



SUPPORTER & EXHIBITOR PROSPECTUS

PRIM&R's 2020 Advancing Ethical Research Virtual Conference (AER20) is the **premier event for those in the field of human subjects protections and oversight**. AER20 will take place online over three weeks: December 1-2, 8-9, and 15-16.

Format

- Each conference day will include livestream and some pre-recorded content between 10:00 AM and 2:15 PM ET.
- The afternoons will provide additional networking opportunities including discussion groups, Federal Agency Office Hours, time to view the posters and schedule video meetings with supporters/exhibitors, and more.
- In-depth workshops will be offered each afternoon for an additional fee.
- The agendas are online [here](#).

Who attends?

- The AER Conference routinely draws near **2,500 participants** from around the globe, and we anticipate a similar number of attendees at this year's virtual event.
- Attendees include IRB chairs, members, administrators; HRPP directors and staff; federal agency representatives; industry representatives; researchers and research staff; institutional officials; ethicists; and more.
- **Many attendees make or influence purchasing decisions related to the products/services you offer.**

Why should you exhibit online?

Supporters and exhibitors play an important role in this conference by providing attendees information and resources that help educate, improve efficiency, streamline processes, and much more.

We will provide many opportunities exposure in this online environment, including:

- **Acknowledgement** on PRIM&R's event website, communications to attendees, and from the virtual podium.
- **Virtual Exhibit Hall** that includes customizable vendor pages. Booth upgrades include: additional branding, video, linked resources, giveaways, and more.
- **Access to attendees** through video chat in the virtual booths, advertised time to connect with supporters/exhibitors on the agenda, multiple opportunities to collect leads, and more.
- **Additional support opportunities**, including sponsored sessions (live and pre-recorded) and networking events, support of the poster gallery, branded products, direct messages to attendees, and more.

SUPPORTER & EXHIBITOR OPPORTUNITIES/PRICING

STANDARD EXHIBITOR PACKAGE

- For-Profit Company: \$2,000
- Federal Agency/Nonprofit Company**: \$850

Each company purchases one Standard Exhibitor Package* for all three weeks of the conference. The Standard Exhibitor Package includes a virtual exhibit booth page with:

- Company logo
- Company descriptor, contact information, website URL, social media links
- A "Request More Information" button that links to a company email address
- Staff contact listings (name, title, photo, bio, email address)
- Registrant list before/after meeting (no email addresses)
- Highlight email before conference sent by PRIM&R to attendees
- Two complimentary registrations for all three weeks

Vendors are responsible for setting up their virtual booth pages using our exhibitor online portal. **All virtual booths must be set-up online by November 27.** Information on vendors will be available starting in late September. The earlier booth information is inputted by vendors, the earlier attendees/prospective attendees will see your information. Information will be editable by vendors.

**Companies that own other companies and who wish to advertise those companies as distinct entities/offering distinct services must purchase a Standard Exhibitor Package for those companies (i.e., subsidiaries cannot be advertised as part of larger booths).*

***Documentation of 501 (c) (3) status must be provided.*

SUPPORTER LEVELS AND ADDITIONAL ENGAGEMENT OPPORTUNITIES

To further maximize your exposure and interaction with attendees, see **a list of additional engagement opportunities below**. Our a la carte approach allows vendors to create a customized package that fits their goals and budget.

Companies that spend **\$4,300*** or more will be designated Conference Supporters. The chart below outlines the support levels/spend and the additional benefits offered to supporters.

Supporter Level Benefits	Bronze Total Spend \$4,300-5,499	Silver Total Spend \$5,500-6,999	Gold Total Spend \$7,000-8,999	Platinum Total Spend \$8,000-14,999	Diamond Total Spend \$15,000+
A listing in the PRIM&R Member Newsletter	✓	✓	✓	✓	✓
Additional full-conference registrations	1	1	2	2	3
Branding on virtual meeting launch site	✓	✓	✓	✓	✓

Contact us if you have suggestions for additional engagement opportunities. We are happy to consider ideas not included in this prospectus.

UPGRADE YOUR VIRTUAL EXHIBIT BOOTH PAGE

Maximize the information attendees can get from you, interact with attendees one on one or in groups, and get qualified lead information by adding one or more of the following booth upgrades:

Upgrade	Cost
Company banner ad at top of page	\$250
Embedded video on page	\$300
PDF Resources linked on page (<i>up to three documents</i>)	\$100/each
Additional web links on page (<i>up to three links</i>)	\$100/each
Video chat (<i>up to four representatives—each video chat room can house multiple attendees at one time</i>)	\$700
Giveaway button (<i>for promotions/collect data</i>)	\$500
Lead retrieval report (<i>attendee contact information, including email addresses, for those that visit your virtual booth page</i>)	\$500

SPONSORED PRESENTATIONS

Vendors can select **one** of the following (i.e., not one of each, nor multiple presentations in one category).

Live Presentation During Mid-Day Break: \$1000

~~Six~~ One opportunity available: December 16 (**December 1, 2, 8, 9, 15 are sold**)

Purchase a live, 30-minute presentation shown during the mid-day break of each conference day from 12:45-1:15 PM ET, and included on the conference agenda (dates above—one per day). These presentations will also be recorded for on demand access (attendees only get access to content for weeks they're registered). Presentations can be on the services and products you provide, or how a topic relates to the work you do. Vendors will submit to PRIM&R a title, descriptor, and learning objectives, and work with the PRIM&R staff to stream the session live (either live or pre-recorded with live Q&A). Vendors will receive the list of people who clicked to view the session live and on demand. *Rehearsals/records will take place in November. Final slide presentations must be uploaded by **November 27, 2020**. PRIM&R reserves the right to review all presentations, and ask vendor to make changes as needed.*

Pre-Recorded Presentation: \$750

Five ~~Six~~ opportunities available: December 1, 2, 8, 9, 15, 16 (**December 8 is sold**)

Purchase a 30-minute pre-recorded presentation that will be included on the agenda for each conference day (dates above—one per day). Sessions will be slotted in the afternoon, from 2:30-3:00 PM ET, but these sessions will be available on demand starting at 10 AM ET the week of presentation. These presentations will not include live interaction with attendees, and attendees only receive access to content for the weeks they're registered. Presentations can be on the services and products you provide, or how a topic relates to the work you do. Vendors will submit to PRIM&R a title, descriptor, and learning objectives, and will record the presentation on their own (PRIM&R can take a web link to the video or a MP4 file, and we can assist with recording the session if needed). Vendors will receive the list of people who clicked to view the session on demand. *Final presentations and slides must be uploaded and recorded by **November 27, 2020**. PRIM&R reserves the right to review all presentations, and ask vendor to make changes as needed.*

EVENTS/OFFERINGS

Vendors can select **one** from the following category.

AER20 Poster Gallery: \$2,500

Support PRIM&R's virtual poster gallery, which will include posters and pre-recorded talks from this year's poster abstract award winners, as well as two oral presentations per week. This year's poster gallery will include 60+ posters from human subjects research professionals from around the world, and on topics related to innovative programs created to increase the success of the HRPP/IRB functions, or on empirical research on or conceptual analyses of topics or questions relevant to human subjects research. Six abstract authors have been chosen to give oral presentations on their work, and there will be one session each for scientific and programmatic abstracts. These talks will run once per week. By supporting this initiative, vendors will receive branding on the poster gallery site, branding on the oral presentation sessions that appear on the agenda, and verbal acknowledgement of support before/after the oral presentation talks (and which will include a slide pointing attendees to your virtual booth page).

Sponsored Happy Hours/After-Hours Events: \$1,000

~~Twelve~~ Eleven opportunities available: December 1, 2, 8, 9, 15, 16 (two per day) (*December 1 sold*)

Support a one-hour happy hour event at the end of each conference day from 5:00-6:00 PM ET. Vendors are welcome to design their happy hour events. Ideas include, but are not limited to trivia or other games; mixologists; virtual pizza parties; cooking demonstrations; live music; comedians; general networking/discussion by topic; etc. Vendors are responsible for envisioning the plans for the event and submitting them to PRIM&R for approval. PRIM&R will then put a descriptor of the event on the conference agenda with branding. These events will be offered live only. PRIM&R will work with the vendor to stream the session. Vendors will receive contact information for those who attended the event; attendees only receive access to content for the weeks they're registered. *Final plans are needed within two weeks of sign on. PRIM&R reserves the right to review all presentations, and ask vendor to make changes as needed. Rehearsals will take place in November. Any materials attendees need to access as part of the event must be uploaded by **November 27, 2020**.*

Meet the Author Session: \$750 *SOLD OUT!*

PRIM&R's Meet the Author session features an author who has written a book relevant to human subjects research. The author presents on their work and then engages in a dialogue with attendees (*author/book TBD*). This session will be presented live the first week of the conference, and then available on demand. Attendees only receive access to content for the weeks they're registered. Vendors supporting this offering will receive branding on the agenda, verbal acknowledgement of the support before/after the session (and which will include a slide pointing attendees to your virtual booth), and contact information for those who attended the session.

BRANDED MERCHANDISE

Branded Merchandise: \$10,000 *SOLD OUT!*

Three opportunities available (one per company)

Support one of three branded items to provide exposure beyond the conference:

- ~~Coffee mug/tumbler~~ *Sold!*
- ~~Notebook with pen~~ *Sold!*
- ~~Water bottle~~ *Sold!*

The first 1500 attendees will be given a code to redeem a branded conference item from a vendor (500 codes per item). Attendees will be sent an email with the code and asking them to redeem the code at a branded portal. From the portal, attendees will enter their contact information, which vendors receive, and their best shipping address. Vendors will receive a branded redemption portal, branded cover letter sent to attendees, and lead data generated from redemption process. Branded products will be produced by PRIM&R with input from the supporter. *Artwork must be received by October 9, 2020. Vendor can upgrade products, if desired, at an additional cost.*

ADDITIONAL OPPORTUNITIES

Email Marketing to Attendees: \$1000 *SOLD OUT!*

~~Four opportunities available (one per company): weeks of October 26, November 2, November 9, and November 16~~

Access AER20 attendees directly by sending them an email outlining the services your company provides, how you can better assist with their work, information upcoming programming you're providing, incentivizing people to visit your virtual booth page during the event (including advertising your video chat hours (if applicable)), and more. Emails will be sent in the four weeks leading up to AER20 (one email/week, excludes week of Thanksgiving). Vendor will work with PRIM&R on composing message. Vendors must provide a single image (that can be linked to another site) and can be dropped into an email marketing message template, or use PRIM&R's customized text template for the message (can include images, web links, etc.). *Messages must be finalized by **October 15**. PRIM&R reserves the right to review all messages, and ask vendor to make changes as needed.*

Conference Scholarship Program: Any amount of your choosing

Make a donation to the conference scholarship program, which provides fee waivers and other financial forms of support to members of the research, academic, and medical communities, who could not otherwise attend due to budget constraints.

SUPPORTER & EXHIBITOR APPLICATION

Applications must be received by **November 20, 2020** (note that some support opportunities require an earlier sign on). A 50% deposit is due with the application. All vendors must be paid in full by **November 20, 2020**. Send completed applications to [Mariellen Morris](#).

COMPANY INFORMATION

Company Name:	
Address:	
City, State, Zip:	
Company Phone:	
Company Website:	

PLANNING CONTACT INFORMATION

Planning Contact Name:	
Planning Contact Email:	
Planning Contact Phone:	

VIRTUAL EXHIBITOR BOOTH PAGE

<input type="checkbox"/> Standard Exhibitor Package: For-profit	\$2,000
<input type="checkbox"/> Standard Exhibitor Package: Nonprofit/Government	\$850

VIRUTAL BOOTH PAGE UPGRADES

<input type="checkbox"/> Company banner ad at top of page	\$250	<input type="checkbox"/> Video chat	\$700
<input type="checkbox"/> Embedded video on page	\$300	<input type="checkbox"/> Giveaway button	\$500
<input type="checkbox"/> PDF Resources linked on page (up to three documents) # _____	\$100/each	<input type="checkbox"/> Lead retrieval report	\$500
<input type="checkbox"/> Additional web links on page (up to three links) # _____	\$100/each	<input type="checkbox"/> Company banner ad at top of page	\$250

ADDITIONAL ENGAGEMENT OPPORTUNITIES

<input type="checkbox"/> Live Presentation During Mid-Day Break (6) Date: _____	\$1000	<input type="checkbox"/> Branded Merchandise: Coffee Cups/Tumblers	\$10,000
<input type="checkbox"/> Pre-Recorded Presentation Date: _____	\$750	<input type="checkbox"/> Branded Merchandise: Notebook w/ Pen	\$10,000
<input type="checkbox"/> AER20 Poster Gallery	\$2,500	<input type="checkbox"/> Branded Merchandise: Water Bottle	\$10,000
<input type="checkbox"/> Sponsored Happy Hours Date: _____	\$1,000	<input type="checkbox"/> Chaperoned Email Date: _____	\$1,000
<input type="checkbox"/> Meet the Author Session	\$750	Conference Scholarship Program (write in amount)	\$ _____

PAYMENT INFORMATION

PACAKGE TOTAL (total all items listed above this line to determine whether a supporter level was achieved (see page 2))	\$ _____
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I am enclosing check number: _____			
Mail to: PRIM&R, P.O. Box 849502, Boston, MA 02284-9502, Attn: AER20VC Exhibitor			
I am paying by credit card:	Visa	Master Card	Amex
Print Card Holder's Name			
Credit Card Number		Expiration Date	

AGREEMENT

PRIM&R Agreement Terms: All terms and conditions are agreed upon and enforced by company signature below. Vendor agrees to abide by all provisions set forth in these terms as part of this contract. **Please read the supporter/exhibitor procedures on the subsequent pages; signature below implies agreement with these procedures.** PRIM&R reserves the right to withdraw participation from companies who do not adhere to these procedures. If in violation, consequences include, but are not limited to a written warning, cancellation of participation in AER20, and/or prohibition from participation in future PRIM&R events. In addition, vendors who are asked to leave the conference as a result of a violation and/or who have their participation cancelled in advance will not receive a refund of their payment.

<input type="checkbox"/> In accordance with Canada's Anti-Spam Law and the General Data Protection Regulation, by checking yes, you are providing express consent for PRIM&R to collect the data you provide and to receive messages from PRIM&R regarding exhibitor/supporter opportunities. You can withdraw your consent at any time by writing to us at 20 Park Plaza, Suite 720, Boston, MA, 02116, or via email at privacy@primr.org .	
Your Organization Name:	
Your signature:	Date: _____

SUPPORTER & EXHIBITOR PROCEDURES

All vendors must adhere to the following procedures. These procedures may be amended as PRIM&R deems necessary. [Contact us with questions.](#)

SET-UP AND SHOW HOURS <i>(subject to change)</i>	
Set-Up	Vendors are responsible for setting up their virtual booth pages using our exhibitor online portal. All virtual booths must be set-up online by November 27. Information on vendors will be available starting in late September. The earlier booth information is inputted by vendors, the earlier attendees/prospective attendees will see your information. Information will be editable by vendors.
Show Hours	<p>Below is the schedule at a glance* for each conference day (for the weeks of December 1-2, December 8-9, December 15-16). The agendas can be found here. Virtual Exhibit Booth pages will be visible the entire event. Vendors using video chat are welcome to determine times that work best for their schedules, but, at a minimum, time must be allocated for video chat between 2:30-5:00 PM ET at least one day per conference week.</p> <ul style="list-style-type: none"> • 10:00 AM-5:00 PM ET: Virtual Exhibit Hall open (though information will always be available) • 10:00 AM-2:15 PM ET: Conference content (each week includes one keynote, three panels, 20 breakout sessions) • 2:30-5:00 PM ET: <ul style="list-style-type: none"> - Visit the Supporters/Exhibitors (video chat hours are recommended here) - Visit the Virtual Poster Gallery - Federal Agency Office Hours - Discussion Groups - Additional Networking Sessions • 5:00-6:00 PM ET: Sponsored Virtual Happy Hour/Networking Events <p><i>*Subject to change.</i></p>
ONLINE LOGISTICS AND SUPPORTER/EXHIBITOR CONDUCT	
Booth Sales	Booths/support opportunities are sold on a first come basis . Given AER20 was turned from an in person to an online event, vendors that previously signed on for the in person event will be given an opportunity to review this prospectus first before it's advertised more broadly. PRIM&R reserves the right to make modifications to this prospectus as needed.
Vendor Staff Registration	<p>See information above on number of complimentary registrations provided to vendors. The PRIM&R staff will register company staff receiving complimentary registrations; do not register these people online.</p> <p>Complimentary registrations are for AER20 only and includes full access to conference content and networking opportunities; in-depth workshops are a separate fee (PRIM&R staff can add in-depth workshops to booth personnel registrations if needed). If vendors require additional conference registrations, they must purchase those on their own via the registration website.</p>
Affiliate Events Policy	PRIM&R welcomes vendors to host affiliate events in conjunction with AER20, but these events cannot happen during the hours of 10:00 AM and 2:15 PM ET each conference day. Vendors found in violation will be asked to leave the meeting, they will <u>not</u> receive a refund, and they may be prevented from exhibiting at future PRIM&R events.
Online Conduct	<p>Vendors agree to the following as part of participating in this event:</p> <ul style="list-style-type: none"> • Set-up: Virtual booth pages must be set-up by November 27. • Video chat: Vendors using video chat can determine the hours they will be online, but, at a minimum, video chat hours must happen once per week during the hours of 2:30-5:00 PM ET. • Online conduct: <ul style="list-style-type: none"> - PRIM&R reserves the right to prohibit or restrict virtual exhibit pages that, because of method of operation, inappropriate behavior/materials, and/or any other reason, are objectionable. - The objective of PRIM&R's conferences is to provide a safe and respectful environment for attendees to learn and confer with peers/experts. Please see PRIM&R's Principles and Expectations for Conduct at Conferences and Programs. PRIM&R will not tolerate the disruption of sessions that results in: <ul style="list-style-type: none"> ○ The inability for the learning objectives of those programs and sessions to be met. ○ The inability for dialogue, discussion, debate, learning, and/or networking to take place ○ Harassment, badgering, or verbal threats. ○ The use or threat of physical force by any individual or group of individuals against another. ○ Destruction of property. - All content included in this conference is the property of the presenter(s) and vendors, and is protected by United States and international copyright laws. Certain materials are used by permission of their respective owners. The conference is the property of PRIM&R. Conference content may not be reproduced, transmitted, or shared in any way without the prior written permission of the presenter(s)/vendors/PRIM&R. Access to this conference should not be construed as a license or right under any copyright, patent, trademark or other proprietary interest of PRIM&R or third parties. <p>PRIM&R reserves the right to withdraw or deny access to vendors who do not adhere to these terms. Vendors asked to leave the meeting will <u>not</u> receive a refund and will be prevented from registering for or exhibiting at future PRIM&R events.</p>

MATERIALS AND MARKETING	
Chaperoned Emails	<p>All email messages must be finalized by October 15. Content not finalized by this time will not be sent.</p> <p>Emails will be sent in the four weeks leading up to AER20 (one email/week, excludes week of Thanksgiving) and to the list of individuals registered at that time. Vendor will work with PRIM&R on composing the message. Vendors must provide:</p> <ul style="list-style-type: none"> • A single image (that can be linked to another site) and can be dropped into an email marketing message template, OR • Use PRIM&R's customized text template for the message (can include images, web links, etc.). <p>Emails must adhere to the following guidelines:</p> <ul style="list-style-type: none"> • The official title of the event is 2020 Advancing Ethical Research Virtual Conference. 2020 AER Virtual Conference or AER20 may be used. • Vendor collateral may not include mention of PRIM&R's agenda, unless it is an officially supported opportunity. <p>PRIM&R reserves the right to review all messages, and ask vendor to make changes as needed.</p>
Other Marketing and Collateral	<p>Vendors are prohibited from using PRIM&R's name or logo without receiving approval from PRIM&R first. The official title of the event is 2020 Advancing Ethical Research Virtual Conference. 2020 AER Virtual Conference or AER20 may be used. Vendor collateral may not include mention of PRIM&R's agenda, unless it is an officially supported opportunity. For vendors wishing to do direct mail marketing to the list of attendees either before or after the meeting (see below), PRIM&R must sign off on all marketing before it is sent. Send to Kelly Whelan.</p>
Attendee List	<p>Vendors will receive an electronic copy of the AER20 attendee list provided before (November 19, 2020) and after (December 17, 2020) the meeting. The list will include the attendees' name, title, organization, and mailing address only. Please note this list will not include anyone who has opted out of being included in the attendee list nor will it include anyone from the EU/EEA. As a policy, PRIM&R does not distribute email addresses; rather, attendees will receive a vendor highlight email two weeks before the meeting.</p>
OTHER TERMS	
Cancellation	<p>If vendors notify PRIM&R of their intent to cancel the reserved exhibit space prior to November 6, 2020, PRIM&R shall refund the fee, minus a \$300 processing fee. If PRIM&R receives notice between November 6, 2020, and November 20, 2020, PRIM&R reserves the right to retain a \$600 processing fee. If PRIM&R receives notice after November 20, 2020, PRIM&R reserve the right to retain the full price, not as a penalty, but as liquidated damages. Vendors must send cancellation notification in writing (email is acceptable) to Mariellen Morris.</p>
Unforeseen Events	<p>In the event is interrupted, postponed, or cancelled because of circumstances beyond PRIM&R's reasonable control, including those that frustrate PRIM&R's fundamental purpose or mission statement, or that makes it illegal, impossible, commercially impracticable, or inadvisable to hold the Conference as originally planned, PRIM&R reserves the right to postpone or cancel the Conference. Circumstances beyond PRIM&R's reasonable control include, but are not limited to:</p> <ul style="list-style-type: none"> • Transmission interruption on the part of the technical provider implementing this online event and/or internet interruption on part of the technical provider, speakers, and/or vendors. • Transmission interruption on the part of unwanted outside entities or individuals (e.g., Zoom bombers, hackers, etc.). • Acts of God. • War or riot. • Governmental action or restrictive legislation. • Epidemic or pandemic outbreak. • Fire, flood, earthquake, hurricane, etc. • Strikes or threat of strikes. • Acts and/or threats of terrorism (supported by credible evidence or government warning) • Ordinances or administrative policies in direct conflict with the Conference and/or PRIM&R's fundamental purpose or mission (i.e., similar to or the same as North Carolina's Anti-LGBT known as Senate Bill 2). <p>If the event is interrupted, PRIM&R would try to reschedule the Conference, rather than cancel outright. Should a conference need to be rescheduled, exhibitor fees would be transferred to the subsequent offering. Should the Conference be cancelled, instead of being rescheduled, exhibitor fees would be credited towards any conference, educational program, or workshop offered by PRIM&R within 12 months from the cancellation date. Fees not used within the 12 months from the date of issue would expire. Please note that this policy is subject to change.</p>
Liability	<p>Vendors assume entire responsibility and hereby agree to protect, indemnify, defend, and save PRIM&R against all claims, losses, and damages to persons or property, and attorney's fees arising out of or caused by vendors' participation, excluding any such liability caused by the sole negligence of PRIM&R.</p>