

PRIM&R

PUBLIC RESPONSIBILITY IN
MEDICINE AND RESEARCH

Sponsorship



2024 OPPORTUNITIES

Public Responsibility in Medicine and Research
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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

primr.org



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

Webinar Sponsor Benefits

Acknowledgement on the webinar webpage (color logo, 20-word descriptor, and URL)

Logo, text and URL of choice included in the confirmation email sent to each participant

Acknowledgement in all webinar marketing emails, ads and webpages

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

Acknowledgement in two pre- and two post-webinar emails sent to all registered attendees with a 20-word description and your URL

Two complimentary webinar registrations

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

Workshop Sponsor Benefits

Acknowledgement on PRIM&R's website, marketing, and communications to attendees

A virtual meeting room where attendees can talk with the vendor after sessions (which is promoted during the program and in attendee communications)

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.)

Logo featured on slides shown at the beginning of each session, and a dedicated slide at the end of each session

Two complimentary registrations to both courses for company staff

Online Course Sponsorship

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

Sponsor Benefits

Acknowledgement on the webpage for the course (color logo, 75-word description, and URL of choice)

Text acknowledgment and link to your website in the confirmation email sent to each individual or organization that purchases the course

Acknowledgement in all dedicated marketing

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)

Complimentary institutional subscription to the course for the duration of your support



PRIM&R

2024 ANNUAL CONFERENCE

Seattle, Washington, November 17–20

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!

Email Advertising

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.

Home Conference Membership Career Center Login

[View as Webpage](#)

PRIM&R This Week

November 3 Workshop: Exploring FDA Regulations	November 14 Webinar: Community Engagement in Research: Ethical Considerations for HRPPs	December 3 HRPP Conference PRIM&R Annual Conference Workshops	December 4-8 PRIM&R Annual Conference
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News

Stat News
[2023 Nobel Prize in Medicine: Karikó, Weissman Awarded Prize for mRNA Research](#)

Newsroom:JHU.edu
[Ethics Rules Needed for Human Subjects Research on Commercial Spaceflights](#)

Amersand PRIM&R Blog
[Secretary's Advisory Committee on Human Research Protections \(SACHRP\) Continues Work on IRB Recommendations During Summer Meeting](#)

Training Available

Workshop: Exploring FDA Regulations
Fridays, November 3, November 10, and November 17
1:00-3:00 PM ET
Designed as an introductory workshop, PRIM&R's "Exploring FDA Regulations" serves as an essential resource for professionals engaged in the study or oversight of FDA-regulated drugs, biologics, and medical devices. Explore examples of research with FDA-regulated products, including emerging technologies. Through pre-learning modules, interactive exercises, and immersive case studies, attendees will gain proficiency in applying the FDA regulators framework to real-life scenarios.
[More Information](#)

Upcoming Webinar Schedule

October Webinar
Considering the Ethical, Legal, and Social Implications of Digital Health Research
Tuesday, October 31 | 1:00 PM ET
This webinar provides an overview of how digital tools/strategies, including machine learning and artificial intelligence, are used in health research.
[More Information](#)

November Webinar
Community Engagement in Research: Ethical Considerations for HRPPs
Tuesday, November 14 | 1:00 PM ET
Learn to offset the tension, highlighting the shared ethical goals of community engagement and human research protections programs and recommended practices for reviewing research that engages community partners.
[More Information](#)

December Webinar
Meeting the Challenges of IACUC Administration: Case Studies in Handling Complex Protocol Issues/Situations
Thursday, December 14 | 1:00 PM ET
Speakers and attendees will work through case studies on protocol review issues and discuss possible ways to handle these complex situations. Important to the session are well-versed IACUC administrators who can share their experiences with protocol challenges.
[More Information](#)

YOUR AD HERE

Advertise in PRIM&R This Week and reach our engaged community of research ethics professionals.

- Over 20,000 recipients
- 14% open rate
- Hundreds of unique clicks

PRIM&R PUBLIC RESPONSIBILITY IN MEDICINE AND RESEARCH
Member Newsletter

November 30, 2023 Member through: _____
Member number: _____

[View as Webpage](#)

Catherine, thank you for being a PRIM&R Member.



Interview with PRIM&R's New Executive Director, Ivy Tillman, EdD, CCRC, CIP

[Read Now!](#)



2023 Workload and Salary Surveys: Report Highlights

[Read Now!](#)



PRIM&R Article: Sex/Gender Specific Research Discrepancies in Medicine

[Read Now!](#)



Protocol Review: IACUC Members' Perspectives on Quality Assurance

[Read Now!](#)

Let us know what specific issues or topics you would like addressed in an upcoming PRIM&R Member Newsletter.



2023 PRIM&R Service Award Winner: Mark Barnes, JD, LL.M.

PRIM&R is thrilled to present Mark Barnes, JD, LL.M. with the 2023 PRIM&R Service Award on December 5, 2023, at the PRIM&R Annual Conference in Washington, DC. In the words of his nominator, Mark is "an inspiring and influential leader in the research field." During his 40-year career, Mark has been an unparalleled leader within the research community, particularly in the areas of research misconduct, human and nonhuman animal research oversight, health care law, conflict of interest, international research, and data privacy. [Read more.](#)

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Research Ethics Digest PRIM&R
PUBLIC RESPONSIBILITY IN MEDICINE AND RESEARCH

December 2020 Member number: INBRT_CUSTOM6

Dear INBRT_FIRST_NAME,

Below you'll find a link to this month's **Research Ethics Digest** (the hope you enjoy and find it useful). For questions or concerns, please contact us at [info@primr.org](#).

This is your last issue of Research Ethics Digest unless you cancel your consented membership.

To log in to the PRIM&R website, please use the email address to which this message was sent as your username and enter your unique password. If you've forgotten your password, you may reset it using the "forgot your password?" link on the login screen. If you have any questions, please contact us.

Read Research Ethics Digest

[Click here to read Research Ethics Digest](#)

[Click here for a downloadable PDF version of this issue](#)

YOUR AD HERE Advertise in **Research Ethics Digest** and reach our engaged community of ~4,000 members.

- 35% open rate
- 9% click rate

New to Research Ethics Digest?

Research Ethics Digest is a bimonthly publication containing recent articles from academic research ethics literature. Articles represent a broad range of related areas within research ethics, including both human and animal research topics. Articles are edited by PRIM&R staff and grouped into thematic sections for easy browsing. In some cases, we present just the abstract; in others, access to the full article is available.

Once you've browsed the articles of interest to you, you can explore the discussion guides we provide for key articles in each issue. In these guides, we provide further background, questions, and ideas to consider as you think about the article. These one-page PDFs make excellent resources to facilitate discussion with your colleagues.

Research Ethics Digest also includes two columns shared with us by leading publications in the field. Each column presents an intriguing and relevant case study related to animal care and use or human research procedures, followed by expert commentary.

Finally, we offer the **Research Ethics Digest Self-Study Program**, where you can earn continuing education credits by reading the presented articles and successfully completing an online quiz about those articles.

Credits earned through the Self-Study Program can be applied toward your Certified Professional in IACUC Administration (CPIA™) or Certified HRP Professional (CHRP™) credential, or other professional credentials that you might hold. To learn more and find out how you can participate, please visit the Self-Study Program section of this issue.

[Explore Research Ethics Digest!](#)

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:

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