The 2018 IACUC Conference (IACUC18) will be held on March 20-21, 2018 at the Hyatt Regency Columbus in Columbus, OH.

The IACUC Conference is an incomparable learning and networking opportunity, this dynamic conference covers topics relevant to all those involved in the fields of animal care and use and research ethics. Through keynote addresses, engaging panels, and highly practical breakout sessions, attendees will gain important insights and fresh strategies to help with their day-to-day work within their animal care and use programs. Our supporters and exhibitors play an important role in creating a robust learning experience for attendees, while providing them with the resources needed to do their jobs well.

IACUC18 will bring together 600 professionals from public and private institutions, the federal government, industry, and academia; many of which either make or influence purchasing decisions related to the products and services you offer. We are pleased to offer you the opportunity to reach this audience, and we hope you will consider joining us at IACUC18.

IACUC18 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 Hyatt’s Regency Foyer, a high-traffic area that will be outside of general session and home to poster presentations, breaks, and the welcome reception.
- Offered well-publicized supporter and exhibitor hours (see procedures) to maximize traffic during the conference.
- Invited to further highlight their presence at the event, including coffee and snack breaks, conference pens, attendee lunches, coffee breaks, and more!

Questions? Please contact Mariellen Morris, director of conferences, at 413.364.5877 or mmorris@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’ wide table display space that includes one six-foot table, two chairs, carpeting, and a wastebasket.
• Promotion of your participation on our event website, in the 2018 IACUC Conference Guide, on PRIM&R’s social media outlets, on announcement slides shown before general session, and in a pre-event highlight email sent to all registrants. You will be asked to supply a 50-word company description, logo, web address, and phone number for these promotions.
• An electronic copy of the IACUC18 attendee list provided before and after the meeting (postal addresses only). See guidelines for the information included, and policies on the use of this list on page 8.
• Two individual registrations for IACUC18, which includes access to all sessions, meals, 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:
• A 12’ long table display space that includes two six-foot tables, four chairs, carpeting, and a wastebasket.
• Promotion of your participation on our event website, in the 2018 IACUC Conference Guide, on PRIM&R’s social media outlets, on announcement slides shown before general session, and in a pre-event highlight email sent to all registrants. You will be asked to supply a 50-word company description, logo, web address, and phone number for these promotions.
• An electronic copy of the IACUC18 attendee list provided before and after the meeting (postal addresses only). See guidelines for the information included, and policies on the use of this list on page 8.
• Three conference registrations for IACUC18, which includes access to all sessions and events.
• A listing in the March 2018 PRIM&R Member Newsletter.
• One complimentary full-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):
  o Conference Pens: Support the conference attendee pens, which will be used during the meeting and long 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 attendee bag. Pens will be produced by PRIM&R with input from the supporter. PRIM&R must receive your application and payment by February 9, or rush production charges will apply.

  o 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 Sold! First Mid-Morning Coffee Break with Branded Coffee Cups: Kick off IACUC18 by helping support the first mid-morning coffee break of the conference, taking place in the exhibit area on March 20 at 10:30-11:00 AM (timing subject to change with final agenda). 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. PRIM&R must receive your application and payment by February 9, or rush production charges will apply at the expense of the supporter.

  o Hotel Room Key Cards: Be the first to welcome the attendees staying in the conference hotel by branding the hotel key cards. PRIM&R will produce the keycards, with artwork provided by the supporter. PRIM&R must receive your application and payment by February 9, or rush production charges will apply at the expense of the supporter.
Silver Supporter Package: $3,500 (regular), $3,750 (late)

The silver supporter package includes:

- A 12’ long table display space that includes two six-foot tables, four chairs, carpeting, and a wastebasket.
- Promotion of your participation on our event website, in the 2018 IACUC Conference Guide, on PRIM&R’s social media outlets, on announcement slides shown before general session, and in a pre-event highlight email sent to all registrants. You will be asked to supply a 50-word company description, logo, web address, and phone number for these promotions.
- An electronic copy of the IACUC18 attendee list provided before and after the meeting (postal addresses only). See guidelines for the information included, and policies on the use of this list on page 8.
- Three conference registrations for IACUC18, which includes access to all sessions and events.
- A listing in the March 2018 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! Afternoon Beverage Break, March 20**: Help support the afternoon beverage break, which includes coffee, tea, and cold beverages, from approximately 4:15 to 4:30 PM (timing subject to change with final agenda). Recognition of your 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 (timing subject to change with final agenda). 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 (timing subject to change with final agenda). 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! Welcome Reception Beverages**: Help support the attendee’s beverages, including beer and wine, at the Welcome Reception, which will be held on March 20 and is 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 space.

**ADDITIONAL OPPORTUNITIES**

Consider adding one or both of the following options to your existing supporter or exhibitor package for even greater marketing impact:

**Attendee Bag Insert: $900**

**TWO opportunities available**

Including an insert in the attendee conference bag is the perfect way to expose your company to every attendee. 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. Inserts must be limited to a single sheet no larger than 8.5 x 11 inches; folding is allowed. The supporter/exhibitor is responsible for production of the insert (which must be reviewed and approved by PRIM&R before printing) and its final delivery to the hotel. Inserts must arrive to the hotel by March 15, in time to be included as part of PRIM&R’s conference preparation process.

**Conference Guide Advertisement** Pricing varies; see page 5

By placing an ad in our 2018 IACUC Conference Guide, your company will reach more than 600 attendees in the fields of animal care and use. Ads will be designed and submitted by each organization, and will be printed in full-color. All ads must be submitted to PRIM&R by February 9, 2018. See supporter and exhibitor procedures for PRIM&R’s advertisement and collateral guidelines.
We look forward to welcoming you to IACUC18! Please complete and return this application to Mariellen Morris (mmorris@primr.org).

The **deadline to register is February 9, 2018** in order to guarantee inclusion in the conference guide and other promotional items. 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 9, 2018.

*Please note: Telephone, hard-wired internet, audiovisual rentals, electricity, and box handling fees are not included with the fee for IACUC18. Order forms for these services will be sent to you after a signed contract and payment is received.*

### CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Company Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>City, State, Zip:</td>
</tr>
<tr>
<td>Company Phone:</td>
</tr>
<tr>
<td>Company Website:</td>
</tr>
<tr>
<td>Planning Contact Name:</td>
</tr>
<tr>
<td>Planning Contact Email:</td>
</tr>
<tr>
<td>Planning Contact Phone:</td>
</tr>
</tbody>
</table>

### PACKAGES

<table>
<thead>
<tr>
<th>Package Selection</th>
<th>Regular Rate</th>
<th>Late Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regular Rate</td>
<td>Late Rate</td>
</tr>
<tr>
<td></td>
<td>Deadline: February 2, 2018</td>
<td>Deadline: February 9, 2018</td>
</tr>
<tr>
<td>☐ Exhibitor Package: For-profit</td>
<td>$2,000</td>
<td>$2,150</td>
</tr>
<tr>
<td>☐ Exhibitor Package: Nonprofit/Government*</td>
<td>$650</td>
<td>$700</td>
</tr>
<tr>
<td>☐ Gold Support Package</td>
<td>$6,000</td>
<td>$6,250</td>
</tr>
<tr>
<td>Chosen opportunity:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ Silver Support Package</td>
<td>$3,500</td>
<td>$3,750</td>
</tr>
<tr>
<td>Chosen opportunity:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ADDITIONAL OPPORTUNITIES

- ☐ Attendee Bag Insert: $900
- ☐ Additional full conference registration(s):  
  # Needed:  
  # Needed: $655

### BOOTH SELECTION

(please see layout on the last page)

<table>
<thead>
<tr>
<th>First Choice Booth(s)</th>
<th>Second Choice Booth(s)</th>
<th>Third Choice Booth(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>#</td>
<td>#</td>
<td>#</td>
</tr>
</tbody>
</table>
CONFERENCE GUIDE ADVERTISEMENT

All ads must be submitted to PRIM&R by February 9, 2018, in order to be guaranteed inclusion in the 2018 IACUC Conference Guide. See the supporter and exhibitor procedures on the following pages for art submission guidelines. These guidelines apply to ads that are part of supporter packages, as well as ads bought by exhibitors and other organizations.

<table>
<thead>
<tr>
<th>Size (dimensions)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (8&quot;w x 10.5&quot;h)</td>
<td>$500.00</td>
</tr>
<tr>
<td>Half Page, horizontal (8&quot;w x 5&quot;h)</td>
<td>$250.00</td>
</tr>
<tr>
<td>Quarter page (3.75&quot;w x 5&quot;h)</td>
<td>$150.00</td>
</tr>
<tr>
<td>Eighth page, business card (3.75&quot;w x 2.25&quot;h)</td>
<td>$75.00</td>
</tr>
<tr>
<td>Supporter complimentary ad (see your package for sizing)</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

Total Cost: $

PAYMENT INFORMATION

☐ 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 Terms:
All terms and conditions of IACUC18 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 Mariellen Morris, PRIM&R director of conferences (413.364.5877; mmorris@primr.org).

Thank you. We look forward to welcoming you to IACUC18!
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 Mariellen Morris, director of conferences, with questions (mmorris@primr.org; 413.364.5877).

<table>
<thead>
<tr>
<th>SET-UP, SHOW, AND TAKE-DOWN HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The hours listed are the times when activity is scheduled in the exhibit area and attendees are specifically encouraged to visit with supporters and exhibitors. However, this is a hallway and the space is open and accessible to attendees at all times. 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. Times are subject to change to coincide with the agenda.</td>
</tr>
</tbody>
</table>

**Show Hours**

**March 19:**
1:30-4:30 PM: Exhibit space MOVE IN
4:30-6:30 PM: Pre-Conference Courses Networking Reception

**March 20: IACUC Conference**
7:00 AM - 8:00 AM: Breakfast with Attendees
9:15 AM - 9:45 AM: Beverage Break with the Supporters and Exhibitors
4:15 PM - 4:30 PM: Beverage Break with the Supporters and Exhibitors
5:45 PM - 7:00 PM: IACUC18 Welcome Reception

**March 21: IACUC Conference**
7:00 AM - 8:00 AM: Breakfast with Attendees
9:00 AM - 9:30 AM: Beverage Break with the Supporters and Exhibitors
3:00 PM - 3:15 PM: Beverage Break with the Supporters and Exhibitors
3:30-5:00 PM: Exhibit space MOVE OUT

<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 exhibitors 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**

A layout of the exhibit space is included on the last page of this prospectus. Preference will be given on a first-come-first-served basis, based on the date we received application and initial payment. 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 exhibitors after initial assignment, if circumstances warrant, at its sole discretion. If there is a vendor whose booth you do not want to be adjacent, please communicate this to Mariellen Morris, director of conferences (mmorris@primr.org; 413.364.5877), upon submitting this application. We will do our best to accommodate your preferences, but we cannot guarantee placement.
### Badges & Staff Registration

Supporters and exhibitors must wear their conference badges for identification. Conference registrations will allow your representatives access to all events and programming at IACUC18, excluding the Pre-Conference Programs 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 with the exhibitor information kit, supplied in January.

### 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/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.

### Affiliate Events Policy

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 IACUC18 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/iacuc18/affiliatespace](http://www.primr.org/iacuc18/affiliatespace), which will be available on December 1, 2017, along with the conference agenda.

### MATERIALS AND MARKETING

**Conference Guide Ads**

All ads must be submitted to PRIM&R by February 9, 2018, in order to be guaranteed inclusion in the 2018 IACUC Conference Guide. Please note PRIM&R will review all ads before they go to print to make sure they are in line with content guidelines, and reserves the right to not publish an ad as submitted if it is not in line with the guidelines below (this includes ads that are part of supporter packages, and ads bought by exhibitors and other organizations). If accepted, PRIM&R shall print ads exactly as they are submitted and are not responsible for any errors in sizing, grammar, or content.

Supporters and exhibitors are prohibited from using PRIM&R’s name or logo without prior approval from PRIM&R. The official title of the event is the 2018 IACUC Conference. In materials, 2018 IACUC Conference or IACUC18 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 coffee break.

**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
<table>
<thead>
<tr>
<th>Conference Materials</th>
<th>Each representative will be given one copy of the conference guide, and will be emailed an access code for the conference handouts and proceedings.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution of Promotional Materials</td>
<td>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. PRIM&amp;R reserved the right to collect and dispose of materials distributed elsewhere in the conference space at its sole discretion.</td>
</tr>
<tr>
<td>Attendee List</td>
<td>Supporters/exhibitors will receive an electronic copy of the IACUC18 attendee list provided before (March 9) and after (March 26) the meeting. The list shall include the attendees’ name, job 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&amp;R does not distribute email addresses. Instead, registrants of IACUC18 will receive a supporter/exhibitor highlight email before the meeting.</td>
</tr>
<tr>
<td>Marketing and Collateral Procedures</td>
<td>Supporters and exhibitors are prohibited from using PRIM&amp;R's name or logo without prior approval from PRIM&amp;R. The official title of the event is the 2018 IACUC Conference. In materials, 2018 IACUC Conference or IACUC18 may be used. Collateral from supporters and exhibitors may not include mention of PRIM&amp;R's agenda or programming, unless it is an officially supported opportunity included in this prospectus, such as a coffee break. For those supporters and exhibitors wishing to do direct mail marketing to the list of attendees either before or after the meeting, PRIM&amp;R must sign off on all marketing before it is sent. Please contact Kelly Whelan, marketing and communications manager (<a href="mailto:kwhelan@primr.org">kwhelan@primr.org</a>; 617.423.1871) with questions.</td>
</tr>
</tbody>
</table>

**OTHER TERMS**

| Cancellation | If supporters/exhibitors notify PRIM&R of their intent to cancel the reserved exhibit space prior to **February 3, 2018**, PRIM&R shall refund the fee, minus a $300 processing fee. If PRIM&R receives notice between **February 3, 2018** and **February 9, 2018**, PRIM&R reserves the right to retain a $600 processing fee. If PRIM&R receives notice after **February 9, 2018**, PRIM&R reserves the right to retain the full fee, 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 Mariellen Morris, director of conferences (mmorris@primr.org; 413.364.5877). |
| Liability | Supporters/exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend, and save PRIM&R and the Hyatt Regency Columbus 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 Hyatt Regency Columbus. In addition, supporters/exhibitors acknowledge that PRIM&R and the Hyatt Regency Columbus 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 the supporter/exhibitor. |
| General Information | For information before, during, and after the conference, please contact Mariellen Morris, director of conferences (mmorris@primr.org; 413.364.5877). |