CALL FOR PAPERS

ASSOCIATION FOR CONSUMER RESEARCH
NORTH AMERICAN CONFERENCE

October 26-29, 2017
San Diego, California

Conference Co-Chairs:
Ayelet Gneezy, Rady School of Management, UC San Diego
Vlad Griskevicius, Carlson School of Management, University of Minnesota
Patti Williams, Wharton School, University of Pennsylvania

Conference website: http://www.acrweb.org/acr/
Conference email: acr2017@umn.edu

We are delighted to invite you to participate in the 2017 North American Conference of the Association for Consumer Research. We hope you can join us in San Diego, CA, from Thursday, October 26 through Sunday, October 29, 2017, for this exciting conference.

Known as California's "birthplace," San Diego embodies Southern California culture and is known worldwide as one of the world's best tourist destinations, year-round. With nearly-perfect weather, 70 miles of beautiful coastline, more than 30 sandy beaches, golf courses and major attractions (such as the San Diego Zoo), there is something for everyone. The conference hotel, the Manchester Grand Hyatt, is located on San Diego Bay, and is steps away from the Gaslamp District,16-blocks of Victorian-era buildings home to some of the City's best restaurants, bars, clubs, theaters and galleries.

ACR 2017 Main Events

Thursday, October 26, 2017

- **The ACR Doctoral Symposium** (co-chaired by [Lauren Block](#) and [Markus Giesler](#)), offers an opportunity for PhD students to meet each other, interact with faculty, share and develop research ideas. For more information about the symposium, please contact Lauren Block ([Lauren.Block@baruch.cuny.edu](#)) or Markus Giesler ([mgiesler@schulich.yorku.ca](#)).
- **The Early-Career Mentorship Session** (co-chaired by [Jennifer Argo](#) and [Derek Rucker](#)) targets pre-tenured faculty. The objective of this session is to offer mentorship, advice, and a safe environment to discuss concerns and challenges unique to this time in one's career. For more information about the Early-Career Mentorship Session, please contact Jennifer Argo ([jennifer.argo@ualberta.ca](#)) or Derek Rucker ([d-rucker@kellogg.northwestern.edu](#)).
- **The Opening Reception**

Friday and Saturday, October 27 -28, 2017

- **Competitive Paper and Special Session** presentations.
- **Working Paper** presentations (co-chaired by [Andy Gershoff](#) and [Maura Scott](#))
- **Videography Track** (formerly known as Film Festival; co-chaired by [Marylouise Caldwell](#) and [Joonas Rokka](#)).
- **Forums** (Roundtables, Tutorials & Perspectives; co-chaired by [Keith Wilcox](#) and [Lisa Cavanaugh](#)):
    - Roundtables: Thematic discussions proposed by ACR members on topics of special or emerging interest.
    - Tutorials: Presentations by invited speakers summarizing state-of-the-art knowledge in specific research domains.
    - Perspectives: Seminars conducted by invited speakers.
- **Saturday Evening Gala Party**

Sunday, October 29, 2017
- Special meetings and events by invitation or sign up only

IMPORTANT CONFERENCE DATES & DEADLINES

- **Friday, March 10, 2017, 23:59 CST (Central Standard Time):** Submission Deadline for **all** tracks and sessions.
- **Friday, May 19, 2017:** Notification of contingent acceptances for the Videography Track submissions. The contingently-accepted submissions will have until Friday, June

16, 2017, to submit the film with changes and to receive final acceptance by Friday, June 23, 2017.

- **Early July 2017:** Notification of acceptance of Special Sessions, Competitive Papers, Working Papers, and Forums.
- **Friday, July 28, 2017 before 23:59 CST:** Submission deadline for revised entries for
- publication in the Proceedings.
- **Mid-August 2017:** Preliminary program posted on ACR website.
- **Late August 2017:** Conference registration (as well as registration for Doctoral Symposium, ACR Workshops, Mentorship Sessions, and social events) begins on the conference website.
- **Friday, September 1, 2017:** Submission deadline for trailers of Videography (formerly Film Festival) acceptances.

GENERAL GUIDELINES

Please read the following call carefully.

There are five types of submissions:
1. Special Sessions
2. Competitive Papers
3. Working Papers
4. Forums: Roundtables, Perspectives & Tutorials
5. Videography Track (formerly Film Festival)

All authors must adhere to the following honor code:

- **ACR endorses ethical standards for research conduct**.
  At the time of submission, you will be asked a) to indicate whether your research received an approval or a waiver from your Institutional Review Board (IRB), and b) if it did not, to explain why no such waiver or approval was obtained. At the time of submission, you will also be asked to make the following pledges: 1) that the research paper, session, or poster represents accurately the data that you collected for this research project, 2) that the research submitted to the conference is your own original work, and 3) that you understand that the research submitted may be run through anti-plagiarism software.

- A particular paper can only be submitted to **one** track.

- Submitting authors should specify presenters for papers being considered for Special Sessions or Competitive Paper presentations. **An author can be listed as a presenter for no more than two submissions,** but can be listed as co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.

- **Do not** submit a paper that has been <u>published, or accepted for publication</u>, at the time of submission (including online publications and full papers published in conference proceedings). Submitting authors should monitor this issue carefully.

- Submissions should not include content that has been presented at any earlier ACR conferences. Again, submitting authors should monitor this issue carefully.

- Submissions should adhere to the word and page limits.

Submission procedures are as follows:

- All submission-related activities (submissions, reviews, & notifications) will be electronic, through the conference website (http://www.acrweb.org/acr/). To use the website, please sign up at http://www.acrweb.org/acr/ and create a user profile by following the online instructions.

- If you are already a registered user, please login to your account and update your user profile, as needed. To submit a paper or a proposal, click on the appropriate link and follow the instructions.

All submissions require the following information:

1. **Type**: Special Session, Competitive Paper, Working Paper, Roundtable, Videography.

2. **Primary Contact Information:** Name, affiliation, mailing address, phone number, and email address for the author who serves as the primary contact.

3. **Content Area Codes** and **Methodological Area Codes:** Please review all of the options before making your choice and pick codes that provide the best match to your work because they are critical for assigning reviewers.

Additional submission information:

- Submission format: Microsoft Word or Rich Text Format only.

- **<u>Make sure you use consistent author and co-author information in every submission</u>.** Please check with your co-authors how they want to be listed (<u>the database will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors, and may result in a program that has Drew presenting at the same time in three different rooms!</u>).

- You will be automatically logged-out from the submission website after 60 minutes. To avoid losing information, we suggest to copy and paste text into the relevant submission fields, rather than compose it online.

- The primary contact person will automatically receive an email of acknowledgement of the submission. If you do not receive an acknowledgement within 48 hours after submission, please check your spam folder and then send an email inquiry to: acr2017@umn.edu.

- For accepted submissions, submitting authors will be required to sign an electronic copyright release form.

SPECIFIC INFORMATION FOR TRACK SUBMISSIONS

1. SPECIAL SESSIONS

Special sessions are 75-minutes long and intended to provide opportunities for spotlighting topics of broad interest. A special session should include four presentations of research papers.

Special Sessions Format and Content: In addition to the items noted under "General Guidelines," Special Session proposals must consist of:

1. A title page listing:
   - Session title.
   - Session chair(s) and affiliation(s). The session chair(s) can be, but does not have to be, one of the authors.
   - Titles of each session paper, author(s), and affiliation(s).
   - Presenting author(s).

2. A proposal including:
   - A 500-word session overview briefly describing the objective of the session, why the topic is important, and how the papers fit together. To motivate the session, the overview should also list 1-2 questions all of the papers raise as a group.
   - A 50-word abstract for each included paper to be published in the conference program.
   - A 750 to 1000-word abstract of each included paper for evaluation by reviewers and for publication in the ACR Proceedings.
   - Full references for each long abstract. The references do not count against the word limit and can be combined in a single list at the end of the document.

Proposals must be single-spaced, 12-point Times New Roman, with 1-inch margins. Word limits will be strictly enforced.

Special Sessions Evaluation. Evaluation will be based on a) quality of the research and novelty of the findings; b) broad appeal of the topic; c) contribution to the field of consumer behavior; d) fit of the papers; e) stage of completion of the research to be presented; and f) questions raised and potential for discussion. Special session chairs are responsible for quality control over the papers in their sessions, for enforcing deadlines, for ensuring each presenter is not listed as a

presenter elsewhere more than once, and for submitting all materials by the deadlines. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

2. COMPETITIVE PAPERS

Papers representing completed research and dealing with substantive, methodological, or theoretical consumer research issues are invited as Competitive Paper submissions.

Competitive Paper Format and Content: All authors should submit a 50-word abstract and **2,500-word** (maximum length) paper using Times New Roman Font Size 12, 1-inch margins. The paper must contain full references. Empirical papers must contain a single table summarizing all results and can contain up to one figure (optional). **The 2500-word limit will be strictly enforced. References, table, and optional figure are *not* included in the word limit.**

Submissions should comprise a brief introduction explaining what the research question is, why it is important, and how it fits with and advances current knowledge. Detailed descriptions of the studies and the data should follow, and a brief general discussion should list limitations and highlight why (and to whom) the findings make a difference. Descriptions of the method and analysis used in each study should be transparent. The fact that there is a word limit does not imply that fewer studies, weaker data, or obscure details are acceptable. Empirical results must be summarized in a single table/page.

Authors have two publishing options for a Competitive Paper:
- **<u>Option 1</u>:** Publish the full paper in the ACR Proceedings. Authors choosing Option 1 must upload a 50-word abstract and the 2500-word paper for review, along with references, one table summarizing the results, and one figure (optional). Choosing this option implies that, if accepted, the paper will not be submitted for publication elsewhere.
- **<u>Option 2</u>:** Publish a 750 to 1000-word abstract in the ACR Proceedings. Authors choosing Option 2 must upload a 50-word abstract, a 750 to 1000-word abstract, *and* a 2500-word paper for review, along with references, one table summarizing the results, and a figure (optional). If accepted, only the 750 to1000-word abstract (as well as references and table/figure) will be published in the ACR Proceedings. Authors may submit their paper elsewhere for publication.

In addition to the items under "General Guidelines," Competitive Papers must include:

1. Paper title (the title page should <u>not</u> identify the author(s) names or affiliations).
2. A 50-word abstract. This abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. For submitting authors choosing Option 2, a 750 to 1000-word extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. This abstract should <u>not</u> identify the author(s) or affiliations.

4. A 2500-word paper (12-point Times New Roman, 1-inch margins). The paper must include full references, a single table summarizing all results, and up to one figure (optional). The paper should <u>not</u> identify the author(s) or their affiliations.
5. An honor code statement indicating (a) that the presenting author is not listed as a presenter in more than two session in total, and (b) that the submission has not been sent in to multiple tracks, has not been previously presented at ACR, and has not been published or accepted for publication in **any** journal (including online publications and full-paper publications in conference proceedings).

Note: Competitive Papers submission files should not include authors' names or affiliations. Author names, affiliations, and presenter's name should only be entered on the submission website where specified. Submissions should follow the current style sheet of the *Journal of Consumer Research* (http://jcr.wisc.edu/style.htm), though the entire text should be single-spaced. Subheadings should be bolded and/or italicized/capitalized, but it is unnecessary to add a hard return before or after them.

Competitive Paper Evaluation: Reviewing will be blind. Evaluation will be based on, a) the quality of the research and novelty of findings, b) theoretical/empirical contribution, c) clarity of presentation, and d) completeness of the research.

Authors of accepted papers who select publication Option 1 are required to revise their paper based on reviewers' comments by the end of July 28, 2017. Authors choosing Publication Option 2 are required to submit a revised abstract based on reviewers' comments by July 28, 2017. It is important to edit the references to reflect the citations remaining in the final 750 to 1000-word abstract. The most recent version submitted by this date will be published 'as is' in the 2017 ACR Proceedings.

It is the author's responsibility to make sure that the submission is completed on time. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

ACR reserves the right to run the submission through anti-plagiarism software.

3. WORKING PAPERS

Co-Chairs:
Andy Gershoff, McCombs School of Business, University of Texas Austin
Maura Scott, Florida State University College of Business

Submissions detailing ongoing research on substantive, theoretical, or methodological aspects in consumer research are sought for the Working Paper sessions. These sessions provide the opportunity to present preliminary results and receive feedback and ideas from session attendees.

All submitted papers will receive the same review process. However, some authors of accepted papers will be given the opportunity to present their work in special **"Data Blitz"** sessions that will feature a series of 5-minute talks. Presenting in a Data Blitz will be in lieu of presenting a traditional poster at a regular Working Paper Session. Authors must indicate whether they would like to be considered for a Data Blitz at the time of submitting their work.

Working Paper Format and Content: Working Paper submissions must include:
1. Title (do not include authors' names and affiliations).
2. A 50-word abstract. This abstract will appear in the conference program and should summarize the paper's contribution(s).
3. An extended abstract (750 to 1000-words) plus selected references, single-spaced. The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions. The extended abstract may also contain either one table or one figure. Do not submit a full-length paper in this category; we will only review extended abstracts.

Working Paper Evaluation: Reviewing will be blind. Reviewers will evaluate each submission on the basis of a) quality of the research, b) contribution to the field of consumer research, c) interest of the topic to ACR members, and d) coherence and readability. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission. **ACR reserves the right to run the submission through anti-plagiarism software.**

For Working Papers accepted for a poster session, authors are expected to:
1. Prepare a poster for display during the assigned session (detailed guidelines will be included in the acceptance notification).
2. Have at least one author available to discuss their work with attendees of the session.

For Working Papers accepted for a Data Blitz session, authors are expected to:
1. Prepare a 5-minute talk to be included in a series of talks during the session (detailed guidelines will be included in the acceptance notification).
2. Choose one author to present the work in their allotted time.

Please direct any further questions about the Working Papers to either of the co-chairs, Andy Gershoff (andrew.gershoff@mccombs.utexas.edu) or Maura Scott (mlscott@fsu.edu). Please include "ACR WORKING PAPER SESSION" in the subject line.

4. FORUMS: ROUNDTABLES, TUTORIALS, & PERSPECTIVES

Co-Chairs:
Lisa Cavanaugh, University of Southern California
Keith Wilcox, Columbia University

Forums bring researchers from varying backgrounds and methodologies together to explore areas and topics that either build on or enhance knowledge and skills outside of their current areas of

expertise. Forums include: Roundtables, Tutorials, and Perspectives. The Forums track co-chairs strongly encourage Roundtable submissions representing all topics and disciplinary perspectives relevant to consumer behavior. Tutorials are designed to address the ACR membership's needs for continuing education in new research tools and methods. Perspectives sessions offer learning opportunities for ACR members to gain exposure to experts in fields relevant to the future of consumer research. Workshops and Perspectives will be coordinated and planned by the track's co-chairs (working in conjunction with the conference co-chairs). If you have suggestions for Workshop or Perspectives topics, please email Keith Wilcox (ktw2113@gsb.columbia.edu) and Lisa Cavanaugh (lisacava@marshall.usc.edu) directly. Please include "ACR FORUMS SESSION" in the subject line.

Roundtables are open to submissions from all ACR members and are based on an application process. Roundtable proposals must list a minimum of 10 people who have agreed to attend (in addition to the speakers). Roundtables provide an opportunity for a group of researchers to discuss cutting-edge research ideas and/or technical issues (e.g., eye tracking, field experiments, etc.), generate new ideas, develop collaborative relationships, and share their interests with the broader ACR community. They are intended to focus on a specific topic or issue, but are deliberately structured to be open-ended to encourage new ideas and insights. Roundtables are designed to complement the more formal presentations in Competitive Papers and Special Sessions. To make the most of this opportunity, we encourage roundtable organizers and participants to brainstorm and exchange ideas before the official roundtable discussions.

Roundtable Submission Format and Content. All Roundtable submissions must include:

1. The name of the primary organizer(s).
2. A list of at least 10 additional ACR members committed to attending the session. **Note:** when submitting online you will have to enter the names and affiliations of these 10 attendees. You can add additional names after finalizing the submission by going to Your Conference Submission→ Edit Paper → Add Co-author.
3. A 50-word abstract of the proposed roundtable discussion for publication in the conference program.
4. A 750 to 1000-word extended abstract explaining the session's purpose and content to be included in the proceedings, including a brief description of how pre-conference discussions will be facilitated.

Submissions should specify a) the broad topic for discussion and enquiry, and b) the objective of the specific Roundtable (e.g., attain clarity on avenues for research on the topic, clarify a new data analysis or data collection method, etc.).

Roundtable Evaluation. Evaluation and selection will emphasize the quality and rigor of the submission. Session leaders are responsible for quality control over the discussion in their sessions, for enforcing deadlines, and for submitting all materials to the Roundtable co-chairs through the ACR conference website (http://www.acrweb.org/acr/). Please note that managing your colleagues is a significant and sometimes impossible task, but it is absolutely critical to the

quality of your session. Consider and communicate how you will generate good preparation and participation.

Tutorials are designed to provide hands-on learning on various topics, and presenters are determined by the Forums co-chairs. The goal of the workshops is to ensure an in-depth learning experience.

Perspectives are designed to help participants broaden their research perspectives and learn about relevant fields and less familiar topic areas important to the future of consumer research. Each Perspective session includes talks offering an overview of an area/topic (as opposed to presenting a specific paper). Presenters will be invited by the Forums co-chairs based on input from the ACR membership. Everyone is invited and encouraged to attend these sessions.

5. VIDEOGRAPHY TRACK (Formerly Known as the Film Festival)

Co-Chairs:
Marylouise Caldwell, University of Sydney Business School
Joonas Rokka, EMLYON Business School

The 2017 ACR Conference Videography Track (formerly known as the Film Festival) is dedicated to advancing videographic consumer research and knowledge about consumers. We invite videographic submissions that address the audiovisual character of consumer research phenomena or innovative video-based approaches that advance the field in new directions, but also submissions not limited to these themes. This year's call for submissions introduces some changes intended to enhance the future development of the field. If you have any queries about these changes, please contact the 2017 Videography Track Co-directors: Marylouise Caldwell (mary.caldwell@sydney.edu.au) and Joonas Rokka (rokka@em-lyon.com)

Guidelines for Videography Submissions: Submissions should include the usual sign-up information on the ACR Conference website, and provide a link to an edited videography focusing on a consumer research topic.

Authors are also required to submit a Structured Abstract of up to 300 words, which will be published in the ACR proceedings, using the following headings and guidelines:

- **Intended Contribution to Knowledge:** What is the specific gap in knowledge and research question(s) the videography seeks to answer? What is the unique perspective taken?
- **Literature Foundations:** Which body of consumer research literature does the videography contribute to? On which frameworks, ideas, concepts and/or theories does it rely?
- **Research Method:** What is the methodological and analytical procedure that was followed? What is the specific research and/or videography-making context? (discuss when relevant)

- **Findings and implications:** What knowledge, explanations, concepts, theory, methodological considerations, results and/or experiential insights does the videography contribute to the above research domain?
- **Key References:** List up to 6 key references (articles, videographies etc.)

NOTE: <u>Although authors are asked to supply a structured abstract, they should NOT assume they must use this structure for their videography</u>. Of course, they may do so, but typically videographies should adopt structures that optimize the specific story they are aiming to tell. Please take a look at the variety of structures and approaches characterizing recent award-winning videographies:
- Caldwell, Kleppe and Matlho (2010): "Talk the Walk, Walk the Talk," https://vimeo.com/15311998
- Hietanen, Rokka and Roman (2011), "Pushing the Scene: Tensions and Emergence in an Accelerated Marketplace Culture" https://vimeo.com/32192229
- Isaak, Dinkevych and Wilken (2016), "Further away = higher willingness to pay?" https://vimeo.com/188131744 - Password: wtp
- Leroy, Cléret and Boyer (2016), "Dodo Le La – From Beer Consumption to Heritage Edification," https://vimeo.com/171438835- Password: DODOLELA2016
- O'Rourke and O'Sullivan (2016), "Wonders of Waste: The Ideological Diffusion of the Upcycling Movement," https://vimeo.com/170595105
- Wijland (2014), "In Brutal Times," https://vimeo.com/93273467

Two types of submissions are invited:
- <u>**Stand-alone videography:**</u> These videographies are complete, self-standing research projects. For recent examples, view the links to videographies above. After these works are screened, a 5-10 minute Q&A period will be held.
- <u>**Videography with commentary**</u> (<1000 words): The textual commentary piece adds to, comments, and enriches the videography element with academic references. This new format allows for maximum flexibility in terms of combining text and video in novel ways. Notice that authors will give a formal 5-10-minutes presentation before or after the film screening that sheds light on the commentary element. The commentary element is not published in the proceedings of ACR.

Recommended length for videography submissions considered for the track is up to 20 minutes (due to track presentation format). However, shorter and also longer (up to 50 minutes long) submissions are also welcomed, but their acceptance requires outstanding videographic quality. To increase the probability that submissions are original and distinctive, authors are advised to visit the ACR website and look through the videography section (2007-2016) to see what research has been done before.

Videography Evaluation: Videography submissions will be evaluated on: a) contribution to knowledge on consumer research topics, b) timeliness and topicality, 3) theatrical or dramatic qualities, 4) production values, including using new experimental videography production techniques, and 5) ethical conduct.

Videographies should be uploaded onto Vimeo (http://vimeo.com/) and allocated password access. The link and password should be provided as required in the submission process.

NOTE: Please make sure to remove all (written) author information from the submission and its credits in order to guarantee anonymous review.

Extra care should be taken by authors to ensure they do not infringe copyright. To learn more: look at http://www.youtube.com/t/copyright_what_is. Deadline for videography track submissions is Friday, March 10, 2017 before 23:59 CST.

Videography Acceptances: Authors will be informed if their videography has been contingently accepted by Friday, May 19, 2017. To be fully accepted, author(s) need to modify their videographies in line with recommendations of the videography track co-chairs (and often the reviewers), and provide a description of the way they addressed (or not) the comments. Author(s) may also choose to voluntarily revise the videography and provide a brief, written rationale via email. This information and links to both the original and modified versions of the videography should be emailed directly to the videography track co-chairs by Friday, June 16, before 23:59 CST. Final acceptance decisions will be made by Friday, June 23.

Authors whose work is accepted should submit a short trailer (1-2 minutes) by Friday, September 1, 2017, before 23:59 CST. Unlike the final videography submission, the trailer *should not* be password protected and be available for public viewing via a Vimeo link, which should be emailed to acr2017@umn.edu (copy Marylouise Caldwell: mary.caldwell@sydney.edu.au). Trailers will be linked to and screened on the conference website together alongside the structured abstract to promote awareness and engage the ACR community. At least one author of each accepted videography must be present at the initial showing of their videography, and be available to answer questions. An author can only submit (or be a co-author) on up to two videographies in the videography track. This approach is intended to encourage authors to submit their highest quality work.

Videography Track Awards: The People's Choice award will be "retired." The Judge's Best Videography (formerly Film) Award will remain. A First-time Videography Entry Award will be introduced. Both awards will be judged by a committee comprising the co-directors and three other judges chosen by the co-directors and ratified by the ACR Conference Committee.

Chairing the Videography Track: The videography track (formerly Film Festival) will continue to have co-chairs. However, individual chairs will change on a rolling biannual basis. For example, in 2017, Marylouise Caldwell (who was a co-chair from 2011-2016) and Joonas Rokka will act as co-chairs. In 2018, Marylouise will vacate her position and Joonas will continue with another co-chair suggested by him and ratified by the ACR Conference Committee. In 2019, Joonas will vacate his position, to be replaced by a co-director chosen by his co-director and ratified by the ACR Conference Committee, and so on. The aim is to leverage past experience in hosting the videography track and foster the inclusion of new emergent perspectives.

Accepted Videographies to be Accessible through the ACR Website: All authors are asked to agree to make their videographies accessible through the Videography (formerly Film) Section of the Association for Consumer Research website. At the end of the structured abstract (or commentary where applicable), which will be published on the ACR website, a link on Vimeo to the videography should be provided so that each videography can be viewed without using a password OR an email address should be supplied so that the person wanting to view a videography can contact the lead videography-maker and request a link to the videography. We hope you can appreciate that agreement to this request will increase the number of high quality consumer research videographies accessible to interested scholars and beyond.

WE LOOK FORWARD TO A GREAT CONFERENCE!

See you in San Diego!