



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

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

Council Chairs

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

Johnson & Johnson



Standard Affiliate Members

fitabase



	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.

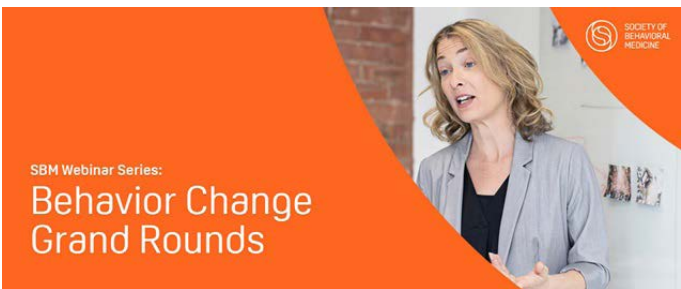
Annual Programs and Events

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!

Seattle, WA
October 11, 2023

Dallas, TX
October 13, 2023

Kansas City, KS
October 25, 2023

Pittsburgh, PA
November 17, 2023

[Learn more at www.sbm.org/meetups](http://www.sbm.org/meetups)

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 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.

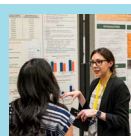
Please note that supporting the Bridging the Gap Research Award does not warrant any influence in the recipient's research project or science.



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



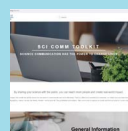
Policy Advocacy Fund

- 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 or (414)231-8241



2024

Annual Meeting Program & Scientific Sessions



SOCIETY OF
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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* (Claimed)

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 (Claimed)



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 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. Eloprez, 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) ----- Making Connections Luncheon (12:00 - 12:50PM)		Presidential Meet & Greet and Business Meeting (12:00 - 1:00PM)		
12:30 PM									
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)						
3:30 PM	Networking Sessions & Live Research Spotlights (3:00 - 3:50PM)				Networking Sessions & Live Research Spotlights (3:00 - 3:50PM)				
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.

For more information or to support our programs, please contact SBM Development Manager, Eli Gonzalez-Rehorst at 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 \$2,4999
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 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

Society of Behavioral Medicine 2024
March 13-16, 2024
PHILADELPHIA MARRIOTT
Franklin Halls A & B

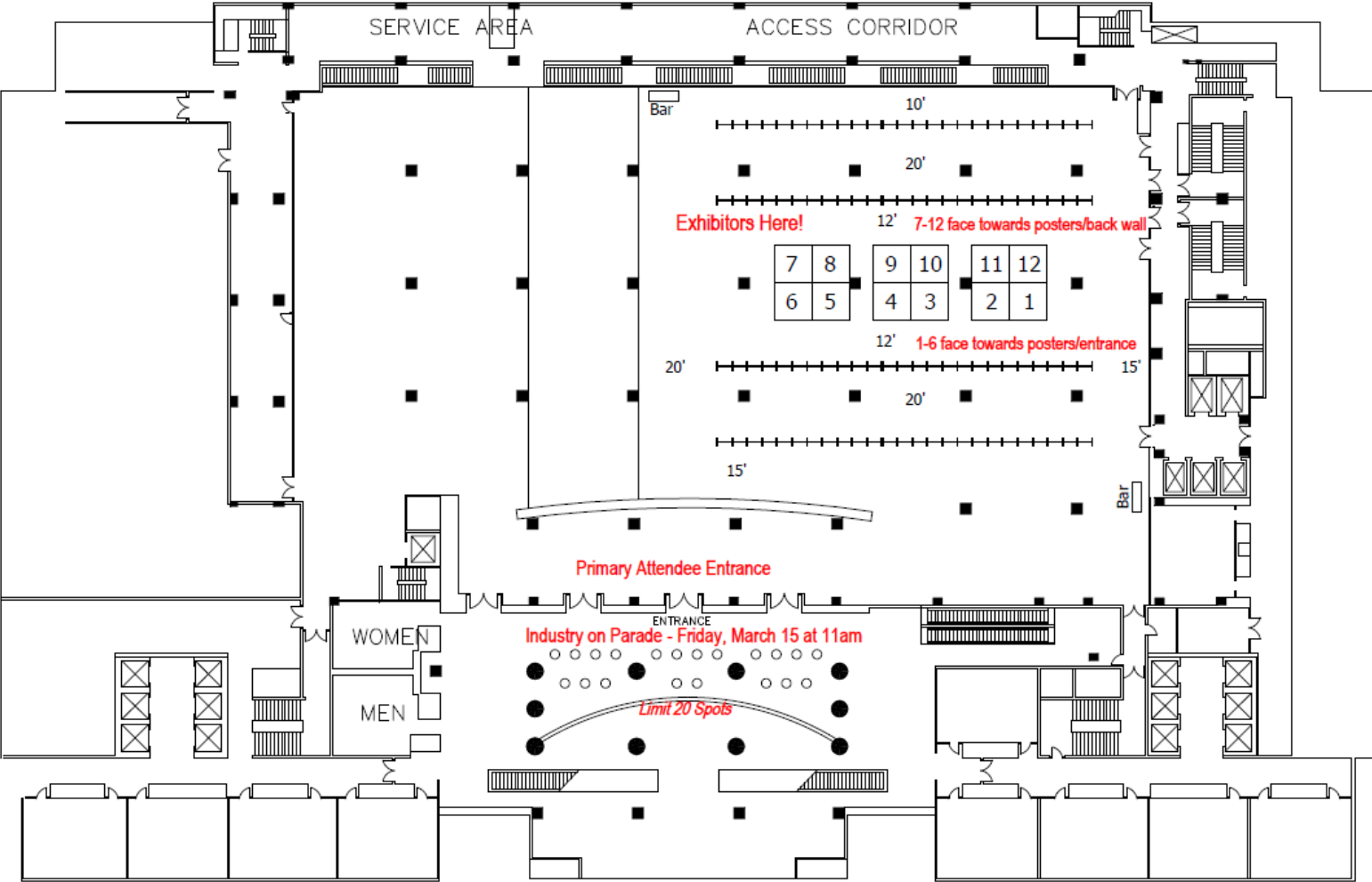


Exhibit Booth Packages

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

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

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

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

Annual Supporter Application

Organization Information

Organization information will be used for a listing in the *Final Program Pocket Guide*.

*Company Name: _____

*Contact Person: _____ *Title: _____

*Address: _____

*City: _____ *State/Province: _____

*Zip/Postal Code: _____ *Country: _____

*Telephone: _____ *Fax: _____

*Website: _____ *Email: _____

Support Selection

AFFILIATE MEMBERSHIP	AMOUNT	CHECK BOX	QUANTITY
Elite Affiliate Membership - including 5 memberships, 3 meeting registrations	\$5,000	<input type="checkbox"/>	
Premium Affiliate Membership – including 3 memberships, 2 meeting registrations	\$3,000	<input type="checkbox"/>	
Standard Affiliate Membership – including 2 memberships, 1 meeting registration	\$2,000	<input type="checkbox"/>	
JOB BOARD & CLASSIFIED ADVERTISEMENTS	AMOUNT	CHECK BOX	QUANTITY
Online Job Board Advertisement – 60 Days	\$12/Line	<input type="checkbox"/>	
Weekly Digest Advertisement	\$100	<input type="checkbox"/>	
Twitter Advertisement	\$100	<input type="checkbox"/>	
Outlook Newsletter Classified Advertisement	\$12/Line	<input type="checkbox"/>	
Annual Meeting Job Board	\$100	<input type="checkbox"/>	
Add On: Logo Included with Advertisement Post	\$50	<input type="checkbox"/>	
ANNUAL SBM PROGRAMS & EVENTS	AMOUNT	CHECK BOX	QUANTITY
Company Hosted Webinar	\$3,000	<input type="checkbox"/>	
Webinar Date & Title:			
Branded Webinar	\$1,000	<input type="checkbox"/>	
Webinar Date & Title:			
Virtual Industry Roundtable	\$5,000	<input type="checkbox"/>	
Behavioral Medicine Meetup – Presenting Sponsor	\$5,000	<input type="checkbox"/>	
Meetup City, State:			
Behavioral Medicine Meetup – Branded Deluxe Sponsorship	\$2,500	<input type="checkbox"/>	
Meetup City, State:			
Behavioral Medicine Meetup – Branded Sponsorship	\$1,500	<input type="checkbox"/>	
Meetup City, State:			
Mid-Career Leadership Institute – General Support	\$_____	<input type="checkbox"/>	
Monica Baskin Diversity Institute for Emerging Leaders – General Support	\$_____	<input type="checkbox"/>	
Health Living Article	\$1,000	<input type="checkbox"/>	
Topic/Title of Article:			
Bridging the Gap Research Award – Annual Platinum Gift	\$10,000	<input type="checkbox"/>	
Bridging the Gap Research Award – Annual Gold Gift	\$5,000	<input type="checkbox"/>	
Bridging the Gap Research Award – Annual Silver Gift	\$2,500	<input type="checkbox"/>	
Bridging the Gap Research Award – Other Gift Amount	\$_____	<input type="checkbox"/>	

Annual Supporter Application — CONTINUED

PROVEN SCIENCE – BETTER HEALTH GIVING CAMPAIGN	AMOUNT	CHECK BOX	QUANTITY
General Fund – Any Size Gift Helps! <i>Supports keeping membership dues low</i>	\$_____	<input type="checkbox"/>	
Leadership Development Fund – Any Size Gift Helps! <i>Supports Leadership & Diversity Institute Tuition, and funding travel scholarships for underrepresented event attendees</i>	\$_____	<input type="checkbox"/>	
Policy Advocacy Fund – Any Size Gift Helps! <i>Supports health policy ambassador program, including professional development opportunities & representing SBM in DC</i>	\$_____	<input type="checkbox"/>	
Science Communication Fund – Any Size Gift Helps! <i>Supports sci comm toolkit, healthy living articles</i>	\$_____	<input type="checkbox"/>	
Early Career Membership Support – Any Size Gift Helps!	\$_____	<input type="checkbox"/>	
Matching Gift – Annual (January 1 – December 31, 2024) <i>Recommended gift: \$10,000 - \$30,000</i>	\$_____	<input type="checkbox"/>	
<i>Designated Fund:</i> <input type="checkbox"/> General <input type="checkbox"/> Leadership Development <input type="checkbox"/> Policy Advocacy <input type="checkbox"/> Science Communication <input type="checkbox"/> All Funds			
Matching Gift – Annual Meeting Week (March 13-16, 2024) <i>Recommended gift: \$1,000 - \$5,000</i>	\$_____	<input type="checkbox"/>	
<i>Designated Fund:</i> <input type="checkbox"/> General <input type="checkbox"/> Leadership Development <input type="checkbox"/> Policy Advocacy <input type="checkbox"/> Science Communication <input type="checkbox"/> All Funds			
Matching Gift – SBM 45th Founder’s Day (November 16, 2024) <i>Recommended Gift: \$4,500</i>			
<i>Designated Fund:</i> <input type="checkbox"/> General <input type="checkbox"/> Leadership Development <input type="checkbox"/> Policy Advocacy <input type="checkbox"/> Science Communication <input type="checkbox"/> All Funds			
Matched Gift – Custom Event or Program	\$_____	<input type="checkbox"/>	
<i>Purpose:</i>			
<i>Date(s):</i>			
ANNUAL MEETING PROGRAM SUPPORT	AMOUNT	CHECK BOX	QUANTITY
Stride for Science 5k Run Walk – Presenting Sponsor	\$15,000	<input type="checkbox"/>	
Stride for Science 5k Run Walk – Food & Beverage Sponsor	\$5,000	<input type="checkbox"/>	
Stride for Science 5k Run Walk – Shuttle Bus Sponsor	\$3,000	<input type="checkbox"/>	
Making Connections Luncheon	\$10,000	<input type="checkbox"/>	
Fellows Reception	\$7,500	<input type="checkbox"/>	
VIP Donor Brunch	\$5,000	<input type="checkbox"/>	
Company Hosted Panel	\$5,000	<input type="checkbox"/>	
<i>Topic:</i>			
Company Hosted Symposium	\$5,000	<input type="checkbox"/>	
<i>Topic:</i>			
New Member and New Attendee Meet & Greet	\$4,000	<input type="checkbox"/>	
Company Hosted Industry Roundtable	\$3,000	<input type="checkbox"/>	
Mid-Career Leadership Institute Fellow	\$3,000	<input type="checkbox"/>	
Monica Baskin Diversity Institute for Emerging Leaders Fellow	\$2,000	<input type="checkbox"/>	
Industry on Parade	\$500	<input type="checkbox"/>	
ANNUAL MEETING BRANDING OPPORTUNITIES	AMOUNT	CHECK BOX	QUANTITY
Waived Underrepresented First-Time Annual Meeting Registrations	\$10,000	<input type="checkbox"/>	
Tweet Wall (80")	\$10,000	<input type="checkbox"/>	
Presidential Keynote & Awards Ceremony	\$5,000	<input type="checkbox"/>	
Lanyards	\$5,000	<input type="checkbox"/>	
Keynote Address	\$4,000	<input type="checkbox"/>	
Master Lecture	\$3,500	<input type="checkbox"/>	
Sponsored Symposium, Panel, or Networking Session	\$2,000	<input type="checkbox"/>	
<i>Session Name:</i>			
<i>Session Name:</i>			
Ancillary Event	\$500	<input type="checkbox"/>	

Annual Supporter Application — CONTINUED

ANNUAL MEETING DIGITAL ADVERTISEMENTS	AMOUNT	CHECK BOX	QUANTITY
Broadcast Email	\$1,500	<input type="checkbox"/>	
Mobile App Push Notification	\$500	<input type="checkbox"/>	
ANNUAL MEETING PROGRAM ADVERTISEMENTS	AMOUNT	CHECK BOX	QUANTITY
Back Cover, Full Page, 4 Color	\$1,300	<input type="checkbox"/>	
Inside Front Cover, Full Page, 4 Color	\$750	<input type="checkbox"/>	
Back Cover, Half Page, 4 Color	\$700	<input type="checkbox"/>	
Inside Back Cover, Full Page, 4 Color	\$650	<input type="checkbox"/>	
Inside Full Page, Black & White	\$525	<input type="checkbox"/>	
Inside Half Page, Black & White	\$350	<input type="checkbox"/>	
ANNUAL MEETING EXHIBIT OPPORTUNITIES	AMOUNT	CHECK BOX	QUANTITY
Deluxe Exhibit Package, 10 ft x 20 ft Booth	\$5,000	<input type="checkbox"/>	
15% Discounted Broadcast Email	\$1,275	<input type="checkbox"/>	
Preferred Exhibit Booth Number(s)		<input type="checkbox"/>	
Basic Exhibit Package, 10 ft x 10 ft Booth	\$2,500	<input type="checkbox"/>	
10% Discounted Broadcast Email	\$1,350	<input type="checkbox"/>	
50% Discounted Industry on Parade Event	\$250	<input type="checkbox"/>	
Preferred Exhibit Booth Number(s)		<input type="checkbox"/>	
Exhibitor Sponsored Happy Hour	\$3,000	<input type="checkbox"/>	

Payment Information

Full payment and completed application are due by February 2, 2024. Please retain a copy for your records.

Annual Meeting Program Support \$ _____
 Annual Meeting Branding Opportunities: +\$ _____
 Annual Meeting Digital Ads: +\$ _____
 Annual Meeting Program Ads: +\$ _____
 Exhibitor Opportunities: +\$ _____
 Affiliate Membership: +\$ _____
ANNUAL MEETING SUPPORT SUBTOTAL: =\$ _____

Affiliate Membership Discount: -\$ _____

Formula: Annual Meeting Program Support x Affiliate Membership Discount

Elite Discount: 20% Off Meeting Support

Premium Discount: 15% Off Meeting Support

Standard Discount: 10% Off Meeting Support

Job Board & Classified Ads: \$ _____
 Annual SBM Programs & Events: +\$ _____
 Proven Science—Better Health Giving Campaign: +\$ _____
ANNUAL SBM SUPPORT SUBTOTAL: =\$ _____

TOTAL PAYMENT \$ _____

Formula: Annual Meeting Support Subtotal – Affiliate Membership Discount + Annual SBM Support Subtotal

Annual Supporter Application — CONTINUED

Payment Options

Check enclosed Wire Transfer

Please make check payable to the Society of Behavioral Medicine.

Visa MasterCard American Express Discover

Credit Card Number: _____ Expiration Date: _____

Cardholder's Name: _____

Cardholder Signature: _____

Supporter Agreement

To accept the terms of the supporter agreement please type your name into the signature area below:

Print a copy of this exhibit space and support application for your records. **This is your invoice and contract. No additional invoice will be issued.**

SBM National Office

555 East Wells Street, Suite 1100

Milwaukee, WI 53202

Phone: (414) 918-3156

Fax: (414) 276-3349

Email: info@sbm.org

Website: www.sbm.org

Annual Meeting Supporter Agreement

Cancellation Policy

Cancellations received in writing by Friday, February 2, 2024, will be refunded, minus a \$100 administrative fee. Cancellations after this date will not receive a refund unless the booth space is resold in the case of exhibitors. If for any cause beyond the control of the Society – such as, but not limited to, an act of God, the public enemy, authority of the law, fire, public health emergencies, or other force majeure—the Society is unable to comply with the terms of this contract, this contract shall be considered terminated and any payments made hereunder by the supporter shall be refunded to the supporter in full. The supporter also reserves the right to carryover their support to the Society's 2025 Annual Meeting.

Exhibitor Agreement Terms and Conditions

You are hereby authorized to reserve space for the company indicated to exhibit at the SBM 45th Annual Meeting to be held March 13-16, 2024, at the Philadelphia Marriott Downtown in Philadelphia, Pennsylvania. We understand that the assigned space will be rented at the rate quoted in the SBM 45th Annual Meeting prospectus. We understand further that all space must be paid for in full on or before February 2, 2024. If the assigned space is not paid for in full by the specified date, the space may be reassigned to another exhibitor at the discretion of the SBM Executive Director. We agree to abide by all rules and regulations governing exhibitors set forth in the SBM 45th Annual Meeting Exhibitor Prospectus, which is made part of this contract by reference and fully incorporated herein.

Hold Harmless Clause: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to the exhibitor's displays, equipment and other property brought upon the premises of the exhibit facility and shall indemnify and hold harmless the Society of Behavioral Medicine, the Philadelphia Marriott Downtown, decorator contracted for 45th Annual Meeting & Scientific Sessions, and each of their employees and agents from any and all such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Philadelphia Marriott Downtown, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the Philadelphia Marriott Downtown, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

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.

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Annual Meeting Supporter Agreement

Gratuities: SBM prohibits the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Event Discrimination and Harassment

The Society of Behavioral Medicine (SBM) is committed to providing a discrimination-, harassment-, and retaliation-free environment for all participants in society events. SBM prohibits discrimination or harassment based on actual or perceived gender, gender identity, gender expression, sexual orientation, body size, disability, race, ethnicity, socioeconomic status, age, religion (or lack thereof), marital or parental status, or any other status protected by law ("protected status"). SBM has zero tolerance for any form of harassment, discrimination, or retaliation at society meetings and events.

This policy applies to all SBM events, including those sponsored by other organizations held in conjunction with an SBM event. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, staff (including venue staff), contractors, vendors and other service providers, and anyone else present at SBM meetings or events, are expected to abide by this policy.

Unacceptable Behavior

Discrimination consists of material, adverse treatment based on a person's protected status. Conduct can amount to prohibited discrimination even when a person does not specifically intend to harm someone else.

Harassment consists of unwelcome conduct of a demeaning, abusive, and/or offensive nature that either (1) constitutes a term or condition of a person's participation in society events (quid pro quo harassment); or (2) substantially interferes with a person's participation in society events or otherwise creates what a reasonable person would consider to be a hostile environment. Examples of harassment include, but are not limited to, physical or verbal abuse of any participant, stalking or threatening any participant, harassing photography or recording of any participant, the use of slurs and epithets, display of disparaging material, display of sexual imagery, inappropriate or unwelcome physical contact, and nonconsensual sexual advances.

Retaliation consists of material, adverse action taken against someone because the person reported discrimination or harassment (either on behalf of themselves or another) or because the person participated in the investigation and resolution of a report. Retaliation can occur even if the underlying report of discrimination or harassment is unsubstantiated.

Participants who are asked to stop discriminatory or harassing behavior are expected to comply immediately. Upon receipt of a report of prohibited conduct, SBM retains the right to take any steps deemed necessary and appropriate, including immediate removal from the event without warning or refund, to end the conduct and maintain a safe and welcoming environment for participants. Further, SBM reserves the right to prohibit anyone who violates this policy from attending any future SBM meeting or event. Misconduct can also result in the revocation of SBM membership, including fellow status.

Reporting Unacceptable Behavior

Any person subjected or witness to discrimination or harassment is encouraged to report such conduct to SBM management as soon as possible and may be asked to file a written report. SBM staff are available for consultation with any meeting or event participant or attendee who believes they have experienced any form of harassment while at any SBM meeting or event. Reports should include identification of the offender (or description); behaviors or actions by that person; circumstances around the incident; day, time, and session; and others present. All written reports will be kept confidential.

Upon receipt of a report, SBM will review the available information, which may include speaking with the persons involved, and determine whether a policy violation has occurred. To the extent any person experiences or witnesses conduct that is criminal in nature, SBM strongly encourages the person to also make a report to law enforcement.

Unacceptable behaviors not reported during the meeting or event may be reported to SBM staff after the conference by contacting Executive Director Lindsay Bullock (lbullock@sbm.org). All complaints will be treated seriously and responded to promptly.

A participant or attendee who believes he or she was falsely or unfairly accused of violating this policy should notify SBM Executive Director Lindsay Bullock (lbullock@sbm.org).





SOCIETY OF
BEHAVIORAL
MEDICINE

March 13-16, 2024 | Philadelphia, PA

45th 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
BEHAVIORAL
MEDICINE

Society of Behavioral Medicine | 555 E Wells St, Suite 1100 | Milwaukee, WI 53202

info@sbm.org | Phone: (414) 231-8241