



2024

Support Opportunities Guide and  
Exhibitor Prospectus



SOCIETY OF  
BEHAVIORAL  
MEDICINE



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# About SBM

The Society of Behavioral Medicine is a multidisciplinary, professional society working to improve health by changing behavior. Established in 1978, SBM is a 501(c)(3) nonprofit organization. Our members are researchers, clinicians, educators, industry professionals, and policymakers from more than 20 disciplines, including psychology, nursing, medicine, public health, nutrition, epidemiology, exercise science, and biostatistics. They work to improve health at individual, clinical, and population levels.

SBM fights for research funding, helps members find jobs, and draws decision-makers’ attention to behavioral medicine evidence. We also strive to advance members’ careers and the field of behavioral medicine through special interest groups, webinars, training programs, mentoring, award recognition and funding, and an annual meeting (the largest yearly behavioral medicine gathering in the world!). Members have myriad opportunities to learn, share, network, publish, present, develop academic/industry partnerships, and much more.



## SBM 2023-24 Board of Directors

### Executive Committee

<b>President</b> Bernard Fuemmeler, PhD, MPH, FSBM <i>Virginia Commonwealth University</i>	<b>President-Elect</b> Ellen Beckjord, PhD, MPH, FSBM <i>UPMC Health Plan</i>	<b>Immediate Past President</b> Margaret L. Schneider, PhD, FSBM <i>University of California, Irvine</i>	<b>Secretary/Treasurer</b> Sandra J. Winter, PhD, MHA <i>Senior Coastsiders</i>
<b>Member Delegate</b> Joanna Buscemi, PhD <i>DePaul University</i>	<b>Member Delegate</b> Brian Gonzalez, PhD <i>Moffitt Cancer Center</i>	<b>Member Delegate</b> Charles Jonassaint, PhD, MHS <i>University of Pittsburgh</i>	

### Council Chairs

<b>Advocacy Council</b> Roger Figueroa, PhD <i>Cornell University</i>	<b>Development Council</b> Marian L. Fitzgibbon, PhD, FSBM <i>University of Illinois at Chicago</i>	<b>Membership Council</b> Danielle Arigo, PhD, LP <i>Rowan University</i>
<b>Professional Advancement Council</b> Sharon Manne, PhD, FSBM <i>Rutgers Cancer Institute of New Jersey</i>	<b>Publications Council</b> Jun Ma, MD, PhD, FAHA, FSBM <i>University of Illinois at Chicago</i>	<b>Scientific Education Council</b> Scherezade K. Mama, DrPH <i>University of Texas MD Anderson Cancer Center</i>

## Our Mission & Vision

SBM is a multidisciplinary organization of clinicians, educators, and scientists dedicated to promoting the study of the interactions of behavior with biology and the environment, and then applying that knowledge to improve the health and wellbeing of individuals, families, communities, and populations.

### Ensuring Everyone has what they need to be Healthy

Most of the world's health challenges have behavioral causes and can be greatly helped by behavioral solutions. Unhealthy behaviors like tobacco use, sedentary lifestyle, poor sleep, and unhealthy eating play a key contributing role for much of the diseases, suffering, and early deaths in the United States. Healthy behaviors—like quitting smoking, exercising, sleeping well, eating right, getting cancer screenings, managing stress, getting vaccinated, and using mindfulness techniques—can prevent disease, be a vital part of a disease treatment plan, and significantly improve quality of life.

But these behaviors are easier said than done. That's where behavioral medicine comes in. Behavioral medicine is a multi-disciplinary field with scientifically proven strategies for improving health behaviors in individual patients' lives and in entire communities. What you do matters, and so does where you live. The Society of Behavioral Medicine (SBM) is here to help.

### Working Together for Better Health

SBM is a nonprofit organization composed of researchers, clinicians, educators, industry professionals, and policymakers from more than 20 healthcare disciplines. They focus



on behavioral, psychosocial, environmental, and biomedical theory, knowledge, and interventions relevant to health and disease.

SBM members conduct research on conditions such as cardiovascular diseases, respiratory diseases, obesity, diabetes, chronic pain, and cancer. They conduct research on specialty populations like children, women, veterans, aging adults, and minority groups. And they conduct research on clinical care and healthcare delivery, from in-person appointments to telemedicine and health apps.

SBM members then use research findings to improve their own clinical practice and the lives of their patients. They also use research findings to improve public health policies and to make healthcare cheaper and fairer. They do this through individual work and in strategic partnerships with community groups, corporations, government entities, legislators, and other professional organizations.

## SBM's 2021-25 Strategic Plan



SBM will ensure the **larger medical community sees members as knowledge brokers of behavior change science**, so they seek out our expertise.



SBM will give members more opportunities to translate their expertise into real-world impact by **increasing the public's access to their science**.



SBM will remain members' **indispensable professional home** as we help them adapt to the profound changes of the past year and navigate any career stage.

*Each outcome in SBM's Strategic Plan includes **diversity, equity and inclusion** efforts, to make sure DEI is a priority throughout the society.*

# Ways to Support Our Mission

## Affiliate Membership

January 1 – December 31, 2024

Affiliate Memberships are now available to **nonprofit organizations, corporations and for-profit companies, educational institutions, government institutions, and research labs** that have a vested interest in behavioral medicine.

SBM's Affiliate Membership is designed to foster:

- Enhanced communications between industry partners and SBM leaders to improve health and wellness through behavioral medicine by advancing the science.
- Direct engagement between industry partners and SBM members at all career stages

## Thank You 2023 SBM Affiliate Members!

### Elite Affiliate Members





### Standard Affiliate Members





	Elite Affiliate Membership - \$5,000	Premium Affiliate Membership - \$3,000	Standard Affiliate Membership - \$2,000
Complimentary SBM Memberships	5	3	2
Complimentary Annual Meeting Registrations	3	2	1
Annual Meeting Sponsor/ Exhibitor Discount	20%	15%	10%
SBM Job Board Ad Discount	20%	15%	10%
Complimentary Announcement/ Event Listing Posts in Weekly Digest	3	2	1
Complimentary Healthy Living Article Posts	3	2	1
Exclusive Access to SBM Advisory Board Member Directory	X	X	X
Recognition on Affiliate Member Webpage	X	X	X

## Career Advancement Advertisements

*\*Additional \$50 fee to include logo with post*

- **Online Job Board Ad: \$12/line for 60 days\***  
The advertisements on SBM's job board receives an average of nearly 800 page views per month.
- **Weekly Digest Ad: \$100/post\***  
Member-only weekly e-newsletter shared with approximately 2,100 behavioral medicine scientists and experts
- **Twitter Ad: \$100/post\***  
Tweet will be shared with nearly 10,000 followers on a specified date and time. Includes use of #SBMJobs
- **Outlook Newsletter Classified Ad: \$12/line in each issue\***  
Posting included in selected issue(s) of Outlook, which is emailed to all SBM members and posted on the newsletter archive section of the SBM website indefinitely. Available editions include: Spring 2024 (March), Summer 2024 (July), Fall 2024 (September), Winter 2024 (December)
- **Annual Meeting Job Board: \$100/post**  
Your advertisement will be posted on a physical SBM bulletin board at the 2024 Annual Meeting and in the mobile app, for nearly 2,000 attendees to see.



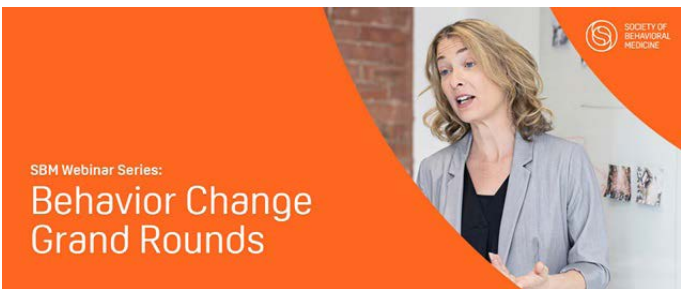
# Annual Programs and Events

## Annual Meeting & Scientific Sessions



A detailed listing of the Annual Meeting & Scientific Sessions begins on page 8. The Exhibitor Prospectus begins on page 16.

## SBM Webinar Series



SBM has hosted over 130 educational webinars since August 2017 with an average of 72 behavioral medicine professionals attending each webinar. Webinar topics are interdisciplinary with exciting discussions on wearable technology, digital health, career development, translational research, methodology and more. All webinars are stored indefinitely on the archive page of the SBM website where the community can access recordings at any time (average of 22 views per recording).

### Host a Webinar: \$3,000

Company hosted sponsored webinar. Video ad and benefits with branded webinar included in package.

### Branded Webinar: \$1,000\*

30 second video ad, logo placement on introduction slides, logo on webinar webpage, recordings, and promotional emails.

\*Only one sponsor per webinar permitted

*Please note that SBM's privacy policy prohibits the society from handing out each attendee's personal information. Therefore, attendee lists will not be provided before or after the webinar has concluded.*

## Virtual Industry Roundtable

### \$5,000

Host a virtual industry roundtable discussion. This is a 90-minute roundtable discussion with up to 10 behavioral medicine scientists who have expertise in your field! Discussion topic(s) will be decided by the sponsoring company and approved by SBM's Executive Director. This is a unique opportunity to get pertinent feedback on your products, receive scientific input on your research, and more.

Please note the roundtable and experts do not indicate an endorsement of your product or company. Companies are not allowed to dictate who the experts are but can ask that a specific area of expertise be chosen. Expert participants are volunteers of SBM and will not receive honoraria.

## Behavioral Medicine Meetup (local event)

Join us for a local Behavioral Medicine Meetup! These 2.5-hour long events connect approximately 20-40 students, members, and the behavioral medicine community for an evening of



fun and learning. These events feature a happy hour, networking, stories from SBM members, a skill-building activity, and now a sponsored activity as well!

### Meetup Presenting Sponsor: \$5,000

As the presenting sponsor, you receive all the benefits included in the original and deluxe package along the opportunity to captivate an entire behavioral medicine audience with a 10-minute talk during the program.

### Branded Meetup Deluxe Package: \$2,500

Includes all benefits received with the original branded Meetup as well as a display table.

### Branded Meetup: \$1,500

Logo placement on slides, signage, SBM meetups webpage, and promotional emails. Verbal recognition during the welcome speech.

## Join Us for our Fall 2023 Behavioral Medicine Meetups!

Pittsburgh, PA  
Date TBD

Seattle, WA  
Date TBD

Arlington, TX  
Date TBD

Kansas City, KS  
Date TBD

# Annual Programs and Events

## Mid-Career Leadership Institute

### General Support

SBM has offered a year-long Leadership Institute for mid-career members since 2016. The institute kicks off with an in-person, two-day workshop where participant fellows attend skill-building sessions and engage with former participants. Then, throughout the institute year, fellows develop their own self-identified leadership projects, and receive one-on-one coaching from professional coaches and peer-group mentoring from SBM leaders.

*"Those of us transitioning to mid-career are forgotten when it comes to needing mentorship and development. I think this institute provides an important opportunity for those of us who recently have achieved success in our research/careers and need mentorship in our new roles."*

-2023-24 Leadership Institute Fellow

## Monica Baskin Diversity Institute for Emerging Leaders

### General Support



The purpose of the SBM Monica Baskin Diversity Institute for Emerging Leaders is to help early-career members from diverse backgrounds or those who are working with those from underrepresented populations develop into effective, thoughtful leaders by fostering leadership skills and a deep understanding of the principles of diversity and inclusion. The Diversity Institute is a year-long endeavor, featuring an intensive one-day, in-person workshop followed by ongoing small-group mentorship.

For more information or to support our programs, please contact SBM Development Manager, Eli Gonzalez-Rehorst at [egonzalez-rehorst@sbm.org](mailto:egonzalez-rehorst@sbm.org) or (414)231-8241

## Healthy Living

\$1,000 per Article



By sharing your science with the public, you can reach more people and create real-world impact. You have the opportunity to produce a sponsored Healthy Living Article to be featured on SBM's public-facing website indefinitely. On average, nearly 9,000 unique users view SBM's Healthy Living website and spend approximately 15 minutes viewing the top rated articles each month.

**Affiliate Members receive complimentary article posts. Please see page 5 for more information about our Affiliate Membership benefits.**

*All Healthy Living Articles are subject to approval by the SBM Executive Director.*

## Bridging the Gap Research Award

The Bridging the Gap Research Award is an \$10,000 annual award that provides resources to help a postdoctoral student prepare a competitive research grant proposal. Early-stage investigators are often expected to produce extramurally funded research with very limited or non-existent support for successfully applying for and receiving the grant dollars they need. This award seeks to bridge that preparation gap in today's increasingly competitive grant funding environment. Postdoctoral students may use award funds for anything that supports a larger grant proposal, including but not limited to, equipment and supplies, additional analyses, consultants, statistical support, data collection, and professional development or training.

*Please note that supporting the Bridging the Gap Research Award does not warrant any influence in the recipient's research project or science.*

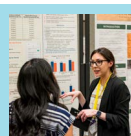




# SBM Proven Science–Better Health Giving Campaign

Leadership Development | Science Communication | Policy Advocacy

*Support the mission, goals, and year-round activities of the society by providing a charitable contribution to SBM. Your gift to one or more of our core funds will have a direct impact.*



## General Fund

- Keeping membership dues low for student members
- Preparing SBM for unexpected challenges and changes in the world
- Supporting Bridging the Gap Research Award



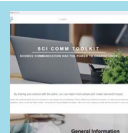
## Policy Advocacy Fund

- Creating policy position statements
- Sending policy ambassadors to DC to advocate for key issues; professional development for policy ambassadors



## Leadership Development Fund

- Assisting with Leadership Institute & Diversity Institute tuition
- Funding travel scholarships for underrepresented event attendees and supporting student awards



## Science Communication Fund

- Contributing to the Sci Comm toolkit
- Releasing public-facing Healthy Living articles

## Matching Gift Events & Opportunities

For every gift made to a campaign fund your team is passionate about, you have the opportunity to double the impact with a matching gift event! All matched gift opportunities include recognition on the SBM website, Annual Giving Report, during the annual VIP Donor Brunch, and in promotional emails. Platinum (\$15,000+) and Diamond (\$20,000+) gifts will receive a personal sit down meeting with a select few of SBM's Executive Leadership.

### Annual Matched Gift

January 1 – December 31, 2024

Recommended Gift: \$10,000 - \$30,000

### Annual Meeting Week Matched Gift

March 13 – 16, 2024

Recommended Gift: \$1,000 - \$5,000

### SBM Founder's Day Matched Gift – Celebrating 45 Years!

November 16, 2024

Recommended Gift: \$4,500

### GivingTuesday Matched Gift

December 3, 2024

Recommended Gift: \$1,000 - \$5,000

## Early Career Memberships

### General Fund Gift



Help SBM keep graduate and postdoctoral students in the field of behavioral medicine by giving them a place to call their “professional home” where they will receive invaluable professional development, research, and training opportunities. With each student membership, early career behavioral scientists gain access to free educational webinars, a community of like-minded scientists and peers, mentorship and training opportunities, and reduced Annual Meeting registration fees, making our research and science more accessible for all.

Custom matching gift events are available.

For more information or to discuss a gift that you would like to match, please contact SBM Development Manager, Eli Gonzalez-Rehorst at [egonzalez-rehorst@sbm.org](mailto:egonzalez-rehorst@sbm.org) or (414)231-8241





# 2024

## Annual Meeting Program & Scientific Sessions



SOCIETY OF  
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MEDICINE

# Annual Meeting Program & Scientific Sessions

## 45th Annual Meeting & Scientific Sessions

March 13-16, 2024 | Philadelphia, PA

SBM's Annual Meeting & Scientific Sessions provides an excellent opportunity for attendees of all experience levels to participate in the highest caliber of professional programming devoted to research and practice in the field of behavioral medicine. The Annual Meeting provides an education-packed scientific program that allows more than 2,000 attendees from all career levels to:

- Describe the role of behavioral medicine in today's changing health care environment.
- Identify recent advances in behavioral interventions for health improvement.
- Discuss new and cutting-edge research and clinical data on interactions between health and behavior.
- Examine strategies for the application of evidence-based research in clinical practice and health programs.
- Evaluate new interdisciplinary approaches to education and training in behavioral medicine.
- Exchange scientific ideas on a cross-disciplinary level with colleagues.



Join us for the largest yearly behavioral medicine gathering in the world!  
The 45th Annual Meeting theme is  
“Moving Behavioral Science Upstream”.

### SBM By the Numbers

SBM's Annual Meeting represents the largest annual scientific conference—with approximately 2,000 attendees expected—devoted exclusively to behavioral medicine. The Annual Meeting offers a multidisciplinary forum for psychologists, physicians, nurses, nurse practitioners, health education specialists, registered dietitians, and other professionals with a range of expertise in 30 topic areas spread out over more than 330 sessions.



### Topic Areas:

- Aging
- Cancer
- Cardiovascular Disease
- Child & Family Health
- Climate Change
- Community Engagement
- Decision Making
- Diabetes
- Diet, Nutrition, & Eating Disorders
- Digital Health
- Dissemination & Implementation
- Education, Training, & Career Development
- Health Communication & Policy
- Health of Marginalized Populations
- HIV/AIDS
- Integrated Primary Care
- Integrative Health & Spirituality
- Mental Health
- Methods & Measurement
- Military & Veterans' Health
- Multiple Behavior Change
- Obesity
- Pain
- Physical Activity
- Quality of Life
- Sleep
- Social & Environmental Context & Health
- Stress
- Substance Abuse
- Tobacco Control & Nicotine-Related Behavior
- Women's Health

## Description of Programs

### Stride for Science 5k - Run/Walk

Get involved in SBM's active conference by supporting the 3rd Annual Stride for Science Run/Walk held in conjunction with the Annual Meeting in Philadelphia, PA. Each year, our 5k run/walk brings in an average of 120-150 behavioral medicine attendees from all career stages.

#### Presenting Sponsor: \$15,000\*

As the presenting sponsor, you will receive the opportunity to welcome all participants to the run/walk in a short talk, and you will receive recognition on the Run/Walk shirts, various SWAG, SBM's electronic newsletters, and Annual Giving Report. Also includes a table for the sponsor to showcase their products and/or programs at the start/finish line as well as 5 complimentary run/walk registrations.

#### Food & Beverage

#### Station Sponsor: \$5,000\*

It's not an official run/walk without the water and snack stations! Become the official sponsor of water stations along the 5k route as well as the food and beverage tables at the start/finish line. Sponsorship includes two complimentary run/walk registrations as well as various promotional meeting and event recognition.



#### Shuttle Bus Sponsor: \$3,000\*

Complimentary transportation to Fairmount Park is a must for this run/walk. You can anticipate approximately 2,000 meeting attendees viewing your company logo on our shuttle pick-up meter board sign, and 150 behavioral medicine scientists viewing your logo as they load the shuttle buses. Sponsorship includes two complimentary run/walk registrations as well as various promotional meeting and event recognition.

*\*All sponsors will receive recognition on the Annual Meeting and Run/Walk signage, the printed and digital route, the Final Program Pocket Guide, SBM website, and promotional emails and social media posts.*



### Making Connections Luncheon

#### \$10,000 – SOLE SPONSORSHIP



Support our Making Connections Lunch that gives conference attendees from underrepresented backgrounds the opportunity to network with SBM's leadership. Your company will be featured in the Annual Meeting pocket program, mobile app, registration form, and meeting signage, and will have the opportunity to speak at the lunch.

### Fellows Reception

#### \$7,500 – SOLE SPONSORSHIP



Become the sole sponsor for the SBM Fellows Reception and gain access to SBM's most elite leaders of behavioral medicine research and science. Sponsorship includes two complimentary conference registrations, and recognition on reception invitations and signage.

For more information or to support our programs, please contact SBM Development Manager, Eli Gonzalez-Rehorst at [egonzalez-rehorst@sbm.org](mailto:egonzalez-rehorst@sbm.org) or (414)231-8241



# Description of Programs

## VIP Donor Brunch

\$5,000 – SOLE SPONSORSHIP



Become the sole sponsor for the VIP Donor Brunch and gain access to SBM's most elite donors and leaders of behavioral medicine research and science. Sponsorship includes two complimentary meeting registrations and your company logo on donor brunch invitations and signage.

## Host a Panel or Symposium

\$5,000 (limit 5)

Do you have ground breaking research or new developments that you believe the behavioral medicine community would benefit from? Sign up to host a sponsored panel or symposium to share your science with your fellow SBMers.

The session can be on the topic of your choice and does not require an abstract submission. All sponsored sessions submitted for request will be subject to approval by SBM Staff. Food and beverage is not included but can be added on per your request.



## New Member and New Attendee Meet & Greet

\$4,000 – SOLE SPONSORSHIP

Introduce your organization to SBM's newest members during a reception with remarks from SBM's leaders and Membership Council Chair. Your organization will be recognized as a supporter during the reception and throughout the Annual Meeting.



## Host an Industry Roundtable

\$3,000

This is a 50-minute roundtable discussion with up to 10 behavioral medicine scientists who have expertise in your field!

Please note the roundtable and experts do not indicate an endorsement of your product or company. Companies are not allowed to dictate who the experts are but can ask that a specific area of expertise be chosen. Expert participants are volunteers of SBM and will not receive honorarium.



## Description of Programs

### Mid-Career Leadership Institute

\$3,000 per Fellow



Sponsoring a Leadership Institute Fellow ensures the next generation of leaders in behavioral medicine have both the tools and the confidence to guide our field into the future. The vast majority of our fellows personally fund the tuition for the Leadership Institute. Your support will help cover one fellow's institution tuition and travel expenses.

### Monica Baskin Diversity Institute for Emerging Leaders

\$2,000 per Fellow

Sponsoring a Diversity Institute Fellow ensures the next generation of underrepresented leaders in behavioral medicine have both the tools and the confidence to guide our field into the future. The vast majority of our fellows personally fund the tuition for the Diversity Institute. Your support will help cover the cost of one fellow's meeting registration, institution tuition, and travel expenses.

*"Having a dedicated day to training in DEI & justice feels important, I am looking forward to the ongoing mentorship group meets to keep us accountable and help us navigate our professional settings as a group."*

*-2023-24 Diversity Institute Fellow*

*The most useful part of the Diversity Institute workshop was "the encouragement to lean into discomfort and hard conversations to understand why they are challenging and the opportunity to have some of these small mentorship discussions together."*

*-2023-24 Diversity Institute Fellow*

### Industry on Parade

\$500 per Participating Organization

Participate in our Industry on Parade event that will take place in the exhibit hall outside of regular poster session hours. Looking to recruit new employees, interns, contract workers, scientific advisory board members, or other valuable talent to join your team? This is a prime opportunity to engage with behavioral medicine experts in both academia and industry who are looking to explore new opportunities in industry and advance their science.



#### 45th Annual Meeting Planning Committee

##### Chair

Akilah J. Dulin, PhD – Brown University

##### Co-Chair

Madalina Sucala, PhD – AstraZeneca, Digital Health

##### Members

Michelle Cardel, PhD, MS, RD – WW International

Lakeshia Cousin, PhD, APRN – University of Florida

Valerie Earnshaw, PhD – University of Delaware

Latesha E. Eloperez, MD – University of Alabama at Birmingham

Stephanie Fitzpatrick, PhD – Northwell Health

Bernard Fuemmeler, PhD, FSBM – Virginia Commonwealth University

Gina Lovasi, PhD, MPH – Drexel University

Robert Newton, PhD, FSBM – Pennington Biomedical Research Center

Kathryn Pluta, PhD – University of Florida

Jessica Rath, PhD, MPH – Truth Initiative

Lila Rutten, PhD, FSBM – Exact Sciences

Megan Winkler, PhD, RN – Emory University

# 2024 Schedule of Events

*Subject to Change*

	WEDNESDAY, MARCH 13		THURSDAY, MARCH 14		FRIDAY, MARCH 15		SATURDAY, MARCH 16	
8:00 AM			Breakfast Roundtables (8:00 - 8:50AM)		Breakfast Roundtables (8:00 - 8:50AM)			
8:30 AM	Pre-Conference Courses (8:30AM - 10:30AM)							
9:00 AM								
9:30 AM								
10:00 AM								
10:30 AM			Keynote (10:00 - 10:50AM)		Keynote (10:00 - 10:50AM)		Keynote (10:00 - 10:50AM)	
11:00 AM	Pre-Conference Courses (11:00AM - 1:00PM)		Poster Session B & Exhibit Hall (11:00 - 11:50AM)	VIP Donor Brunch (11:00 - 11:50AM)	Live Research Spotlights (11:00 - 11:50 AM)	Industry on Parade (11:00 - 11:50 AM)	Poster Session E & Exhibit Hall (11:00 - 11:50AM)	
11:30 AM								
12:00 PM			Lunch Break (11:50AM - 1:00PM)		Lunch Break (11:50AM - 1:00PM)		Presidential Meet & Greet and Business Meeting (12:00 - 1:00PM)	
12:30 PM					Making Connections Luncheon (12:00 - 12:50PM)			
1:00 PM			Paper Sessions (1:00 - 1:50PM)		Paper Sessions (1:00 - 1:50PM)			
1:30 PM	Pre- Conference Courses (1:30PM - 3:30PM)							
2:00 PM								
2:30 PM								
3:00 PM			Supporter Reception (3:00 - 3:50PM)		Networking Sessions & Live Research Spotlights (3:00 - 3:50PM)			
3:30 PM								
4:00 PM	Welcome Celebration (4:00PM - 4:50PM)		Presidential Keynote & Awards Ceremony (4:00 - 4:50PM)		Keynote (4:00 - 4:50PM)			
4:30 PM								
5:00 PM	Poster Session A & Exhibit Hall (5:00 - 5:50PM)	First Time Attendee and New Member Meet & Greet (5:00-5:50pm) ----- Fellows Reception (5:30-7:30PM)	Poster Session C & Exhibit Hall (5:00 - 5:50PM)		Poster Session D & Exhibit Hall   Sponsored Happy Hour (5:00 - 5:50PM)			
5:30 PM								
6:00 PM			Stride for Science Run/Walk (6:00 - 7:30PM)					
6:30 PM								
7:00 PM								
7:30 PM								

## Branding Opportunities

### Waived Underrepresented First-Time Annual Meeting Registrations

**\$10,000**

Since 2022, SBM—in partnership with sponsoring organizations—has awarded over 250 waived Annual Meeting registrations to behavioral medicine scientists from underrepresented backgrounds who are attending for the first time.

96% of waived registration attendees (n=137) in 2023 said that attending the meeting advanced their career and 89% stated that they advanced their research at the Annual Meeting.

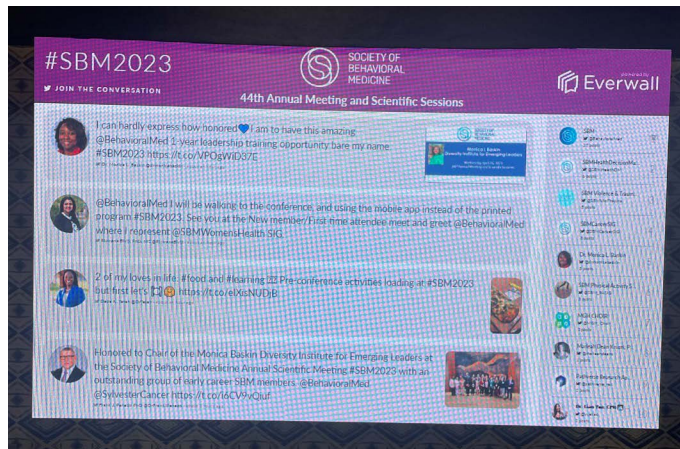
*“Waiving registration fees was extremely helpful, especially considering I am a first generation graduate student. This signals to me that this society has a true commitment to DEI.” –Tessa Pulido*

*“It was my first in-person SBM conference since becoming a member in 2020. I plan to make SBM my prime professional conference.” –Aldenise Ewing*

Your company can be the one to give approximately 30 members from underrepresented backgrounds at all career stages the opportunity to attend their first SBM conference by helping them overcome financial barriers. You will be recognized in promotional emails leading up to the Annual Meeting, the registration form, and the registration website.

### Tweet Wall (80”)

**\$10,000 – SOLE SPONSORSHIP**



Sponsor the SBM tweetwall, prominently displayed outside the poster/exhibit hall. Have your branding seen by an estimated 2,000 attendees of SBM's Annual Meeting each day!

For more information or to support our programs, please contact SBM Development Manager, Eli Gonzalez-Rehorst at [egonzalez-rehorst@sbm.org](mailto:egonzalez-rehorst@sbm.org) or (414)231-8241

### Presidential Keynote & Awards Ceremony

**\$5,000 – SOLE SPONSORSHIP**



Become the official sponsor of the SBM Presidential Keynote Address and have your organization stand out at the Annual Meeting. The Presidential Keynote Address will be given by Dr. Bernard Fuemmeler, SBM President.

### Lanyards

**\$5,000 – SOLE SPONSORSHIP**



Company logo will appear on all attendee lanyards exposing your brand to approximately 2,000 attendees.



# Branding Opportunities

## Keynote Address

\$4,000

Sponsor one of SBM's four premier educational sessions of the Annual Meeting held unopposed with the full Annual Meeting in attendance. Contact SBM Development Manager for more details on the keynote speakers and topics.

## Master Lecture

\$3,500

Support one of SBM's Master Lectures featured during the Annual Meeting. Supporters can choose to join SBM in recognizing a true leader in the field through sponsorship of the Distinguished Scientist Master Lecture, or the Jessie Gruman Award for Health Engagement Master Lecture given annually to one SBM Member who has achieved a pioneering research success.

## Symposium, Panel, or Networking Session

\$2,000



Sponsor any one of our accepted symposiums, panels, networking sessions, and more! Curious about the accepted sessions? Select one or more topic areas on page 9 and we'll pull all relevant sessions. Contact SBM Development Manager for more details.

## Sponsored Emails

\$1,500

This opportunity allows your organization's message to fall right into every pre-registered SBM attendee's inbox! Upon approval of the content and timing, SBM will send your broadcast email from our address to all those registered for the SBM Annual Meeting.

Final Program Book Ad – Various Prices  
Back Cover, Full Page, 4 Color - \$1,300  
Inside Front Cover, Full Page, 4 Color - \$750  
Back Cover, Half Page, 4 Color - \$700  
Inside Back Cover, Full Page, 4 Color - \$650  
Inside Full Page, Black & White - \$525  
Inside Half Page, Black & White - \$350

The *Final Program Pocket Guide* is a comprehensive guide to the Annual Meeting, including a complete schedule of Annual Meeting educational events. Advertising in the program with expose your organization to nearly 2,000 meeting attendees and thousands of SBM website visitors. The deadline to submit an application for advertising in the Final Program Pocket Guide is **Friday, January 26, 2024**.

## Ancillary Event

\$500

SBM welcomes companies, academic institutions, cooperative groups and other such organizations to hold ancillary events at the SBM Annual Meeting. Ancillary events include—but are not limited to—advisory board meetings, focus groups, investigator meetings, committee meetings, and social functions.

*Please note* SBM does not endorse or sanction this function. Any use of the SBM or Annual Meeting name and logo in conjunction with your event is strictly prohibited. **Ancillary functions organized for promotional or market research purposes, or to present scientific findings, are prohibited at the Annual Meeting.** The only appropriate venue for promotional or market research, or scientific findings, is inside the poster/exhibit hall or via a company-sponsored meeting session. **Industry consultant meeting and other forums for “thought leaders” are also not allowed.**

## Mobile App Push Notification

\$500

Deliver your message directly to the home screens of approximately 2,000 attendees. Plan one scheduled custom push notification to go out on the Annual Meeting app to drive engagement and brand awareness, and to encourage attendees to stop by your exhibit booth or sponsored session.



## 2024 Benefits of Support

*Includes combined annual support opportunities, Affiliate Memberships, and Annual Meeting support.*

	Diamond \$20,000+	Platinum \$15,000+	Gold \$10,000+	Silver \$5,000 to \$9,999	Bronze \$2,500 to \$4,999	Copper Up to \$2,499
Personal face-to-face meeting with select SBM executive leadership members at SBM Annual Meeting						
Complimentary job posting on SBM website						
Complimentary registrations for the supported program	4	3	2	1		
Invitation to attend the Supporter Reception at SBM Annual Meeting						
Company acknowledgement of support in program book (both print and mobile app)						
Recognized on meeting signage						
Company logo listed on the SBM website throughout 2024						
"Supporter" name badge ribbons for select organization representatives at program						

Contact SBM Development Manager, Eli Gonzalez-Rehorst at [egonzalez-rehorst@sbm.org](mailto:egonzalez-rehorst@sbm.org) or **(414)231-8241** for the latest availabilities, additions, ad specs, and deadlines. **Some opportunities may be subject to change.** ALL ADVERTISEMENTS ARE SUBJECT TO SBM APPROVAL PRIOR TO PRINTING.

# 2024

## Exhibitor Prospectus



SOCIETY OF  
BEHAVIORAL  
MEDICINE

# An Invitation to Exhibit at SBM’s 45th Annual Meeting



Make your mark at the largest behavioral medicine conference and exhibit at SBM’s 45th Annual Meeting, hosted by SBM. At SBM’s Annual Meeting, we will bring together national and international leaders from academia, government, nonprofit organizations, as well as industry representatives for unmatched education, scientific exchange and networking with the scientists driving the field. If you have a product or service that will advance behavioral medicine research and science, do not miss the opportunity to exhibit at SBM’s 45th Annual Meeting.

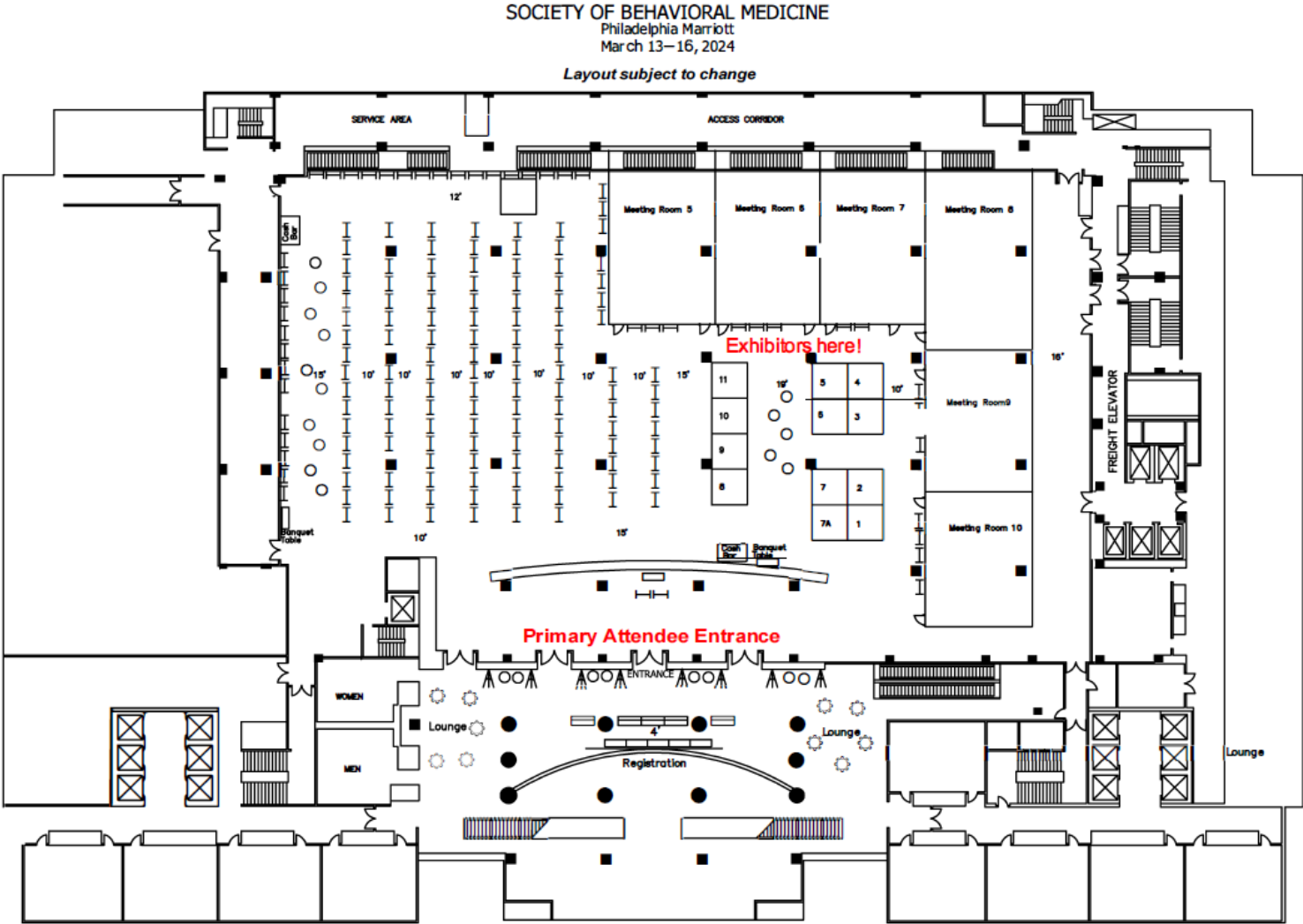
## Who Exhibits at SBM?

- Wearable Technology Companies
- Digital Health Start-Ups
- Cancer Care Centers & Hospitals
- Academic Institutions
- Data Management Companies
- Publication Companies
- Biomedical Companies

## Past Exhibitors

ActivInsights	FDA Center for Tobacco Products	Pathverse
Advance Data Systems Corporation	Fitabase	Patient Centered Outcomes Research Institute
American Academy on Communication in Healthcare	Fitbit Health Solutions	Pattern Health
American Cancer Society	Gerontological Society of America	Pearson
American Institute for Cancer Research	Ginger.io	Salimetrics
American Psychological Association	Intellica Corporation	Springer
Army National Guard	Mayo Clinic	The Center for Integrated Primary Care
Ashametrics	MEI Research Limited	University of Alabama EMOT ECON
AssureRx Health	NIAAA (National Institute on Alcohol Abuse and Alcoholism)	University of Michigan d3 Center
BitGym	NIH Office of Disease Prevention	University of Utah College of Nursing
CDC	Omada Health	Vibrent Health
CITI Program	Otto Trading	Virginia Commonwealth University
coVita	Oxford University Press	Youth-centered Health Design
DuoDesk	PalTech	

# Exhibit Hall Floor Plan





# Exhibit Booth Packages

## Deluxe Package

(10'x20') - \$5,000

- 10' x 20' booth
- Draped back wall and side rails
- Identification sign

Also Includes:

- 2 full Annual Meeting Registration
- 4 exhibit hall only passes
- 15% discount on one Annual Meeting program print advertisement or sponsored email
- Complimentary entry to Industry on Parade Event

All exhibits include company name listed on SBM website, signage, mobile app, the online program, and the Final Program Pocket Guide.

## Basic Package

(10'x10') - \$2,500

- 10' x 10' booth
- Draped back wall and side rails
- Identification sign

Also Includes:

- 1 full Annual Meeting Registration
- 4 exhibit hall only passes
- 10% discount on one Annual Meeting program print advertisement or sponsored email
- 50% discount on Industry on Parade event

# Exclusive Exhibitor Opportunities

Sponsored Happy Hour - \$3,000

Be the exhibit booth that every SBM attendee talks about by sponsoring a happy hour in the exhibit/poster hall on Friday, March 15. Your company logo will go on a wooden nickel that is good for one free drink at the bar. Approximately 200-250 attendees will line up outside of your booth where you will greet them and collect their names and email addresses in exchange for a free drink token. This happy hour will be promoted in Annual Meeting emails, mobile app, and on social media.

Discounted Sponsored Email - \$1,000

This opportunity allows your organization's message to fall right into every pre-registered SBM attendee's inbox (approximately 2,000 recipients)! Upon approval of the content and timing, SBM will send your broadcast email from our address to all those registered for the SBM Annual Meeting.



# General Exhibit Information, Hours, Rules & Regulations

Exhibit booths at the SBM meeting are placed in the poster hall, where attendees present and view research posters. The poster hall is one of the biggest draws at the Annual Meeting and nearly all attendees visit the poster hall each day. SBM Affiliate Members pay a discounted rate. See more information on Affiliate Memberships on page 5. **The full booth rental fee is required with your completed application, due Friday, February 2, 2024.**

## Assignment of Exhibit Space

Placement of exhibitors is assigned on a first come, first serve basis pending receipt of your application and payment at the SBM national office.

## Exhibit Dates and Times

Exhibits will be located in Franklin B at the Philadelphia Marriott Downtown. While the Exhibit/Poster Hall has open hours throughout the meeting, exhibitors are only required to staff their exhibit booths during the Required Exhibit Hours. Please note that all times are subject to change. Exhibitors will be notified of any changes.

### Installation and Dismantlement

Wednesday, March 13, 2024	12 p.m. to 4 p.m. Exhibit Installation Hours
Saturday, March 16, 2024	12 p.m. to 1 p.m. Exhibit Dismantlement Hours

### Dedicated Exhibit Hours

Wednesday, March 13, 2024	5 p.m. to 5:50 p.m.
Thursday, March 14, 2024	11 a.m. to 11:50 a.m. and 5 p.m. to 5:50 p.m.
Friday, March 15, 2024	5 p.m. to 5:50 p.m.
Saturday, March 16, 2024	11 a.m. to 11:50 a.m.

### Open Exhibit/Poster Hall Hours

Wednesday, March 13, 2024	5 p.m. to 5:50 p.m.
Thursday, March 14, 2024	8 a.m. to 5:50 p.m.
Friday, March 15, 2024	8 a.m. to 5:50 p.m.
Saturday, March 15, 2024	8 a.m. to 12 p.m.

**Promotional Activities:** Advertisements and promotional materials may not be displayed or distributed in the educational space immediately before, during, or after a Continuing Education activity. No product advertisements will be permitted in the same room as the educational activity. Exhibitor staff may attend an educational activity, but may not engage in sales activities while in the room where the activity takes place.

**Giveaways:** Giveaways and product samples approved by SBM may be distributed from your exhibit booth. Requests for items other than product samples or educational materials must be submitted to SBM with a sample by February 2, 2024. Samples will not be returned. Written notification will be sent upon SBM approval of the items.

**Drawings/Prizes/Raffles, Etc.:** Prize contests, awards, drawings, raffles, spin wheels or lotteries of any kind held at any time or place within the SBM Annual Meeting are not permitted. Attendees may not be registered for drawings, raffles, or lotteries, which might be conducted after the Annual Meeting. Gaming devices of any description are not allowed in the exhibit hall.

**Exhibit Labor:** Exhibitors have the option of utilizing the Official Service Contractor, who provides quality union labor or personnel from their own companies to install and dismantle displays. Full-time employees of exhibiting companies may set their own exhibits. Any full-time company personnel involved should have visible identification of their company status when engaged in these activities.

**Freight Handling:** All work involved in the loading and unloading of all trucks, trailers and common and contract carriers from the facility docks, including empty crates, and the operation of material handling equipment, is under the jurisdiction of Heritage. Full-time employees of exhibiting companies may 'hand carry' what one person can carry in one trip, provided they do not use material handling equipment. When exhibitors do choose to 'hand carry' material, they may not be permitted access to the loading dock/freight door areas. Alliance will not be responsible for any material we do not handle.

## 2024 Sponsorship Opportunities

Stride for Science Run/Walk – Presenting Sponsor .....	\$15,000
Stride for Science Run/Walk – Food & Beverage Sponsor .....	\$5,000
Stride for Science Run/Walk – Shuttle Bus Sponsor .....	\$3,000
Making Connections Luncheon (Sole Sponsorship).....	\$10,000
Fellows Reception (Sole Sponsorship) .....	\$7,500
VIP Donor Brunch (Sole Sponsorship) .....	\$5,000
Host a Panel or Symposium .....	\$5,000
New Member and New Attendee Meet & Greet (Sole Sponsorship) .....	\$4,000
Host an Industry Roundtable.....	\$3,000
Mid-Career Leadership Institute Fellow .....	\$3,000
Monica Baskin Diversity Institute for Emerging Leaders Fellow .....	\$2,000
Industry on Parade .....	\$500

## Advertisements

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Annual Meeting Final Program	
• Back Cover, Full Page, 4 Color.....	\$1,300
• Inside Front Cover, Full Page, 4 Color .....	\$750
• Back Cover, Half Page, 4 Color .....	\$700
• Inside Back Cover, Full Page, 4 Color .....	\$650
• Inside Full Page, Black & White .....	\$525
• Inside Half Page, Black & White .....	\$350
Sponsored Email.....	\$1,500
Mobile App Push Notification .....	\$500

## Marketing and Branding

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Waived Underrepresented First-Time Annual Meeting Registrations .....	\$10,000
Tweet Wall (Sole Sponsorship) .....	\$10,000
Presidential Keynote (Sole Sponsorship) .....	\$5,000
Lanyards (Sole Sponsorship).....	\$5,000
Keynote Address .....	\$4,000
Master Lecture .....	\$3,500
Symposium, Panel, Networking Session.....	\$2,000
Ancillary Event .....	\$500

## Exhibit Hall

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Deluxe Package (10'x20') .....	\$5,000
Basic Package (10'x10') .....	\$2,500
Sponsored Happy Hour .....	\$3,000
Discounted Sponsored Email .....	\$1,000



SOCIETY OF  
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MEDICINE

March 13-16, 2024 | Philadelphia, PA

## 45<sup>th</sup> Annual Meeting & Scientific Sessions

Moving Behavioral Science Upstream



### Important Dates

- July 12, 2023 • Abstract Submission Open
- September 6, 2023 • Abstract Submission Deadline
- October 1, 2023 • Sponsor & Exhibit Reservations Open
- October 1, 2023 • Affiliate Membership Opens
- November 1, 2023 • General Attendee Registration Open
- January 26, 2024 • Industry on Parade Deadline
- January 26, 2024 • Branding and Ad Commitment Deadline
- February 2, 2024 • Program Support Deadline
- February 2, 2024 • Exhibit Booth Reservation Deadline
- March 13, 2024 • Exhibit Hall Open

*Dates subject to change*



SOCIETY OF  
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