

SBM

2003 Exhibit Prospectus



Society of Behavioral Medicine

24th Annual Meeting & Scientific Sessions

March 19-22, 2003

The Grand America Hotel ♦ Salt Lake City, Utah

**Bridging Boundaries in Behavioral Medicine:
Transdisciplinary, Translational, Transcultural and Transnational**



SBM ♦ *24th Annual Meeting & Scientific Sessions*

Society of Behavioral Medicine (SBM)
24th Annual Meeting & Scientific Sessions
Grand America Hotel ♦ Salt Lake City, Utah

Meeting Dates: March 19-22, 2003
Exhibit Dates: March 19-21, 2003

The Society of Behavioral Medicine (SBM) is a multidisciplinary organization that has become the premier scientific forum for research on health and behavior. Its 2,100 members span disciplines such as psychology, epidemiology, sociology, nursing, and public health, and are united by an interest in the interactions of behavior, biology, morbidity, and mortality. Our Annual Meeting typically draws close to 1,200 attendees and includes presentations from a variety of perspectives, including basic laboratory research, health promotion, disease prevention, risk factor identification and modification, disease progression, adjustment and adaptation to physical disorders, and rehabilitation.

Mission Statement

The Society of Behavioral Medicine is dedicated to fostering the development and application of knowledge concerning the interrelationships of health, illness, and behavior.

Purpose of the Exposition

The exposition is designed to update health care professionals' knowledge of products, information, services, literature, and equipment pertinent to the treatment of their patients. Materials exhibited must enhance the education of the attendees.

Benefits of Exhibiting

Why should your company choose to exhibit at the SBM 24th Annual Meeting?

- ♦ 60% of attendees are involved in the decision-making process for purchasing equipment, products, or services for their programs.
- ♦ Exposure to over 1,200 professionals specializing in prevention, treatment, and rehabilitation of behavior-related disorders. Place your company name in front of this specialty audience of buyers.
- ♦ Breaks and poster sessions will be held in the exhibitor area, providing your company with uninterrupted time to visit with the attendees.
- ♦ The final program will include each exhibiting company's address information and product descriptions. It will be distributed to each attendee.
- ♦ Exhibiting is more economical due to the inclusion of one 6' x 30" skirted table, two side chairs, and a 7" x 44" identification sign in your booth rental price.

- ♦ Each company will receive a complimentary pre-registration list and post-registration list of all attendees.
- ♦ Each exhibiting company's promotional listing will be included free of charge on SBM's website.
- ♦ The economical and effective atmosphere of a trade show allows you to make many more contacts than personal sales calls.

Exhibitor Visibility

The SBM meeting offers exhibitors more than 17 hours of exhibit hall exposure. We recognize the value exhibitors add to the meeting and will do all in our power to increase exposure opportunities. There will be slow times when the meetings are in session, but there will be a steady flow of contacts during breaks. Peak opportunities will occur during breaks and poster sessions.

Marketing Opportunities and Sponsorship

Increase your visibility by sponsoring one of the social events or educational activities. Your company will be acknowledged in the conference program, Supplement Issue of the *Annals of Behavioral Medicine*, the *Outlook* newsletter, and by a prominent sign displayed at the sponsored function. For more information, check the sponsorship box on the contract. (A list of sponsorship opportunities is included with this brochure.)

Mailing Labels

A mailing list of pre-registered attendees will be available for rent to exhibitors. Sending promotional material and/or invitations to your booth area in advance of the meeting can effectively increase visitor response. You may also choose to send out a promotional piece to the entire membership of the organization. Please call Carmen Hellenbrand at (608) 827-7267, ext. 136, or e-mail her at: chellenbrand@reesgroupinc.com for more details on membership label list rental or check the direct mail box on the contract.

Installation of Exhibits

Wednesday, March 19, 2003 2:00 p.m.-6:30 p.m.

The exposition is scheduled to open at 7:00 p.m. on Wednesday, March 19. It is the sole responsibility of exhibitors to have their exhibits in place by 6:30 p.m. on Wednesday, March 19.

Set-up time for the booths are restricted to the published hours. No installation or dismantling of booths or display material is allowed during open exhibit hours.

SBM exhibit management may reassign exhibit space not occupied one hour prior to the show opening without refund of the rental paid. Exhibit management may also remove freight from the booth area at the expense of the exhibitor.

Exhibit Hours

Wednesday, March 19, 2003	7:00 p.m.-8:30 p.m.
Thursday, March 20, 2003	8:30 a.m.-12:00 noon 3:00 p.m.-7:30 p.m.
Friday, March 21, 2003	8:30 a.m.-12:00 noon 3:00 p.m.-7:30 p.m.

Dismantling of Exhibits

Friday, March 21, 2003 7:30 p.m.-10:00 p.m.

All exhibits must be dismantled and removed prior to 10:00 p.m. No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. Violators will not be invited to future meetings.

Care of Exhibit Space

Exhibitors shall care and keep in good order all space occupied by them. Special cleaning and dusting of booth, display, equipment, and material will be the exhibitor's responsibility and shall be performed at the exhibitor's expense.

Space Rates

Rates for exhibiting at the SBM 24th Annual Meeting:

By February 7, 2003	\$750.00/per booth
After February 7, 2003	\$850.00/per booth

The exhibit booths will be 10' x 10' and include piping, draping, one 6' x 30" skirted table, two side chairs, and a 7" x 44" identification sign.

Payment Schedule

The entire fee is requested with a completed exhibit application. Applications must be submitted by Friday, March 9, 2003. Reservations for booth space will not be accepted by telephone.

Book Exhibit

Publishers may submit book(s) for the Book Exhibit. The books will be displayed for a price of \$95.00 per title. Along with the publications, SBM will accept order forms or brochures for that specific book. These publications will be available for perusal in the exhibit hall during open hours. Information on shipping, etc. will be sent to each publisher after receipt of the fee and application.

Based on the results from previous SBM Annual Meeting evaluation forms, 60% of attendees are involved in the decision-making process for purchasing equipment, products or services for their programs.

Traffic

The exhibit area is located next to the meeting room used for the general session. Special breaks in the morning and afternoon will be scheduled in the exhibit area to facilitate maximum traffic flow. Poster sessions will be held in the exhibit hall and scheduled for non-competitive times on Wednesday, Thursday, and Friday evenings.

Exhibit Assignments

Booths will be assigned in January. Companies will be notified of their assignment and a service kit will be sent. Exhibit spaces will be assigned based on the point system. Each company that has exhibited with SBM in previous years will be given one point per booth rented on a cumulative basis. Those with the most points will receive preference in space assignments. In the case of an equal number of points, date of application receipt will determine priority.

Exhibit management reserves the right to change location assignments at any time as deemed necessary. The exhibitor will be informed of any such change immediately and given the option to cancel with a full refund if the reassigned space is not acceptable.

Exhibit Registration

Wednesday, March 19, 2003 2:00 p.m.-7:00 p.m.

Each person working in the exhibit booth is required to pre-register and wear an identification badge. Exhibitor identification badges must be picked up at the exhibitor registration booth prior to setting up the booth. An exhibitor will be permitted to pre-register five members of his/her firm on a complimentary basis for each 10' x 10' booth space reserved. Registration forms will be included in the exhibitor service kit.

Cancellation

Cancellation of exhibit space must be submitted in writing to the SBM National Office. From the time of contract submission until February 7, 2003, a \$100 administrative fee will be retained for all booth cancellations. After February 7, there will be no refund for cancellation of booth space.

Standard Booth Equipment

The standard booth will be approximately 10' deep by 10' wide, consisting of a draped backwall 8' high and side dividers 3' high. The show colors are to be determined. The height of each exhibit may not exceed 8' unless permission is obtained from exhibit management. The rental price of a booth includes one (1) 6' x 30" skirted table, two (2) side chairs, and a 7" x 44" identification sign. The floor of the exhibit hall is carpeted. Exhibits must not obstruct the light, view, or space of other exhibiting companies.

After the exposition, it is the responsibility of each exhibiting company to return its space in the condition in which it was assumed. Any damage to that space will be the responsibility of the exhibitor. It must be restored to its original condition at the exhibitor's expense.

Exhibit Service Contractor

The Official Service Contractor is:

GES Exposition Services (GES)
1701 South 5350 West
Salt Lake City, Utah 84109 USA
Phone: (801) 908-8822
Fax: (801) 908-6822
Email: saltlakecity@gesexpo.com
Website: <http://www.gesexpo.com>

A service kit will be sent to each company after booth space is assigned. The kit will include information on shipping, installation, furnishings, carpeting, labor, and rental display units. GES will receive and store all displays and exhibit material, unload freight and deliver to your booth, pick up, store and return empty shipping containers, and reload freight for return to your specified destination. The total charge to the exhibitor will include up to 30 days of storage prior to the show dates. All property shipped by the exhibitor is at the sole risk of the exhibitor. Exhibitors are required to provide all insurance and/or policy riders to cover booth contents.

All materials received, other than those in exhibitor-owned vehicles, will be handled by the Official Service Contractor. Exhibitors, show organizers, and other clients may handle their own materials that can be carried by hand by one person. Exhibitors may not bring, rent or use dollies, flat trucks and other mechanical equipment. All materials, other than exhibitor-handled materials as described above, are chargeable as material handling and will be handled by the Official Service Contractor.

Complete information on these items and a rate schedule will be contained in the exhibit service kit. A service desk will be open during the scheduled installation and dismantling times.

Exhibitors are urged to order and pay for all services in advance of the show dates to take advantage of the discount prices. If you have questions about the services offered by GES, please call the Exhibitor Service Department at (801) 908-8822.

Shipping

The address where shipments may be directed will be included in the exhibit service kit. Shipments will be accepted no earlier than 30 days in advance of the show dates. Plan to have your shipment arrive 10 days in advance of the setup date. GES requires that you provide credit card authorization with your initial order, and accepts MasterCard, Visa, or American Express. GES will invoice all charges directly to the exhibitor ordering and receiving the services.

Labor

In accordance with union contract rules and regulations, exhibiting companies are allowed one hour to erect and one hour to dismantle a display unit within their exhibit booth, using two full-time company employees. Otherwise, union labor will need to be contracted through the Official Service Contractor. Union regulations do not apply to the placement of sample products or products for sale within the display unit in their exhibit booth.

As the Official Service Contractor and in the interest of safety, continuity, security, and control, GES is the exclusive on-site service contractor in the exhibit hall for drayage, rigging, vacuuming, custom cleaning, and all booth furnishings.

Exhibitors must use the Official Service Contractor for the services listed above. Labor will be available based upon advance orders. The rate for display labor is currently \$58.00 per hour straight time (8:00 a.m.-4:30 p.m., weekdays) and \$87.00 per hour for overtime (all labor before 8:00 a.m. and after 4:30 p.m. weekdays and all hours on Saturdays, Sundays, and holidays.) The minimum charge is one hour per worker. Labor thereafter is charged in half-hour increments. Exhibitors desiring to use a contractor other than those officially appointed by SBM, must advise SBM and submit the necessary certificates of insurance.

Insurance

The SBM, Grand America Hotel, and GES do not maintain insurance covering the exhibitor's property. It is the sole responsibility of the exhibitors to obtain the appropriate amount of insurance to cover their property, agents, or employees from theft, damage by fire, accident, or any other cause. Exhibitors are responsible for their own property. Certificates of insurance must be furnished to exhibit management, if so requested.

Liability

The exhibiting company, and its agents and representatives agree that the SBM, Grand America Hotel, and GES and any of their officers, staff members, agents, or employees are not responsible for and are released from, all liability as to any injury, loss, or damage that may occur to the exhibitor, the exhibitor's agents, directors, officers or employees, or to any other persons or to the exhibitor's property prior to, during, or after the holding of the conference.

No one under the age of 18 will be permitted in the exhibit hall during set-up or teardown.

Americans with Disabilities Act

Each exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold the SBM harmless from any consequences of exhibiting companies who fail in this regard.

Fire, Electrical & Safety Regulations

All materials, including table drapes, backwall materials, textile, or paper displays, and any other decorations or items in the exhibitor's booth must be nonflammable and are subject to inspection by the Fire Marshal. Aisles and fire exits must not be blocked by exhibits.

Security

Security service will be provided in the exhibit area during set-up, teardown, and hours that the exposition is closed. Exhibitors are encouraged not to leave booths unattended during exhibit hours.

Exhibitors are cautioned that small portable articles of value and personal items should be properly secured or removed for safekeeping after exposition hours. The Association will not guarantee exhibitors against, nor shall it be responsible for loss of any kind.

Contract Application

Exhibit management reserves the right to reject any application for exhibit space or restrict any exhibit considered inappropriate and not in keeping with the character of the exposition. This restriction includes articles, conduct, printed matter, or anything objectionable to the exhibits as a whole. Statements made in booth display or literature for distribution are subject to evaluation for accuracy. All literature, materials, and supplies distributed from the exhibit booth must be approved by exhibit management prior to the exposition. Exhibit management shall prohibit the use of amplifying equipment or music if it is considered to be objectionable. Exhibit management will require modification of the appearance or dress of persons used in connection with displays or demonstrations, if considered inappropriate. All demonstrations must be confined to the limits of the exhibit booth.

Use of Association Logo

Use of the Association logo in any form is forbidden. Reference to the SBM in any form of advertisement must be approved in advance by exhibit management.

Music Licensing

No exhibitor shall allow any copyrighted music to be played during hours that the exposition is open. Exhibiting companies are responsible for individual ASCAP/BMI music licensing fees, if applicable.

Social Activities

Social functions and other activities sponsored by exhibiting companies may not be held during open exhibit hours or conflict with any programming. For more information about scheduling such activities, please contact the National Office.

Cancellation or Postponement of the Exposition

In the event of fire, strikes, riots, civil commotion, acts of God, war, terrorism, and other unavoidable circumstances rendering it impossible or impractical for any reason for the SBM to perform such contract, the Association's performance under such contract shall be excused. In such events, all deposits and payments made by the exhibitor for exhibit space shall be returned to the exhibitor minus any expenses incurred by the Association on behalf of the exhibitor.

Agreement

The exhibitor hereby agrees to be bound by the "Rules and Regulations" outlined in this prospectus and in the contract application. The exhibitor further agrees to adhere to and be bound by:

1. All applicable fire, utility, and building codes and regulations.
2. Any rules or regulations of the facility where the exposition is being held.

For further information, please contact:

Stacey Phelps
Exhibits Manager
Society of Behavioral Medicine
7600 Terrace Avenue, Suite 203
Middleton, WI 53562-3174 USA

Phone: (608) 827-7267, ext. 145
Fax: (608) 831-5485

E-Mail: sphelps@reesgroupinc.com
Website: <http://www.sbmweb.org>

Cooperation of Exhibitors

The foregoing regulations with reference to exhibits have been formulated in the best interests of the exhibitor and cooperation is therefore requested. These regulations are a part of the agreement between the exhibitor and exhibit management.

Any matters not specifically covered in this prospectus and contract are subject to decision by exhibit management. Exhibit management reserves the right to make such changes, amendments, and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such changes.

Future Meeting Dates

2004 SBM Annual Meeting and Scientific Sessions

March 24-27

Baltimore Marriott Waterfront Hotel, Baltimore, Maryland

2005 SBM Annual Meeting and Scientific Sessions

April 13-16

Marriott Copley Place Hotel, Boston, Massachusetts

Grand America Hotel
 Salt Lake City, Utah
 Exhibit Floor Plan ♦ Imperial Ballroom

Exhibit Installation Hours

Wednesday, March 19, 2003 2:00 p.m. - 6:30 p.m.

Exhibit Dismantling Hours

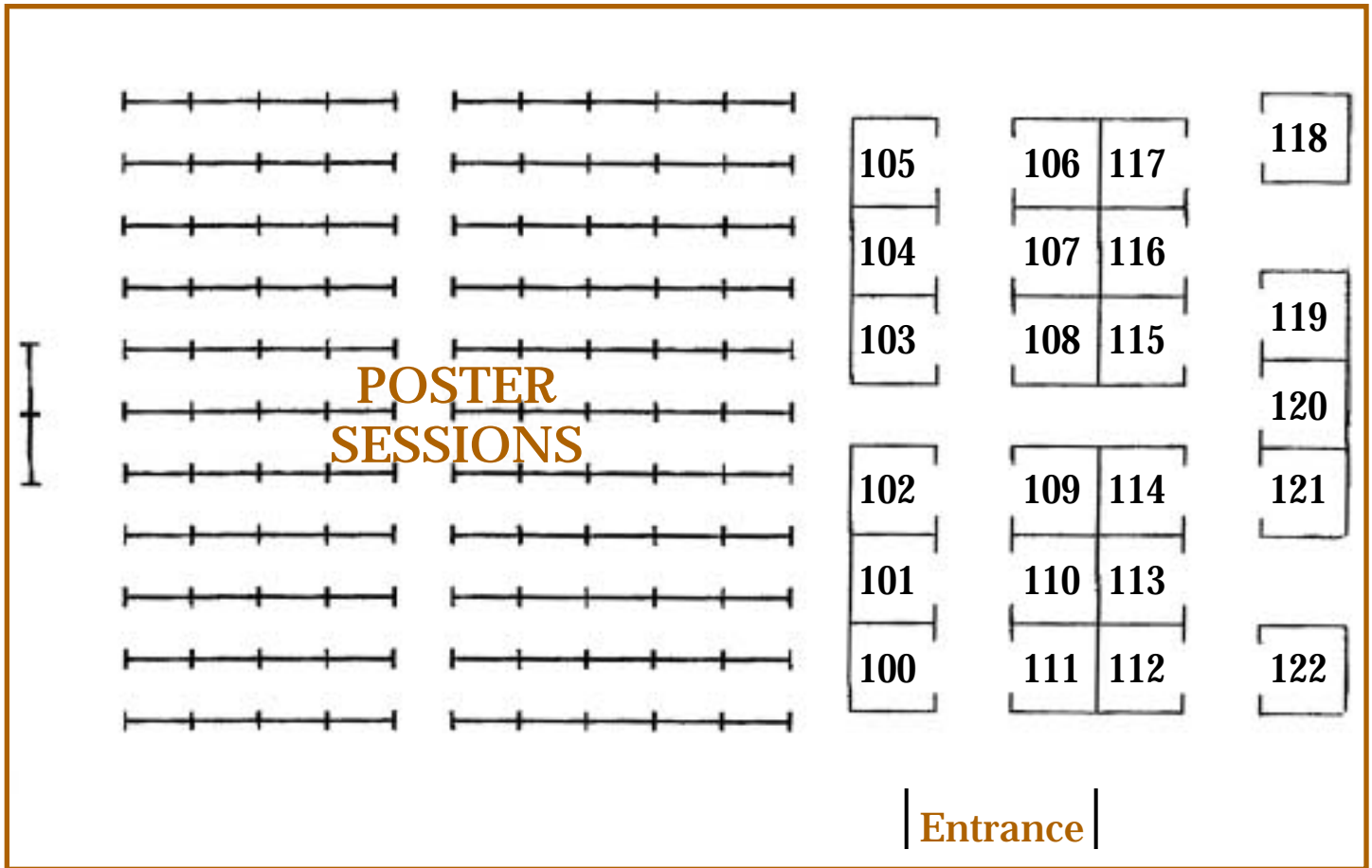
Friday, March 21, 2003 7:30 p.m. - 10:00 p.m.

Exhibit Hours

Wednesday, March 19, 2003 7:00 p.m. - 8:30 p.m.

Thursday, March 20, 2003 8:30 a.m. - 12:00 noon
 3:00 p.m. - 7:30 p.m.

Friday, March 21, 2003 8:30 a.m. - 12:00 noon
 3:00 p.m. - 7:30 p.m.



Imperial Ballroom ♦ Grand America Hotel

Contract Application for Exhibit Space

Society of Behavioral Medicine ♦ 24th Annual Meeting & Scientific Sessions

Meeting Dates: March 19-22, 2003 ♦ Exhibit Dates: March 19-21, 2003

Location: Grand America Hotel ♦ Salt Lake City, Utah

List your company name as you would like it to appear on any promotions. (Please print or type.)

Firm name: _____

Address: _____

City: _____

State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone number: (_____) _____

Fax number: (_____) _____

Company e-mail: _____

Company website address: _____

Name of contact person: _____

(person to whom all correspondence and exhibit kit should be sent)

Contact person's telephone: _____

Contact person's e-mail address (required): _____

Promotional description of equipment, products or services to be displayed:

(to be included in the final program - 25 words or less):

Exhibit space number(s) preference:

First choice _____ Second choice _____

Third choice _____ Fourth choice _____

List competitors you do NOT wish to be near: _____

Book Exhibit

(not applicable to companies renting a booth space)

We will be exhibiting _____ titles at the Book Exhibit. The cost for each book is \$95.00. Please list below the titles and authors of the book(s) that will be exhibited. Include the entire fee with this application.

1. _____

2. _____

3. _____

Cancellation Policy:

Cancellations received before February 7, 2003 will be charged a \$100 administrative fee. Cancellations after February 7 will not receive a refund unless the booth space is resold.

Payment

We will exhibit at the SBM Meeting. (check one)

\$750.00 (by February 7, 2003)

\$850.00 (after February 7, 2003)

Number of booths ____ x Fee = Payment \$ _____

Check Please make checks payable to:
Society of Behavioral Medicine

Visa/MC Card Number _____
Exp. Date _____ Amt. Authorized \$ _____

Card Holder Name _____

Card Holder Signature _____

Terms and Conditions

The Society of Behavioral Medicine will have the right of interpretation and approval on all matters pertaining to the contract rules and regulations.

This application is made with the understanding that the applicant agrees to abide by all rules and regulations outlined in the Society of Behavioral Medicine exhibit prospectus which become a part of the accepted contract along with other rules and directives which may be issued by the Society in connection with this exposition.

Name of Authorizing Officer

Title

Signature of Authorizing Officer

Date

Sponsorships: (all sponsors will be duly acknowledged)
Please contact us with more information about sponsorship of activities during the Conference.

Direct mail: Membership and/or meeting attendee lists are available. Please contact us with more information about renting the SBM mailing list.

Please sign and return with the fee to:

Society of Behavioral Medicine

7600 Terrace Avenue, Suite 203

Middleton, WI 53562-3174 USA

Phone: (608) 827-7267, ext. 145

Fax: (608) 831-5485

E-Mail: sphelps@reesgroupinc.com

Website: <http://www.sbmweb.org>

SBM use only: Payment received _____ Confirmation sent _____ Booth(s) assigned _____ Service kit sent _____

Past Exhibitors

Sample of Past Exhibitors

Agency for Healthcare Research and Quality
 American Board of Professional Psychology
 American Cancer Society
 American Psychological Association
 Annual Reviews
 Aquarius Healthcare Videos
 Association Book Exhibit
 Brunner-Routledge
 Center for the Advancement of Health
 Colin Medical Instruments
 Harcourt Health Sciences, Saunders, Mosby, Churchill
 Harvard University Press
 Hogrefe & Huber Publishers
 International Society of Behavioral Medicine
 Juice Plus+

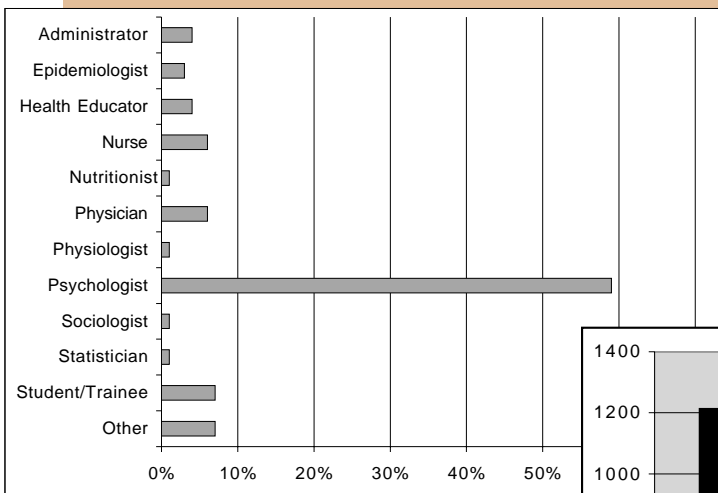
Lawrence Erlbaum Associates, Inc.
 Lippincott Williams & Wilkins
 National Cancer Institute - Division of Cancer Control & Population Sciences Behavioral Research Program
 National Heart, Lung, and Blood Institute - Division of Epidemiology and Clinical Applications
 National Institute on Aging - Behavioral and Social Research
 National Institute of Child Health & Human Development
 National Institute of Mental Health
 NCS Assessments
 PICS, Inc.
 Sage Publications, Inc.
 SaliMetrics, LLC
 Taylor & Francis
 US Army Medical Research and Materiel Command
 Williams LifeSkills, Inc.

Products and Services of Interest to Meeting Attendees

- ◆ Statistical books and journals
- ◆ Methodological books and journals
- ◆ Behavioral intervention medications
- ◆ Data analysis software
- ◆ Statistical software
- ◆ Biofeedback software
- ◆ Ambulatory monitoring equipment
- ◆ Pedometers
- ◆ Stress testing equipment
- ◆ Pill counters
- ◆ Scales
- ◆ Exercise equipment

Statistics

Membership Statistics/Primary Profession



Past Annual Meeting Attendance

