

AED Academy for
Eating Disorders

Your Gateway to the Key Professionals in the Field of Eating Disorders

PARTNERSHIP OPPORTUNITIES

aedpartners@aedweb.org

CELEBRATING

25
YEARS



Your Gateway to the Key Professionals in the Field of Eating Disorders

ABOUT THE AED

Our goal is to provide global access to knowledge, research and best treatment practice for eating disorders. For the public via its website, AED provides education on eating disorder symptoms and treatment recommendations. AED helps researchers connect and collaborate with each other and keep abreast of recent developments in eating disorders research. AED's main event is the annual International Conference on Eating Disorders (ICED), a scientific conference that spans research and education from basic science to the treating clinician; ICED is attended by leading international researchers and includes presentations and discussions on the cutting edge of research in the field. Media are invited to attend the ICED.

AED VISION

Global access to knowledge, research and best treatment practice for eating disorders.

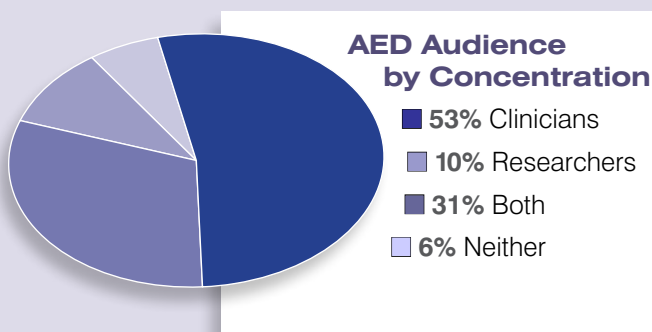
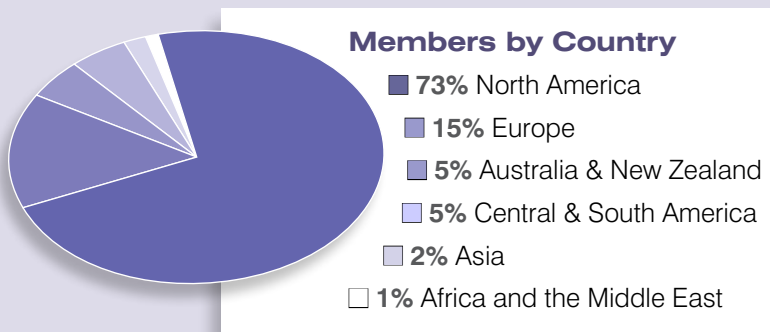
WHO & WHAT IS AED?

The **Academy for Eating Disorders** is a global professional association committed to leadership in eating disorders research, education, treatment, and prevention.

OUR STRATEGIC GOALS

- To generate knowledge and integrate collective expertise about eating disorders
- To provide platforms for the promotion of understanding, sharing of knowledge, and research-practice integration in the field of eating disorders
- To build capacity in the next generation of eating disorders professionals
- To foster innovation and best practice by recognizing excellence in the field of eating disorders

OUR MEMBERSHIP



How AED Makes an Impact on the International Eating Disorders Community

- 29 Partner Organizations, with whom AED works directly to positively impact public policy, raise awareness of identification of eating disorders and evidence-based treatment available throughout the world
- 2 Fully-formed Chapters (Nordic Society, CHLA) with a European Chapter currently forming
- 28 Active Special Interest Groups
- 20 Committees through which AED engages the community by focusing on topics such as advocacy, education, the annual International Conference on Eating Disorders, and our online presence, just to name a few.
- The annual International Conference on Eating Disorders, the premier conference for the Eating Disorders Community
- Evidence-based e-learning via webinars, *Tweet Chats* and *IJED* article-based CEUs



WARM GREETINGS FROM AED!

The Academy for Eating Disorders (AED) is the leading international professional association within the Eating Disorders Community. AED is committed to leading the community in eating disorders research, education, treatment and prevention.

We invite you to join us in fulfilling our vision of global access to knowledge, research and best treatment practice for eating disorders. With over 1,500 members from 48 countries, 25 years after its founding 1993 in Tulsa, Oklahoma, USA, AED's community engagement is unmatched.

A PARTNERSHIP with AED is a unique opportunity to directly reach professionals, care givers, and leading researchers who actively seek information about your programs and services, while helping the organization meet the distinctive needs of the Eating Disorders Community.

As an AED PARTNER, you can choose how you want to engage the Community through various means, such as a recurring ad in the *Forum* newsletter, an exhibitor or special sponsor of ICED, and other opportunities outlined in the following pages. We will gladly work with you directly to choose partnership options—or to create a unique opportunity—that meet your budget, compliment your marketing efforts, and help meet your goals.

Please take a few moments to review the opportunities presented on the following pages, and then talk with us about how partnering with AED can help meet your outreach and engagement goals year-round.

THANK YOU for considering a PARTNERSHIP with AED.
We look forward to working with you.

Elissa M. Myers, CAE, IOM
Executive Director

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1 703-626-9087

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Deputy Executive Director

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CELEBRATING

25
YEARS

AED PARTNERSHIP OPPORTUNITIES

PLATINUM PARTNER | \$30,000

- › One seat on our Partners Council, which provides a forum for individuals and organizations to communicate with AED as we proactively address the important issues within and affecting the Eating Disorders community.
- › ICED Platinum Sponsorship
- › Logo with URL link on Partners page of the AED website (aedweb.org), on the AED Home Page, and in the Online Community.
- › One block ad on the AED website (aedweb.org).
- › Opportunity to provide a speaker for one webinar on an agreed upon topic and date.
- › Opportunity to provide a moderator for one *Tweet Chat* on an agreed upon topic and date.
- › One full-page ad in the annual ICED printed issue of the *Forum* newsletter.
- › One banner ad in all virtual issues of the *Forum* newsletter.
- › Three annual memberships.

GOLD PARTNER | \$20,000

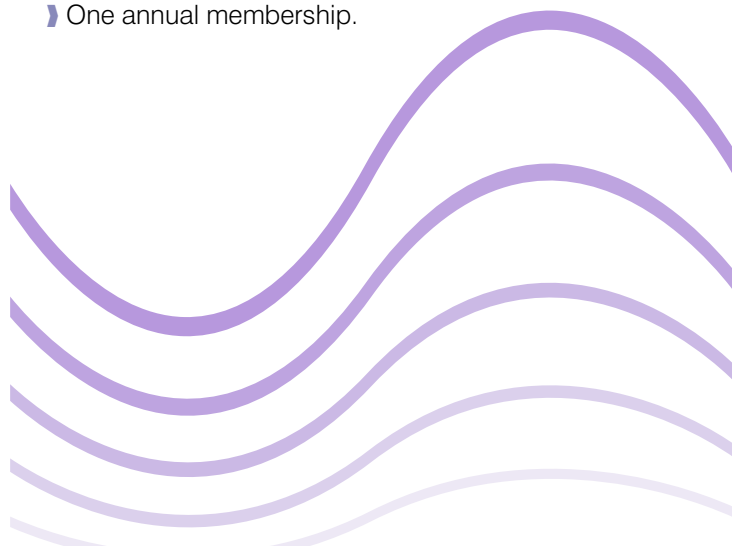
- › One seat on our Partners Council, which provides a forum for individuals and organizations to communicate with AED as we proactively address the important issues within and affecting the Eating Disorders community.
- › ICED Gold Sponsorship
- › Logo with URL link on Partners page of the AED website, (aedweb.org), on the AED Home Page, and in the Online Community.
- › Opportunity to provide a speaker for one webinar *OR Tweet Chat* on an agreed upon topic and date.
- › One half-page ad in the annual ICED printed issue of the *Forum* newsletter.
- › Two annual memberships.

SILVER PARTNER | \$10,000

- › ICED Silver Sponsorship
- › Logo with URL link on Partners page of the AED website, (aedweb.org), on the AED Home Page, and in the Online Community.
- › One quarter-page ad in the annual ICED printed issue of the *Forum* newsletter.
- › Two annual memberships.

BRONZE PARTNER | \$5,000

- › Logo with URL link on Partners page of the AED website, (aedweb.org), on the AED Home Page, and in the Online Community.
- › One banner ad in one virtual issues of the *Forum* newsletter.
- › One full registration for the ICED occurring within the contract year, including Clinical Teaching Day *OR* Research Training Day.
- › One digital flier (*one page only*) on the USB provided to all ICED attendees.
- › One annual membership.



OR CREATE YOUR OWN AED PACKAGE!

CELEBRATING

25
YEARS

AED is happy to work with you to **BUILD a PARTNERSHIP PACKAGE** that **meets** your specific **budgetary** and **marketing** needs.

PACKAGES can include **ANY** of the following options:

Forum Newsletter Advertisement

AED distributes 3-4 issues of the *Forum* newsletter each year, depending on multiple factors. We offer the option to place an approved advertisement in both the printed and virtual issues, based on the following pricing:

Virtual Issues: <i>(limited availability)</i>	
1 Issue	\$300
2 Issues	\$600
3 Issues	\$1,000

ICED Printed Issue:	
Quarter-page	\$350
Half-page	\$700
Full-page	\$1,200

AED Website Block Ad

AED is pleased to offer square block ad space on a limited availability basis on the AED website (aedweb.org) and in the Online Community (community.aedweb.org/home).

Ads can be purchased on a quarterly **OR** annual basis for the cost of:

\$1,000 Quarterly	\$3,000 Annually
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Webinar Series Sponsorship | \$3,000

Sponsorship of AED's Webinar series for a one-year period of time includes the following benefits:

- › Sponsor logo and URL link on the Webinars landing page.
- › Sponsorship acknowledgment at the beginning of each webinar.

Tweet Chat Series Sponsorship | \$2,000

Sponsorship of AED's *Tweet Chat* series for a one-year period of time includes the following benefits:

- › Sponsor logo and URL link on the *Tweet Chat* landing page.
- › Sponsorship acknowledgment at the beginning of each *Tweet Chat*.

Emissary Program Sponsor | \$5,000

AED's Emissary Program works with AED members and partners to provide on-the-ground training and travel expenses to areas throughout the world that have little or no resources for identifying and treating eating disorders.

Emissaries travel to an identified area and spend several days providing training to local hospitals, mental health centers and others to help address the needs of those afflicted with eating disorders in their area.

Publications Sponsor | As Determined

AED distributes many eating disorders-focused publications at no cost to members. As a Publications Sponsor, your logo will appear unobtrusively on a specifically-identified number of one or more specifically chosen publications.

Sponsorship cost is determined by several factors, including the size, type and number of copies of the publication(s) chosen, and others relating to the project.

AED Mobile App | \$10,000

AED is launching a year-round active mobile app, which will provide instant access to the AEDWeb.org and the members-only accessible

Online Community.

Benefits of sponsorship include:

- › Banner ad in the Mobile App.
- › Logo with URL link on Partners page of the AED website (aedweb.org), on the AED Home Page, and in the Online Community.
- › One exhibit booth.
- › One full ICED registration, including Clinical Teaching Day **OR** Research Training Day.
- › One digital flier (*up to 5 pages*) on the USB provided to all attendees.
- › Acknowledged sponsorship for an agreed upon special event.
- › Recognition via all AED communication channels.
- › One annual membership.

ICED
2018

PARTNERSHIP OPPORTUNITIES

CELEBRATING

25
YEARS

INNOVATION
EXPANDING
OUR COMMUNITY
& PERSPECTIVES

APRIL 19-21

APRIL 18

Clinical Teaching Day/
Research Training Day

CREATE YOUR OWN ICED2018 PACKAGE!

ICED SPONSORSHIPS

Platinum Partner | \$15,000

- › Two exhibit booths with premium placement.
- › Two full ICED registrations, including Clinical Teaching Day **OR** Research Training Day.
- › One digital flier (*up to 10 pages*) on the USB provided to all attendees.
- › Acknowledged sponsorship for an agreed upon special event.
- › Recognition via all AED communication channels.

Gold Partner | \$10,000

- › One Exhibit booth.
- › One full ICED registration, including Clinical Teaching Day **OR** Research Training Day.
- › One digital flier (*up to 5 pages*) on the USB provided to all attendees.
- › Acknowledged sponsorship for an agreed upon special event.
- › Recognition via all AED communication channels.

Silver Partner | \$7,500

- › One exhibit booth.
- › One full ICED registration, including Clinical Teaching Day **OR** Research Training Day.
- › One digital flier (*one page only*) on the USB provided to all attendees.
- › Recognition via all AED communication channels.

Electronic Marketing Opportunities

Publications included in the USB provided to all attendees.

› 1-page Flier | \$200

› 2-5 Page Publication | \$500

› 6-20 Page Publication | \$1,500

› Publications Longer than 20 Pages \$2,500

Chicago, Illinois | Chicago Marriott Downtown Magnificent Mile

ICED 2018

PARTNERSHIP OPPORTUNITIES



FOR **DETAILS** VISIT:
aedpartners@aedweb.org

CREATE YOUR OWN ICED2018 PACKAGE!

ICED SPONSORSHIPS *(continued)*

Commercials on Monitors in the Exhibit Hall

Showcase your message via video, which will play repeatedly during open exhibit hours, and on the ICED 2018 Sponsors and Exhibitors web page.

- › **3-Slide PowerPoint Commercial**
\$750 (10 seconds per slide)
- › **5-Slide PowerPoint Commercial**
\$1,000 (10 seconds per slide)
- › **15-second Self-Developed Video**
\$1,500 (no sound in Exhibit Hall)
- › **30-second Self-Developed Video**
\$2,000 (no sound in Exhibit Hall)

Closing Social Event | \$5,000 (8 Available)

Join AED in celebrating the successful conclusion of **ICED 2018** and welcoming the 2018 Board.

The event takes place **Saturday, April 21**
from **6:00 pm–10:00 pm**.

VIP Cocktail Reception | \$7,000 (Exclusive Opportunity)

This is a unique opportunity to connect with ICED delegates and the AED Board one-hour prior to the Closing Event.

Exhibit at ICED

Tabletop exhibits are 8'x10' and assigned on a first-come, first-served basis, except for sponsor packages which are assigned premier or priority placement within the Exhibit Area, depending on the level of sponsorship.

All exhibitors are provided with the following:

- › One standard exhibit table with skirting
- › Two chairs
- › Signage
- › One complimentary ICED registration per Exhibitor, except as provided in package sponsorships. *A limit of two additional registrations for booth personnel can be purchased for \$500 each.*
- › **One Table | \$2,500**
- › **Two Tables | \$4,000**
- › **Three Tables | \$5,750**

Hotel Room Key Sponsor | \$4,000 (Exclusive Opportunity)

Your logo or company name will appear on the hotel room key cards provided to conference attendees who are staying at the Marriott Downtown Magnificent Mile.

Chicago, Illinois | Chicago Marriott Downtown Magnificent Mile

ICED
2018

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INNOVATION
EXPANDING
OUR COMMUNITY
& PERSPECTIVES

APRIL 19-21

APRIL 18

Clinical Teaching Day/
Research Training Day

CREATE YOUR OWN ICED2018 PACKAGE!

ICED SPONSORSHIPS *(continued)*

Conference Food & Beverage Sponsorships | \$3,000

The following food and beverage sponsorship opportunities provide you with a unique opportunity to reach ICED attendees at a specific high-profile event. Choose from a variety of meals, breaks and special events to share your message.

Breakfast

Choose one day to provide breakfast for all attendees.

Lunch

Choose one day to provide lunch to all attendees.

Mentor/Mentee Breakfast

The Mentor/Mentee Breakfast is designed to provide an opportunity for ICED delegates to network and foster collaboration between mentors and mentees.

Partner, Chapter, and Affiliate Committee Global Lunch

The PCAC Global Lunch is a special opportunity to interact with delegates from all over the world.

Refreshment Break

Choose from a variety of opportunities to provide refreshments during morning and/or afternoon breaks throughout ICED.

Conference Giveaways | \$2,500

Lanyards

(Exclusive Opportunity)

Every registered attendee will receive a lanyard with the sponsor's logo or name printed on it.

USB Drives

(Exclusive opportunity)

Every registered attendee will receive a USB drive with the final program, certificate of attendance, digital fliers and other relevant information.

Schedule-at-a-Glance

The Schedule-at-a-Glance provides a pocket-sized schedule of the conference and is distributed to all attendees. The sponsoring company logo will appear on the back panel of the schedule.

Chicago, Illinois | Chicago Marriott Downtown Magnificent Mile

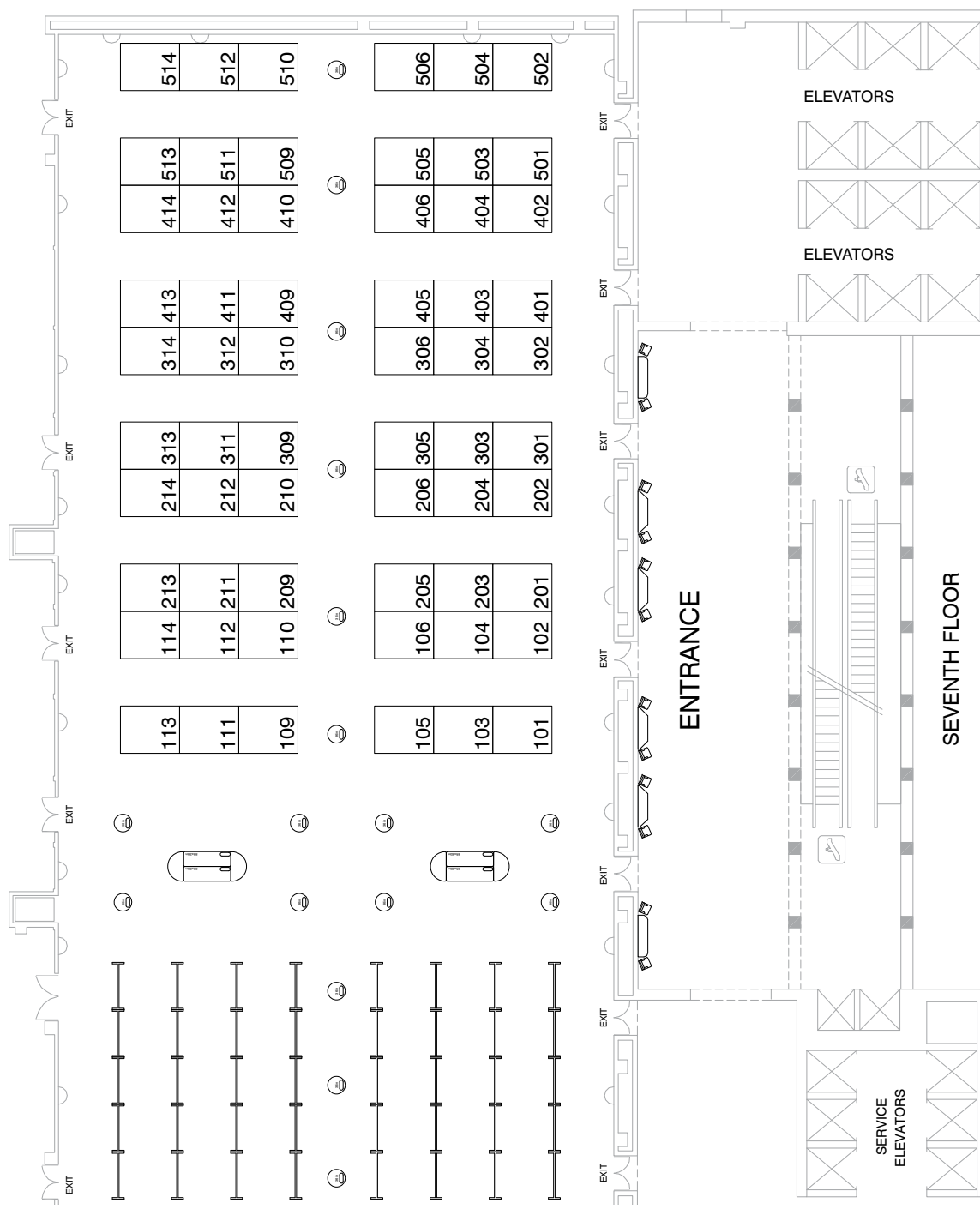
PARTNERSHIP OPPORTUNITIES



ICED INNOVATION
2018 EXPANDING
OUR COMMUNITY
& PERSPECTIVES

aedpartners@aedweb.org

ICED2018 EXHIBIT HALL



Chicago, Illinois | Chicago Marriott Downtown Magnificent Mile

AED 25TH ANNIVERSARY PARTNERSHIP AND SPONSORSHIP ORDER FORM

CELEBRATING



YES!

is happy to help celebrate AED's 25th Anniversary via the options noted below.

PARTNERSHIPS

<input type="checkbox"/> PLATINUM PARTNER	\$30,000
<input type="checkbox"/> GOLD PARTNER	\$20,000
<input type="checkbox"/> SILVER PARTNER	\$10,000
<input type="checkbox"/> BRONZE PARTNER	\$5,000

BUILD YOUR OWN SUPPORT PACKAGE

Indicate which items you would like to include below

FORUM NEWSLETTER ADVERTISEMENT*

<input type="checkbox"/> 1 ISSUE	\$300
<input type="checkbox"/> 2 ISSUES	\$600
<input type="checkbox"/> 3 ISSUES	\$1,000

*Virtual Issues - limited availability

ICED PRINTED ISSUE ADVERTISEMENT

<input type="checkbox"/> QUARTER-PAGE	\$350
<input type="checkbox"/> HALF-PAGE	\$700
<input type="checkbox"/> FULL-PAGE	\$1,200

AED WEBSITE BLOCK ADVERTISEMENT

<input type="checkbox"/> QUARTERLY	\$1,000
<input type="checkbox"/> ANNUALLY	\$3,000

OTHER ADVERTISEMENT OPPORTUNITIES

<input type="checkbox"/> WEBINAR SERIES	\$3,000
<input type="checkbox"/> TWEET CHAT SERIES	\$2,000
<input type="checkbox"/> EMISSARY PROGRAM	\$5,000
<input type="checkbox"/> AED MOBILE APP	\$10,000

ICED SPONSORSHIPS

<input type="checkbox"/> PLATINUM PARTNER	\$15,000
<input type="checkbox"/> GOLD PARTNER	\$10,000
<input type="checkbox"/> SILVER PARTNER	\$7,500

ELECTRONIC MARKETING

<input type="checkbox"/> 1-PAGE FLYER	\$200
<input type="checkbox"/> 2-5 PAGE PUBLICATION	\$500
<input type="checkbox"/> 6-20 PAGE PUBLICATION	\$1,500
<input type="checkbox"/> 20+ PAGE PUBLICATION	\$2,500

EXHIBIT HALL COMMERCIALS

<input type="checkbox"/> 3-SLIDE POWERPOINT COMMERCIAL	\$750
<input type="checkbox"/> 5-SLIDE POWERPOINT COMMERCIAL	\$1,000
<input type="checkbox"/> 15-SECOND VIDEO (SELF-DEVELOPED)	\$1,500
<input type="checkbox"/> 30-SECOND VIDEO (SELF-DEVELOPED)	\$2,000

EXHIBIT OPPORTUNITIES

<input type="checkbox"/> ONE TABLE	\$2,500
<input type="checkbox"/> TWO TABLES	\$4,000
<input type="checkbox"/> THREE TABLES	\$5,750

Preferred exhibit space number(s) _____

EVENT SPONSORSHIP

<input type="checkbox"/> CLOSING SOCIAL EVENT	\$5,000
<input type="checkbox"/> VIP COCKTAIL RECEPTION	\$7,000

OTHER SPONSOR OPPORTUNITIES

<input type="checkbox"/> HOTEL ROOM KEY	\$4,000
<input type="checkbox"/> FOOD & BEVERAGE	\$3,000
<input type="checkbox"/> CONFERENCE GIVEAWAYS	\$2,500

PUBLICATIONS (price based on item & number printed)

PUBLICATION NAME _____ NUMBER TO PRINT _____

PAYMENT INFORMATION

☐ CHECK

☐ CREDIT CARD: ☐ VISA ☐ MC ☐ AMEX

CREDIT CARD NUMBER _____ EXP DATE _____

EXP DATE _____ CCV _____

SIGNATURE _____

TOTAL ANNUAL PARTNERSHIP & SUPPORT DUE

\$ _____

Thank you for partnering with AED! This form will be used to draft a contract outlining the options noted above. To whom should the contract be addressed?

CONTACT NAME _____

CONTACT ADDRESS _____

CONTACT PHONE _____

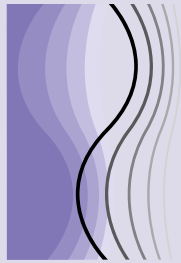
CONTACT EMAIL _____

BILLING NAME (IF DIFFERENT) _____

BILLING ADDRESS (IF DIFFERENT) _____

Please forward this completed form to AEDPartners@aedweb.org, or fax at +1-703-435-4390

Academy for Eating Disorders | 11130 Sunrise Valley Drive, Suite 350, Reston, VA 20191 | 703-234-4079 | www.aedweb.org



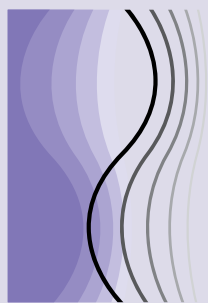
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AED

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