The 2020 IACUC Conference (IACUC20) will be held on April 5-7 at the Renaissance Orlando at SeaWorld®. Join us and 500+ attendees in sunny Florida for the event on animal care and use administration and oversight, and the ethical issues and the federal regulations governing the use of animals in research.

Who attends?
- IACUC20 brings together 500+ professionals from public and private institutions, the federal government, industry, and academia.
- Attendees include directors of research, IACUC directors, administrators, and members; attending veterinarians; lab professionals; compliance personnel; educators and trainers; welfare advocates; and more.
- Many of these individuals either make or influence purchasing decisions related to the products and services you offer.

Why should you exhibit? Our supporters and exhibitors play an important role in this conference by providing attendees with information on the resources they provide—resources that help educate, improve efficiency, streamline processes, and much more.

We provide maximum opportunities for exposure, including:
- Exhibit Area located directly outside general session—a high-traffic area home to lunch, breaks, receptions, and poster presentations.
- Acknowledgement on PRIM&R’s website; in the conference guide; on looping slides played in general session; and in a pre-event highlight email sent to all attendees.
- Several high-level support opportunities, including conference pens, notebooks, or mugs; support of meals, breaks, or receptions; conference Wi-Fi, and more!

Questions?
Contact Mariellen Morris, director of conferences (413.364.5877 or mmorris@primr.org).

*While it trades on the SeaWorld name and proximity, the Renaissance Orlando at SeaWorld® is not affiliated with SeaWorld Entertainment, Inc., which will receive no direct benefit from the conference. As a leading voice in advancing the responsible use and care of animals involved in research, PRIM&R aims to highlight this opportunity to engage the community in a dialogue about animal attraction facilities such as zoos and aquariums.
EXHIBITOR PACKAGE
For-profit Exhibitor: $2,075
Federal Agency/Nonprofit Exhibitor*: $700
- A 6’ wide table display space that includes one six-foot table, two chairs, carpeting, and a wastebasket.
- Acknowledgement of your participation on the event website, on-site conference guide, looping slides shown in general session, and in a pre-event highlight email sent to all registrants before the conference.
- An electronic copy of the IACUC19 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 9.
- Two individual registrations for IACUC19, which includes access to all sessions, meals, and events.

*Rate is available to vendors with documentation of 501 (c) (3) status. The exhibiting company submitting the application must hold this status.

SUPPORTER PACKAGES

Gold Supporter Package: $7,000
- A 12’ long table display space that includes two six-foot tables, four chairs, carpeting, and a wastebasket.
- Acknowledgement of your participation on the event website, on-site conference guide, looping slides shown in general session, and in a pre-event highlight email sent to all registrants before the conference.
- An electronic copy of the IACUC20 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 9.
- Three individual registrations for IACUC20, which includes access to all sessions, meals, and events.
- A listing in the March 2020 PRIM&R Member Newsletter.
- One complimentary full-page advertisement in the conference guide.

Choose one of the following opportunities:

Conference Charging Tables
Support two charging tables, which will be located in the Exhibit Area. These branded tables include three standard electric outlets for laptops, six USB ports, and nine charging cables. The vendor will be responsible for creating the artwork for the tables. Actual image of table shown. PRIM&R must receive the application, payment, and artwork by February 21, 2020, or rush production charges will apply at the expense of the supporter.

SOLD! Conference Notebooks
This helpful notepad will be given to all attendees, and will be used during the meeting and long after, providing maximum marketing impact. The notepad will be branded with your company logo. Image is only an example. Vendors will select a pad from a variety of options supplied by PRIM&R. Notepads will be produced by PRIM&R with input from the supporter. Promotional items can be upgraded at an additional cost. PRIM&R must receive the application, payment, and artwork by February 21, 2020, or rush production charges will apply at the expense of the supporter.
SOLD! First Mid-Morning Coffee Break with Branded Coffee Cups
Help support the first mid-morning coffee break on April 6 (taking place in the Exhibit Area). Reusable coffee tumblers branded with the supporter logo will be supplied at the coffee stations, and will be used by attendees throughout the meeting and at home. Image is only an example. Vendors will select a mug from a variety of options supplied by PRIM&R. Tumblers will be produced by PRIM&R with input from the supporter. Promotional items can be upgraded at an additional cost. PRIM&R must receive the application, payment, and artwork by February 21, 2020, or rush production charges will apply at the expense of the supporter.

Silver Supporter Package: $5,000
- A 12’ long table display space that includes two six-foot tables, four chairs, carpeting, and a wastebasket.
- Acknowledgement of your participation on the event website, on-site conference guide, looping slides shown in general session, and in a pre-event highlight email sent to all registrants before the conference.
- An electronic copy of the IACUC20 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 9.
- Three individual registrations for IACUC20, which includes access to all sessions, meals, and events.
- A listing in the March 2020 PRIM&R Member Newsletter.
- One complimentary half-page advertisement in the conference guide.

Choose one of the following opportunities:

SOLD! Conference Pens
Support the conference attendee pens, which will be used during the meeting and long, providing maximum marketing impact. The supporter’s company logo will be printed on a pen that will be placed in each attendee bag. Image is only an example. Vendors will select a pen from a variety of options supplied by PRIM&R. Pens will be produced by PRIM&R with input from the supporter. Promotional items can be upgraded at an additional cost. PRIM&R must receive the application, payment, and artwork by February 21, 2020, or rush production charges will apply at the expense of the supporter.

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

Networking Luncheon on April 6
Help support the networking luncheon April 6. Supporters will be acknowledged on the conference agenda, and with table tents on the table where attendees eat. PRIM&R will produce the table tent with input from the vendor.

Bronze Supporter Packages: $3,500
- A 12’ long table display space that includes two six-foot tables, four chairs, carpeting, and a wastebasket.
- Acknowledgement of your participation on the event website, on-site conference guide, looping slides shown in general session, and in a pre-event highlight email sent to all registrants before the conference.
- An electronic copy of the IACUC20 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 9.
- Three individual registrations for IACUC20, which includes access to all sessions, meals, and events.
Choose one of the following opportunities:

**Morning/Afternoon Beverage Breaks (three opportunities)**
Help support a morning beverage break, which includes coffee and tea, or an afternoon beverage break that includes coffee, tea, and cold drinks. Breaks will be located in the Exhibit Area, and recognition of your support will be included on the conference agenda and in the form of large signage at the break. Break times include (pick one):
- April 6 (afternoon) **SOLD!**
- April 7 (morning)
- April 7 (afternoon)

**ADDITIONAL OPPORTUNITIES**
Consider adding on one or both of the following to your package for even greater marketing impact:

**Attendee Bag Insert: $750**
*Four 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 April 1, 2020, 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 onsite conference guide, your company will reach more than 500 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 25, 2020. See supporter and exhibitor procedures for PRIM&R’s advertisement and collateral guidelines.
SUPPORTER & EXHIBITOR APPLICATION

In order to guarantee inclusion in all conference-related collateral, applications must be received by February 25, 2020. After this date, PRIM&R will take applications based on space, but cannot guarantee information will be included in conference collateral. Send completed applications to Mariellen Morris.

A 50% deposit is due with the application in order to hold a vendor’s spot. All vendors must be paid in full by February 25, 2020.

Please note: Electricity, hard-wired internet, audiovisual rentals, furniture, and box handling fees are not included in the fees. 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 Information: Email: Phone: 

PACKAGES

<table>
<thead>
<tr>
<th>Package Selection</th>
<th>Fee:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Package: For-profit</td>
<td>$2,150</td>
</tr>
<tr>
<td>Exhibitor Package: Nonprofit/Government</td>
<td>$700</td>
</tr>
<tr>
<td>Gold Support Package</td>
<td>$7,000</td>
</tr>
<tr>
<td>Silver Support Package</td>
<td>$5,000</td>
</tr>
<tr>
<td>Bronze Support Package</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

ADDITIONAL BRANDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Fee:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Bag Insert</td>
<td>$750</td>
</tr>
<tr>
<td>Full page conference guide ad (8”w x 10.5”h)</td>
<td>$500</td>
</tr>
<tr>
<td>Half page conference guide ad (horizontal), no bleed (8”w x 5”h)</td>
<td>$275</td>
</tr>
<tr>
<td>Quarter page conference guide ad, no bleed (3.75”w x 5”h)</td>
<td>$175</td>
</tr>
<tr>
<td>Supporter ad upgrade (note upgraded size)</td>
<td></td>
</tr>
</tbody>
</table>

Conference guide ads must be submitted to PRIM&R by February 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 the supporter and exhibitor procedures below for collateral guidelines.

ADDITIONAL REGISTRATIONS

Full-access conference registrations for IACUC20 only are included as part of your overall package as follows:
- Exhibitors = 2 registrations
- Gold, Silver, Bronze Level = 3 registrations

Additional IACUC20 registrations and/or preconference program registrations may be added below (or purchased separately at a different time). Vendors will receive a discounted rate (early, member rate).

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Fee:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full day IACUC20 preconference program/two half day programs (April 1):</td>
<td>$320</td>
</tr>
</tbody>
</table>
| Number:                                  | Course(s): ___________________
| Half day IACUC20 preconference program (April 5): | $160   |
| Number:                                  | Course(s): ___________________
| Additional registrations to IACUC20 (April 6-7): | $705   |
| Number:                                  |
PAYMENT INFORMATION

TOTAL PACKAGE COST: $______________________

☐ I am enclosing check number: _____________________________

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

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

Print Card Holder's Name: _____________________________

Credit Card Number: _____________________________ Expiration Date: ____________

SUPPORTER/EXHIBITOR TABLE SELECTION (see layout on the last page)

<table>
<thead>
<tr>
<th>First Choice Table(s)</th>
<th>Second Choice Table(s)</th>
<th>Third Choice Table(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>#____________________</td>
<td>#____________________</td>
<td>#____________________</td>
</tr>
</tbody>
</table>

AGREEMENT

All terms and conditions of IACUC20 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.

☐ 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.

Supporter/Exhibitor Signature: _____________________________ Date: ____________

Type 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 Mariellen Morris, PRIM&R’s director of conferences, with questions.

SET-UP, SHOW, AND TAKE-DOWN HOURS

| Show Hours | The hours listed below 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. **Times are subject to change.** |
| April 5: IACUC20 Preconference Programs | 12:00-4:00 PM: Vendors move in |
| | 4:30-5:30 PM: Preconference Programs Networking Reception |
| April 6: IACUC Conference | 7:00-8:00 AM: Registration opens *(attendees on their own for breakfast)*  
| | 9:30-9:45 AM: Beverage break with the Supporters and Exhibitors  
| | 12:30-1:45 PM: Attendee lunch *(provided by PRIM&R)*  
| | 3:00-3:15 PM: Beverage break with the Supporters and Exhibitors  
| | 6:00-7:00 PM: IACUC20 Welcome Reception |
| April 7: IACUC Conference | 7:00-8:00 AM: Registration opens *(attendees on their own for breakfast)*  
| | 10:00-10:15 AM: Beverage break with the Supporters and Exhibitors  
| | 11:30 AM-12:45 PM: Attendee lunch, lunch over a session *(provided by PRIM&R)*  
| | 3:30-3:45 PM: Beverage break with the Supporters and Exhibitors  
| | 3:45-5:00 PM: Vendor move out |
| *Given there are limited options at the hotel for lunch, and because off-site options are not within walking distance, PRIM&R will provide lunch to attendees this year. Attendees will eat breakfast on their own. Registration will open at 7 AM on April 6 and 7. Vendors are welcome to be at their tables during this time to meet with attendees before general session starts at 8 AM.* |

ON-SITE LOGISTICS AND SUPPORTER/EXHIBITOR CONDUCT

| 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. |
| 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. |

| Floor Plan and Booth Assignments | Booths are assigned on a first come basis—as applications are processed with deposit/payment; preference will be given based on support level. PRIM&R reserves the right to make modifications to the floorplan that may be necessary to meet the needs of the exhibit area. PRIM&R has the right to allocate and assign space among vendors and to relocate exhibits after initial assignment, if circumstances warrant, at its sole discretion. If there is a vendor whose booth you do not want to be next to, 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. |

| Badges & Staff Registration | Vendor staff must wear their conference badges for identification. Vendors receive complimentary registrations that allow your representatives access to all events and programming at IACUC20, excluding the Preconference Programs on April 5. Vendors may add IACUC20 preconference and/or additional IACUC20 registrations to their package at an additional price (see application). Registration instructions for your complimentary badges will be provided once the event registration opens. |
| On-site Conduct | 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&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&R is not liable to refund the any supporter or exhibitor expenses. The objective of PRIM&R’s conferences is to provide a safe and respectful environment for attendees to increase their knowledge and understanding, learn best practices, grapple with both late-breaking and longstanding challenges, 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. 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 IACUC20, 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 or vendors 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. |
| Food & Beverage in Booths | Vendors are welcome to host catered events in their booth. Catered events may not take place during food functions that are being supported by other organizations. PRIM&R can provide a list of supported events upon request. Alcohol may be served during receptions only. Catering is provided exclusively by the Hyatt. PRIM&R can put vendors in touch with hotel upon request to help you make arrangements. |
| Affiliate Events Policy | PRIM&R welcomes vendors to gather and host affiliate events in conjunction with the IACUC Conference. All events related to IACUC19 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/IACUC20/affiliates (online starting in December 2019). |
| Conference Guide Ads | All ads must be submitted to PRIM&R by February 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 Institutional Animal Care and Use Committee Research Conference, and must be spelled out at first mention. Afterwards, 2020 IACUC Conference or IACUC20 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. |

**MATERIALS AND MARKETING**

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’re not adherence with 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 Institutional Animal Care and Use Committee Research Conference, and must be spelled out at first mention. Afterwards, 2020 IACUC Conference or IACUC20 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, 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 IACUC20 attendee list provided before (March 20) and after (April 9) 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. |

**OTHER TERMS**

| Cancellation | If vendors notify PRIM&R of their intent to cancel the reserved exhibit space prior to February 25, 2020, PRIM&R shall refund the fee, minus a $300 processing fee. If PRIM&R receives notice between February 25, 2020 and March 20, 2020, PRIM&R reserves the right to retain a $600 processing fee. If PRIM&R receives notice after March 20, 2020, 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. Vendors must send cancellation notification in writing (email is acceptable) to Mariellen Morris (mmorris@primr.org). |
| Liability | Vendors assume entire responsibility and hereby agree to protect, indemnify, defend, and save PRIM&R and the conference hotel 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 conference hotel. In addition, vendors acknowledge that PRIM&R and the conference hotel 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. |
2020 IACUC Conference
Supporter and Exhibitor Table Numbers (to date)

1-2 Huron Consulting Group (Silver Supporter)
3-4 PRIM&R/CPIA
5-6 Cayuse (Gold Supporter)
National Institutes of Health Office of Laboratory Animal Welfare (NIH OLAW)
11
12-13 InfoEd Global (Silver Supporter)
14 Scientists Center for Animal Welfare (SCAW)
19 American Association of Laboratory Animal Science (AALAS)
20 a-tune Software, Inc.
21 UID Identification Solutions
22-23 iMedRIS (Gold Supporter)
24 Saabertech
25 The CITI Program (Bronze Supporter)