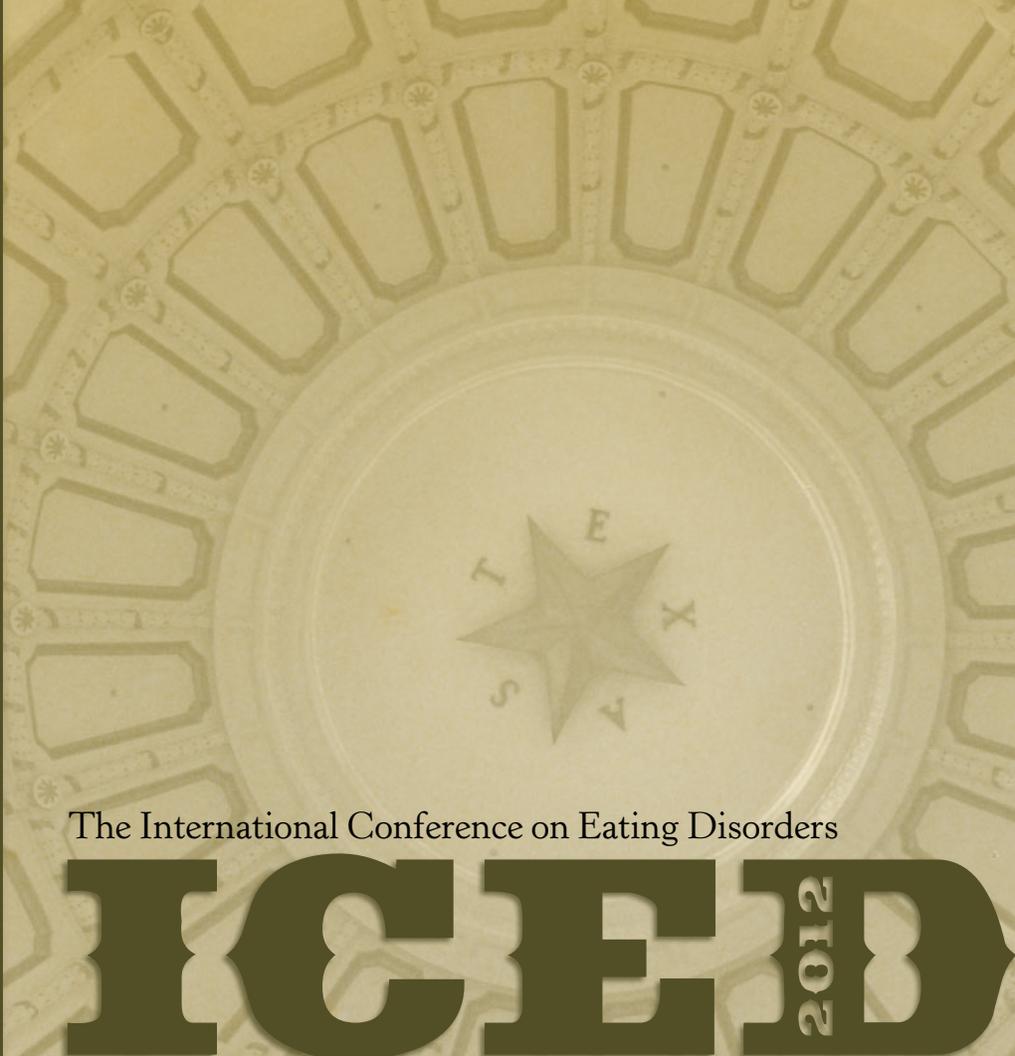


Exhibit &
Sponsorship
Prospectus



The International Conference on Eating Disorders

ICEED 2012

May 3-5, 2012

May 2, 2012: Clinical Teaching Day

Hilton Austin, Austin, Texas, USA

Austin Texas



The International Conference on Eating Disorders is jointly sponsored by Boston University School of Medicine and the Academy for Eating Disorders



Boston University School of Medicine
Continuing Medical Education

www.aedweb.org



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BE A SPONSOR OR EXHIBITOR IN AUSTIN

You are invited to support and exhibit at the premier conference for eating disorders professionals and advocates.

What is the AED?

The Academy for Eating Disorders is a global professional association committed to leadership in eating disorders research, education, treatment and prevention. Our international, transdisciplinary, nonprofit membership organization has grown to include more than 1,500 members worldwide who are working to prevent and treat eating disorders, such as anorexia nervosa, bulimia nervosa and binge eating disorder.

What is the International Conference on Eating Disorders (ICED)?

AED's annual flagship activity, the ICED, is the primary global gathering place for researchers, clinicians and professionals dedicated to the treatment and prevention of eating disorders. Each year, ICED attendees create a unique, inspiring and intensive environment for education, training, collaboration and dialogue.

Why You?

Exhibiting at or being a sponsor at the ICED is a unique, cost-effective opportunity for commercial and nonprofit organizations, foundations, institutions, agencies and others to play an important role in supporting eating disorders research and treatment by spending quality time with the leaders in the field.

Who is in the AED Community?

AED's membership is comprised of high-level professionals and students working and studying in universities, hospitals, research centers and treatment facilities. Membership is divided equally between researchers and clinicians. Approximately 25 percent of these professional members reside outside of the United States, representing 40 different countries.



The International Conference on Eating Disorders



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Sponsorship Packages

AED 2012 Sponsorship Opportunities

All sponsor levels receive these standard benefits:

- Organization name in the Conference Program*
- Description of your organization in the Conference Program (75-word maximum)**
- Acknowledgement on scrolling slides between sessions
- Acknowledgement on signs in the registration area and in function area during sponsored program
- President's acknowledgement from the podium, recognizing your organization as a sponsor of the annual meeting
- Organization name on the AED website following the conference in acknowledgement of sponsorship**
- Pre-registration list***

New this year

- Prominent acknowledgement on the ICED section of the AED website**

PLATINUM SPONSOR

\$20,000 US

Platinum sponsors enjoy the standard benefits, plus:

- Up to four personnel are welcome to attend the conference
- Organization name and logo on signs in function area during sponsored program*
- Link to your organization's website from the AED website following the annual conference**
- One complimentary set of AED member mailing labels***
- Exhibit booth

Select one of the following sponsorship opportunities:

- AED's Closing Social Event
- Schedule-at-a-glance including your organization's information distributed to each conference attendee at registration

GOLD SPONSOR

\$15,000 US

Gold sponsors enjoy the standard benefits, plus:

- Up to three personnel are welcome to attend the conference
- Organization name and logo on signs in function area during sponsored program*
- Link to your organization's website from the AED website following the annual conference**
- One complimentary set of AED member mailing labels***

Select one of the following sponsorship opportunities:

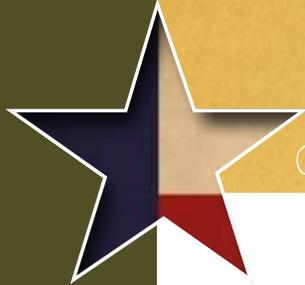
- Award Ceremony and Business Meeting
- Daily Breakfast with the exhibitors (Thursday, Friday and Saturday)

* Organization or company logo only; no product-specific logos are permitted

** No promotional language allowed

*** For registrants who opt to be included

2012



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Sponsorship Packages

SILVER SPONSOR

\$7,500 US

Silver sponsors enjoy the standard benefits, plus:

- Up to two personnel are welcome to attend the conference
- Organization name and logo on signs in exhibit or registration area during sponsored program*
- Link to your organization's website from the AED website following the annual conference**
- One complimentary set of AED member mailing labels***

Select one of the following sponsorship opportunities:

- Refreshment Breaks with the exhibitors for a day (Thursday or Friday or Saturday)
- Prospective New Member Breakfast

TRADITIONAL SPONSOR

\$1,000 US

Traditional sponsors enjoy all the standard benefits.

SCHOLARSHIP GRANTS PROGRAM

\$1,000 US (minimum donation)

In addition to the above sponsor levels or exhibiting, add your support to the Scholarship Program (must be received by March 15, 2012). Your organization name will be included in the Conference Program, slides, signs and the President's acknowledgement from the podium as a program donor.

Scholarship Programs are:

- **AED Student/Early Career Investigator Travel Fellowship Program**
AED provides grants for students and those in the early stages of their career to attend AED's ICED as monies allow.
- **AED Clinician Scholarship Program**
AED has established a Clinician Scholarship program to help defray annual meeting costs for clinicians and educators who otherwise might not be able to afford conference fees. The intent of this scholarship program is to provide the applicant with knowledge and skills that will then be disseminated by the applicant in his/her community.

Names are included in the Conference Program if AED headquarters receives an exhibit and/or support contract on or before the editorial deadline. The deadline for the Conference Program is March 15, 2012.

* Organization or company logo only. No product-specific logos are permitted.

** No promotional language allowed

*** For registrants who opt to be included

2012



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Support Packages

Exhibit at the ICED

Who Should Exhibit at the ICED?

ICED participants are interested in commercial and nonprofit organizations, institutions, agencies and foundations related to eating disorders treatment, research, education and advocacy, such as:

- Medical and wellness centers
- Residential facilities
- Hospitals
- Treatment centers
- Behavioral health centers
- Health management and maintenance organizations
- Counseling centers
- Psychiatric centers
- Publishers
- Recruiters
- Software developers
- Professional education and CME programs
- Government/regulatory agencies
- Professional societies and associations
- Patient/consumer advocacy groups
- Food and beverage manufacturers
- Insurance companies

Participation Benefits

Your participation helps AED contain registration fees for the meeting and improve the overall quality of the event for participants at all levels. In return, your organization can expect:

- Exposure beyond the meeting in AED publications and on the AED website, reaching attendees and non-attendees alike
- Networking opportunities with leaders in the field and key decision-makers
- Access to information about the latest developments in the marketplace
- An influential opportunity to build awareness of your brand and showcase your company

AED 2012 EXHIBIT PROGRAM

\$1,750 US per 8' x 10' Exhibit booth

Reinforce your organization's position or introduce your presence in the profession. Enhance productivity by building contacts and partnerships. Meet with people who are looking for your expertise. Exhibiting with AED offers:

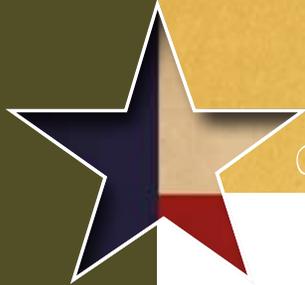
- One complimentary conference registration
- Company identification sign
- One 6' x 30" table and two chairs
- General security
- Organization name in the Conference Program*
- Acknowledgment on signs in the registration area with other exhibitors
- Organization name on the AED website following the annual conference in acknowledgment of support**
- Pre-registration list***

* Organization or company logo only. No product-specific logos are permitted.

** No promotional language allowed

*** For registrants who opt to be included

2012



Austin Texas

Exhibit Information

TAKE ONE TABLE

\$400 US

An unsupervised literature table where one of the following will be placed so attendees can browse at their leisure: brochures, educational materials, publications, newsletters, surveys. Companies interested in participating in the “Take One” table must ship materials to AED headquarters to arrive by Friday, April 13, 2012. AED staff will make sure that materials are displayed in the “Take One” area during the annual conference. Leftover materials will not be returned.

Exhibitors Only!

ROOM DROP PROGRAM

\$1,000 US

Let us hand-deliver your message to eating disorder professionals!

To help your organization increase its presence in the exhibit hall at the 2012 ICED, AED offers exhibitors an opportunity to direct the flow of attendees towards your booth in the exhibit hall. Room drops will take place the evening of Thursday, May 3 – the peak check-in day at the official meeting hotel, the Hilton Austin.

Room drops **cannot** be a form of advertisements. They can be 8.5” x 11” invitations to visit your booth only and are subject to approval.

To participate, complete the exhibit contract form and send to AED headquarters by March 15, 2012.

Note: AED will schedule room drops only if a minimum of three companies apply for the program. If this minimum is not met by March 15, 2012, AED will issue refunds to organizations that may have already issued payment.

Exhibit Dates and Hours

Exhibitor Set-Up

Wednesday, May 2 3 – 5 p.m.

Exhibits Open

Thursday, May 3 8 a.m. – 8 p.m.

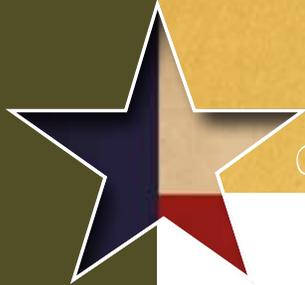
Friday, May 4 8 a.m. – 5 p.m.

Saturday, May 5 8 – 11:30 a.m.

Exhibitor Tear-Down

Saturday, May 5 11:30 a.m. – 1 p.m.

Daily refreshment breaks and the opening reception will be scheduled in the exhibit hall.



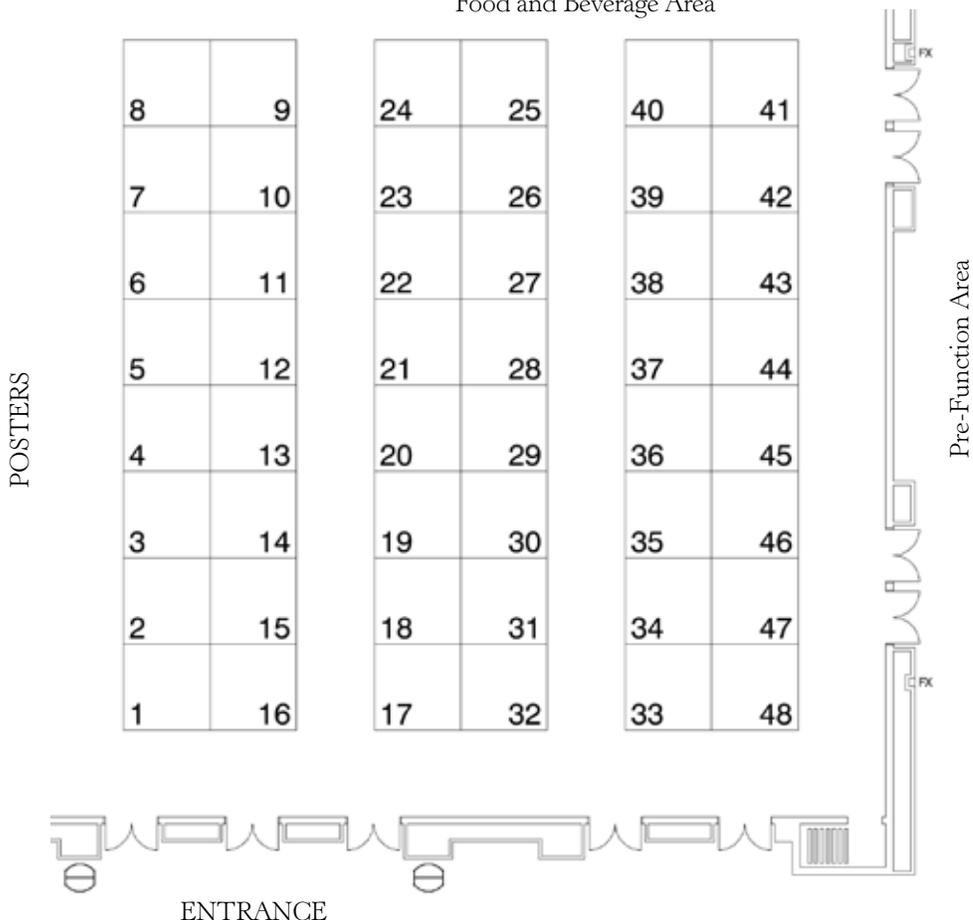
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Exhibit Floorplan

Exhibit Floor Plan

Governor's Ballroom

Food and Beverage Area



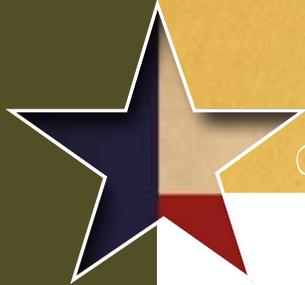
2011 Exhibitors

Alexian Brothers Behavioral Health Hospital
 Avalon Hills Residential Eating Disorder Program
 The Bella Vita
 Behavioral Health of the Palm Beaches
 Cambridge Eating Disorder Center
 Carolina House
 Castlewood Treatment Center
 Center for Change
 Center for Discovery/Oceanaire
 The Center for Eating Disorders at Sheppard Pratt
 Center for Hope of the Sierras
 Denver Health
 Eating Disorder Center of Denver

Eating Disorders Treatment Center at River Oaks Hospital
 Eating Recovery Center
 The Emily Program
 Fairwinds Treatment Center
 Insight Psychological Centers
 Laureate Eating Disorders Program
 Laurel Hill Inn
 Lindner Center of HOPE
 Magnolia Creek
 McCallum Place
 McLean Hospital
 Milestones In Recovery, Inc.
 Montecatini
 National Eating Disorders Association
 Oliver-Pyatt Centers

Park Nicollet Melrose Institute
 Puente de Vida
 Reasons EDC at BHC Alhambra Hospital
 Remuda Ranch
 The Renfrew Center
 Rogers Memorial Hospital
 Rosewood Centers for Eating Disorders
 Sanford Behavioral Health
 Timberline Knolls
 UCSD Eating Disorder Program
 University Medical Center at Princeton
 Walden Behavioral Care
 Westwind Eating Disorder Recovery Centre
 Wiley-Blackwell
 Yellowbrick

2012



Austin Texas

Advertising Options

Advertising Opportunities

The 2012 ICED Conference Program is scheduled to print mid-March. Advertising space is available in black and white, full-, half- and quarter-page sizes and will be accepted from nonprofit organizations, individual AED members or a group of individuals. Advertising subject to approval by Boston University School of Medicine and AED.

Advertising Cost

Back cover full-page	\$2,500
Inside front cover full-page	\$1,000
Inside back cover full-page	\$1,000
Full-page	\$500
Half-page	\$400
Quarter-page	\$300

To participate, send the Exhibit and Space and Advertising Contract, payment and digital artwork to AED Headquarters by March 15, 2012. The program is prepared in 8½" x 11" format with a matte cover and matte text pages.

Advertising is on a first-come, first-served basis. Art should be supplied to AED as a black and white, print-ready PDF with all fonts and graphics embedded. Images must be 300 dpi.

Ad Specs:

Full Page ad with bleeds	8.75" x 11.25" (includes 1/8" bleed)
Full Page ad without bleeds	8" x 10"
Half Page ad Horizontal	8" x 5.25"
Quarter Page ad	4" x 5.25"
Publication Trim Size	8.5" x 11"

2012 Scientific Program Committee

Carolyn Becker, PhD, FAED <i>Co-Chair</i>	Vickie Mountford, PhD
Glenn Waller, DPhil, FAED <i>Co-Chair</i>	Marisol Perez, PhD
Anthea Fursland, PhD, FAED	TJ Raney, PhD
Phillipa Hay, DPhil	Dana Rofey, PhD
Tom Hildebrandt, PsyD	Kristin von Ranson, PhD, FAED
Laurel Mayer, MD	Kitty Westin
	Andrea Kronman, MD

2011 Sponsors

New Dawn Recovery Centers
 Oliver-Pyatt Centers
 Remuda Ranch
 Wiley-Blackwell



Austin Texas

General Information

General Information

Exhibits and Signs

Each exhibit space will include one 6' x 30" covered table, two chairs, back wall and side rail fabric drape, and an I.D. sign.

Space Assignment

Space assignments will be made in the order in which applications are received. Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate this on their application for exhibit space. Careful consideration will be given to such requests. AED reserves the right to alter the floor plan at any time.

Payment

Exhibits are \$1,750 US for an 8' x 10' booth. Full payment must be made with the Exhibit Space and Advertising Contract.

Exhibit registration includes refreshment breaks, Opening Reception, and Closing Social Event. Sign up for any of the optional events on the registration form, and indicate how you would like to pay. A registration form will be sent in your exhibitor kit once you have signed up for an exhibit.

Cancellation Policy

Cancellations received in writing by February 1, 2012, will be subject to a 40 percent administrative fee. No refund is possible for cancellations received after February 1, 2012.

Official Exhibit Contractor

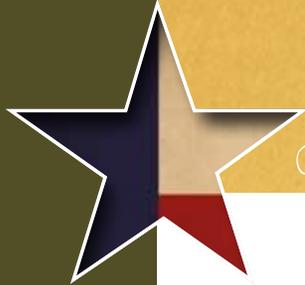
The official contractor will handle all decorating and exhibit furniture. The exhibitor services kit outlines prices and instructions for securing special lighting, wiring, telephone or other special work. Exhibitors are responsible for all freight, drayage, decorating and labor charges. Shipping instructions will be included. The exhibitor services kit will be mailed to exhibitors a few months prior to the conference.

Installing Exhibits

The exhibit area will be available for set-up on Wednesday, May 2, from 3 – 5 p.m. All exhibits must be set up by 5 p.m., Wednesday, May 2. Assembly of exhibits during the regularly scheduled exhibit hours is not permitted.

Dismantling Exhibits

All exhibits must remain intact until the official closing time of Saturday, May 5, at 11:30 a.m., and may not be dismantled or removed in whole or in part before that time.



Austin Texas

General Information

Exhibit Personnel

All participants affiliated with exhibits must be registered for the ICED. Each person will be issued an exhibitor badge and must be employed by the exhibiting organization or have a direct business affiliation. Exhibiting companies are limited to one complimentary registration which may not be given to a physician. A special \$450 US registration fee is available to two attendees or physicians whose organizations are exhibiting at the 2012 ICED. Additional registrations can be purchased at the regular meeting registration rate. To earn CME credits, exhibit personnel must pay the CME fee and claim credit only for sessions attended.

Hospitality Suite/Event Scheduling

Exhibitors and sponsors are encouraged to host hospitality suites or other events during the course of the AED conference. However, these events may not conflict with any scheduled AED conference activities.

Conference hours are 2 - 6 p.m. on Wednesday; 8 a.m. – 8 p.m. on Thursday; 8 a.m. – 7:30 p.m. on Friday; 8:00 a.m. – 10:30 p.m. on Saturday. Contact AED for more information.

Security

Exhibit management provides peripheral security guard service during non-exhibit hours. However, it is the responsibility of each exhibitor to protect display material from loss or damage. Please be certain that all small display and personal items are secure before leaving the display — even temporarily.

Hotel Information

Hilton Austin

500 East 4th Street
Austin, TX 78701
Phone: +1-512-482-8000
Fax: +1-512-469-0078

The 2012 ICED will be held at the Hilton Austin. AED has negotiated a discounted rate of \$209 US for single or double occupancy, plus applicable taxes (which are currently 15 percent). These rates will be available to attendees, based on availability, from Monday, April 30 through Tuesday, May 8, 2012. To reserve a room, North American callers dial +1-800-236-1592, all others call +1-512-482-8000. Identify yourself as an AED meeting attendee to obtain the special rate. Reservations can also be made online at www.aedweb.org. The 2012 ICED room rate may not be available after Monday, April 2, 2012, so make your reservations early.

Air Travel Information

Airline reservations can be made through FCm Travel Solutions, the preferred agency for AED meetings. When you call, ask for the group department and identify yourself as an AED 2012 International Conference on Eating Disorders participant. FCm Travel Solutions charges a processing fee on transactions. From outside North America call FCm Travel Solutions at +1-847-948- 9111, ext. 3; callers from North America, dial +1-866-341-7672.



Austin Texas

General Information

To Apply to Exhibit or Sponsor the 2012 ICED:

Complete the Exhibit Space and Advertising Contract and/or the Sponsorship Contract and indicate your level of support. Commercial sponsors are required by Boston University School of Medicine to agree to ACCME conditions as listed on the contract. Complete and return the following to AED:

- Signed Exhibit Space and Advertising Contract and/or Sponsorship Contract
- Payment

Return materials with full payment to:

Academy for Eating Disorders
111 Deer Lake Road, Suite 100
Deerfield, Illinois 60015 USA
Voice: +1-847-498-4274, ext. 275
Fax: +1-847-480-9282
Email: aed@aedweb.org
Exhibitor materials are also available at
www.aedweb.org

Questions?

Contact AED Headquarters
Voice: +1-847-498-4274 Ext. 275
Fax: +1-847-480-9282
Email: sdsouza@aedweb.org