PRIM&R’s IACUC Conference is widely acknowledged as the premier event for those in the field of animal care and use. The 2017 IACUC Conference (IACUC17) will be held on March 20-21, at the Marriott New Orleans in New Orleans, LA.

PRIM&R strives to deliver an educational experience that will help our attendees better understand and respond to the complexities of rapidly changing research and regulations. Our supporters and exhibitors play an important role in meeting this goal.

In 2016, we welcomed close to 600 participants who represent a variety of perspectives, including IACUC administrators and coordinators, IACUC chairs and members, attending veterinarians, compliance personnel, institutional officials, investigators and research staff, regulators, pharmaceutical/biotechnology representatives, institutional attorneys, and more. Most, if not all, attendees either make or influence purchasing decisions related to the products and services your organization offers. We are, thus, pleased to be able to offer you the opportunity to reach this audience, and we hope you will consider joining us at IACUC17.

IACUC17 Supporters and Exhibitors will be:

- Acknowledged on PRIM&R’s website, via PRIM&R’s social media outlets, in the conference guide, in a pre-event highlight email, and on slides shown prior to all general sessions.

- Located in the Marriott’s Preservation Hall Foyer, a high-traffic area that will be outside of breakout sessions and home to the registration area, poster presentations, breaks, and the welcome reception.

- Offered well-publicized supporter and exhibitor hours (see procedures) to maximize traffic during the conference.

- Invited to take advantage of multiple support opportunities to highlight their presence at the meeting, including coffee and snack breaks, conference pens, attendee lunches, coffee breaks, and more!

Questions? Please contact Alysa Perry, PRIM&R meeting planner, at 617.303.1881 or aperry@primr.org
EXHIBITOR PACKAGE
For-profit Exhibitor: $2,000 (regular), $2,150 (late)
Federal Agency/Nonprofit Exhibitor*: $650 (regular), $700 (late)

The Exhibitor Package includes:
• A 6’ long x 6’ deep display space that includes one six-foot table, two chairs, and a wastebasket
• Your company description, logo, website address, and phone number listed on the IACUC17 Supporters and Exhibitors webpage, and in the onsite conference guide
• Acknowledgement of your participation through PRIM&R’s social media outlets
• Your company logo featured on announcement slides shown before all general sessions
• An electronic copy of the IACUC17 attendee list provided before and after the meeting (postal mail addresses only). Please see guidelines for the use of this list on page 8
• Two individual registrations for IACUC17, which includes access to all sessions and events

*The nonprofit exhibitor rate is available to exhibitors with documentation of 501 (c) (3) status. The exhibiting company submitting the application must hold the nonprofit status.

SUPPORTER PACKAGES
Gold Supporter Package: $6,000 (regular), $6,250 (late)
The Gold Supporter Package includes everything in the exhibitor package, plus:
• One additional 6’ long x 6’ deep display space that includes a six-foot table and two chairs
• One additional registration for IACUC17
• A listing in the March 2017 PRIM&R Member Newsletter
• One complimentary half-page advertisement in the conference guide
• Recognition as the supporter of one of the following support opportunities (choose one; only one supporter per each item):
  
  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.

  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 write up about the program in the conference guide.

  SOLD! First Mid-Morning Coffee Break with Branded Coffee Cups: Kick off IACUC17 by helping support the first mid-morning coffee break of the conference, taking place in the exhibit area on March 20 at 10:30 AM to 11:00 AM. 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: $4,000 (regular), $4,250 (late)
The Silver Supporter Package includes everything in the exhibitor package, plus:
• One additional 6’ long x 6’ deep display space that includes a six-foot table and two chairs
• One additional registration for the IACUC17
• A listing in the March 2017 PRIM&R Member Newsletter
• One complimentary quarter-page advertisement in the conference guide
• Recognition as the supporter of one of the following support opportunities (choose one; only one supporter per each item):
Boxed Lunch on March 20: Help support the boxed lunches that will be provided on March 20. Your support will be acknowledged on the schedule, on banquet hall signage, and stickers featuring your company logo placed on each box.

Boxed Lunch on March 21: Help support the boxed lunches that will be provided on March 21. Your support will be acknowledged on the schedule, on banquet hall signage, and stickers featuring your company logo placed on each box.

Welcome Reception Beverages: Help support the attendee’s beverages, including beer and wine, at the Welcome Reception, which will be held on March 20 (open to all registrants). Your support will be acknowledged with your logo on drink tickets distributed to each attendee, as well as on signage in the reception area.

Bronze Supporter Package: $3,000 (regular), $3,250 (late)
The Bronze Supporter Package includes everything in the exhibitor package, plus:

- One additional 6’ long x 6’ deep display space that includes a six-foot table and two chairs
- One additional registration for IACUC17
- A listing in the March 2017 PRIM&R Member Newsletter
- One complimentary quarter-page advertisement in the conference guide
- Recognition as the supporter of one of the following support opportunities (choose one; only one supporter per each item):

  Morning Musical Acts: Support the musical acts each 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 in general session as attendees gather. Your support will be acknowledged on the conference schedule, in the form of signage next to the performers, and on the large display screens surrounding the general session stage.

SOLD! Afternoon Beverage Break, March 20: Help support the afternoon beverage break, which includes coffee, tea, and cold beverages, from 4:15 to 4:30 PM. Recognition of the support will be included on the conference schedule and in the form of large signage at the break, which takes place in the exhibit area.

SOLD! Morning Beverage Break, March 21: Help support the mid-morning coffee and tea break, taking place in the exhibit area from 10:15 to 10:45 AM. Recognition of the support will be included on the conference schedule and in the form of large signage at the break.

Afternoon Beverage Break, March 21: Help support the afternoon beverage break, which includes coffee, tea, and cold beverages, from 2:45 to 3:00 PM. Recognition of the support will be included on the conference schedule and in the form of large signage at the break, which takes place in the exhibit area.

ADD-ON OPPORTUNITIES
Consider adding on one or both of the following options to your existing supporter or exhibitor package to create a customized opportunity:

Attendee Bag Insert: $900 One! Three opportunities available
Including an insert in the attendee conference bag is the perfect way to expose your company to nearly 600 attendees. You can purchase this opportunity on its own, or add it to your existing package. With this option, your paper advertisement or pamphlet would be inserted into each attendee bag. The supporter/exhibitor is responsible for production of the insert (which must receive sign off from PRIM&R before printing) and its final delivery to the hotel. Inserts must arrive in time to be included as part of PRIM&R’s conference preparation process. The deadline to participate is February 17, 2017.

Conference Guide Advertisement: Pricing varies; see page 5
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 February 17, 2017.
We look forward to welcoming you to IACUC17! Please complete and return this application to Alysa Perry (aperry@primr.org).

The **deadline to register is February 17, 2017** in order to guarantee inclusion in the conference guide and in on site signage. A 50% deposit is due with the application in order to hold a supporter or exhibitor spot. All supporters and exhibitors must be paid in full by February 17. After February 17, payment is due in full with application.

*Please note: Telephone, internet, audiovisual, electric, and drayage are not included with the fee for IACUC17. Order forms for these services will be sent to you after a signed contract and payment is received.*

### CONTACT INFORMATION

| **Company Name:** |  |
| **Address:** |  |
| **City, State, Zip:** |  |
| **Company Phone:** |  |
| **Company Website:** |  |
| **Planning Contact Name:** |  |
| **Planning Contact Email:** |  |
| **Planning Contact Phone:** |  |

### PACKAGES

<table>
<thead>
<tr>
<th>Package Selection</th>
<th>Regular Rate</th>
<th>Late Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibitor Package: For-profit</strong></td>
<td>$2,000</td>
<td>$2,150</td>
</tr>
<tr>
<td><strong>Exhibitor Package: Nonprofit/Government</strong></td>
<td>$675</td>
<td>$750</td>
</tr>
<tr>
<td><strong>Gold Support Package Opportunity:</strong></td>
<td>$6,000</td>
<td>$6,250</td>
</tr>
<tr>
<td><strong>Silver Support Package Opportunity:</strong></td>
<td>$4,000</td>
<td>$4,250</td>
</tr>
<tr>
<td><strong>Bronze Support Package Opportunity:</strong></td>
<td>$3,000</td>
<td>$3,250</td>
</tr>
</tbody>
</table>

### ADD ON OPPORTUNITIES

| **Attendee Bag Insert (The deadline to participate is February 17, 2017)** | $900 |
| **Additional full conference registration(s) # Needed________** | $655 |
CONFERENCE GUIDE ADVERTISEMENT

All ads must be submitted to PRIM&R by February 17, 2017, 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. See the supporter and exhibitor procedures below for collateral guidelines. These guidelines apply to ads that are part of supporter packages, as well as ads bought by exhibitors and other organizations.

Size (dimensions) | Cost
--- | ---
Full page, no bleed (8”w x 10.5”h) | $500.00
Half Page, horizontal (8”w x 5”h) | $250.00
Quarter page (3.75”w x 5”h) | $150.00
Eighth page, business card (3.75”w x 2.25”h) | $75.00
Supporter complimentary ad (see your package for sizing) | $0.00

Total 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

Agreement Terms:
All terms and conditions of IACUC17 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 procedures on the subsequent pages. PRIM&R reserves the right to withdraw participation from participating 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 IACUC Conference, or prohibition from participation in future PRIM&R events. In addition, participating companies 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.

Supporter/Exhibitor Signature: | DATE:

Type name:

Questions? Please direct all questions and concerns to Alysa Perry, PRIM&R meeting planner (617.303.1881; aperry@primr.org).

Thank you. We look forward to welcoming you to IACUC17!
SUPPORTER/EXHIBITOR PROCEDURES

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

<table>
<thead>
<tr>
<th>SET-UP, SHOW, AND TAKE-DOWN HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Show Hours</strong></td>
</tr>
<tr>
<td>The hours listed are the times when activity is scheduled in the exhibit area and attendees are specifically encouraged to visit. However, this is a hallway and the space is open and accessible to attendees from open to close each day. 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 exhibitors. Exact times are subject to change to coincide with agenda.</td>
</tr>
<tr>
<td><strong>March 19:</strong></td>
</tr>
<tr>
<td>1:30-4:30 PM: Exhibit space MOVE IN</td>
</tr>
<tr>
<td>5:00-6:30 PM: Pre-Conference Courses Networking Reception</td>
</tr>
<tr>
<td><strong>March 20:</strong> IACUC Conference</td>
</tr>
<tr>
<td>10:30 AM - 11:00 AM: Beverage Break with the Supporters and Exhibitors</td>
</tr>
<tr>
<td>12:30-1:45 PM: Networking Lunch</td>
</tr>
<tr>
<td>4:15-4:30 PM: Beverage Break with the Supporters and Exhibitors</td>
</tr>
<tr>
<td>5:45-6:45 PM: IACUC17 Welcome Reception</td>
</tr>
<tr>
<td><strong>March 21:</strong> IACUC Conference</td>
</tr>
<tr>
<td>10:15-10:45 AM: Beverage Break with the Supporters and Exhibitors</td>
</tr>
<tr>
<td>12:15-1:15 PM: Networking Lunch</td>
</tr>
<tr>
<td>2:45-3:00 PM: Beverage Break with the Supporters and Exhibitors</td>
</tr>
<tr>
<td>3:00-5:00 PM: Exhibit space MOVE OUT</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ONSITE LOGISTICS AND SUPPORTER/EXHIBITOR CONDUCT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Conduct Onsite</strong></td>
</tr>
<tr>
<td>Supporters/exhibitors 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 exhibitors. Please note 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>

| **Booth Set**                                 |
| **Exhibitors** receive a display space that includes one six-foot table, two chairs, and a wastebasket. This space is approximately 6’ wide x 6’ deep and is carpeted. Please be sure to measure any pop up displays you plan to use, as exhibits cannot project beyond your space and aisles must be kept clear. Electricity, dedicated internet lines, additional furniture, and audio visual equipment are NOT included in the setup. Please see the Exhibit Services section for information on ordering. |
| **Supporters** receive a display space that includes two six-foot tables, four chairs, and a wastebasket. This space is approximately 12’ wide x 6’ deep and is carpeted. Please be sure to measure any pop up displays you plan to use, as exhibits cannot project beyond your space and aisles must be kept clear. Electricity, hard-wire internet lines, additional furniture, and audio visual equipment are NOT included in the setup. Please see the Exhibit Services section for information on ordering. |

| **Floor Plan and Booth Assignments**         |
| PRIM&R will supply supporters and exhibitors with a proposed floor plan with booth assignments at least three months prior to the conference. Preference will be given based on support level, and then based on the date we received application and payment/deposit. 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. If there is a vendor who's booth you do not want to be adjacent, please communicate this to Alysa Perry, PRIM&R meeting planner (aperry@primr.org; 617.303.1881), upon submitting this application. We will do our best to accommodate your preferences, but we cannot guarantee placement. |
Supporters and exhibitors must wear their conference badges for identification. Conference registrations will allow your representatives access to all events and programming at IACUC17, excluding the Pre-Conference Courses on March 19. Supporters and exhibitors may add pre-conferences and additional badges to their package at an additional price. Registration instructions for your complimentary badges will be provided in January 2017.

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/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.

PRIM&R welcomes organizations, institutions, companies, supporters/exhibitors, and other groups to gather and host affiliate events in conjunction with the IACUC Conference. All events related to IACUC17 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/IACUC17/affiliatespace.

All ads must be submitted to PRIM&R by February 17, 2017, 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). See collateral guidelines above.

**ALL ADS MUST INCLUDE THE FOLLOWING:**

• Production contact name, number, and email address
• Document size exactly matching 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

Each representative will be given one copy of the conference guide, and will be emailed an access code for the conference handouts and proceedings.

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 hotel hallways or common areas unless otherwise allowed as part of your supporter opportunity.
Attendee List
Supporters/exhibitors will receive an electronic copy of the IACUC17 attendee list provided before (March 10) and after (March 27) 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. As a policy, PRIM&R does not distribute email addresses. Instead, attendees of IACUC17 will receive a supporter/exhibitor highlight email before the meeting.

Marketing, Conference Guide Ads, and Collateral Procedures
Supporters and exhibitors are prohibited from using PRIM&R’s name or logo without receiving approval from PRIM&R first. The official title of the event is 2017 Institutional Animal Care and Use Committee (IACUC) Conference, and must be spelled out at first mention. Afterwards, 2017 IACUC Conference or IACUC17 may be used. Collateral from supporters and exhibitors may not include mention of PRIM&R’s agenda or programming, unless it is an officially supported opportunity included in this prospectus, such as a lunch or demo theater presentation.

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.

Cancellation
If supporters/exhibitors notify PRIM&R of their intent to cancel the reserved exhibit space prior to January 27, 2017, PRIM&R shall refund the fee, minus a $300 processing fee. If PRIM&R receives notice between January 27, 2017 and February 17, 2017, PRIM&R reserves the right to retain a $600 processing fee. If PRIM&R receives notice after February 17, 2017, 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. Supporters/exhibitors must send cancellation notification in writing (email is acceptable) to Alysa Perry, PRIM&R’s meeting planner (aperry@primr.org; 617.303.1881).

Liability
Supporters/exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend, and save PRIM&R and the Marriott New Orleans against all claims, losses, and damages to persons or property, and attorney’s fees arising out of or caused by supporters/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 Marriott New Orleans.

In addition, supporters/exhibitors acknowledge that PRIM&R and the Marriott New Orleans do not maintain insurance covering supporter’s/exhibitor’s property, and it is the sole responsibility of the supporter/exhibitor 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/exhibitor’s area, product, and property rests solely with supporters/exhibitors.

General Information
For information before, during, and after the conference, please contact Alysa Perry, PRIM&R’s meeting planner (aperry@primr.org; 617.303.1881).