

# PSYCHEDELIC SCIENCE 2013

april 18-23, 2013, oakland, california • [psychedelicsscience.org](http://psychedelicsscience.org)

## VENDOR AND BUSINESS SUPPORTER OPPORTUNITIES

We invite you to join us in April for **Psychedelic Science 2013** at the Oakland Marriott City Center! The world's four leading psychedelic research institutes will gather scientists, therapists, students, and the intellectually curious over five days to share the latest research on MDMA, LSD, psilocybin, ayahuasca, ibogaine, and more.

**Psychedelic Science** includes lectures, workshops, performance, dinner, and a sunset cruise on the San Francisco Bay. The main 33,000 square foot exhibition hall will be free to attendees and the general public and will house the Marketplace of Goods and Ideas—

all inspired by the idea that safe and legal use of psychedelics may have beneficial uses for health and healing.

We are inviting you to participate along with other vendors, exhibitors, and supporters as hundreds of attendees gather to share knowledge and help chart a course for the future of psychedelic medicine. MAPS offers a multitude of opportunities for getting your name, products, and face in front of people who care about healing, personal growth and social change.

A significant amount of promotion for **Psychedelic Science 2013** is web-based, electronic, and

distributed through social media channels. Attendance will be driven through traditional media as well. Supporting **Psychedelic Science 2013** now ensures that we will immediately start using your business name, logo, and web-links to reach thousands of people interested in scientific research, progressive therapies, and the healing potential of psychedelics and marijuana.

Paid attendance is estimated at just over 1,000, the number present at our first **Psychedelic Science** conference in 2010. The Marketplace exhibits and stage will be free and open and promoted to the general public.

# SUPPORTER OPPORTUNITIES

## Support the Conference: \$5,000

- One large vendor booth in the Marketplace, in the highest traffic area.
- Top acknowledgement as Psychedelic Science Supporter in all print materials.
- Banner ad and link on MAPS homepage and Psychedelic Science web page.
- Logo, link, and descriptive sentence in 5 emails.
- 5 Facebook mentions with logo and link.
- Logo rotated on main screens during programming breaks.
- Large logo on conference bags.
- Inclusion in Supporter Spotlight article in next MAPS Bulletin.
- Full-page ad in the program book.
- 4 conference and 4 workshop tickets.

## Support a Workshop: \$2,500

- One large vendor booth in the Marketplace.
- Recognition as Workshop Supporter in all print materials.
- Banner ad on your supported workshop webpage.
- Logo and link on Psychedelic Science web page.
- Logo and link in 3 emails.
- 3 Facebook mentions with image and link.
- Logo rotated on main screens during programming breaks.
- Logo on conference bags.
- Inclusion in Supporter Spotlight article in next MAPS Bulletin.
- Half page ad in the program book.
- 2 conference tickets and 2 tickets to the workshop you support.

## Support an Event: \$1,250

Choose One: *Thursday Welcome Reception; Friday Sunset Cruise; Saturday Dinner and Performance.*

- One vendor booth in the Marketplace.
- Acknowledgement as Event Supporter in all print materials.
- Banner ad on your supported event web page.
- Logo & link in email newsletter & Psychedelic Science e-blast.
- Facebook mention with image and link.
- Logo rotated on main screens during programming breaks.
- Logo on conference bags.
- Inclusion in Supporter Spotlight article in next MAPS Bulletin.
- 2 Conference tickets and 2 tickets to the event you support.

## Support a Lecture or Meeting Space: \$500

- Acknowledgement as Lecture Supporter in the program book.
- Banner ad and link on conference webpage.
- Logo and link in three emails.
- Facebook mention with image and link.
- Logo rotated on main screens during programming breaks.
- Logo on conference bags.
- Inclusion in Supporter Spotlight article in next MAPS Bulletin.
- One conference ticket.



A. Andrew Gonzalez, Crescendo of the Heart

## All Supporters Receive

- Our gratitude and thanks, and your satisfaction in helping to create a world where all medicines that heal are used to their fullest potential.
- Opportunity to provide branded items for the Conference Bags distributed to all attendees.
- Ability to buy additional conference tickets at the \$225 rate.

## Vendor Booth: \$850

- One vendor booth in the Marketplace of Goods and Ideas.
- A \$100 discount on print ads in the Psychedelic Science program book.
- Opportunity to provide branded items for the conference bags distributed to all attendees.
- Logo and link on web and program book Marketplace page.
- 2 conference tickets and options to purchase additional tickets for \$225.

## Ticket Prices

### Conference Tickets

\$425 / \$350 (early registration, before December 21, 2012)

### Conference and Workshop Pass

\$525 / \$425 (early registration, before December 21, 2012)

Please contact Brian Brown, Development Associate, for information on promotional trade discounts and vendor booths at [brown@maps.org](mailto:brown@maps.org). Please contact Virginia Wright for supporter packages at [virginia@maps.org](mailto:virginia@maps.org).

## Three Day Conference

April 19-21, 2013 | 9:00 am to 6:00 pm

### Clinical Track

#### Albert Hofmann and His LSD,

Dieter Hagenbach and Lucius Werthmüller

#### Principles of LSD Psychotherapy, Stan Grof, M.D.

#### LSD and End of Life Anxiety, Peter Gasser, M.D.

#### LSD Bromo LSD, and Cluster Headaches,

Torsten Passie, M.D.

#### LSD Neuroscience, Dave Nichols, Ph.D.

#### 14 Years of Clinical Research with Ayahuasca,

Jordi Riba, Ph.D.

#### Psychedelic Neuroscience, Franz Vollenweider, M.D.

#### Beyond Fear MDMA and Emotion, Matt Baggott, Ph.D.

#### MDMA and Autism: A Pilot Study,

Charles Grob, M.D. and Alicia Danforth, Ph.D. Candidate

#### MDMA-Assisted Psychotherapy,

Michael Mithoefer, M.D., and Annie Mithoefer, B.S.N.

#### Swiss MDMA PTSD Pilot Study, Peter Oehen, Ph.D.

#### Canadian, Boulder, Israel MDMA Studies Panel,

Jim Grigsby, Ph.D. and Marcela Ot'alora, Dr. Ingrid Pacey and Andrew Feldmár

#### Psychedelic Psychotherapy, Bill Richards, Ph.D.

#### Psilocybin and End of Life, Steve Ross, M.D.

#### Psilocybin, Spirituality and End of Life,

Roland Griffiths, Ph.D.

#### Psilocybin and Alcoholism, Michael Bogenschutz, M.D.

#### Psilocybin, MDMA and fMRI, Robin Carhart-Harris, Ph.D.

#### Psilocybin and the Treatment of Nicotine Addiction,

Matt Johnson, Ph.D.

### Qualitative and Cultural Track

#### Ibogaine for Treatment of Addiction,

Thomas Kingsly Brown, Ph.D.

#### Psychological mechanisms and the essence of psychedelic therapy, Peter Oehen, M.D.

#### Psychedelic Psychotherapy, Mary Cosimano, M.S.W.

#### The Training of Psychedelic Therapists, Jeff Guss, M.D.

#### Psychedelic Therapists: Required Skills, Knowledge

and Experience, Andrew Feldmár

#### Holotropic Breathwork, Christina Grof

#### Marijuana for PTSD, Sue Sisley, M.D.

#### 2CB in Spain, Pattern of Use and Subjective Effects,

Jose Carlos Bouso, Ph.D.

#### Systematic Methods Exploring Psychedelic Experiences,

Frank Echenhofer, Ph.D.

#### Quantitative Analysis of Narrative Reports of Psychedelic Drugs, Matthew J. Baggott, Ph.D.

#### Erowid, Subjective Reports from the Field

### Ayahuasca Track

#### Linking Ayahuasca, Mental Imagery, & Internal Attention,

Dráulio Barros de Araujo, Ph.D.

#### Psychedelics in Unlocking the Unconscious: From Cancer to Addiction, Gabor Maté, M.D.

#### How Similar to Dreaming is the Ayahuasca Experience?

Sidarta Ribeiro, Ph.D.

#### The Expansion of Ayahuasca Traditions,

Kevin Feeney, J.D. and Beatriz Caiuby Labate, Ph.D.

#### Ayahuasca and Limitless Healing, Chris Kilham

#### Ayahuasca and Treatment of Addictions,

Mitch Liester, M.D., James Prickett, D.O.

#### The Potential of Ayahuasca Use for the Treatment of Substance

Dependencies, Anya Loizaga-Velder, M.A., Ph.D. Candidate

#### Ayahuasca Characterization & Metabolism in Humans,

Ethan McIlhenny

#### Integrating the Modern Practice of Traditional

Ayahuasca Shamanism, Dr. Joe Tafur, M.D.

#### The Economics of Ayahuasca, Kenneth W. Tupper, Ph.D.

#### Santo Daime in Europe: Ritual Transfer and Cultural

Translations, Jan Weinhold

#### Classifying Ayahuasca: Psychiatric Research

with Psychedelics, Brian Anderson

#### The Effects of Participation in Ayahuasca Rituals on

Gay's and Lesbian's Self Perception, Clancy Cavnar

#### Ayahuasca, the Scientific Paradigm and Shamanic

healing, Stephan V. Beyer, Ph.D., J.D.

#### Ayahuasca and PTSD, Jessica Nielson, Ph.D.

#### Ayahuasca and Treatment of Addiction, Philippe Lucas, M.A.

#### Longitudinal long-term Ayahuasca Studies,

Jose Carlos Bouso, Ph.D.

### Pre- and Post-Conference Workshops

April 18 or 22, 2013

#### MDMA-Assisted Psychotherapy, Michael Mithoefer, M.D. &

Annie Mithoefer, B.S.N.

#### Neuroscience of Psychedelics, Dave Nichols, Ph.D. &

Franz Vollenweider, M.D.

#### Psychedelic Harm Reduction, Workshop Leaders TBA

#### Beyond Therapy: Further Reaches of Psychedelic Experience,

James Fadiman, Ph.D. & Tom Roberts, Ph.D.

#### Ayahuasca Workshop: Ethnobotany, Safety & Expansion,

Beatriz Caiuby Labate, Ph.D., Kathleen Harrison, M.A., &

Luís Fernando Tófoli, M.D., Ph.D.

#### Medical Marijuana, Donald Abrams, M.D. & Clint Warner

Visionary Art, Android Jones

#### Holotropic Breathwork Workshop: April 21-23, 2013,

with lecture by Stan Grof

### Welcome Reception

Marriott Skyline Room • April 18, 2013 • 7:00 pm

### Sunset Cruise on San Francisco Bay

Jack London Square/Pier 40 • April 19, 2013 • 7:00 pm

Informal dinner, no-host bar, and entertainment in the company of friends on a cruise to the other side of the bay for Bicycle Day Party—or stay on board and cruise back to Jack London Square and the Marriott Hotel.

### Dinner and Performance

East Hall, • April 20, 2013 • 7:00 pm

### The Marketplace of Goods and Ideas

West Hall • April 19-21, 2013

A gathering place to shop, see scientific presentations, and meet and talk with like-minded people. A full program of noteworthy presenters and entertainers will be inside the Marketplace hall and free to the public.

# OUR AUDIENCE: YOUR CUSTOMER

MAPS supporters are interested in ideas and experiences that enhance health, learning, and contribute to a rich quality of life. They purchase alternative healing services and products, music, artworks, books, and products that contribute to individual expression and social interaction. Many are interested in economic and environmental sustainability, technology, and science and work in the fields of medicine, research, education, and natural healing.

Conference promotion will reach tens of thousands of people with multiple impressions. In addition to the direct marketing for the conference, MAPS regularly receives positive media attention with recent coverage in publications such as *The New York Times*, *CNN*, *USA Today*, *Scientific American*, and *O Magazine*. See [MAPS.org](http://MAPS.org) for more information.

## Marketing Communications

## Reach

<i>Print Distribution Pre-Conference</i> Brochure: October 31 deadline Postcards: Rolling deadlines	2,500 distributed to universities 8,000 printed, distributed to target lists
<i>Electronic Distribution Pre-Conference</i> Newsletter, monthly Emails, monthly+ MAPS home page MAPS Facebook page	20,000 active, opt-in email list 20,000 active, opt-in email list 60,000+ unique visitors per month 35,000 likes
<i>Onsite Signage</i> Main Hall: West Hall - electronic sign Marketplace: East Hall - print sign Lectures: Grand Ballroom - print sign Lectures: Jr. Ballroom - print sign Yoga Room - print sign	700+ estimated conference attendance 400+ estimated workshop attendance
<i>Onsite Other</i> Conference Bags Program Books	1,100
<i>Post Festival - Print</i> Sponsor Spotlight Article	9,000; print 3,000. Readership estimated at 3 per magazine.
Total Reach Total Impressions (distribution reach x6 mos.)	<b>149,400</b> <b>896,400</b>

## About MAPS

The Multidisciplinary Association for Psychedelic Studies is a non-profit research and educational organization that explores health and consciousness through innovative clinical studies and scientific analysis. MAPS' mission is to develop psychedelics and marijuana into legal prescription medicines, to create a network of therapeutic clinics, and to educate the public honestly about the risks and benefits of these drugs. By examining psychedelics and their implications for human health, MAPS sheds light on the beneficial and often overlooked aspects of a variety of agents like MDMA, medical marijuana, ibogaine, ayahuasca and LSD. Sharing the knowledge and insights gained through MAPS' research with the scientific community and the public is an important element of the organization's mission. One way we do this is to host conferences, workshops and events that bring together psychiatrists, psychologists and scientists with interested members of the public. Our gatherings provide a space for those studying human health, consciousness, psychedelics, and marijuana to engage in discussion, share ideas, and expand public awareness of how these drugs can benefit our society.