PRIM&R’s Advancing Ethical Research (AER) Conference is the premier event for those in the field of human subjects protections and oversight. AER20 will be held November 8-10, at the Washington State Convention Center in Seattle, WA.

Who attends?
- 2,500 participants from around the globe.
- 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?
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 provide opportunities for maximum exposure, including:
- Acknowledgement on PRIM&R’s website, in the on-site conference guide and conference app, on event signage, and in general session looping slides.
- Exhibit Hall in a high traffic area—the Exhibit Hall is home to meals, receptions, beverage breaks, the poster gallery, bookstore, Industry Expert Theater, PRIM&R Booth, and more.
- Dedicated time with attendees—advertised on the agenda—to increase your interactions with attendees throughout the meeting.
- High-level support opportunities, including Recharging Station, Meet-Up Lounge, notebooks, pens, conference app, and much more!
STEP 1: Create Your Booth Space

EXHIBITOR PACKAGE*

- For-Profit Company: $2,750
- Federal Agency/Nonprofit Company**: $1,100

Exhibitor Packages include:
- One carpeted 10’ x 10’ booth with a six-foot table, two chairs, company nameplate, and wastebasket.
- Company description, logo, and website listed on the event website and conference app, and in the conference guide.
- Company logo included on general session looping slides.
- Two copies of the attendee list (provided before and after the meeting; postal-mail addresses only). More information on page 9.
- Two complimentary AER2O registrations (full access to conference/meals; preconference programs are a separate fee).
- Note: Electric, dedicated internet, AV equipment, shipping/drayage, etc. are not included in the booth fee. Order forms for these services will be sent in advance of the event.

*Companies that own other companies can purchase a booth and include their subsidiary(ies) within the booth space, but only one company will be listed as the supporter/exhibitor. Companies wishing to have their own booth and distinct acknowledgement in the conference guide and/or on support opportunities, must purchase a booth space.

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

ADDITIONAL BOOTH SPACE(S)

Create a larger footprint in the exhibit hall by purchasing an additional 10’ x 10’ booth space(s). Additional booths include carpet, a six-foot table, two chairs, and wastebasket.
- For-Profit Company or Bronze Supporter: $1,800/booth
- Federal Agency/Nonprofit Company: $1,000/booth
- Note: Diamond, Platinum, Gold, and Silver Supporters receive a complimentary 10’ x 10’ booth. Additional booths may be purchased.

STEP 2: Supporter Levels and Additional Engagement Opportunities (optional)

Further highlight your presence at the meeting by becoming a conference supporter and/or purchasing a support opportunity. Our à la carte menu allows vendors to create a customized package that fits your goals and budget (vendors can purchase multiple items, but only one opportunity per category).

If you have suggestions for maximizing your exposure or traffic to your booth, contact us. We are happy to consider ideas not included in this prospectus.

Companies that spend $5,000* or more will be designated as conference supporters. The chart below outlines the support levels/spend and the additional benefits offered to supporters.

| Supporter Level Benefits | Bronze Total Spend $5,000-$9,999 | Silver Total Spend $10,000-$14,999 | Gold Total Spend $15,000-$19,999 | Platinum Total Spend $20,000-$29,999 | Diamond Total Spend $30,000+
<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Additional 10’ x 10’ Booth Space</td>
<td>$1,800/$1000</td>
<td>One Complimentary</td>
<td>One Complimentary</td>
<td>One Complimentary</td>
<td>One Complimentary</td>
</tr>
<tr>
<td>A listing in the PRIM&amp;R Member Newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Additional full-conference registrations</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Advertisement in the Conference Guide**</td>
<td>Complimentary 1/4 page</td>
<td>Complimentary 1/4 page</td>
<td>Complimentary 1/2 page</td>
<td>Complimentary full page</td>
<td>Complimentary 2 full pages</td>
</tr>
</tbody>
</table>

*The price of your booth(s) counts toward your total spend.

**If a vendor counts an ad as part of their total spend, and then that ad becomes free because of supporter status, vendor must still meet the dollar amounts listed for each supporter category.
EVENTS AND EXPERIENCES

**AER20 Welcome Reception:** $12,250
Support the Welcome Reception held on the first night of the conference. Your company name will be included in the event title on the agenda; your company logo will be printed on custom cocktail napkins and drink tickets (one per attendee); and your company logo will be on signage that acknowledges your support throughout the reception. Food selections are at PRIM&R’s discretion.

**Networking Meals:** $12,250
*Two opportunities available*
Help support a networking meal (TBD) on either November 8 or 9. Your company name will be included on the agenda, and there will be a sign at each table acknowledging your support. Food selections are at PRIM&R’s discretion.

**Morning Coffee Break With Branded Coffee Cups:** $10,000
*Two opportunities available*
Support the morning coffee break in the Exhibit Hall on November 8 or 9. 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, on signage at the break stations, and on the agenda. Tumblers will be produced by PRIM&R with input from the supporter. Artwork must be received by September 11, 2020, or rush charges will apply. Vendor can upgrade tumblers, if desired, at an additional cost.

**Morning or Afternoon Beverage Breaks:** $5,000 each
*Three opportunities available*
Help support a conference beverage break (times subject to change). Recognition of your support will be included on the conference agenda, on color signage near the beverage stations, and on branded coffee sleeves (artwork must be received by September 11, 2020, or rush charges will apply).
- November 8: 2:15-2:45 PM (coffee, tea, cold drinks)
- November 9: 3:15-3:45 PM (coffee, tea, cold drinks)
- November 10: 9:30-10:00 AM (coffee, tea)

**SOLD! Morning Musical Acts:** $1,500 each
*Three opportunities available*
Support the musical acts that perform each morning of the conference (November 8-10), and provide attendees with an upbeat start to their day! Each musical act will perform for 45 minutes, with the first 15 minutes taking place in the on-site check-in area and the last 30 minutes on stage in general session. Your support will be acknowledged on the conference agenda, on signage next to the performers, and on the screens in general session. PRIM&R is responsible for hiring the musical groups. **Note:** for this opportunity, a vendor can purchase one, two, or all three performances.

AREAS AND DESTINATIONS

**Rest and Recharge Lounge:** $12,500
The Rest and Recharge Lounge will be located in the exhibit hall, and is a popular place for attendees to relax and charge their mobile devices during long conference days. This 20 x 20 hard wall space will have comfortable living-room-style seating with outlets, and can be branded with your desired artwork. You may also place amenities/collateral within the station (at a cost to the vendor). PRIM&R will coordinate the design with the vendor, and the vendor will customize the artwork. Artwork must be received by September 11, 2020, or rush charges will apply.

**SOLD! Computer Lounge:** $12,500
The Computer Lounge will be located in the exhibit hall, and will provide laptops for use and space where attendees can use/charge their own computers or tablets. This 20 x 20 hard wall space will include tables, chairs, computers, and outlets, and can be branded with your desired artwork. PRIM&R will coordinate the design with the vendor, and the vendor will customize the artwork. Artwork must be received by September 11, 2020, or rush charges will apply.

**SOLD! Conference Meet-Up Lounge:** $10,000
The Conference Meet-up Lounge provides a place for attendees to relax and/or network during/after sessions, and will be composed of soft seating and branding opportunities (signage, furniture, clings, etc.). You may place amenities/collateral within the lounge (at a cost to the vendor). PRIM&R will coordinate the location and design with the vendor, and vendors will customize the artwork. Artwork must be received by September 11, 2020, or rush charges will apply.
Charging Kiosks: $5,000

Two opportunities available

The Charging Kiosks are free-standing charging towers branded with the vendor's company logo/information, and will be located in the meeting space (locations forthcoming). Support one of these kiosks and ensure attendees have access to outlets outside of the exhibit hall. PRIM&R will coordinate the production of the kiosk, and vendors will provide the artwork. Artwork must be received by September 11, 2020, or rush charges will apply.

Industry Expert Theater Presentation: $2,500

Three opportunities available

Looking for a chance to capture an audience to show off your services and/or demo your products? Purchase a 20-minute presentation in our Industry Expert Theater located in the exhibit hall. Presentations will take place between sessions and will be advertised on the conference agenda and on signage. Your company will have an opportunity to choose a time slot after the agenda is finalized (selection based on date of sign-on). You may advertise your presentations in your collateral, such as handouts or conference guide ads. Description and title of your demo is due by August 21, 2020, in order to guarantee inclusion in the conference materials.

PROMOTIONAL ITEMS FOR ATTENDEES

SOLD! Conference Notebooks: $12,250

This helpful resource will be used during the meeting and long after the conference concludes, providing maximum marketing impact. The notepad will be branded with your company logo and placed in every attendee bag. Notepads will be produced by PRIM&R with input and artwork from the vendor. Artwork must be received by September 11, 2020, or rush charges will apply. Vendor can upgrade notepads, if desired, at an additional cost.

Conference Pens: $9,750

The conference pen will be used during the meeting and after the conference concludes, providing maximum marketing impact. Your 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 and artwork from the vendor. Artwork must be received by September 11, 2020, or rush charges will apply. Vendor can upgrade pens, if desired, at an additional cost.

Conference Peppermint Gum or Mints: $9,750

A perfect thing to have while networking at the conference! A mint or sugar-free mint gum pack (your choice!) will be placed in each attendee bag and will be branded with the company’s logo. Gum/mint tins will be produced by PRIM&R with input and artwork from the vendor. Artwork must be received by September 11, 2020, or rush charges will apply. Vendor can upgrade gum/mints, if desired, at an additional cost.

ADVERTISING AND BRANDING

SOLD! Conference Wi-Fi: $9,750

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 to your company name, your company logo will appear on the Wi-Fi splash page, and, once signed-on, attendees will be re-directed to your company webpage. Artwork must be received by September 11, 2020.

AER20 Virtual Meeting: $7,000

Help support the Virtual Meeting for those individuals who cannot attend the conference in person. The Virtual Meeting webpage and user interface will feature the vendor’s logo and a link to their website, and the company’s support will be recognized in all publicity for the Virtual Meeting and in the instructions emailed to every attendee. The Virtual Meeting is composed of select AER20 content including keynote addresses, plenary sessions, and some breakout sessions. Artwork must be received by September 11, 2020.

Conference App: $5,750

Support the Conference App, which provides attendees with access to important logistical details, information on the agenda and speakers, conference slides and materials, poster abstracts, Supporter/Exhibitor information, and more. Your support will be recognized in conference announcements and information about the app, and your logo will appear on the app splash page on a full-width banner ad on the main app page. Artwork must be received by September 11, 2020.
Escalator Clings: $5,000
Two One opportunity available
Brand the main bank of escalators at the Washington State Convention Center, which helps attendees get to the main conference space, and ensure attendees see your name while outside the exhibit hall. The vendor has the opportunity to customize the artwork. Artwork must be received by September 11, 2020, or rush charges will apply.

Attendee Bag Insert: $1,500
Five Four opportunities available
Including a paper insert in the attendee conference bag is the perfect way to expose your company to nearly 2500 attendees. Your company is responsible for production of the insert and its final delivery to the convention center. PRIM&R must approve inserts before production begins; see PRIM&R’s collateral guidelines on page 9. Inserts must arrive in time to be included as part of PRIM&R’s conference preparation process. Deadline dates and shipping information will be provided once it becomes available.

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.

Conference Guide Advertisement: Pricing varies; see page 6
Conference guide ads are a great way for attendees to learn more about the products/services you provide, and attract attention to your booth. (Note: conference guides are not handed out to every attendee; rather, they are available for people to pick-up at their leisure.) Ad artwork will be produced by the company, with review by PRIM&R (see page 9 for more information). All ads must be submitted to PRIM&R by September 25, 2020.
SUPPORTER & EXHIBITOR APPLICATION

In order to guarantee inclusion in the conference guide and on-site signage, applications must be received by September 25, 2020. After this date, PRIM&R will take applications on a rolling basis, but cannot guarantee information will be included in/on the aforementioned items. A 50% deposit is due with the application in order to hold a vendor’s spot. All vendors must be paid in full by September 25, 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:

**EXHIBITOR BOOTH SPACE**

<table>
<thead>
<tr>
<th>Booth Space Selection</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Package: For-profit</td>
<td>$2,750</td>
</tr>
<tr>
<td>Exhibitor Package: Nonprofit/Government</td>
<td>$1,100</td>
</tr>
<tr>
<td>Additional Booth Space: For-profit</td>
<td>$1,800</td>
</tr>
<tr>
<td>Additional Booth Space: Nonprofit/Government</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**ADDITIONAL ENGAGEMENT OPPORTUNITIES**

- Rest and Recharge Lounge: $12,500
- Computer Lounge: $12,500
- AER20 Welcome Reception: $12,250
- Networking Meal (2): $12,250
- Conference Notebooks: $12,250
- Mid-Morning Coffee Break with Branded Coffee Cups: $10,000 each
- Conference Meet-Up Lounge: $10,000
- Conference Pens: $9,750
- Conference Gum or Mints: $9,750
- Conference WiFi: $9,750
- AER20 Virtual Meeting: $7,000
- Conference App: $5,750
- Charging Kiosks (2): $5,000 each
- Morning or Afternoon Beverage Breaks (3)
- Morning Musical Acts (3)
- Escalator Clings (1 left!)
- Industry Expert Theater Presentation (3)
- Attendee Bag Inserts (4 left!)
- Conference Scholarship Program Donation

**CONFERENCE GUIDE ADVERTISEMENT**

All ads must be submitted to PRIM&R by September 25, 2020, in order to be guaranteed inclusion in the conference guide. PRIM&R will review all ads before they go to print and reserves the right to not publish ads as submitted. See page 9 for more information.

<table>
<thead>
<tr>
<th>Size (dimensions)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (8”w x 10.5”h)</td>
<td>$750</td>
</tr>
<tr>
<td>Half Page, no bleed horizontal (8”w x 5”h)</td>
<td>$425</td>
</tr>
<tr>
<td>Quarter page, no bleed (3.75”w x 5”h)</td>
<td>$275</td>
</tr>
<tr>
<td>Supporter ad upgrade (note upgraded size)</td>
<td>Price varies</td>
</tr>
</tbody>
</table>

**BOOTH SELECTION (map forthcoming)**

Note three preferred booth numbers (in order of preference; map forthcoming). Each booth number signifies one 10’x10’ booth. If your package includes more than one 10’x10’ space, provide more than one booth number in your choices. We will work to confirm your first choice.

First Choice Booth(s): #________________________
Second Choice Booth(s): #________________________
Third Choice Booth(s): #________________________
**PAYMENT INFORMATION**

<table>
<thead>
<tr>
<th>PACAKGE TOTAL</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(total all items listed above this line to determine whether a supporter level was achieved (see page 2)):</td>
<td></td>
</tr>
</tbody>
</table>

- I am enclosing check number: ____________________________
  Mail to: PRIM&R, P.O. Box 845203, Boston, MA, 02284-5203, Attn: Mariellen Morris

- I am paying by credit card: □ Visa □ Master Card □ Amex

- Print Card Holder’s Name

- Credit Card Number

- Expiration Date

**AGREEMENT AND SIGNATURE**

**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 and 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 the AER Conference, 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.

- 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:**

<table>
<thead>
<tr>
<th>Your Signature:</th>
<th>Date:</th>
</tr>
</thead>
</table>

**Your Typed Name:**
SUPPORTER & EXHIBITOR PROCEDURES

All vendors must adhere to the following procedures. These procedures may be amended as PRIM&R deems necessary for the orderly conduct of the exhibit area. Contact us with questions.

<table>
<thead>
<tr>
<th>SET-UP, SHOW, AND TAKE-DOWN HOURS (subject to change)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below are the times the Exhibit Hall will be open*; specific functions in the hall are also listed (hours are subject to change). We defer to vendors on when they want to be at their booths, but recommend being there during the functions listed. The agenda will be online in June 2020.</td>
</tr>
<tr>
<td>MOVE-IN: Saturday, November 7, 9:00 AM-5:00 PM</td>
</tr>
<tr>
<td><strong>SUNDAY, NOVEMBER 8: 7:00 AM-5:00 PM</strong></td>
</tr>
<tr>
<td>• 7:00AM: Exhibit Hall officially opens; no events scheduled in hall at this time, but on-site check-in will be open starting at this time. General session starts at 8:00 AM.</td>
</tr>
<tr>
<td>• 9:45-10:15 AM: Beverage Break in the Exhibit Hall</td>
</tr>
<tr>
<td>• 12:15-12:45 PM: Meet and Greet With Supporters and Exhibitors (note: lunch is from 11:30 AM-12:45 PM in the Exhibit Hall)</td>
</tr>
<tr>
<td>• 2:15-2:45 PM: Beverage Break in the Exhibit Hall</td>
</tr>
<tr>
<td>• 4:00-5:00 PM: Welcome Reception in the Exhibit Hall</td>
</tr>
<tr>
<td><strong>MONDAY, NOVEMBER 9: 7:00 AM-6:00 PM</strong></td>
</tr>
<tr>
<td>• 7:00-8:00 AM: Networking Breakfast in the Exhibit Hall</td>
</tr>
<tr>
<td>• 9:45-10:15 AM: Beverage Break in the Exhibit Hall</td>
</tr>
<tr>
<td>• 12:45-1:45 PM: Attendee lunch on own; Exhibit Hall open</td>
</tr>
<tr>
<td>• 3:15-3:45 PM: Beverage Break in the Exhibit Hall</td>
</tr>
<tr>
<td>• 5:00-6:00 PM: Networking Reception in the Exhibit Hall</td>
</tr>
<tr>
<td><strong>TUESDAY, NOVEMBER 10: 9:30 AM-10:00 AM</strong></td>
</tr>
<tr>
<td>• 7:00AM: Exhibit Hall officially opens; no events scheduled in hall at this time, but on-site check-in will be open starting at this time. General session starts at 8:00 AM.</td>
</tr>
<tr>
<td>• 9:30-10:00 AM: Beverage Break in the Exhibit Hall</td>
</tr>
</tbody>
</table>

MOVE OUT: Tuesday, November 10 at 10:00 AM

*The conference agenda has not yet been developed, and PRIM&R reserves the right to change these times based on the development of the agenda. A final list of hours will be provided to the vendors in June 2020.

<table>
<thead>
<tr>
<th>ON-SITE LOGISTICS AND SUPPORTER/EXHIBITOR CONDUCT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booth Set</strong></td>
</tr>
<tr>
<td>Each booth space is 10’ wide x 10’ deep and is carpeted. Exhibits cannot project beyond the space and aisles must be kept clear. Electricity, dedicated internet lines, additional furniture, and audio visual equipment are NOT included in the setup. Information on ordering these services will be sent to vendor before the conference.</td>
</tr>
<tr>
<td><strong>Floor Plan and Booth Assignments</strong></td>
</tr>
<tr>
<td>Booths are assigned on a first come basis. PRIM&amp;R reserves the right to make modifications to the floorplan that may be necessary to meet the needs of the exhibit area. PRIM&amp;R has the right to assign space among vendors and to relocate exhibits after initial assignment, if circumstances warrant, at its sole discretion. If you do not want to be near a specific vendor, note this on the application form next to your preferred booth space. We will do our best to accommodate preferences, but we cannot guarantee placement.</td>
</tr>
<tr>
<td><strong>Badges &amp; Staff Registration</strong></td>
</tr>
<tr>
<td>See information above on number of complimentary registrations provided vendors. Registration is for AER20 only and provides full access to sessions and meals; preconference programs are a separate fee. Vendors can purchase additional AER20 registrations and/or preconference program registrations via the registration website (coming June 2020). Vendor staff must wear their conference badges for identification. Information on how to register staff will be provided once the event registration opens.</td>
</tr>
<tr>
<td><strong>Support Opportunities</strong></td>
</tr>
<tr>
<td>Vendors looking to maximize their exposure on-site can purchase the items listed in this prospectus. If you are interested in an opportunity you do not see, contact Mariellen Morris to discuss (<a href="mailto:mmorris@primr.org">mmorris@primr.org</a>).</td>
</tr>
<tr>
<td><strong>On-site Conduct</strong></td>
</tr>
<tr>
<td>Vendors agree to keep exhibits properly staffed during the show hours. Setting up or dismantling your booth outside of the designated move-in/move-out times is strictly prohibited, as it is disruptive to attendees and other vendors. PRIM&amp;R reserves the right to prohibit or restrict exhibits that, because of noise, method of operation, materials, or any other reason, become objectionable. In the event that restriction occurs, PRIM&amp;R is not liable to refund the any supporter or exhibitor expenses.</td>
</tr>
</tbody>
</table>

The objective of PRIM&R’s conferences is to provide a safe and respectful environment for attendees to learn and confer with peers and experts in the field. PRIM&R is committed to being an impartial convener within the 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. As such, 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.
### Food & Beverage in Booths

Vendors are welcome to host catered events in their booth but **cannot take place during food functions already being supported by other organizations**. PRIM&R can provide a list of supported events upon request. Alcohol may be served during receptions only. Catering must be done through the Washington State Convention Center, and PRIM&R can put vendors in touch with the caterer upon request.

### Affiliate Events Policy

PRIM&R welcomes vendors to gather and host affiliate events in conjunction with the AER Conference. **All events related to AER20 are subject to the terms of our Affiliate Events Policy and must be submitted to PRIM&R via the Affiliate Events Application** even if they take place off-site. Additional information can be found on our website at [www.primr.org/aer20](http://www.primr.org/aer20) (online starting in June 2020).

### Conference Guide Ads

All ads must be submitted to PRIM&R by September 25, 2020, in order to be guaranteed inclusion in the conference guide. Ads must adhere to the following guidelines:

- 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 Conference; 2020 AER Conference or AER20 may be used.
- Vendor collateral may not include mention of PRIM&R’s agenda or programming, unless it is an officially supported opportunity, such as breakfast, lunch, demo theater presentation, etc.

PRIM&R will print ads exactly as they are submitted and are not responsible for any errors in size, grammar, or content. PRIM&R will review all ads before they go to print, and reserves the right to not publish ads if they don’t adhere to the aforementioned guidelines. **Conference guide ads must also adhere to the following design specs:**

- Document size should exactly match the printed size if output is at 100%.
- Fonts used in EPS files must be converted to outlines.
- For the best print resolution, files should be saved as CMYK full color and at 300 dpi or higher at actual size.
- The preferred file format for ads is 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.

### Marketing and Collateral Procedures

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 Conference, and must be spelled out at first mention. Afterwards, 2020 AER Conference or AER20 may be used. Vendor collateral may not include mention of PRIM&R’s agenda or programming, unless it is an officially supported opportunity, such as breakfast, lunch, demo theater presentation, etc. 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.**

### Distribution of Promotional Materials

Distribution of flyers, brochures, and/or any marketing materials must be confined to your exhibit area. Advertising may not be displayed in convention center hallways or other common areas unless otherwise allowed as part of your supporter opportunity.

### Attendee List

Vendors will receive an electronic copy of the AER20 attendee list provided before (October 16, 2020) and after (November 11, 2020) 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 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.

### Conference Materials

Each representative will be given one copy of the conference guide, and will be emailed an access code for the session materials and select conference recordings.

### Cancellation

If vendors notify PRIM&R of their intent to cancel the reserved exhibit space prior to **September 25, 2020**, PRIM&R shall refund the fee, minus a $300 processing fee. If PRIM&R receives notice between **September 25, 2020**, and **October 16, 2020**, PRIM&R reserves the right to retain a $600 processing fee. If PRIM&R receives notice after **October 16, 2020**, PRIM&R reserves 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. Vendors must send cancellation notification in writing (email is acceptable) to Mariellen Morris ([mmorris@primr.org](mailto:mmorris@primr.org)).

### Liability

Vendors assume entire responsibility and hereby agree to protect, indemnify, defend, and save PRIM&R and the Washington State 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 Washington State Convention Center. In addition, vendors acknowledge that PRIM&R and the Washington State Convention Center do not maintain insurance covering vendor’s property, and it is the sole responsibility of the vendor to obtain insurance, including, if desired, business interruption and property damage insurance covering losses by vendors. Responsibility for the security of a vendor’s area, product, and property rests solely with vendors.