



# SBM

Society of Behavioral Medicine  
Annual Meeting & Scientific Sessions



*Behavioral Medicine:  
Looking Forward to the Next 25 Years*



**25** year anniversary



Meeting Dates: March 24-27, 2004

Exhibit Dates: March 24-26, 2004

Baltimore Marriott Waterfront Hotel  
Baltimore, Maryland



# 2004 Exhibit Prospectus



# SBM ♦ 25th Anniversary Annual Meeting & Scientific Sessions

Society of Behavioral Medicine (SBM)  
25th Anniversary Annual Meeting & Scientific Sessions  
Baltimore Marriott Waterfront Hotel  
Baltimore, Maryland

Meeting Dates: March 24-27, 2004  
Exhibit Dates: March 24-26, 2004

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 25th Annual Meeting?

- ◆ 64% 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 ([www.sbm.org](http://www.sbm.org)).
- ◆ 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 18 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 Jessie Goedken at (608) 827-7267, ext. 146, or e-mail her at: [jgoedken@reesgroupinc.com](mailto:jgoedken@reesgroupinc.com) for more details on membership label list rental or check the direct mail box on the contract.

## Installation of Exhibits

Wednesday, March 24, 2004                      3:00 p.m.-6:30 p.m.

The exposition is scheduled to open at 7:00 p.m. on Wednesday, March 24. It is the sole responsibility of exhibitors to have their exhibits in place by 6:30 p.m. on Wednesday, March 24.

Set-up time for the booths is 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 fee paid). Exhibit management may also remove freight from the booth area at the expense of the exhibitor.

## Exhibit Hours

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Wednesday, March 24, 2004	7:00 p.m.-8:30 p.m.
Thursday, March 25, 2004	8:30 a.m.-12:00 noon 3:00 p.m.-7:30 p.m.
Friday, March 26, 2004	8:30 a.m.-12:00 noon 3:00 p.m.-7:30 p.m.

## Dismantling of Exhibits

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Friday, March 26, 2004 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

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

## Space Rates

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Rates for exhibiting at the SBM Annual Meeting:

By February 6, 2004	\$750.00/per booth
After February 6, 2004	\$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

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The entire fee is requested with a completed exhibit application. Applications must be submitted by Friday, March 9, 2004. Reservations for booth space will not be accepted by telephone.

## Book Exhibit

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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, 64% of attendees are involved in the decision-making process for purchasing equipment, products or services for their programs.*

## Traffic

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The exhibit area is located adjacent to the meeting rooms used for breakout sessions. 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

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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

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Wednesday, March 24, 2004 3:00 p.m.-6:30 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 exhibitor registration 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

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Cancellation of exhibit space must be submitted in writing to the SBM National Office. From the time of contract submission until February 6, 2004, a \$100 administrative fee will be retained for all booth cancellations. After February 6, there will be no refund for cancellation of booth space.

## Standard Booth Equipment

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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 black and red. 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:

Brede Exposition Services  
6801 Mid-Cities Avenue  
Beltsville, MD 20705-1411 USA  
Phone: (301) 937-8600  
Fax: (301) 937-6513  
Email: [cswashington@brede.com](mailto:cswashington@brede.com)  
Website: <http://www.brede.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. Brede Exposition Services 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 Brede Exposition Services, please call the Exhibitor Service Department at (301) 937-8600.

## 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. Brede Exposition Services requires that you provide credit card authorization with your initial order. They accept MasterCard, Visa, or American Express. Brede Exposition Services 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, Brede Exposition Services 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 \$60.00 per hour straight time (8:00 a.m.-4:30 p.m., weekdays) and \$88.00 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, Baltimore Marriott Waterfront Hotel, and Brede Exposition Services 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, Baltimore Marriott Waterfront Hotel, and Brede Exposition Services 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.

Please note that poster presenters will be granted access to the exhibit hall during the hours in which the exhibit hall is closed in order to prepare their presentations.

## 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, epidemics, 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](mailto:sphelps@reesgroupinc.com)

Website: <http://www.sbm.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

2005 SBM Annual Meeting and Scientific Sessions  
April 13-16

Marriott Copley Place Hotel, Boston, Massachusetts

2006 SBM Annual Meeting and Scientific Sessions  
March 22-25

Marriott Downtown Hotel, San Francisco, California

Harborside Ballroom ♦ Baltimore Marriott Waterfront Hotel

**Exhibit Hall Floor Plan**

Exhibit Installation Hours

Wednesday, March 24, 2004 3:00 p.m. - 6:30 p.m.

Exhibit Dismantling Hours

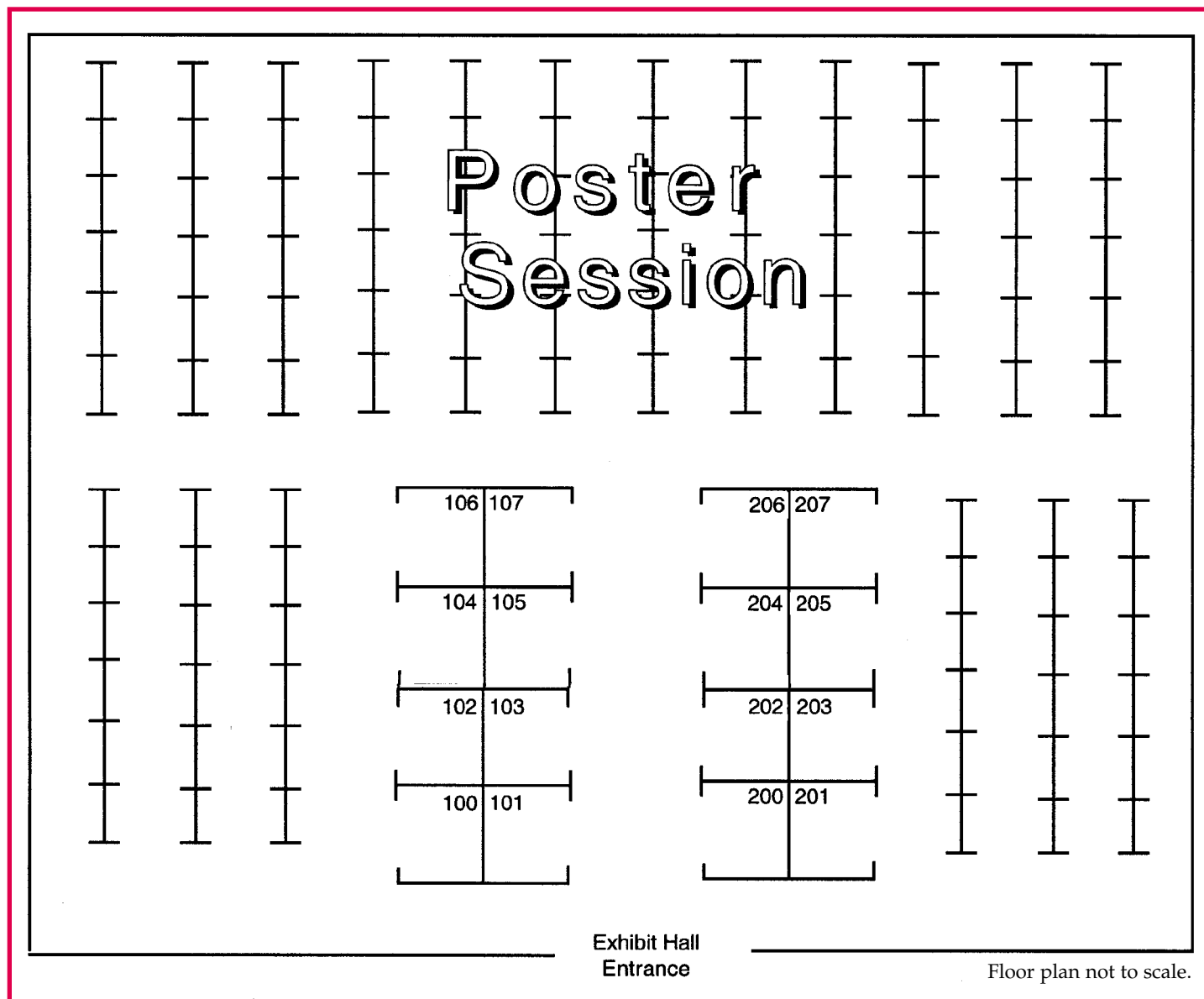
Friday, March 26, 2004 7:30 p.m. - 10:00 p.m.

Exhibit Hours

Wednesday, March 24, 2004 7:00 p.m. - 8:30 p.m.

Thursday, March 25, 2004 8:30 a.m. - 12:00 noon  
3:00 p.m. - 7:30 p.m.

Friday, March 26, 2004 8:30 a.m. - 12:00 noon  
3:00 p.m. - 7:30 p.m.



Harborside Ballroom ♦ Baltimore Marriott Waterfront Hotel

# Contract Application for Exhibit Space

## Society of Behavioral Medicine ♦ 25th Anniversary Annual Meeting & Scientific Sessions

Meeting Dates: March 24-27, 2004 ♦ Exhibit Dates: March 24-26, 2004

Location: Baltimore Marriott Waterfront Hotel ♦ Baltimore, Maryland

### 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 6, 2004 will be charged a \$100 administrative fee. Cancellations after February 6 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 6, 2004)

\$850.00 (after February 6, 2004)

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 send me more information about SBM sponsorship opportunities.

Direct mail: Please send me more information about renting the SBM mailing list.

Please sign and return with the fee to:

### Society of Behavioral Medicine

Attn: Stacey Phelps

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.sbm.org>

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

## Past Exhibitors

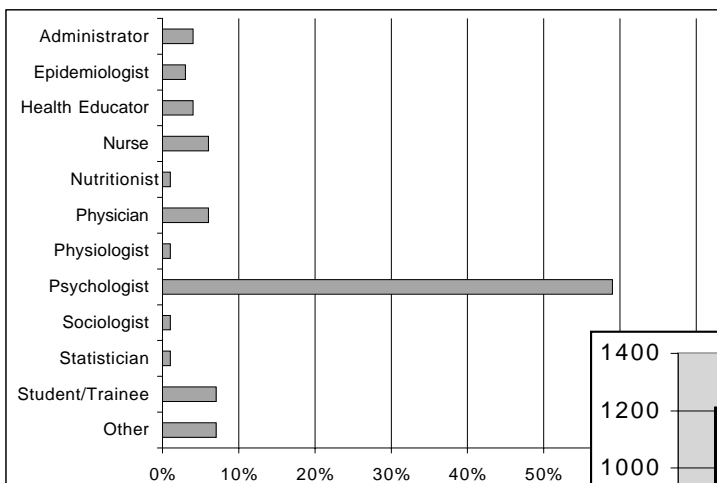
Agency for Healthcare Research and Quality	Hogrefe & Huber Publishers	National Institute on Aging - Behavioral and Social Research
Alcoholics Anonymous	International Society of Behavioral Medicine	National Institute of Child Health & Human Development
Ambulatory Monitoring	Juice Plus+	National Institute of Mental Health
American Board of Professional Psychology	Lawrence Erlbaum Associates, Inc.	Pearson Assessments
American Cancer Society	Lippincott Williams & Wilkins	PICS, Inc.
American Psychological Association	Metrix Marketing	Sage Publications, Inc.
Annual Reviews	National Cancer Institute - Division of Cancer Control & Population Sciences	SaliMetrics, LLC
Aquarius Healthcare Videos	Behavioral Research Program	Smoke Signals
Association Book Exhibit	National Centers for Complementary and Alternative Medicine	Taylor & Francis
Brunner-Routledge	National Heart, Lung, and Blood Institute - Division of Epidemiology and Clinical Applications	US Army Medical Research and Material Command
Center for the Advancement of Health		Williams LifeSkills, Inc.
Colin Medical Instruments		
Harcourt Health Sciences, Saunders, Mosby, Churchill		
Harvard University Press		

## 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

