

**Call for Conference-Hosting Proposals:  
Advertising and Consumer Psychology Conference**

The *Society for Consumer Psychology* will be sponsoring its 32nd annual *Advertising and Consumer Psychology* (ACP) Conference in 2013 and is soliciting proposals from institutions interested in organizing and hosting the conference.

ACP Conferences focus on current issues of interest to both consumer psychologists and marketing practitioners, exploring these issues in depth. The conference is typically held in the location of the host institution. In 2012 it will be hosted by the Asian Consumer Insight Institute (ACI) of Nanyang Technological University in Singapore. In 2011 it was hosted at the University of Oregon's Lundquist College of Business. Selected papers from the conference are subsequently published in an edited book published by M.E. Sharpe.

The conference chairs plan and manage the ACP Conference, with support and oversight from SCP, and subsequently edit the book that emerges from the conference. The conference is typically held in the spring, but can be held at any time in 2013. Past ACP conferences have included the following:

- *The Asian Consumer*, chaired by Bernd Schmitt and Leonard Lee, ACI-Nanyang Technological University/Columbia, 2012.
- *Consumption and Environmental Sustainability*, chaired by Lynn Kahle, University of Oregon, 2011
- *Cracking the Code: How Managers Can Drive Profits by Leveraging Principles of Consumer Psychology*, chaired by Steve Posavac, Vanderbilt University, 2010
- *Leveraging Consumer Psychology for Effective Health Communications*, chaired by Rajiv Batra, University of Michigan, Punam Anand Keller, Dartmouth College, and Vic Strecher, University of Michigan, 2009
- *Virtual Social Identity and Consumer Behavior*, chaired by Michael R. Solomon and Natalie T. Wood, Saint Joseph's University, 2008

For more information about recent past ACP conferences, see the link below on the SCP website:

- <http://www.myscp.org/conference.aspx>

There is not page limit, but proposals would typically be 3-page long and specify:

- Goals of the conference and intended contribution to consumer psychology;
- Expected audience size and profile;
- Expected speakers (not necessarily committed, but likely candidates); and
- Available resources for hosting the conference (internal budgets, staff, facilities...).

The Society for Consumer Psychology is now accepting proposals for the 2013 *Advertising and Consumer Psychology Conference*. Proposals should be submitted electronically to SCP President-Elect Darren Dahl ([darren.dahl@sauder.ubc.ca](mailto:darren.dahl@sauder.ubc.ca)) by August 31, 2012, as an attached Word file.