35th ANNUAL MEETING & SCIENTIFIC SESSIONS

Philadelphia

PHILADELPHIA MARRIOTT DOWNTOWN
1201 MARKET ST, PHILADELPHIA, PA 19107
APRIL 23-26, 2014

CONVEY YOUR COMMITMENT!
Support the Society of Behavioral Medicine
WWW.SBM.ORG/MEETINGS/2014

Behavior Matters: The Impact and Reach of Behavioral Medicine

Support Opportunities
SOCIETY OF BEHAVIORAL MEDICINE – WHAT WE DO AND WHO WE ARE

ADDRESSING HEALTH PROBLEMS WITH EVIDENCE-BASED SOLUTIONS

Despite recent gains, nearly one in five Americans continues to smoke, half struggle with obesity and two-thirds get little or no exercise. Many Americans skip preventive screenings altogether and find it difficult to stick to preventive medication regimens. All of these health risks hit the disadvantaged especially hard. Together, they contribute to deaths caused by cardiovascular disease, cancer, and other chronic diseases.

The science of behavioral medicine offers evidence-based solutions. Our 2,200+ members – psychologists, health care providers, public health experts, behavioral and policy scientists – identify behavioral and policy changes that can improve the public’s health. SBM members play a pivotal role in developing a full understanding of the factors that influence health; this understanding leads to effective and lasting disease prevention efforts. As a result, people quit smoking; they get screened – early – and learn to take preventive medications, regularly.

Showcasing the significant impact of behavioral medicine on health and health care across diverse settings, populations, and cultures, Annual Meeting speakers highlight areas that represent attendees’ broad range of interests and describe important opportunities to expand the impact and reach of behavioral medicine.

Presentations will focus on such thematic areas as obesity, cancer, cardiovascular health, behavioral economics, health policy, dissemination and implementation, and mentoring/career development.

SUPPORT THE 35TH ANNUAL MEETING & SCIENTIFIC SESSIONS

BENEFITS
- Complimentary conference registrations
- Exposure
- Acknowledgement

LEVELS OF SUPPORT
- Premium - $2,000+
- Platinum - $1,001 - $1,999
- Gold - $500 - $1,000

BENEFITS OF SUPPORTING

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TYPES OF SUPPORT

- Non-targeted support – Supporting the conference as a whole
- Targeted support – Supporting specific educational sessions
- Advertising on the Annual Meeting Mobile App (see page 6)
- Exhibiting (see page 6)
- Advertising in the Preliminary or Final Program (see page 6)
- Inserting a flyer in the attendee registration bags (see page 6)
- Displaying books in the Book Exhibit and Publications Mart (see page 6)

NON TARGETED SUPPORT

These sponsorships support important educational programming, comprising:

- Poster sessions
  Give more than 200 presenters at a time a chance to share their research findings with conference attendees. By meeting’s end, up to 1,000 posters will have illustrated behavioral medicine research that keeps the field ever advancing.
- Paper sessions
  Presenters deliver their study findings clustered around common research themes.
- Seminars
  Feature presentations by speakers who emphasize the theory and application of practical skills.
- Symposia
  Examine important issues from a variety of scholarly perspectives. Alternative solutions, interpretations, and points of view on a body of knowledge are presented and debated.

TARGETED SUPPORT

Targeted opportunities at the Premium level can be co- or multi-supported pending SBM approval. The first Premium-level supporter will be offered the opportunity to affix the supporter’s logo on the conference bags. Educational sessions available for targeted support are as follows.

PRESIDENTIAL ADDRESS  (PREMIUM LEVEL - $2,000+)

“The Relevance, Impact, and Reach Of Behavioral Medicine”
Dawn K. Wilson, PhD
SBM President Dawn K. Wilson, PhD, a Professor of Psychology and Director of the Obesity Research Group at the University of South Carolina, will deliver the Presidential Keynote Address at the 2013 SBM Annual Meeting.

Dr. Wilson’s talk will focus on addressing the vital contributions of behavioral medicine research to national prevention and health policies in a time of diminishing resources. She will highlight the significant impact of behavioral and social sciences on improving intervention effectiveness and the “spill over” effects of behavioral health interventions on multiple indices of health, mental health, and social domains across the lifespan. Future directions for advancing dissemination and policy-related impact for the field of behavioral medicine will be outlined.
OPENING KEYNOTE DEBATE  (PLATINUM LEVEL - $1,001 TO $1,999)

“Promoting Health Behavior Change: Behavioral Economics Meets Self-Determination”
Pedro J. Teixeira, PhD
Professor, Faculty of Human Kinetics, University of Lisbon
Kevin G.M. Volpp, MD, PhD
Professor of Medicine and Health Care Management, University of Pennsylvania
Moderator: Ken Resnicow, PhD
Professor, University of Michigan

This session will examine how Behavioral Economics and Self-Determination Theory conceptualize behavior change interventions. In addition to addressing how these two models differ, the presenters will explore how the two approaches might be used together to enhance behavior change interventions, as well as potential research questions that may help such integration.

KEYNOTE ADDRESS  (PLATINUM LEVEL - $1,001 to $1,999)

“The Affordable Care Act and Behavioral Medicine”
Sherry A. Glied, PhD
Dean and Professor of Public Service, Robert F. Wagner Graduate School of Public Service, New York University

Dr. Glied will examine the history and structure of the Affordable Care Act, focusing on how findings from the field of behavioral medicine have been incorporated in the Act, as well as new research opportunities and needs presented by implementation of the Act.

KEYNOTE ADDRESS  (PLATINUM LEVEL - $1,001 to $1,999)

“Achieving Longer, Healthier Lives: Are We on the Right Track?”
Robert M. Kaplan, PhD
Director, Office of Behavioral and Social Sciences Research, National Institutes of Health

Using a variety of different methodologies, investigators have assessed the percentage of variance in health outcomes determined by medical, social, environmental, and behavioral factors. Averaged across a variety of different methods and evaluation strategies, behavioral and social factors consistently account for at least 50% of the variance in health outcome. This presentation systematically examines the range of estimates.

KEYNOTE ADDRESS  (PLATINUM LEVEL - $1,001 to $1,999)

“Prospects for Breakthroughs in Behavioral Science: The Role of Genomics”
Colleen M. McBride, PhD
Branch Chief, National Human Genome Research Institute, National Institutes of Health

It is being suggested that the burgeoning arena of genomic discovery will bring breakthroughs in disease prevention and medical care. To date, the vision for “translation research” related to behavioral medicine largely has been restricted to considering the effects of genomic risk information on motivation for behavior change. In this keynote, Dr. McBride will suggest a broadened agenda for research that considers how advances in genomics and epigenetics might be used to improve the science of behavior change.
## Support Opportunities

### Distinguished Scientist Master Lecture (GOLD LEVEL - $500 to $1,000)

**“Behavior Matters: Innovative Intervention Strategies to Decrease Readmissions through Improving Patient, Provider & System behavior”**  
Karina W. Davidson, PhD  
Director, Center for Behavioral Cardiovascular Health, Columbia University  
In describing the many ways that behavior can matter, Dr. Davidson will provide an overview of the behavioral interventions that are rapidly developing, refining, and testing to decrease preventable 30-day readmissions. The Affordable Care Act requires that 30 day readmissions associated with many chronic health conditions be reduced, and behavioral medicine can play a strong and vigorous role in this important public health initiative.

### Master Lecture (GOLD LEVEL - $500 to $1,000)

**“New Advances in Neuroscience and Behavioral Medicine”**  
Emily Falk, PhD  
Assistant Professor, Annenberg School for Communication, University of Pennsylvania  
Dr. Falk will present new work leveraging neuroscience methods to understand how ideas spread and how behaviors change. Moving from data on individuals to social networks to population responses to mass media campaigns, Dr. Falk will describe the frontiers where neuroscience and behavioral medicine intersect.

### Master Lecture (GOLD LEVEL - $500 to $1,000)

**“Vulnerabilities Underlying the Development and Maintenance of Substance Use Problems”**  
Carl W. Lejuez, PhD  
Director of the Center for Addictions, Personality, and Emotion Research (CAPER), Department of Psychology, University of Maryland  
Despite substantial testing of behavioral and pharmacological treatments for substance use disorders, progress towards identifying efficacious interventions has been slow. Advances in basic and clinical research have highlighted the importance of understanding processes that may underlie the development and maintenance of substance use. This presentation will review a body of research focused on biological (e.g., genes and neural targets), personality, and environmental factors that contribute to one’s risk for problematic substance use and how the improvement in understanding these factors can contribute to novel treatment development efforts.

### Master Lecture (GOLD LEVEL - $500 TO $1,000)

**“Religious and Spiritual Culture: Implications from the Lab and the Clinic for Building Bridges When You Don’t Speak the Language”**  
Kevin S. Masters, PhD  
Professor, Department of Psychology, University of Colorado Denver  
Individuals who are devoutly religious (spiritual) often form or join groups that manifest characteristics of being their own particular culture. Understanding these cultures is important to understanding how they influence health related behaviors and psychological characteristics. This talk will provide examples with an emphasis on how culturally tailored understanding of psychological constructs and experimental designs can significantly increase our ability to study and intervene for the public health good.
“Back to the Future - Promoting Physical Activity through Policy Initiatives”
Russell R. Pate, PhD
Professor, University of South Carolina

Dr. Pate will trace the history of efforts to promote physical activity at the population level. Emphasis will be given to the evolution in educational, policy and environmental strategies. Current efforts to promote physical activity through national strategic planning will be summarized.

“Salud America! Translating Behavioral Research to Culturally Sensitive Community Change for Latinos”
Amelie G. Ramirez, MPH, DrPH
Professor, Department of Epidemiology and Biostatistics, University of Texas Health Science Center

Salud America! The Robert Wood Johnson Foundation Research Network to Prevent Obesity has built a network—an online community of 2,100+ researchers, academics, community leaders and other stakeholders dedicated to reversing Latino childhood obesity. In its first five years, the network generated new research and evidence to reverse the Latino childhood obesity epidemic. This talk will highlight how researchers can work in and between different levels in the policy development process and how research can contribute to culturally appropriate healthy changes in Latino communities.
Support Opportunities

ADVERTISING ON THE SBM ANNUAL MEETING MOBILE APP
The 35th Annual Meeting & Scientific Sessions mobile app will provide attendees with the full scientific program, the ability to create a custom schedule for a personalized meeting experience, alerts about important scheduling information, exhibitor information, hotel maps, access to SBM’s social media feeds and more, all at their fingertips. The mobile app is compatible with all devices and operating systems.

**One Premium @ $2,000**
Logo appears at startup; also in watermark in the personalized scheduler and one banner ad with video if desired.

**Platinum @ 1,001 - $1999**
Banner advertisement with landing page. Includes a rotating banner ad that links to a full-page ad or detail information page.

**Gold @ $500 - $1,000**
Multimedia Package – located in landing page. Includes a rotating banner ad that links to a full-page ad or detail information page with video.

EXHIBITING
Mixing education and networking, each of four poster sessions, which also house our exhibitors, feature more than 200 posters demonstrating the research that defines and advances the field of behavioral medicine. A cash bar and complimentary appetizers also help ensure a steady stream of visitors, making the poster hall an excellent venue for exhibits. Exhibitors receive two waived meeting registrations (for exhibitor staff use only). The cost of an exhibit space is $550, which includes one 6 foot skirted table, two chairs, wastebasket, ID sign in a 10x10 foot space. All of our confirmed exhibitors work with our decorator, General Exposition Services. General Exposition conveys the prices for any additional items not included in the $550 rental fee, such as electrical service and materials handling. This year electrical will cost approximately $115; materials handling prices vary depending on weight, and will cost approximately $85 per 100 lbs.
For further details please contact Amy Stone, astone@sbm.org, 414.918.3156

ADVERTISING IN THE PRELIMINARY OR FINAL PROGRAM
Your message will reach thousands of invited and onsite conference attendees via an ad in the Preliminary Program, Final Program – or both! Educational institutions can use ad space to congratulate conference speakers, presenters, or award winners from among their faculty. Ad sizes range from full page color to quarter page black and white and costs vary accordingly. For details contact Amy Stone, astone@sbm.org, 414.918.3156

REGISTRATION BAG FLYER
Your message will reach thousands of conference attendees via a printed one-page flyer in the attendee registration bags. Use a flyer to describe your product, company and/or educational institution; feature a specific educational session organized by your group; or congratulate conference speakers, presenters, or award winners from among your institution’s faculty. Flyer size is 8.5”x11” and can be printed in color for $1,000 or black and white for $900. For details contact Amy Stone, astone@sbm.org, 414.918.3156

BOOK EXHIBIT AND PUBLICATIONS MART
Making its return at the 2014 Annual Meeting, the SBM Book Exhibit and Publications Mart will be located on-site near the Registration Area. SBM invites members and publishers to display their book(s) in the Book Exhibit and Publications Mart. All books will be displayed for a price of $95.00 per title or $250.00 per three (3) titles. For details contact Amy Stone, astone@sbm.org, 414.918.3156