

## **GUIDELINES TO SUBMIT A SPECIAL SESSION**

Special sessions are expected to be 75-minutes long and intended to provide opportunities for spotlighting topics of broad interest. A special session should include four presentations of research papers. The session may include one or more conceptual/review papers, where appropriate. Consideration will be given to special sessions that explicitly address the conference theme of Becoming Wise.

**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 toward 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 to the session theme; 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 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.