



SPONSOR PROSPECTUS

**IASD 25th Annual
International Conference
Hotel Auberge Universel
Montreal, Canada**

July 8 – 12, 2008



Reach hundreds of your target customers by being an exhibitor, advertiser, or sponsor at our 2008 International Conference. Not only will this increase your visibility to key customers, you will also be supporting the advancement of knowledge in the field of dream research.

All exhibitors and sponsors will receive recognition on the sponsor page of our website and on the sponsor page in our printed conference program. Booth space, advertising, and sponsorships will be awarded based on the date that the application is received.

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CONTACTS

For additional information you may visit our website <http://asdreams.org/2008> or contact Anne Frey. The sponsor application can be downloaded as a pdf file from <http://asdreams.org/2008/sponsors.html>

Anne Frey, PhD
Chair Sponsor Committee
annefrey@comcast.net
P: 317-713-7106



Promotional Opportunities

Novelty Give-Aways

Promotional giveaways capture the consumer's attention and goodwill like few other marketing tools can. Why? Because it will keep your company name and information in front of more people longer, than any million dollar brochure—at a fraction of the cost. Unlike a printed ad, discarded after reading, promo items serve a purpose that the recipient likes, in and of itself, and therefore holds their attention. We offer plenty of little delights that suit themselves nicely for conference goodie-bags, especially desirable since conference attendees can use them immediately. Consider just a few ideas:



Who doesn't like chocolate? And what better way to say, "You're so sweet to consider doing business with us" than with chocolate? Recipients will think fondly of you every time they taste that scrumptiousness melting in their mouths, for as little as .33 at www.identitylinks.com



Do you want to make sure they remember you after you get home? Then a nifty letter opener like this one will do the trick. You can deliver this daily reminder for as little as .52 each from www.leaderpromos.com



If they lose a button or rip a seam, you can rescue them from embarrassment when you give them a great little travel sewing kit. You can enjoy their gratitude for as little as .65 each from www.motivators.com



The professionals who attend conferences like to put their best foot forward. You can help them do just that with a Magic Shoe Shine Sponge. Rise in the attendee's esteem for as little as .80 each, again from www.leaderpromos.com



Would like to help our guests stay cool and refreshed while they are enjoying the conference and Montreal? Then a collapsible can koozie might serve them admirably. As low as .83 at www.identity-links.com will meet their needs. Include a bottle of water and you'll really make a splash; we'll place them in their rooms and have them waiting when they arrive.



Are your customers worth a mint to you? Make sure they get their message with this cell phone shaped mint dispenser. Once they finish the last refreshing mint inside, they can use the dispenser itself to store paperclips, safety pins, and many more of those little office items that tend to get away from you. Available for just over \$1 at www.identitylinks.com



Do you want to make sure they notice you? Just push a button on the business card. You'll be surprised just how enlightened they become! They will keep these handy business card flashlights around a long time. As low as \$1.13 at www.identity-links.com

You might well consider many possibilities besides these few suggestions. You might even want to create free samples or promotional materials of your own (sachets from dream pillow manufacturers, for instance.) The sponsor will be responsible for the cost and production of the items to be included. You will be notified of a shipping address and timeline in May, 2008.

Sponsorship Fee: \$50 per item



Promotional Opportunities

Conference Registration Bags

Our conference registration bags provide valuable information for conference attendees—why shouldn't you insert your own information in with it? Exhibiting companies may add informational pieces no larger than 8 ½" x 11." This may include a company brochure or other information. All ads/giveaways must be submitted in advance for approval from IASD by Friday, March 28, 2008. The sponsor will be responsible for the cost and production of the items to be included. LIMIT ONE ITEM per organization. You will be notified of a shipping address and timeline in May, 2008.

Sponsorship Fee: \$50 per item

Coffee Breaks

If you manage a local business, especially restaurants, I can't think of a better way to draw some of our conference attendees into your establishment while they visit Montreal. Your company name and logo, along with a brief description of your service, will shine on the sponsor page of our website and in the printed conference program. Your company name and logo will also enjoy a prominent position on signs on each of the serving tables. If you run a restaurant, we will also display copies of your menus to further entice attendees to visit you. Sponsor may provide napkins with their corporate logo. Seven coffee breaks available.

Sponsorship Fee: \$400 per coffee break

Special Event

Take advantage of this particularly excellent (and cheap!) option for local businesses who would like our conference attendees to come to your business while they visit Montreal. Businesses on a tight budget will especially appreciate this option. Donate a gift, perhaps an item that you sell at your store, or a gift certificate, for instance offering lunch or dinner for two. You tell us! We will hold a very special, fun, surprise fund-raising event at our 2008 conference and we will employ these items at that event. In exchange, you will receive recognition on the sponsor page of our website and on the sponsor page in our printed conference program.

Sponsorship Fee: \$0—gift only.

Advertising Information

We offer two venues for advertising your products or services to IASD members and conference attendees:

The Printed Conference Program

This is the program that is published for distribution at our annual conference

DreamTime Magazine

DreamTime is the IASD magazine that we published three times a year; it goes to all of our members. Our readers do not simply read and toss DreamTime. They tend to hang on to each and every issue for future reference. So advertising in DreamTime wins you a longlasting impression. Also, advertisers buying a one-year ad in DreamTime receive a free ad of the same size in the conference program. Your DreamTime ad will appear in the next published



Advertising Information

issue. Current readership has reached 600+.

Advertising in the Final Conference Program positions you in front of approximately 400 individuals in your target audience. We also have lots of non-members who attend conferences, so an ad in the program expands your exposure. You can access a pdf version of the 2007 IASD Conference Program on our website.

Advertising Specs

On the next page you will find our advertising rate card along with ad dimensions. All ads must be black and white or grayscale, and preferably submitted in Macintosh QuarkXPress format. Alternatively you may send as a 300 dpi EPS or TIFF file. Be sure to include all artwork and fonts in the file.

Application and payment

You should have received an electronic version of the application with this mailing. You may also download the application on our website at <http://asdreams.org/2008/sponsors>

Complete your application and return via:

Email: annefrey@comcast.net

Fax: 419-858-4071 or

Postal Mail:

Anne Frey

IASD Advertising

6322 Brookline Dr.

Indianapolis, IN 46220-6709

Electronic artwork can be submitted via email to annefrey@comcast.net or camera-ready artwork may be mailed to the address above.



Rates and Fees

Advertising Rates

| Ad size | Inches | | cm | | Member Rates | | Non-Member Rates | |
|-----------|--------|---------|-----|-------|---|---|---|---|
| | | | | | <i>DreamTime Magazine</i> or Final Conference Program - 1 issue | 1 year/3 issues of <i>Dream Time</i> + FREE ad of same size in Final Conference Program | <i>DreamTime Magazine</i> or Final Conference Program - 1 issue | 1 year/3 issues of <i>Dream Time</i> + FREE ad of same size in Final Conference Program |
| 1/8 page | 3 5/8 | x 2 3/8 | 1.4 | x 0.9 | \$50 | \$130 | \$65 | \$165 |
| | 3.625 | x 2.375 | | | | | | |
| 1/4 page | 3 5/8 | x 4 3/4 | 1.4 | x 1.9 | \$100 | \$275 | \$130 | \$350 |
| | 3.625 | x 4.75 | | | | | | |
| 1/2 page | 3 5/8 | x 9 5/8 | 1.4 | x 3.8 | \$165 | \$400 | \$230 | \$600 |
| | 3.625 | x 9.625 | | | | | | |
| or | 7 5/8 | x 4 3/4 | 3 | x 1.9 | | | | |
| | 7.625 | x 4.75 | | | | | | |
| full page | 7 5/8 | x 9 5/8 | 3 | x 3.8 | \$300 | \$750 | \$425 | \$1,000 |
| | 7.625 | x 9.625 | | | | | | |

| Member/Author Ad Info | Rates |
|------------------------------------|-------|
| Special Member/Author Ad | \$40 |
| Ad created from template | \$20 |
| Ad designed by Catherine Campaigne | \$70 |



Exhibitor Information

Our 2008 conference will have six exhibitor tables available to be rented. Exhibitors receive the following:

- Skirted table(s).
- Listing on the sponsor page of the printed conference program.
- Listing on the IASD website sponsor page.
- 2 exhibitor registrations. Exhibitor registrations will allow entrance into the exhibit areas, evening socials, and the Dream Ball. We encourage our exhibitors to attend these events as an opportunity to mingle with our attendees in a more relaxed and casual atmosphere.
- Morning and afternoon coffee breaks for exhibit personnel.

Table Exhibits

Single table sizes are 8' x 3'. The booth layout information can be found on page 9 of this document and rental fees on page 10. Exhibitors are welcome to rent multiple tables. The exhibitor tables will be located in the Mezzanine.

The IASD will make every effort to accommodate your preferred location. Notice of your space assignment will be mailed by April 1st, 2008. Exhibit booths will be assigned based on the receipt of applications/contracts, until full capacity is reached. A waiting list will be maintained for those exhibitors applying after the exhibit area has been filled to capacity.

Payment Information

Payment for your first choice booth location must be received in full at the time of application. Any refunds due based on actual booth assignment will be processed and returned following the booth space notification letter. Payment may be made by: Visa/ Master Card/ American Express, or by check drawn on a US bank in US funds, made payable to IASD.

Exhibitors who wish to attend any part of the conference will be required to register as an attendee and pay the required fees. However, it is essential that booths be staffed to provide good service for our attendees. Guest badges will not be issued for exhibitor guests. Changes to pre-registered company representatives can only be made by the primary company contact, as designated on the application/contract. No swapping or substituting of badges except as approved by the primary company contact is permitted. Any representative who is not pre-registered will be required to complete the on-site registration form, provide proof of affiliation, and pay the required fee.

An exhibitor name tag is required for entrance. Admittance during move-in or move-out times is limited to those individuals employed by the exhibiting company or directly responsible for installation/ dismantling.

Dates to Remember

Application Deadline: January 31, 2008

Notification of Space Assignment: February 28, 2008

Independent Service Contract Notification: May 2, 2008



IASD 2006 Conference Dates: July 8 – 12, 2008

Move-in: July 7, 2008, 2008

Exhibit dates: July 8 – July 12, 2008

Move-out: July 12, 2008

Note: Move-in/Move-out times are subject to change.

Cancellation/Reduction of Space Penalties:

Received on/before: April 29, 2008 20%

Received after: April 29, 2008 100%

Exhibition Hours

Sunday - Thursday: 9:00 am - 7:00 pm

Thursday: 7:30 am - 1:45 pm

Move In/Move Out

Move-in will be on Saturday, July 7, from 12:00 pm until 7:00 pm. All crates and carts must be removed from the exhibit area by 7:30 am on Sunday. Exhibit space not occupied by 7:00 pm on Saturday, July 7 will be forfeited and crates will be removed at the exhibitor's expense. Space may be resold or reassigned without refund.

Move-out may not begin before 1:45 pm, on Thursday, July 12 and must be completed by 7:00 pm. Dismantling and packing of exhibits is strictly prohibited prior to the official closing time. Exhibit space not cleared by 7:00 pm will be dismantled at the exhibitor's expense and liability. Any exhibitor who does not comply with these times may jeopardize participation at future IASD Annual Conferences.

Please send your application for exhibit space with payment by March 28, 2008. The date of receipt of an application will be used in determining booth assignments.

Non-profit organizations may only display material of an educational nature and are subject to the rules and regulations of the Exhibitor Prospectus. The IASD reserves the right to deny booth space to any organization or company.

Exhibitor Registration

All exhibitors should register at www.asdreams.org/2008

Simply select the options that apply to you as an exhibitor.

You should report to the registration table as soon as you arrive. There you will receive your exhibitor badge, room/meal information, and conference bag. The program and schedule of events will be found in the conference bag. Badges must be worn at all times. Altering an exhibitor badge with the insertion of a business card is not permitted. Children under 16 years of age must be accompanied by an adult at all times in the exhibit areas.

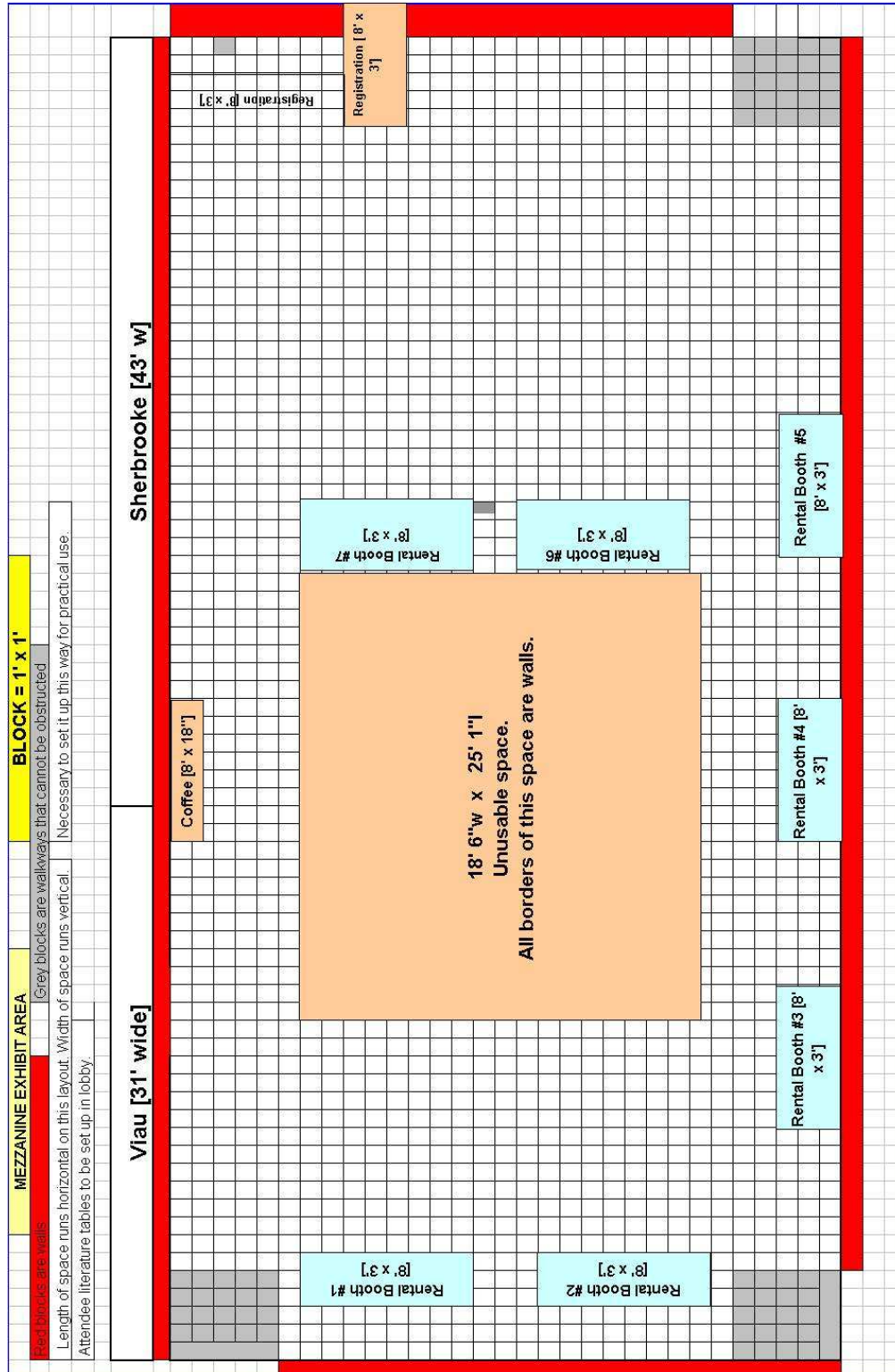
Promotional Suggestions for exhibitors

- ◇ Have a raffle at your booth.
- ◇ Include a novelty item in the conference registration bag (\$50 fee).
- ◇ Distribute novelty items at your booth.



Mezzanine Exhibit Area

Display tables available to be rented are highlighted in blue. Rental rates are listed on page 12 of this document.





Rates and Fees

Exhibit Table Rental Fees

| Table # | Description | Rental Fee |
|------------|----------------------------------|------------|
| 1 | 1 table = 8' x 3' | \$250 |
| 2 | 1 table = 8' x 3' | \$250 |
| 1 & 2 | 2 tables side-by-side = 16' x 3' | \$425 |
| 3 | 1 table = 8' x 3' | \$250 |
| 4 | 1 table = 8' x 3' | \$250 |
| 3 & 4 | 2 tables side-by-side = 16' x 3' | \$425 |
| 5 | 1 table = 8' x 3' | \$250 |
| 6 | 1 table = 8' x 3' | \$250 |
| 5 & 6 | 2 tables side-by-side = 16' x 3' | \$425 |
| 4, 5, & 6 | 3 tables adjacent = 24' x 3' | \$600 |
| 3, 4, 5, 6 | 4 tables adjacent = 32' x 3' | \$750 |

IMPORTANT NOTE: Tables 3 through 6 MUST be placed flat against wall. Exhibitor chair will be placed at the end of these tables. There will NOT be workspace behind the these tables.



General Conference Information

VENUE

The conference will be held at the beautiful Hôtel Auberge Universel Montréal. Located right next door to the Olympic Stadium and Village, The Auberge Universel is also right across the street from Montreal's beautiful Botanical Gardens. This location really captures the feeling of Montreal. It is a five-minute subway ride to Downtown, and Old Montreal's cobble stoned streets and harbor.

*5000, Sherbrooke Street East
Montreal, Quebec, Canada H1V 1A1
Tel.: 514.253.3365, Toll Free : 1.800.567.0223*

THE CONFERENCE

Join dreamers, clinicians, researchers, educators and artists from all over the world for four days of workshops, lectures, exhibits, and events examining dreaming and dream-work as presented through traditional and innovative theories and therapies, personal study, scientific research, cultural tradition and the arts. Over 100 workshops and events on all aspects of dreaming are planned, with topics and events of interest to the general public as well as professionals. Special events include an Opening Reception, a Dream Arts Exhibition and reception, a solstice visit to a Native American archaeoastronomical site, a Dream Telepathy Contest, various other social events and the ever popular closing costume "Dream Ball". CE (Continuing Education) and Professional Development (PDP) credits will be offered for selected sessions. The providers are the IASD Dream Studies Continuing Education (CE) Program, and the American Psychological Association.

THE INTERNATIONAL ASSOCIATION FOR THE STUDY OF DREAMS (IASD)

The IASD is a nonprofit, international, multidisciplinary organization dedicated to the pure and applied investigation of dreams and dreaming. Its purpose is to promote an awareness and appreciation of dreams in both professional and public arenas; to encourage research into the nature, function, and significance of dreaming; to advance the application of the study of dreams; and to provide a forum for the eclectic and interdisciplinary exchange of ideas and information. IASD is open to anyone who studies, explores, or works with dreams. Membership represents about 30 countries and people from all disciplines including: psychology, psychiatry, social work, education at all levels, religious studies, anthropology, medicine, the expressive and performing arts, literature, philosophy, humanities and business. Membership benefits include the professional journal *Dreaming* and the magazine *Dream Time*, discounts to conferences plus many on-line benefits. For information on the organization or to become a member please go to the Web site: www.asdreams.org



IASD Ethics and Mission

Ethics Statement

IASD celebrates the many benefits of dreamwork, yet recognizes that there are potential risks. IASD supports an approach to dreamwork and dream sharing that respects the dreamer's dignity and integrity, and which recognizes the dreamer as the decision-maker regarding the significance of the dream. Systems of dreamwork that assign authority or knowledge of the dream's meanings to someone other than the dreamer can be misleading, incorrect, and harmful. Ethical dreamwork helps the dreamer work with his/her own dream images, feelings, and associations, and guides the dreamer to more fully experience, appreciate, and understand the dream. Every dream may have multiple meanings, and different techniques may be reasonably employed to touch these multiple layers of significance.

A dreamer's decision to share or discontinue sharing a dream should always be respected and honored. The dreamer should be forewarned that unexpected issues or emotions may arise in the course of the dreamwork. Information and mutual agreement about the degree of privacy and confidentiality are essential ingredients in creating a safe atmosphere for dream sharing. Dreamwork outside a clinical setting is not a substitute for psychotherapy, or other professional treatment, and should not be used as such.

IASD recognizes and respects that there are many valid and time-honored dreamwork traditions. We invite and welcome the participation of dreamers from all cultures. There are social, cultural, and transpersonal aspects to dream experience. In this statement we do not mean to imply that the only valid approach to dreamwork focuses on the dreamer's personal life. Our purpose is to honor and respect the person of the dreamer as well as the dream itself, regardless of how the relationship between the two may be understood.

Prepared by the IASD Ethics Committee, Carol Warner, Chair

IASD Extended Mission Statement from the Bylaws:

The primary objectives and purposes of this Association shall be:

- (a) to promote a greater professional and public appreciation of, and awareness about, the dreaming process.
- (b) to provide a forum for the eclectic, interdisciplinary exchange of information among members of the scientific and professional community and the general public who are studying and working with dreams.
- (c) to promote the undertaking of scientific research into the mechanism, role and function of dreams.
- (d) to provide a broad spectrum of educational programs having appeal to professionals and dream specialists (including, but not limited to, sleep physiologists, psychologists, psychiatrists, clinical social workers, other therapists, dream group leaders, health care professionals, educators, and anthropologists) and to members of the general public.
- (e) to periodically publish professional quality newsletters, journals and/or similar printed media containing articles and papers about dreaming, such materials to be available to the membership and to the general public.
- (f) to periodically compile a directory of persons and organizations actively and professionally studying working with dreams.
- (g) to sponsor conferences and other special events which are open to professionals and the general public which further the serious study and use of dreams.