

**Call for Conference-Hosting Proposals:  
“SCP Boutique” Conference**

The *Society for Consumer Psychology* is soliciting proposals from individuals or institutions interested in organizing and hosting an “SCP Boutique” conference in 2016.

Building on the SCP conferences in Florence (2012) and Vienna (2015), SCP will merge these international SCP conferences with the Advertising and Consumer Psychology conference to create a single conference series under the working title “SCP Boutique.” This conference will take place annually. Our goal is to make this a small, premium quality conference with a limited number of participants. We expect that about half of the SCP Boutique conferences will take place outside the US but there will not be a strict rotation. Proposals can, but do not have to, revolve around a theme or research area. There is no prescribed format and there is no requirement to publish proceedings. The conference can take place any time in 2016.

While there is no page limit, proposals would typically be approximately 3-pages and specify the following:

- Goals of the conference and intended contributions to consumer psychology;
- Expected audience size, profile, and selection mechanism;
- Format of the conference;
- Location and date/time of year;
- How you plan to assure the quality of the conference; and
- Available resources for hosting the conference.

The Society for Consumer Psychology is now accepting proposals for the 2016 *Society for Consumer Psychology Boutique Conference*. Proposals should be submitted electronically to SCP President-Elect Jennifer Argo ([jennifer.argo@ualberta.ca](mailto:jennifer.argo@ualberta.ca)) by September 30, 2015, as an attached Word file.