADAA shall have the right to make such rules and regulations or changes in floor plan arrangements of booths for said exhibition as it shall deem necessary. ADAA shall have the final determination for enforcement of all rules, regulations and conditions. ADAA reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to ADAA's mission and values. This includes the conduct of persons and the content and placement of printed matter. ADAA may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

Compliance with Fire Regulations and Laws

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the local fire department or insurance carriers, may be used in any booth or in the exhibit area. Exhibitors must comply with all laws, rules, regulations and ordinances.

Sponsorship and Exhibitor Policies

Terms and Conditions

By submitting an exhibit or sponsorship application; I hereby authorize ADAA to reserve exhibit space for use by my company or organization. I hereby acknowledge receipt of and agree to abide by these Exhibit Rules and Regulations and to all conditions under which exhibit space is leased to ADAA. ADAA reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. I acknowledge that space assignments shall be acceptable unless ADAA is notified in writing within fifteen (15) days of the date of assignment notification. I have signed the exhibit or sponsorship application indicating that I understand the rules and regulations.

Payment Terms

Full payment is to be remitted with the application. Space is not guaranteed until full payment has been received. Payments are to be made via check (payable to ADAA) or credit card.

Important Dates

Marketing Ads & Collateral Due
March 01, 2023

Exhibitor & Sponsorship Description Due
March 01, 2023

Deadline for Refunds (Less \$200 Fee)
March 13, 2023

Deadline For Exhibits/Sponsorship
March 13, 2023

Hotel Group Discounted Room Rate Deadline
March 20, 2023

Exhibitor Move-In
April 13, 2023

Exhibitor Move-Out
April 16, 2023



Thank you from our 2023 Conference Chairs
(left) Jonathan Alpert, MD, PhD
(right) Simon Rego, PsyD, ABPP, ACT

Sponsorship, Exhibitor, and Branding Application

INSTITUTION/COMPANY: _____

MAIN CONTACT: _____ PHONE: _____

E-MAIL: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

EXHIBIT SPACE

Non-Profit Organizations:

- Table-Top Space. . . . \$600
- 10' x 10' Booth. . . . \$1,000

For-Profit Organizations:

- Table-Top Space. . . . \$1,000
- 10' x 10' Booth. . . . \$2,000

SPONSORSHIP

Sponsorship Opportunities

- Overall Conference Supporter. . \$30,000
- Diamond Level. \$25,000
- Platinum Level. \$20,000
- Gold Level. \$10,000
- Silver Level. \$5,000
- Bronze Level. \$2,500

BRANDING OPPORTUNITIES

Items

- LinkedIn Session. \$5,000
- Conference Notebook. . . . \$2,500
- Tote Bag Provider. \$2,000
- Branded Water Bottles. . . \$2,000
- Virtual Book Store. \$1,500
- Digital Program Ad. \$1,500

AGREEMENT – By signing this application, we agree that we have read and will comply with the Exhibit Rules & Regulations for the 2023 ADAA Conference, which are available at www.ADAA.org.

Signature:

Date:

FEE SUMMARY:

Exhibit: \$ _____ + Sponsorship \$ _____ + Branding Opportunities: \$ _____

= TOTAL ENCLOSED : \$ _____

PAYMENT METHOD:

Check

Credit Card

(Made payable to ADAA)

(VISA, Mastercard, Discover, American Express)

If you would like to pay by credit card, ADAA will email you an invoice and online payment instructions. Please call 615-324-2365 to make a payment by phone.

5034A Thoroughbred Lane, Brentwood, TN, 37027 | Conference@adaa.org