PRIM&R’s Advancing Ethical Research (AER) Conference is widely acknowledged to be the premier event for those in the field of human subjects protections. The 2016 AER Conference will be held at the Anaheim Convention Center in Anaheim, CA. Pre-conference programs will be held on November 13 and the conference will be held November 14-16.

In 2016, we’re expecting more than 2,400 participants from all 50 US states and more than 30 countries who represent a variety of perspectives including: institutional review board (IRB) chairs, members, administrators, and staff; human research protections program professionals; federal agency representatives; industry representatives; researchers and research staff; institutional officials and other key decision-makers; ethicists; and community leaders.

PRIM&R strives to deliver an educational experience that helps attendees better understand and respond to the complexities of a rapidly changing research and regulatory environment. Our Supporters and Exhibitors play an important role in meeting this goal, so we hope you will consider joining us at AER16.

All AER16 Supporters and Exhibitors will be:

- Acknowledged on PRIM&R’s website, via PRIM&R’s social media outlets, in the onsite conference guide, in the conference app, and in the general session looping slides.
- Located in PRIM&R’s Conference Connection, which is home to the Welcome Reception, meals, beverage breaks, posters, as well as the PRIM&R Pavilion.
- Benefit from well-publicized Supporter and Exhibitor hours (see page 8) to maximize your attendee interactions throughout the event.
- Have the opportunity to further highlight your presence at the meeting through unique Supporter packages and customizable add-ons (see page 2).
SUPPORTER & EXHIBITOR PACKAGES

EXHIBITOR PACKAGE

For-profit Exhibitor: $2,600 (regular), $2,750 (late)
Federal Agency/Nonprofit Exhibitor: $900 (regular), $950 (late)

The Exhibitor Package includes:

- One 10’ x 10’ booth with a six-foot table, two chairs, a company nameplate, and a wastebasket.
- Your company description, logo, and website address listed on the conference Supporters and Exhibitors webpage.
- Acknowledgement of your participation through PRIM&R’s social media outlets.
- Your company name, logo, descriptor, website address, and phone number included in the conference guide.
- Your company logo featured on announcement slides shown before all general sessions.
- An electronic copy of the 2016 AER Conference attendee list provided before and after the meeting (postal mail addresses only). Please see guidelines for the use of this list on page 11.
- One individual registration for the 2016 AER Conference, which includes all events, programs, and sessions.

SUPPORTER PACKAGES

We offer the following pre-packaged Supporter levels. You may also contact us to design a custom package specific to your needs.

SOLD! Diamond Supporter Package: $30,000
One opportunity available

The Diamond Supporter Package includes everything in the exhibitor package, plus:

- Two additional 10’ x 10’ booths, each with a six-foot table, two chairs, a company nameplate, and a wastebasket.
- One additional individual registration for the 2016 AER Conference, which includes all events, programs and sessions.
- Three additional exhibitor badges that provide access to exhibit hall, meals, and receptions.
- A listing in the PRIM&R Member Newsletter.
- A full-page advertisement in the conference guide.
- Recognition as the supporter of the Welcome Reception, which includes:
  - Your company name on the event title “2016 AER Conference Welcome Reception supported by [Company Name Here]”.
  - Your company logo on every drink ticket (one per attendee).
  - Your company logo on custom cocktail napkins.
  - Prominent signage at the reception featuring your company name and logo.

Platinum Supporter Package: $12,250 (regular), $12,850 (late)
Four opportunities available

The Platinum Supporter Package includes everything in the exhibitor package, plus:

- One additional 10’ x 10’ booth, with a six-foot table, two chairs, a company nameplate, and a wastebasket.
- Two additional exhibitor badges that provide access to exhibit hall, meals, and receptions.
- A listing in the PRIM&R Member Newsletter.
- A half-page advertisement in the conference guide.
- Recognition as the Supporter of one of the following support opportunities (choose one):
o **SOLD! Conference Charging Lounge**: Support the onsite charging lounge for mobile devices. The charging lounge, which will be located in a high-traffic area, is a popular place for attendees to relax and recharge during long conference days. The charging lounge will be branded with supporter’s company logo.

o **SOLD! Conference Notepad**: Support notepads for conference attendees. This helpful notepad will be used during the meeting and after the conference concludes, providing maximum marketing impact. The notepad will be branded with the supporter’s company logo and placed in every attendee bag. Notepads will be produced by PRIM&R with input from the supporter.

o **SOLD! Conference Bookstore and Bookmarks**: Support the Conference Bookstore, which sells books and resources related to human subjects protections and research ethics, and has long been a popular and vital part of the meeting. Your support will be acknowledged in conference announcements, on bookstore signage, and with a bookmark, noting your support and encouraging a visit to the Bookstore, which will be placed in each attendee bag. Bookmarks will be produced by PRIM&R with input from the supporter.

o **Conference Scholarship Program**: Help support the Conference Scholarship Program, which assists members of the research, academic, and medical communities, who could not otherwise attend due to financial constraints. Your support will be acknowledged by the Conference Co-Chairs during the morning announcements, and in a full page write up about the program in the conference guide.

**Gold Supporter Package**: $9,250 (regular), $9,750 (late)

*Three opportunities available*

The Gold Supporter Package includes everything in the exhibitor package, plus:

- One additional 10’ x 10’ booth and accompanying furniture.
- Two additional exhibitor badges that provide access to exhibit hall, meals, and receptions.
- A listing in the PRIM&R Member Newsletter.
- A quarter-page advertisement in the conference guide.
- Recognition as the Supporter of one of the following support opportunities (choose one):

  o **SOLD! Conference Pens**: Support the conference attendee pens, which will be used during the meeting and after the conference concludes, providing maximum marketing impact. The supporter’s company logo will be printed on a pen that will be placed in each conference attendee bag. Pens will be produced by PRIM&R with input from the supporter.

  o **SOLD! Internet Café**: Support the onsite Internet Café, which provides attendees a place to check email and stay in touch, while also providing your company visibility in a high-traffic area. The Internet Café will be branded with your company logo, and each computer will have its homepage and screen saver set to your company’s website and logo.

  o **SOLD! First Mid-Morning Coffee Break with Branded Coffee Cups**: Kick off the 2016 AER Conference for attendees by helping to support the first mid-morning coffee break, taking place in the exhibit hall on November 14 at 10:30 AM (exact time subject to change). Reusable coffee tumblers branded with your logo will be supplied at the coffee stations, which will be used by attendees throughout the meeting and at home. Tumblers will be produced by PRIM&R with input from the Supporter.

**Silver Supporter Package**: $7,250 (regular), $7,650 (late)

*Five opportunities available*
The Silver Supporter Package includes everything in the exhibitor package, plus:

- One additional 10’ x 10’ booth and accompanying furniture.
- Two additional exhibitor badges that provide access to exhibit hall, meals, and receptions.
- A listing in the PRIM&R Member Newsletter.
- A quarter-page advertisement in the conference guide.
- Recognition as the Supporter of one of the following support opportunities (choose one):

  o **SOLD! Boxed Lunch on November 14**: Help support the boxed lunches that will be provided on November 14. Your support will be acknowledged on the agenda, on banquet hall signage, and stickers featuring your company logo placed on each box.

  o **SOLD! Boxed Lunch on November 15**: Help support the boxed lunches that will be provided on November 15. Your support will be acknowledged on the agenda, on banquet hall signage, and stickers featuring your company logo placed on each box.

  o **SOLD! Boxed Lunch on November 16**: Help support the boxed lunches that will be provided on November 16. Your support will be acknowledged on the agenda, on banquet hall signage, and stickers featuring your company logo placed on each box.

  o **SOLD! Conference Wi-Fi**: This branding opportunity is a perfect way to ensure every conference attendee with a smart phone, tablet, and laptop knows your organization’s name! The wireless internet password will be customized as your company name, your company logo will appear on the Wi-Fi splash page, and, once signed-on, attendees will be redirected to your company webpage.

  o **Conference App**: Support the AER Conference app, which provides attendees with interactive access to important logistical details, Supporter and Exhibitor information, and PRIM&R materials before, during, and after the conference. Your support will be recognized in conference announcements and information, on a full-width banner ad on the main app page, and in the instructions emailed to every attendee.

**Bronze Supporter Package**: $4,250 (regular), $4,500 (late)

There are opportunities available

The Bronze Supporter Package includes everything in the exhibitor package, plus:

- One additional 10’ x 10’ booth and accompanying furniture.
- Two additional exhibitor badges that provide access to exhibit hall, meals, and receptions.
- A listing in the PRIM&R Member Newsletter.
- A quarter-page advertisement in the Conference Guide.
- Recognition as the Supporter of one of the following support opportunities (choose one):

  o **Morning Musical Acts**: Support the musical acts every morning of the conference and provide attendees with an upbeat start to their day! Each musical act will perform for one hour, with the first half hour taking place near registration and the second half-hour on stage as attendees gather in general session. Your support will be acknowledged on the conference agenda, in the form of large signage next to the performers, and on the large display screens surrounding the general session stage.

  o **Morning Coffee Break**: Help support one of the following morning coffee breaks in The Conference Connection. Recognition of the support will be included on the conference agenda and in the form of large color signage at the break, and on branded coffee sleeves. Break times are subject to change.
• November 15: 10:45-11:15 AM
• November 16: 11:00-11:15 AM

- **SOLD! AER Conference Virtual Meeting:** Help support the live streaming of the keynote addresses and select plenary sessions for those who cannot attend the conference in person. The Virtual Meeting webpage will feature the supporter’s logo and a link to the supporter’s website. Your support will also be recognized in all publicity for the virtual meeting, and in the instructions emailed to every attendee.

### ADD-ON OPPORTUNITIES FOR ADDITIONAL EXPOSURE

Consider adding on one or more of the following options to your existing Supporter or Exhibitor package to create a customized opportunity:

#### Attendee Bag Insert: $1,500

*One opportunity available! Three opportunities available*

Including an insert in the attendee conference bag is the perfect way to expose your company to more than 2,500 attendees. You can purchase this opportunity on its own, or you add it to your existing package. With this option, your paper advertisement or pamphlet would be inserted into each attendee bag. Supporter/exhibitor would be responsible for production of the insert (which must receive sign off from PRIM&R before printing) and its final delivery to the convention center. Inserts must arrive in time to be included as part of PRIM&R’s conference preparation process. *The deadline to participate is October 14, 2016.*

#### Extra 10’ x 10’ Booth(s)

- **For-profit Exhibitor:** $1,000
- **Federal Agency/Nonprofit Exhibitor:** $400

Create a larger space in which to network with attendees. Supporters and Exhibitors may add one or more 10’ x 10’ booths to the booth(s) already included in their package. Each additional 10’ x 10’ space comes with a six foot table and two chairs and one additional exhibitor badge that provide access to the exhibit hall, meals, and all receptions. *The deadline to sign on is October 7, 2016.*

#### Conference Guide Advertisement: Pricing varies; see page 6

By placing an ad in our conference guide, your company will reach more than 2,400 attendees in the fields of human subjects protections and research ethics more broadly. Ads will be produced by the company with approval by PRIM&R, and will be printed in full-color. *All ads must be submitted to PRIM&R by October 7, 2016.*

#### Exhibit Booth Treasure Hunt: $125

Participate in PRIM&R’s Supporter and Exhibitor treasure hunt and drive traffic to your booth! Each attendee will be given a form with questions whose answers can only be found in the Supporter and Exhibitor booths. Attendees must successfully complete the forms to enter into a drawing for various fun prizes! If you’d like to donate a prize to this program to further highlight your company for participants, please contact Alysa Perry (aperry@primr.org or 617.303.1881). *The deadline to participate is October 14, 2016.*
We look forward to welcoming you to the **2016 AER Conference!** Please complete and return this application to Alysa Perry ([aperry@primr.org](mailto:aperry@primr.org)).

Supporters and exhibitors must be paid in full by **October 7, 2016,** in order to be included in the onsite conference guide.

*Please note: Telephone, internet, audiovisual, electric, and drayage are not included with the fee for the 2016 AER Conference. Order forms for these services will be sent to you after a signed contract and payment is received.*

### CONTACT INFORMATION

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<tr>
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<tr>
<td>Email:</td>
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### PACKAGES

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<th><strong>Late Rate</strong></th>
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<td><strong>Deadline: Sept 9, 2016</strong></td>
<td><strong>Deadline: Oct 7, 2016</strong></td>
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<tr>
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### ADDITIONAL OPPORTUNITIES

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<td>☐ Extra 10’ x 10’ Booth(s)</td>
<td>$1,000/$400</td>
</tr>
<tr>
<td>☐ Exhibit Booth Treasure Hunt</td>
<td>$125</td>
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<tr>
<td>☐ Additional full conference registration(s)</td>
<td># Needed $815</td>
</tr>
<tr>
<td>☐ Additional Exhibit-only Badge (s)</td>
<td># Needed $125</td>
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</table>
All ads must be submitted to PRIM&R by October 7, 2016, in order to be guaranteed inclusion in the conference guide. Please note PRIM&R will review all ads before they go to print, and reserves the right to not publish an ad as submitted (this includes ads that are part of Supporter packages, and ads bought by exhibitors and other organizations).

ALL ADS MUST INCLUDE THE FOLLOWING:
• Production contact name, number, and email address
• Document size exactly matches printed size if output at 100%
• Fonts used in EPS files must be converted to outlines
• For the best print resolution, all files must be saved as CMYK full color and at 300 dpi or higher at actual size

PREFERRED FILE FORMAT:
• PDF file high resolution, press optimized
• Embed all fonts (including system fonts) when creating PDF files
• Ads may also be sent in the following formats: JPEG, TIFF, EPS, and PNG. For .png files, all fonts must be outlined

<table>
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<tr>
<th>Size (dimensions)</th>
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<tr>
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<tr>
<td>Gold Supporter, quarter page</td>
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<td>Silver Supporter, quarter page</td>
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<tr>
<td>Bronze Supporter, quarter page</td>
<td>Complimentary</td>
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| TOTAL ORDER COST | $ |

PAYMENT INFORMATION

☐ I am enclosing check number: _____________________________

Mail to: PRIM&R, P.O. Box 845203, Boston, MA, 02284-5203, Attn: Alysa Perry

☐ I am paying by credit card: ☐ Visa ☐ Master Card ☐ Amex

Print Card Holder’s Name

Credit Card Number

Expiration Date

Billing Address

City, State, Zip

Card Holder Signature:

Final signature is required on the next page.
**PRIM&R Agreement Terms:**
All terms and conditions of the 2016 AER Conference are agreed upon and enforced by company signature below. Supporting/Exhibiting company agrees to abide by all provisions set forth in these terms as part of this contract between PRIM&R and the Supporter/Exhibitor. Please read the Supporter and Exhibitor Relevant Procedures on the subsequent pages.

**Boston University School of Medicine Continuing Medical Education Agreement Terms:**
By signing below, you agree to abide by the [ACCME Standards for Commercial Support of Continuing Medical Education activities](http://www.accme.org). No promotional activities will be permitted in the same room or obligate pathway of the educational activity. No promotion of products will be permitted in the same room as the educational activity. Acceptance of support does not constitute real or implied endorsement of any company subsidizing costs related to the activity.

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<td>Signature:</td>
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<td>Date:</td>
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<td>Typed Name:</td>
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**Questions?**
Please direct all questions and concerns to Alysa Perry (617.303.1881 or aperry@primr.org).

Thank you! We look forward to welcoming you to the 2016 AER Conference!
SUPPORTER & EXHIBITOR PROCEDURES

All Supporters and Exhibitors must adhere to the following procedures. These procedures may be amended and changed as PRIM&R deem necessary for the orderly conduct of the exhibit area. Please contact Alysa Perry, meeting planner, with questions (aperry@primr.org or 617.303.1881).

OPERATION OF EXHIBITS

Due to the structure of the Anaheim Convention Center event space, the doors to Exhibit Hall A (the “Conference Connection”) will be open to attendees anytime during the hours listed below. This is to allow them to walk from one area to the next.

November 14: 7:00 AM-6:30 PM
November 15: 7:00 AM-6:00 PM
November 16: 7:00 AM-2:00 PM

Setting up or dismantling your booth within these timeframes is strictly prohibited, as it is disruptive to attendees and other Exhibitors.

It is the responsibility of the Supporter/Exhibitor to determine how/when they wish to staff their booth throughout the conference. Some prefer to staff the booth all day because the hall doors are open, while others prefer to have someone at the booth only when something is happening in the exhibit space. For your convenience, below we have provided the times when specific events taking place in the Conference Connection:

November 13:
1:00-5:00 PM: Exhibitor Move In

November 14:
11:00-11:30 AM: Coffee Break in the Conference Connection
12:45-1:45 PM: Lunch in the Conference Connection
1:45-2:15 PM: Meet the 2016 AER Supporters and Exhibitors
3:45-4:00 PM: Beverage break in the Conference Connection
5:15-6:30 PM: AER16 Welcome Reception Supported by Schulman IRB

November 15:
9:15-9:45 AM: Coffee Break in the Conference Connection
12:45-1:45 PM: Lunch in the Conference Connection
3:15-3:30 PM: Beverage break in the Conference Connection
4:45-6:00 PM: Networking Reception with the Supporters, Exhibitors, and Poster Presentation

November 16:
9:15-9:45 AM: Coffee Break in the Conference Connection
12:45-2:00 PM: Lunch in the Conference Connection
2:00-5:00 PM: Exhibitor Move Out

ONSITE LOGISTICS AND EXHIBITOR CONDUCT

| Supporter and Exhibitor Booth Set | One draped six-foot table, two chairs, and a wastebasket will be allotted to each Exhibitor. Supporters will receive two six-foot tables, four chairs, and a wastebasket. Exhibits may not project beyond their space and aisles must be kept clear. |
| Floor Plan and Booth Assignments | PRIM&R will supply Supporters and Exhibitors with a proposed floor plan with booth assignments prior to the conference. Preference will be given based on the date we received application and initial payment. Select booths will be reserved for supporters. PRIM&R reserves the right to make modifications that may be necessary to meet the needs of the exhibit area. PRIM&R has the right to allocate and assign space among Supporters and Exhibitors and to relocate exhibits after initial assignment, if circumstances warrant, at its sole discretion. |
### PRIM&R’s Principles and Expectations for Participation in Educational Programs and Conferences

The objective of PRIM&R’s conferences is to provide a safe and respectful environment for attendees to increase their knowledge and understanding of ethical and regulatory requirements, learn best practices, grapple with both late-breaking and longstanding challenges, and confer with peers and experts in the research ethics field in a constructive way.

PRIM&R is committed to being an impartial convener within the research ethics field, which encompasses people with a range of differing opinions. PRIM&R values freedom of expression, constructive and respectful dialogue, and spirited discussion, as they are essential to finding common ground and advancing the goal of responsible, ethical conduct of research with animals and human subjects.

To preserve the objectives and integrity of its conferences, PRIM&R will not tolerate the disruption of conference sessions that results in:

- 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.

By supporting or exhibiting at a PRIM&R conference, you agree to refrain from conduct that is disruptive or destructive in the ways outlined above. In addition, all participants attending a conference are subject to the laws applicable in the state of the event. PRIM&R reserves the right to withdraw the name badge and, therefore, deny access to participants, Supporters, or Exhibitors who do not adhere to these principles and values. Individuals asked to leave the meeting will not receive a refund and will be prevented from registering for or exhibiting at future PRIM&R events.

### Distribution of Promotional Materials

Distribution of flyers, brochures, and/or any marketing materials must be confined to the Exhibit Area. Advertising may not be displayed in convention center hallways or reception areas.

### Badges

Supporters and Exhibitors must wear their badges for identification. Those with “Exhibitor” badges will not be permitted to enter educational sessions or workshops.

Supporters and Exhibitors are granted one complimentary conference registration per package. This badge includes all sessions on November 14-16, 2016; it does not include access to the pre-conference programs on November 13. If attending the conference, please be sure to wear the conference attendee badge. Companies may order additional conference registrations using this form. On exhibit days, Supporters and Exhibitors may take advantage of the meals and refreshment breaks offered to attendees.

### Affiliate Events Policy

PRIM&R welcomes organizations, institutions, companies, Supporters/Exhibitors, and other groups to gather and host affiliate events in conjunction with the AER Conference. If you are interested in hosting an event during this meeting, please review the following policy carefully. Additional information can be found on our website at www.primr.org/aer16/affiliatespace.

#### Definition of an Affiliate Event

An affiliate event is defined as a non-PRIM&R hosted event held by an industry-related organization; that happens during the overall conference dates or three days pre/post the conference; and that occurs in the conference host city. Affiliate event attendees may come from the AER Conference community or from outside the conference audience. PRIM&R will take into consideration the target audience during the approval process. Affiliate events could include: committee meetings, business meetings, staff meetings, group specific trainings, focus/research groups, working groups, receptions/dinners, or client events.

#### Guidelines for an Affiliate Event

PRIM&R has established a set of guidelines for affiliate groups to follow when planning and hosting an event during the AER Conference. Please review the following guidelines before completing the online application:

- PRIM&R does not allow affiliate events to run at the same time as PRIM&R educational sessions and other PRIM&R sponsored events, as outlined on the conference agenda. Please see the affiliate events website for a list of approved time slots.
• Affiliate events must be in line with the overall mission of the AER Conference. Groups that have no affiliation with, and meetings whose focus is not related to, the field of subject protections or research ethics will not be considered.
• Meeting space is limited and applications will be considered on a first-come, first-served basis. All events must be approved before space is allotted.
• Dependent on availability, PRIM&R can offer portions of its convention center space rent-free during the dates of the conference to affiliate groups. If a group desires space at the convention center outside the meeting dates, space is dependent on convention center availability and a rental fee may be imposed. If space is desired at a conference hotel or other venue, PRIM&R’s meeting planner will put the affiliate group in contact with the hotel/venue or the affiliate can book space on their own once the application is approved. Space at hotels and other venues is dependent on availability and a rental fee may be imposed.
• Affiliate events are not publicized on the AER Conference agenda, nor are they included as part of online registration for the conference.
• Affiliate groups are solely responsible for marketing their event to attendees. All marketing pieces must be approved by PRIM&R before being sent. Affiliate groups may advertise their event within the convention center and hotels on designated message boards and/or in their own exhibit booths in the Conference Connection (if applicable). Aside from this, affiliate groups are not allowed to advertise their events in or around PRIM&R’s convention center space or utilize conference events/sessions for promotion.
• Affiliate groups are responsible for tracking who will attend their event.
• Affiliate groups are responsible for all costs associated with the event. This may include: food and beverage, audiovisual equipment and labor costs, meeting space rental, etc. Please see our affiliate events website for potential expenses.
• Affiliate groups may charge a registration fee to cover the costs of expenses associated with their event. Information on fees must be provided to PRIM&R in advance of the event.
• PRIM&R reserves the right to attend/monitor all affiliate events without notice.
• PRIM&R reserves the right to withdraw participation from affiliate groups who do not adhere to this policy. If in violation, consequences include, but are not limited to: a written warning, cancellation of participation in the AER Conference, or prohibition from participation in future PRIM&R events. In addition, affiliate groups 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 conference fees.

Completing the Affiliate Event Application
Affiliate groups interested in hosting an event, regardless of location, must complete the online affiliate event application. The deadline for applications is September 2, 2016; however, events will be approved and space will be assigned on a first-come, first-served basis. Space is limited.

MATERIALS AND MARKETING

| Conference Materials | Each company will be given one copy of the conference guide, as well as one access code for the conference handouts and proceedings. Additional copies of each resource may be purchased at a nominal fee. Please contact Alysa Perry (aperry@primr.org or 617.303.1881) if you’re interested in purchasing additional resources. |
| Attendee List | PRIM&R Supporters/Exhibitors will receive an electronic copy of the 2016 AER Conference attendee list before and after the meeting. The list shall 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 during the registration process. PRIM&R’s policy is that it does not distribute email addresses. Instead, attendees attending the PRIM&R conference will receive a Supporter/Exhibitor highlight email before and after the meeting. |
| Marketing | For those Supporters and Exhibitors wishing to do direct mail marketing to the list of attendees either before or after the meeting, PRIM&R must sign off on all marketing before it is sent. Please contact Meredith Elkins, director of Marketing and Communications (melkins@primr.org, 617.423.4112, x117) with questions. |
| Conference Guide Ads | All ads must be submitted to PRIM&R by October 7, 2016, in order to be guaranteed inclusion in the conference guide. Please note PRIM&R will review all ads before they go to print, and reserves the right to not publish an ad as submitted. |
| Cancellation                                                                 | If supporters and exhibitors notify PRIM&R of their intent to cancel the reserved exhibit space prior to **September 9, 2016**, PRIM&R shall refund the fee, minus a $300 processing fee. If PRIM&R receives notice between **September 9, 2016** and **October 7, 2016**, PRIM&R reserves the right to retain a $600 processing fee. If PRIM&R receives notice after **October 7, 2016**, PRIM&R reserve the right to retain the full price, not as a penalty, but as liquidated damages. PRIM&R reserves the right to resell the exhibit space if possible. Supporters and exhibitors must send cancellation notification in writing (email is acceptable) to Alysa Perry ([aperry@primr.org](mailto:aperry@primr.org) or 617.303.1881). |
| Liability                                                                   | Supporters and exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend, and save PRIM&R and the Anaheim Convention Center against all claims, losses, and damages to persons or property, and attorney’s fees arising out of or caused by Supporters and exhibitors installation, removal, maintenance, occupancy, or use of the exhibit space, excluding any such liability caused by the sole negligence of PRIM&R and the Anaheim Convention Center. In addition, supporters and exhibitors acknowledge that PRIM&R and the Anaheim Convention Center do not maintain insurance covering Supporter’s and Exhibitor’s property, and it is the sole responsibility of the Exhibitor or Supporter to obtain insurance, including, if desired, business interruption and property damage insurance covering losses by supporters and exhibitors. Responsibility for the security of a supporter’s or exhibitor’s area, product, and property rests solely with supporters and exhibitors. |
| General Information                                                        | For information before, during, and after the conference, please contact Alysa Perry ([aperry@primr.org](mailto:aperry@primr.org) or 617.303.1881). |