Sponsorship

2024 OPPORTUNITIES

Public Responsibility in Medicine and Research
20 Park Plaza, Suite 1421, Boston, MA 02116
www.primr.org  617.423.4112
WHO WE ARE

Public Responsibility in Medicine and Research (PRIM&R) advances the highest ethical standards in the conduct of research. As a national nonprofit founded in 1974, PRIM&R has served the research oversight community for 50 years through education, professional resources, certification, and membership.

Our vibrant community of over 28,000 individuals, 3,500 members from around the world, includes those who work with human subjects protections programs (HRPPs), institutional review boards (IRBs), animal care and use committees (IACUCs), and institutional leaders.

With over 20 professional development opportunities, two professional credentials, and 3,500 attendees at our annual conference, PRIM&R connects, educates, and inspires a commitment to the centrality of ethics in the advancement of science and medicine.

PRIM&R’s Community

- HRPP/IRB, IACUC/ACU, and IBC directors, administrators, chairs, and members
- Compliance personnel
- QA/QI personnel
- Institutional research leadership
- Federal and state representatives
- Pharma/biotech industry personnel
- Researchers and research staff
- Clinical research professionals
- Legal counsel
- Public relations professionals
- Research subject and patient advocates
- Ethicists
- Public and private institutions
- Federal and state government
- Academia
- Industry/pharma
WHO WE REACH

**Membership**
- 3,500 Members
- 1,000 Institutions
- 40 Countries
- 50 Years in Research Ethics
- 1,706 CIP Certified Members
- 484 CPIA Certified Members

**Media**
- 204K New Users
- 791K Page Views
- 35,863 Blog Visitors
- 50,666 Blog Views
- 28,000 Email Subscribers
- 8,262 Followers Across Social Media Platforms
HOW WE CONNECT

Education
PRIM&R’s educational programs ensure the highest ethical standards are maintained in research.

PRIM&R’s consistent, high-quality educational programming provides opportunities for guidance from experts in the field. PRIM&R offers in-depth education for research professionals at all levels through webinars, workshops, and on-demand courses.

Membership
PRIM&R’s supportive membership community provides resources and connections with colleagues from more than 1,000 institutions in more than 40 countries. PRIM&R members connect through continuing education opportunities, mentoring programs, regional connections, online forums, and virtual roundtables.

Sponsorship
PRIM&R sponsors share a commitment to upholding the highest ethical standards in the field. They envision a world in which all who contribute to and benefit from research embrace ethics, welfare, inclusion, and trust as central to science and medicine.

PRIM&R sponsors receive valuable exposure to a highly engaged audience of research professionals, including administrators, investigators, and compliance officers. Sponsorships are tailored to align with marketing objectives, giving the maximum impact on the investment.

A commitment to PRIM&R’s programming offers access to a dedicated community of research professionals through visibility during our live programs, related webpages, and other content-driven marketing materials.
Webinar Sponsorship

PRIM&R webinars deliver comprehensive information on timely topics in the fields of human subjects protections and animal care and use. Webinars are first aired live, allowing attendees to interact with and ask questions of the presenters. Webinars are recorded and shared with attendees. They are also available for purchase.

Convenient and affordable, webinars may be used to obtain continuing education credit from professional associations. A collection of relevant background reading, links, templates, checklists, and/or charts accompany each PRIM&R webinar.

2024 Webinar Topics:
- The Current State of Informed Consent
- Broad Consent
- Crowdsourcing Data Collection
- What IAUCs Need to Know Working with IBCs
- How to Tier, Develop, and Manage your IACUC SOPs with Maximum Efficiency
- Implementing FDA Guidance on Expanded Access for Individual Patients
- Ethical Issues in Research Using Digital Technology
- Defining and Navigating Risk in Exempt Research
- Panel Discussion: Acceptance and Belonging within DEIJ

Cost: $2,000 per webinar

<table>
<thead>
<tr>
<th>Webinar Sponsor Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement on the webinar webpage (color logo, 20-word descriptor, and URL)</td>
</tr>
<tr>
<td>Logo, text and URL of choice included in the confirmation email sent to each participant</td>
</tr>
<tr>
<td>Acknowledgement in all webinar marketing emails, ads and webpages</td>
</tr>
<tr>
<td>Acknowledgement during the webinar via a slide at the beginning of the presentation that includes a 20-word description and URL of choice, and a verbal thank you at the conclusion of the webinar</td>
</tr>
<tr>
<td>Acknowledgement in two pre- and two post-webinar emails sent to all registered attendees with a 20-word description and your URL</td>
</tr>
<tr>
<td>Two complimentary webinar registrations</td>
</tr>
</tbody>
</table>
Workshop Sponsorship

PRIM&R’s interactive workshops range from introductory to advanced level learning. They offer peer-to-peer engagement, networking, and access to faculty who are experts in the fields of research, regulation, science, policy, and ethics.

Workshops Topics:
- Exploring FDA Regulations
- Exploring the Common Rule: A Guide for Beginners
- IACUC Administrator Core Training
- IRB Administrator Core Training

Cost: $3,000 per workshop

<table>
<thead>
<tr>
<th>Workshop Sponsor Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement on PRIM&amp;R’s website, marketing, and communications to attendees</td>
</tr>
<tr>
<td>A virtual meeting room where attendees can talk with the vendor after sessions (which is promoted during the program and in attendee communications)</td>
</tr>
<tr>
<td>A highlight email about the supporter sent to attendees before and after the event (this could include information on the company, a request for information button, link to a giveaway, etc.)</td>
</tr>
<tr>
<td>Logo featured on slides shown at the beginning of each session, and a dedicated slide at the end of each session</td>
</tr>
<tr>
<td>Two complimentary registrations to both courses for company staff</td>
</tr>
</tbody>
</table>
Animal Research Oversight Course (AROC)
PRIM&R’s Animal Research Oversight Course (AROC) provides a comprehensive overview of the IACUC’s role and functions in an effective, interactive online format. AROC covers important topics for new or experienced IACUC members, administrators, and other animal care and use personnel.

Ethical Research Oversight Course (EROC)
PRIM&R’s Ethical Research Oversight Course (EROC) is an engaging, interactive online course designed to equip IRB members and HRPP/IRB staff for their roles through demonstration of the ethical principles and regulatory frameworks that govern their day-to-day work. One of the most comprehensive human subjects protections courses available, EROC has been a cornerstone of IRB education.

Cost: $3,500 annual sponsorship per course

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement on the webpage for the course (color logo, 75-word description, and URL of choice)</td>
</tr>
<tr>
<td>Text acknowledgment and link to your website in the confirmation email sent to each individual or organization that purchases the course</td>
</tr>
<tr>
<td>Acknowledgement in all dedicated marketing</td>
</tr>
<tr>
<td>Acknowledgement on the course user home page, viewed by all learners who participate in the course (color logo, 75-word description, and URL of choice)</td>
</tr>
<tr>
<td>Complimentary institutional subscription to the course for the duration of your support</td>
</tr>
</tbody>
</table>
Become a Supporter and Exhibitor!

PRIM&R’s conferences are the cornerstone of our commitment to advancing the ethical conduct of research. These events bring together stakeholders in the fields of human subject protections and animal care, as well as institutional leadership, and use to consider complex, challenging, and current issues in the conduct and oversight of research.

Our conferences feature programming for those new to their field, as well as seasoned professionals. Attendees from around the globe come together for lively discussions on everything from best practices in research oversight to key ethical concepts. Participants leave energized and better equipped to help their research programs become stronger and more effective.

Who Is the Audience?

- ~500 animal care and use professionals.
- ~2,500 human subjects protections professionals.
- Some individuals have responsibilities that span the research program, including institutional leadership. Attendees include: Oversight committee directors, administrators, chairs, members; compliance personnel; clinical research professionals; researchers and research staff; institutional leadership; lab management and personnel; attending veterinarians; federal agency representatives; industry professionals; and more!
Advertise with PRIM&R and Connect with Our Audience

PRIM&R can help you generate leads, engage prospects, and reach your target audience of professionals involved in research, ethics, and oversight. Our advertising/sponsorship opportunities offer direct connections to the individuals in the field who are responsible for making purchasing decisions related to the products and services you offer.
Email Advertising
PRIM&R offers advertising space in several of our regular emails (PRIM&R This Week Newsletter, the PRIM&R Member Newsletter, and Research Ethics Digest), as well as a limited number of sponsored emails.

PRIM&R’s email list includes HRPP/IRB and IACUC chairs, members, administrators, directors and staff; researchers and research staff; attending veterinarians; compliance personnel; institutional officials and other key decision-makers; federal agency representatives; ethicists; advocates; and more.

PRIM&R This Week Newsletter Ad Space
$1,500
PRIM&R This Week Newsletter conveys research enterprise news, registration for educational programs and upcoming event dates sent to our full mailing list.
- Audience: 28,000 research ethics and oversight professionals.
- Performance: 20% average open rate; 2% average click rate

PRIM&R Member Newsletter Ad Space
$1,500
PRIM&R Member Newsletter is a monthly publication providing news, information about educational opportunities, and updates on PRIM&R Member benefits.
- Audience: 3,700 engaged PRIM&R members
- Performance: 34% average open rate; 9% average click rate

Research Ethics Digest Ad Space
$1,500
Research Ethics Digest includes timely and relevant abstracts and articles from scholarly journals, delivered every two months via email.
- Audience: 3,700 members who can receive CE’s from the publication
- Performance: 35% average open rate; 9% average click rate

Sponsored Email
$3,000
PRIM&R can send a sponsored email on your behalf to our full audience or your choice of a subset of our audience—we can sort our list by human subjects protections, animal care and use interests, participation in past programs, etc. We’re happy to work with you to determine the best list for your outreach.
- Audience: 28,000 research ethics and oversight professionals
- Performance: PRIM&R’s average open rate of 14% and an average click rate of 2%.
FOR MORE INFORMATION

Please contact:
Catherine Batsford
Director of Marketing and Communications,
Public Responsibility in Medicine and Research (PRIM&R)
617-303-1867
cbatsford@primr.org