



SOCIETY OF  
BEHAVIORAL  
MEDICINE

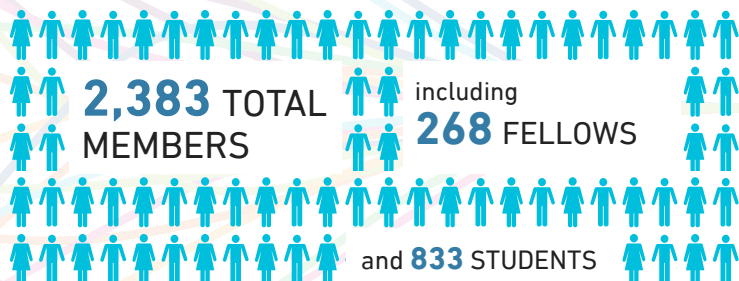
# 2026 Support Opportunities Guide & Exhibitor Prospectus



# Our Mission

## Proven Science – Better Health.

The Society of Behavioral Medicine (SBM) is a nonprofit organization comprising researchers, clinicians, educators, industry professionals, and policymakers from over 20 healthcare disciplines. With a focus on behavioral, psychosocial, environmental, and biomedical factors, SBM members conduct research on various conditions such as cardiovascular 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. They use these research findings to enhance clinical practice, improve public health policies, and promote affordable and equitable healthcare. Since 1978, SBM has been providing vital support to its members as they work towards better health outcomes.



Members specialize in 40+ areas. The 5 most common are:

- Health promotion
- Cancer
- Physical activity
- Obesity/eating disorders
- Racial/cultural factors in health

## 2025-26 Board of Directors

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**Scherezade Mama, DrPH**  
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### 47th Annual Meeting Planning Committee Chairs

**Lorna McNeill, PhD, MPH, FSBM**  
MD Anderson Cancer Center  
*Chair*

**Valerie Myers, PhD, FSBM**  
Glooko  
*Co-Chair*

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# SBM Affiliate Membership

## Support, Engage, & Save With Exclusive Benefits

The SBM Affiliate Membership Program brings together the top thought leaders in behavioral medicine science, collaboratively working together to create innovation solutions to today’s most challenging public health issues, shape policies that promote affordable and accessible healthcare, and advance the field of behavioral medicine.

**Together, we will build a strong bridge between our business, nonprofit, government, and academic communities.**

### 2026 Membership: Oct. 1, 2025 - Dec. 31, 2026

AFFILIATE MEMBERSHIP BENEFITS	ELITE \$5,000	PREMIUM \$3,500	STANDARD \$2,500
<b>Host an SBM Webinar at a Discounted Rate!</b> Elite Affiliates enjoy the exclusive privilege of hosting an SBM webinar at no cost. Premium Affiliates pay \$750 at a 50% discount.	100%	50%	
<b>30-Minute Meeting with SBM Leadership</b> A unique opportunity to sit down one-on-one with SBM Board Members at the Annual Meeting.	✓	✓	
<b>Complimentary SBM Memberships</b> The perfect way to expand your awareness and build connections in the SBM community.	5	3	2
<b>Complimentary Full Conference Registrations</b> Gain access to all conference sessions and events!	3	2	1
<b>Annual Meeting Support Discount</b> Valid on all sponsor and exhibit opportunities in the 2026 prospectus.	20%	15%	10%
<b>Complimentary Posts in Members-Only E-Newsletter</b> The <i>Weekly Digest</i> reaches around 2,500 behavioral medicine scientists every Thursday, with a strong 60% open rate. It’s an effective platform for recruitment, resource sharing, updates, and more.	3	2	1
<b>Complimentary Healthy Living Article Publications</b> Healthy Living articles are public-facing, attracting 14,000+ monthly viewers who spend 15 minutes on top articles.	3	2	1
<b>Table at the Synergy Summit</b> Connect with future colleagues or collaborators during this match-making event at the Annual Meeting.	✓	✓	✓
<b>Exclusive Access to the Scientific Advisor Directory</b> Search for consultants, advisory board members, topic-specific experts, and more, all within the SBM community.	✓	✓	✓
<b>Logo, Description, and Link on Affiliate Membership website</b>	✓	✓	✓
<b>Logo on Annual Meeting Signage and Mobile App</b>	✓	✓	✓



SOCIETY OF  
BEHAVIORAL  
MEDICINE

April 22-25, 2026  
Chicago, IL

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

# SPONSOR AND ADVERTISER PROSPECTUS

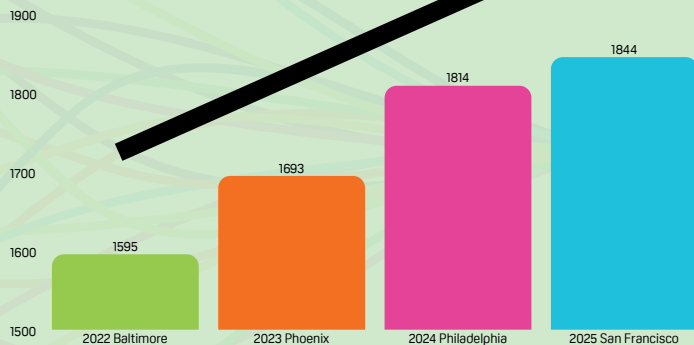
Hilton Chicago  
720 S. Michigan Ave



# Be Part of the Largest Annual Behavioral Medicine Gathering in the World!

The Society of Behavioral Medicine's (SBM) Annual Meeting is the leading event for behavioral medicine professionals. We bring together national and international leaders as well as students and postdocs for unmatched education, scientific exchange and networking with the scientists driving the field.

## ATTENDANCE: 1,800+ attendees!



## Top Professions (in order):

- ✓ Psychologists
- ✓ Public Health Professionals
- ✓ Postdoctoral Fellow
- ✓ Dietician, Nutritionist
- ✓ Nurse, Physician
- ✓ Epidemiologist

## Working in:



**70%**  
Academic  
Institutions



**20%**  
Hospitals &  
Medical Centers



**5%**  
Government  
& nonprofits



**5%**  
Private  
Industry

## Working as:

**42%** Researcher

**33%** Student / Postdoc Trainee

**17%** Professor / Administrator

**8%** Clinician

## MEETING LOCATION:

### Hilton Chicago

720 South Michigan Avenue  
Chicago, IL 60605

Overlooking Grant Park, Lake Michigan, and Museum Campus, you'll be situated on Michigan Avenue, where incredible experiences are around every corner. Join us for a 5k run/walk in Grant Park on Thursday morning during the conference!



**MEETING DATE:**  
**April 22-25, 2026**

## TOPIC AREAS:

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

# Past Sponsors

- Aura
- ActivInsights
- Calm
- Center for Children’s Healthy Lifestyles & Nutrition
- Citi Program
- Fitabase
- Guilford Press
- Hinge Health
- IBM Research
- ilumivu
- IU School of Nursing
- Johnson & Johnson
- Mayo Clinic
- Modern Health
- Moffitt Cancer Center
- National Cancer Institute
- National Institute of Health
- Northwell Health
- Omada Health
- One Drop
- Oxford University Press
- Patients Like Me
- Penn State Cancer Institute
- Penn State College of Health & Human Development
- Penn State Social Science Research Institute
- RTI International
- Software for Research
- Truth Initiative
- University of Alabama at Birmingham
- University of Arizona
- UCI Institute for Clinical and Translational Science
- UCI Program in Public Health
- UCSD CORE
- UConn
- UPMC Health Plan
- US Army Medical Recruiting Brigade
- US Department of Veterans Affairs
- Virginia Commonwealth University
- VCU Massey Comprehensive Cancer Center
- WeightWatchers



9 2026 ANNUAL MEETING: JOIN US IN CHICAGO!




## 5 Reasons to Partner with SBM

As an SBM partner, your organization will join a diverse alliance of pioneers in behavioral science, driving excellence and corporate innovation. This partnership offers a prime opportunity to support, connect, and engage with researchers, practitioners, and policymakers who are shaping our future across 20 different fields, helping to build some truly valuable partnerships.

- 1 SBM is a fantastic way for your company to confidently showcase and legitimize your science.
- 2 You can share that your products or programs are built on evidence showcased at national conferences, emphasizing their credibility.
- 3 SBM can be a great vehicle for sharing your science both in academic circles and in real-world clinical settings.
- 4 Partnering with SBM is a wonderful way to discover grant opportunities and collaborate on paper writing.
- 5 SBM highlights applied research that remains grounded in theory and evidence.

## How to Become a Sponsoring Partner

Partnership levels and benefits are based on total investment

COPPER PARTNER	BRONZE PARTNER	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER	DIAMOND PARTNER
					
<\$2,500	\$2,500+	\$5,000	\$10,000+	\$15,000+	\$20,000+
Select up to \$2,500 of sponsorship offerings on pages 15 - 21.	Select \$2,500+ of sponsorship offerings on pages 15-21.	Select \$5,000+ of sponsorship offerings on pages 12 - 21.	Select \$10,000+ of sponsorship offerings on pages 10 - 21.	Select \$15,000+ of sponsorship offerings on pages 12 - 21.	Select \$20,000+ of sponsorship offerings on pages 10 - 21.

**FULL BENEFITS OF SUPPORT LISTED ON NEXT PAGE**

# Benefits of Support

PARTNER LEVEL BENEFITS	DIAMOND \$20,000+	PLATINUM \$15,000+	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,500+	COPPER <\$2,500
Logo on 2026 Annual Meeting Website	✓					
30-minute Meeting with SBM Leadership	✓					
Complimentary Tickets to President's Reception	4	2				
Logo On All Annual Meeting Promotional Emails	✓	✓				
Logo in Slide Deck Displayed Between General Sessions	✓	✓	✓			
Sponsored Email Blast to Pre- Registered Attendees	✓	✓	✓			
Complimentary Full Conference Registrations	4	3	2	1		
Synergy Summit Table & Speaking Opportunity	✓	✓	✓	✓		
Logo on the Conference Mobile App	✓	✓	✓	✓	✓	✓
Logo on Annual Meeting Support Signage	✓	✓	✓	✓	✓	✓
Recognition in Annual Meeting Schedule-At-A-Glance	✓	✓	✓	✓	✓	✓
Logo on SBM Annual Meeting Support Page	✓	✓	✓	✓	✓	✓

*Exhibit booths and Run/Walk support are included in Annual Meeting partnership recognition; affiliate memberships are excluded.*

**Questions?  
Ready to Apply?**

SBM Development Manager  
Eli Gonzalez-Rehorst, MS  
egonzalez-rehorst@sbm.org  
414-231-8241

# Customize Your Partnership Package

## Stride for Science 5k Run/Walk

Showcase your commitment to health and science with unparalleled brand visibility and engagement by sponsoring the Annual Stride for Science 5k Run/Walk!



**5K RUN/WALK DATE:**  
**Thursday, April 23, 2026**  
**Start Time 6:15 a.m.**



**LOCATION:**  
**Grant Park**  
**Chicago, IL**



**APPROXIMATELY**  
**120 PARTICIPANTS**

PARTNER LEVEL BENEFITS	PRESENTING \$10,000 (EXCLUSIVE!)	SILVER \$5,000 (LIMIT 2)	BRONZE \$2,500
Welcome Ceremony Speech with SBM President-Elect	<b>CLAIMED</b> ✓		
Logo Recognition on the Annual Meeting Website	✓		
Logo Recognition on Annual Meeting and Run/Walk Promotional Emails	✓	✓	
Recognition on Email Banner Ad in Weekly Digest E-Newsletter	✓	✓	
Recognition on Social Media Posts	✓	✓	
Logo on the Run/Walk Shirts	Presenting Sponsor & Large Logo on Back	Exclusive Logo on Sleeve	Small Logo on Back
Complimentary Run/Walk Registrations for Your Organization	10	5	3
Logo Recognition on the Event Webpage	✓	✓	✓
Logo Recognition on Event Meter and Poster Boards	✓	✓	✓
Logo Recognition on Conference App	✓	✓	✓

**OVER 100K IMPRESSIONS ON DIGITAL PROMOTIONS!**

# Customize Your Partnership Package

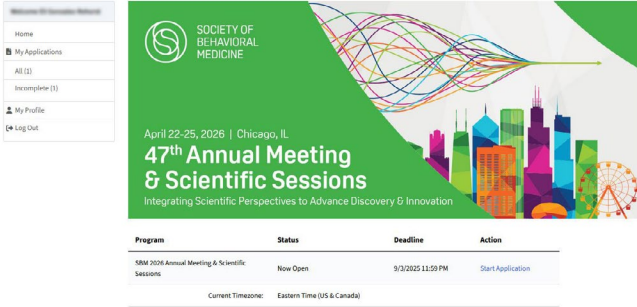
## \$10,000 SUPPORT OPPORTUNITIES

### Registration Site Sponsor

*Exclusive!*

Be the first point of contact for conference attendees by sponsoring the online registration website. Support includes logo recognition in the registration portal and in every registration confirmation email.

Registration is open the first week of November through the Annual Meeting.



**SPONSOR AD HERE**



### SBM 2026 Registration Confirmation

Thank you for registering for SBM's 47th Annual Meeting & Scientific Sessions!

The Society of Behavioral Medicine (SBM) is now accepting abstract submissions for the SBM Annual Meeting & Scientific Sessions in Chicago, IL, from April 22-25, 2026. This year's theme, "Integrating Scientific Perspectives to Advance Discovery & Innovation," will focus on innovation and research aimed at integrative scientific perspectives and novel research ideas to develop effective, adaptable, and sustainable health solutions that apply.

**SPONSOR AD HERE**



### Plant-Based Breakfast (Thursday Only)

Give SBM attendees the plant-based fuel they need to start their day and stay energized throughout the conference. Over 1,500 attendees stop by the breakfast buffets each day.

Sponsorship includes logo on promotional emails, signage, and custom coffee sleeves with QR code option.



### Conference Wi-Fi Sponsor

*Exclusive!*

Connect your brand directly to attendees by sponsoring the conference WiFi. This is a premier opportunity to have your logo displayed on all instrumental messages and on-site signage. Ensure that every attendee associates your brand with seamless connectivity and convenience.



# Customize Your Partnership Package

## \$7,500 SUPPORT OPPORTUNITIES

### SBM Fellow's Reception

*Exclusive!*

Connect with 150 of SBM's most distinguished behavioral medicine scientists at the Fellows Reception on Wednesday, April 22 from 5:30 - 7:30 p.m. Event takes place at a unique venue each year outside of the conference hotel (e.g. Merchants Exchange Club, San Francisco; Desert Botanical Garden, Phoenix).

Sponsorship includes two complimentary conference registrations, a speaking opportunity, and recognition on reception invitations and signage. Lead retrieval will be provided to scan attendee badges.



### First-Time Attendee Meet & Greet

*Exclusive!*

Join the Membership Council Chair in personally welcoming over 300 new faces to SBM on Wednesday, April 22 from 5 - 6 p.m. Speaking opportunity available.

Sponsor will receive logo recognition on event invitations, signage, and drink tokens handed out to every new member and new attendee at check-in. Lead retrieval will be provided to scan attendee badges.

### Notebooks

Handed out to the first 1,000 attendees - your logo will be featured on the front of the notebook with SBM's logo. Sponsor will have the opportunity to design the back cover.

*Exclusive!*



### Coffee Sleeve Sponsor

Keep SBM attendees fueled and refreshed while gaining maximum exposure for your company by sponsoring the coffee sleeves.

Sponsor receives logo placement on coffee sleeves with option to include a QR code link of your choice.



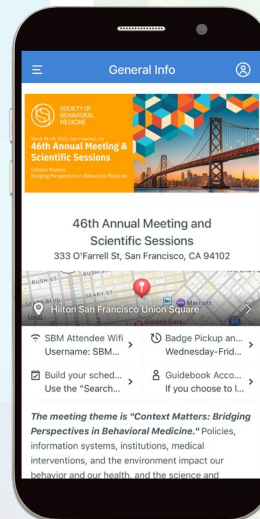
### Dates and Times:

Thursday, April 23: 8 - 9 a.m. & 11 - 11:50 a.m.  
Friday, April 24: 8 - 9 a.m. & 11 - 11:50 a.m.  
Saturday, April 25: 11 - 11:50 a.m.

### Conference Mobile App

*Exclusive!*

SBM's conference mobile app and planner is essential to navigating all Annual Meeting sessions and events. Each time an attendee opens the SBM mobile app, your logo will be prominently featured alongside SBM content.



# Customize Your Partnership Package

\$5,000 SUPPORT OPPORTUNITIES

## EXCLUSIVE SWAG ESSENTIALS



### Lanyards

**CLAIMED**

A favorite constant companion for SBM attendees with a high-visibility opportunity for you. Your logo prominently featured on lanyards distributed to every conference attendee.



### Meeting Tote Bag Sponsor

Provide all meeting attendees with a tote bag prominently displaying your company name and logo. Co-branded with SBM.



### Attendee Badge Sponsor

New this year! This is a prime opportunity to let SBM attendees know what you're about with your logo and a custom QR code of your choice featured on every meeting attendee's badge.



### Pen Sponsor

Your logo prominently featured on quality pens handed out to every Annual Meeting attendee.

## Company-Hosted Session

**Limit: 3**

Elevate your brand and engage a targeted audience by hosting a company-hosted session of your choice, selecting from a symposium or panel. We provide the room and basic A/V, and you lead the planning, content, speakers, and more for a 50 minute session open to all conference attendees. The session will be included in the conference app and online meeting planner. Lead retrieval will be provided to scan attendee badges.

**NO ABSTRACT  
REQUIRED FOR  
ACCEPTANCE!**



## SHARE YOUR SCIENCE & PRODUCTS WITH A CAPTIVATED AUDIENCE!



**Questions?  
Ready to Apply?**

SBM Development Manager  
Eli Gonzalez-Rehorst, MS  
egonzalez-rehorst@sbm.org  
414-231-8241

# Customize Your Partnership Package

## High Impact Keynotes and Master Lectures

Each keynote and master lecture offers an exclusive sponsorship opportunity for the most prominent, sessions with industry leaders. Sponsors will be acknowledged verbally, have their logo on the title slide, and be recognized in promotional emails and conference app listings.



### Keynotes: \$5,000

#### Presidential Keynote & Awards Ceremony

**Speaker: Christine Hunter, PhD, ABPP**

Awards Ceremony includes: distinguished scientists, students, and mentors, the Robert T. Croyle Behavioral Medicine Service Award; Elliot J. Coups Improving Health through Behavioral Medicine Award, and more.

#### Norman B. Anderson Keynote Address

One of the most well-attended sessions at last year's meeting, this keynote commemorates the late Dr. Norman B. Anderson, former SBM president. A valuable opportunity for your company to engage with and honor Dr. Anderson's extraordinary legacy.

**3 Additional Keynotes Offered!**

Past Speakers:  
**Heather Cole-Lewis, PhD**  
Google

**Sandro Galea, MD, DrPH**  
WashU School of Public Health

**Robert Winn, MD**  
VCU Massey Cancer Center

**Wizdom Powell, PhD**  
Headspace Health

**Timothy Caulfield, CM**  
University of Alberta

**Michelle Segar, PhD**  
University of Michigan



### Master Lectures: \$3,500

#### Jessie Gruman Award Winner - Master Lecture

The highest award given for total career achievement through scholarly distinction

#### Distinguished Scientist Award Winner - Master Lecture

Recognizing pivotal and extensive contributions to research, practice, and/or policies that have advanced the understanding of patient engagement.

**2 Additional Lectures Offered!**

Past Speakers:  
**Susan Michie, MPhil, DPhil, FSBM**  
University College, London

**Mark Hatzenbuehler, PhD**  
Harvard University

**Michelle Cardel, PhD, RD**  
WeightWatchers

**Steve Downs, MS**  
Building H

**Jamie Ard, MD**  
Wake Forest University

# Customize Your Partnership Package

## Under \$5,000 Support Opportunities

### Sponsored Exhibitor Happy Hour \$3,000

Draw attendees to your exhibit booth by sponsoring a happy hour in the exhibit/poster hall! Your company logo will go on a wooden nickel that is good for one free drink at the bar. Expect over 200 attendees lined up outside of your booth where you will greet them exchange their contact information for a free drink token. Lead retrieval will be provided to scan attendee badges.

Happy hour will be promoted in Annual Meeting emails, mobile app, and on social media.

**Available: Friday, April 24 from 5 - 6 p.m.**



### Host an Industry Roundtable \$3,000

A prime opportunity for your company to get direct feedback from a small group of experts. Each roundtable is a 50-minute discussion with up to 10 behavioral scientists ready to provide valuable feedback and insights on your burning questions. Topics range from clinical trial recruitment to AI and healthcare provider adherence.

### Ancillary Event \$500

Open to all organizations who wish to hold an event of any nature during the SBM Annual Meeting. Application review and approval are first-come, first-serve. catering, AV, and set-up are excluded from fee.

#### Allowed Event Activities (not limited to):

- ✓ Social event / gathering / luncheon
- ✓ Organizational / committee meeting
- ✓ Workshop
- ✓ Hospitality suite

### Synergy Summit: Connecting Science with Solutions \$500

Join us for this unique 50-minute match-making event, connecting you with future colleagues and collaborators! The synergy summit is open to organizations across all sectors including for-profit companies, academic institutions, nonprofits, and government entities.

#### ATTENDEES:

100+ researchers and scientists at all career stages who work in academia or industry and have expertise in science communication, digital health, research, and more.

#### SUPPORT INCLUDES:

- ✓ Table to connect with attendees
- ✓ Two complimentary tickets
- ✓ 1-minute speaking opportunity to share more about your organization with all attendees
- ✓ Lead retrieval will be provided to scan attendee badges.
- ✓ Logo and connections on Synergy Summit flyer and website
- ✓ Recognition in conference app, promotional emails, "know before you go" email to pre-registered attendees, and on event signage



#### Prohibited Event Activities:

- ✗ Promotional or market research purposes
- ✗ Present scientific findings
- ✗ Industry consultant meetings
- ✗ Forums for "thought leaders"

# Customize Your Partnership Package

## Under \$5,000 Support Opportunities

### Sponsor an SBM Session!

Showcase your support for research and professional development by sponsoring any of SBM's sessions. Sponsorship includes recognition in conference app and online planner session listings and any promotional emails.

#### Breakfast Roundtable Sponsor \$2,000

Hosted by Special Interest Groups (SIGs) on Thursday and Friday morning. Food and beverage included.

#### Pre-Conference Workshop Sponsor \$2,000

Two hour sessions held on Wednesday that focus on skill development and expanding practice or research knowledge.

#### Networking Session Sponsor \$2,500

Industry Speed-Networking Session  
Meet the Fellows  
SIG Networking Events

#### Symposia or Panel Sponsor \$2,000

50-minute sessions held on Thursday, Friday, and Saturday (symposia only) during the conference that examine important issues from a variety of different perspectives.

Complete list of accepted abstracts and sessions from specific institutions or topic areas available upon request. Contact Eli at [egonzalez-rehorst@sbm.org](mailto:egonzalez-rehorst@sbm.org).

### Support Future Leaders!

SBM offers two leadership training institutes that kickoff at the Annual Meeting - one for mid-career scientists dedicated to honing their leadership skills, and one for emerging leaders working with diverse populations.

#### Mid-Career Leadership Institute Reception Sponsor \$4,000

Sponsor the Wednesday evening reception where the 2025 Leadership Institute cohort will present their research conducted over the past year. Brand recognition will be provided on meeting signage and the conference app.



#### Monica Baskin Diversity Institute Fellow Sponsor \$2,000

Covers the tuition, meeting registration, and travel expenses for one emerging leader participating in the 2026-27 Diversity Institute.



# Digital Email & Newsletter Advertisements

This direct line of communication ensures your message reaches a targeted audience, fostering engagement and driving awareness of your brand. Our emails boast high open rates, guaranteeing your organization will be seen by attendees eager for updates and information.

## Pre-Annual Meeting Sponsored Email Blast \$1,500

Custom email with sponsor content only. Sent by SBM to approx. 5,000 members and pre-registered attendees in advance of the Annual Meeting.

## Weekly Digest E-Newsletter Ad

\$200 per Post without Logo

\$250 per Post with Logo

Member-only weekly e-newsletter shared with approximately 3,000 behavioral medicine scientists and experts every Thursday.

## Outlook E-Newsletter Ad

\$200 per Post without Logo

\$250 per Post with Logo

Posting included in selected issue(s) of *Outlook*, a member-only e-newsletter sent quarterly and archived on SBM's website indefinitely.

Upcoming Editions:

Spring 2026 (March)

Summer 2026 (July)

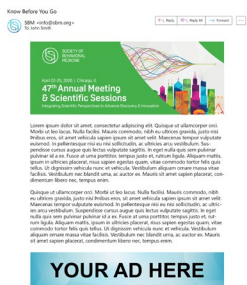
Fall 2026 (September)

Winter 2026 (December)

## Annual Meeting Sponsored Email Banner Ads \$500

Banner ad placement designed by sponsor in regularly scheduled Annual Meeting emails. Limit 1 sponsor per email. Options include:

- “Know Before You Go” email (1 available)
- “Daily Meeting Highlight” email (4 available)
- “That’s a Wrap!” email (1 available)



## SBM Online Job Board Ad

\$250 per Post

Share your job openings with SBM members! The advertisements on SBM's job board are posted for 60 days and receive an average of 800 page views per month.



SOCIETY OF  
BEHAVIORAL  
MEDICINE

April 22-25, 2026  
Chicago, IL

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

## EXHIBITOR PROSPECTUS

Hilton Chicago  
720 S. Michigan Ave



# Your Exclusive Invitation to Exhibit at SBM's 47th Annual Meeting in Chicago

This is a prime opportunity to connect directly with researchers, clinicians, and decision-makers who are driving the future of health and behavior change. Secure your exhibit space to gain high visibility, build valuable relationships, and position your brand at the forefront of the behavioral medicine community.



## EXHIBIT BOOTH RATES

### 10' x 20' Deluxe Booth

**\$5,000**

- 2 full conference registrations; 4 exhibit hall only registrations
- Lead retrieval access
- Sponsored email sent by SBM to pre-registered meeting attendees
- 2 tickets and waived participation fee in the Synergy Summit
- Premium booth location

### 10' x 10' Basic Booth

**\$2,500**

- 1 full conference registration; 4 exhibit hall only registrations
- Lead retrieval access
- 50% discount on sponsored email sent by SBM to pre-registered meeting attendees
- Poster-facing booth location

### 10' x 10' Nonprofit Basic Booth

**\$2,000**

- 1 full conference registration; 4 exhibit hall only registrations
- Lead retrieval access
- Inline booth location

**New! First-time exhibitor discount: \$500 off**  
 Affiliate members receive additional discounts on sponsorships and exhibit booths. See page 3.

## THE POSTER/EXHIBIT HALL

Salon D  
 Hilton Chicago

## DEDICATED EXHIBIT HOURS

SBM holds designated exhibit hours during poster sessions to ensure maximum foot traffic of approximately 1,500 behavioral scientists. 6 dedicated hours of exhibit time to showcase your products & services.

### Wednesday, April 22

12 - 4 p.m.	Exhibitor Move-In
5 - 6 p.m.	Poster/Exhibit Hall Session A

### Thursday, April 23

11 - 11:50 a.m.	Poster/Exhibit Hall Session B
5 - 6 p.m.	Poster/Exhibit Hall Session C

### Friday, April 24

11 - 11:50 a.m.	Poster/Exhibit Hall Session D
5 - 6 p.m.	Poster/Exhibit Hall Session E

### Saturday, April 25

11 - 11:50 a.m.	Poster/Exhibit Hall Session F
12 - 1 p.m.	Exhibitor Move-Out

## KEY DATES

**November 2025:** Annual Meeting Registration Opens

**March 2026:** Exhibitor Kits Distributed

**March 6, 2026:** Sponsor & Exhibit Application Deadline

**March 13, 2026:** Deliverables Deadline for Printed Items and Recognition

**March 23, 2026:** Sponsored Emails Submitted

**March 31, 2026:** Exhibitor Registration Deadline

## Past Exhibitors

### 10+ YEARS

Fitabase  
PAL Technologies  
Springer

### 5+ YEARS

Mayo Clinic

### 3+ YEARS

Pathverse  
US Army Medical Recruiting Brigade



### ALL EXHIBITORS

AbsoluteCare Activinsights  
American Academy on Communication and Healthcare  
American Association of Pain Psychology  
American Institute for Cancer Research  
American Psychological Association  
AMSUS - Society of Federal Health Professionals  
Aura  
BeHealth Solutions  
California Department of State Hospitals  
Center for Disease Control and Prevention  
CITI Program  
Correct Care Solutions  
CoVita  
d3 Center at University of Michigan  
DuoDesk  
Emotional Well-Being and Economic Burden Research Network  
Fitbit  
FDA Center for Tobacco Products  
FDA Office of Women's Health  
FSU Center for Translational Behavioral Science  
FSU Institution on Digital Health and Innovation  
The Gerontological Society of America  
HexCare  
IAGG 2017 World Congress  
Intellica Corporation  
Klein Bluendel  
Kowa American Corporation  
Labfront  
MEI Research

Movisens GmbH  
National Cancer Institute  
National Center for Telehealth & Technology  
National Collaborative on Childhood Obesity Research (NCCOR)  
National Institute on Alcohol Abuse and Alcoholism (NIAAA)  
National University  
NeuroUX  
Nitto Innovations  
Omada Health  
Otsuka Pharmaceuticals  
Otto Trading  
Oxford University Press  
Patient Centered Outcomes Research Institute  
Pattern Health  
Pearson  
Penn State Public Health Programs  
Piedmont Healthcare  
Public Health Law Research  
Routledge  
Salimetrics  
Scientific DNA  
Taylor & Francis Group  
Truth Initiative  
University of Utah College of Nursing  
Unyte  
Vibrent Health  
Virginia Commonwealth University  
VCU Massey Comprehensive Cancer Center

# SBM Exhibit Floor Plan

Hilton Chicago, Salon D



# 2026 Support Opportunities List

## EVENT SPONSOR

5k Run/Walk Presenting Sponsor	\$10,000
Plant-Based Breakfast	\$10,000
SBM Fellow's Reception	\$7,500
First-Time Attendee Meet & Greet	\$7,500
5k Run/Walk Silver Sponsor	\$5,000
Mid-Career Leadership Institute Reception	\$4,000
Industry Roundtable Host	\$3,000
5k Run/Walk Bronze Sponsor	\$2,500
Monica Baskin Diversity Institute Fellow	\$2,000
Synergy Summit	\$500
Ancillary Event	\$500

## SESSION SPONSOR

Company-Hosted Session	\$5,000
Presidential Keynote & Awards Ceremony	\$5,000
Norman B. Anderson Keynote Address	\$3,500
Master Lecture - Jessie Gruman Award Winner	\$3,500
Networking Session	\$2,500
Breakfast Roundtable Session	\$2,000
Pre-Conference Workshop	\$2,000
Symposia/Panel Session	\$2,000

## BRANDING

Annual Meeting Registration Site	\$10,000
Conference Wi-Fi	\$10,000
Conference Mobile App	\$7,500
Coffee Sleeves	\$7,500
Notebooks	\$7,500
Pens	\$5,000
Lanyards	\$5,000
Meeting Tote Bag	\$5,000
Attendee Badge	\$5,000

## DIGITAL ADVERTISEMENTS

Pre-Annual Meeting Sponsored Email Blast	\$1,500
Annual Meeting Sponsored Email Banner Ad	\$500
<i>Weekly Digest</i> E-Newsletter Ad	\$200-\$250
<i>Outlook</i> E-Newsletter Ad	\$200-\$250
SBM Online Job Board Ad	\$250

## EXHIBITING

10' x 20' Deluxe Booth	\$5,000
10' x 10' Basic Booth	\$2,500
10' x 10' Nonprofit Basic Booth	\$2,000
Sponsored Happy Hour	\$3,000

## AFFILIATE MEMBERSHIP

Elite	\$5,000
Premium	\$3,500
Standard	\$2,500



## SBM Sponsor & Exhibitor Application

### Organization Information

Please list your organization information as you wish it to appear on signage, the mobile app, and/or SBM communications.

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Website: \_\_\_\_\_ LinkedIn: \_\_\_\_\_

Bluesky: \_\_\_\_\_ Instagram: \_\_\_\_\_

Other Media Presence: \_\_\_\_\_

Brief Company Description (500 characters with spaces or less):

### Primary Contact Information

The individual responsible for deliverables and all logistical items.

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

### Support Selection

EVENT SPONSOR	AMOUNT	CHECK BOX	QUANTITY
5k Run/Walk Presenting Sponsor	\$10,000	<input type="checkbox"/>	
Plant-based Breakfast	\$10,000	<input type="checkbox"/>	
SBM Fellow's Reception	\$7,500	<input type="checkbox"/>	
New Member, New Attendee Meet & Greet	\$7,500	<input type="checkbox"/>	
5k Run/Walk Silver Sponsor	\$5,000	<input type="checkbox"/>	
Mid-Career Leadership Institute Reception	\$4,000	<input type="checkbox"/>	
Industry Roundtable Host	\$3,000	<input type="checkbox"/>	
5k Run/Walk Bronze Sponsor	\$2,500	<input type="checkbox"/>	
Monica Baskin Diversity Institute Fellow	\$2,000	<input type="checkbox"/>	
Synergy Summit <i>complimentary for affiliate members &amp; silver sponsors or higher</i>	\$500	<input type="checkbox"/>	
Ancillary Event	\$500	<input type="checkbox"/>	



SESSION SPONSOR	AMOUNT	CHECK BOX	QUANTITY
Company-Hosted Session	\$5,000	<input type="checkbox"/>	
Presidential Keynote & Awards Ceremony	\$5,000	<input type="checkbox"/>	
Keynote Address	\$5,000	<input type="checkbox"/>	
<i>Session Name(s):</i>			
Master Lecture	\$3,500	<input type="checkbox"/>	
<i>Session Name(s):</i>			
Networking Session	\$2,500	<input type="checkbox"/>	
<i>Session Name(s):</i>			
Breakfast Roundtable Session	\$2,000	<input type="checkbox"/>	
<i>Session Name(s):</i>			
Pre-Conference Workshop	\$2,000	<input type="checkbox"/>	
<i>Session Name(s):</i>			
Symposia / Panel Discussion	\$2,000	<input type="checkbox"/>	
<i>Session Name(s):</i>			
BRANDING	AMOUNT	CHECK BOX	QUANTITY
Annual Meeting Registration Site	\$10,000	<input type="checkbox"/>	
Conference Wi-Fi	\$10,000	<input type="checkbox"/>	
Conference Mobile App	\$7,500	<input type="checkbox"/>	
Coffee Sleeves	\$7,500	<input type="checkbox"/>	
Notebooks	\$7,500	<input type="checkbox"/>	
Pens	\$5,000	<input type="checkbox"/>	
Lanyards	\$5,000	<input type="checkbox"/>	
Meeting Tote Bag	\$5,000	<input type="checkbox"/>	
Attendee Badge	\$5,000	<input type="checkbox"/>	
DIGITAL ADVERTISEMENTS	AMOUNT	CHECK BOX	QUANTITY
Pre-Annual Meeting Sponsored Email Blast	\$1,500	<input type="checkbox"/>	
Annual Meeting Sponsored Email Banner Ad	\$500	<input type="checkbox"/>	
Weekly Digest E-Newsletter Ad	\$200-\$250	<input type="checkbox"/>	
Outlook E-Newsletter Ad	\$200-\$250	<input type="checkbox"/>	
SBM Online Job Board Ad	\$250	<input type="checkbox"/>	
EXHIBITING	AMOUNT	CHECK BOX	QUANTITY
10' x 20' Deluxe Booth	\$5,000	<input type="checkbox"/>	
10' x 10' Basic Booth	\$2,500	<input type="checkbox"/>	
10' x 10' Basic Booth - Nonprofit Rate	\$2,000	<input type="checkbox"/>	
Sponsored Happy Hour	\$3,000	<input type="checkbox"/>	
Registration Upgrade: Exhibit Hall Only to Full Conference	\$400/person	<input type="checkbox"/>	
First Time Exhibitor Discount	-\$500	<input type="checkbox"/>	
AFFILIATE MEMBERSHIP	AMOUNT	CHECK BOX	QUANTITY
Elite Affiliate Membership	\$5,000	<input type="checkbox"/>	
Premium Affiliate Membership	\$3,500	<input type="checkbox"/>	
Standard Affiliate Membership	\$2,500	<input type="checkbox"/>	



## Annual Supporter Application — CONTINUED

### Payment Information

Full payment and completed application are due by March 6, 2026. Please retain a copy for your records.

Event Sponsorship	\$ _____
Session Sponsorship:	+\$ _____
Branding:	+\$ _____
Digital Advertisements:	+\$ _____
Exhibitor Opportunities:	+\$ _____
Affiliate Membership:	+\$ _____
<b>ANNUAL MEETING SUPPORT SUBTOTAL:</b>	<b>= \$ _____</b>

**Affiliate Membership Discount:** - \$ \_\_\_\_\_

Formula: Annual Meeting Program Support x Affiliate Membership Discount  
Elite (20%) | Premium (15%) | Standard (10%)

**TOTAL PAYMENT** \$ \_\_\_\_\_

Formula: Annual Meeting Support Subtotal – Affiliate Membership Discount

### 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

By checking this box, I confirm that I have read and understand the Terms and Conditions of SBM's 47th Annual Meeting & Scientific Sessions and agree to abide by them.

(exhibitors only) By checking this box, I understand that I must provide SBM a certificate of insurance showing SBM listed as an additional insured to exhibit at SBM's 2026 Annual Meeting in Chicago.

Authorized Signature: \_\_\_\_\_

Full Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_

**Submit by Mail:**  
Society of Behavioral Medicine (SBM)  
555 East Wells Street, Suite 1100  
Milwaukee, WI 53202

**Submit by Email:**  
Eli Gonzalez-Rehorst, MS  
SBM Development Manager  
[egonzalez-rehorst@sbm.org](mailto:egonzalez-rehorst@sbm.org)

The Society of Behavioral Medicine (SBM) is a 501(c)(3) tax-exempt organization. Tax ID: 13-2984912



## Annual Meeting Supporter Agreement

### Cancellation Policy

Cancellations received in writing by Friday, March 6, 2026, will be refunded, minus a \$100 administrative fee. Cancellations after this date will not receive a refund. 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 2027 Annual Meeting.

### 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 non-consensual 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



## Annual Meeting Supporter Agreement

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).

### Exhibitor Terms & Conditions

You are hereby authorized to reserve space for the company indicated to exhibit at the SBM 47th Annual Meeting to be held April 22-25, 2026, at the Hilton Chicago in Chicago, Illinois. We understand that the assigned space will be rented at the rate quoted in the SBM 47th Annual Meeting prospectus. We understand further that all space must be paid for in full on or before March 6, 2026. 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 47th 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 Hilton Chicago, decorator contracted for 47th 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 Hilton Chicago, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the Hilton Chicago, 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:** Exhibitor staff may attend an SBM sanctioned educational activity or networking event, 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 March 6, 2026. Written notification will be sent upon SBM approval of the items.

**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 Curtin Convention & Exposition Services. 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.

**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.

### Insurance

The Exhibitor agrees to carry event general liability insurance with a minimum limit of \$1 million per occurrence, a minimum limit \$2 million aggregate, and rated A-XII or better. Additionally, the Exhibitor agrees to provide SBM with a certificate of insurance showing SBM listed as an additional insured.