



PRIM&R 2024

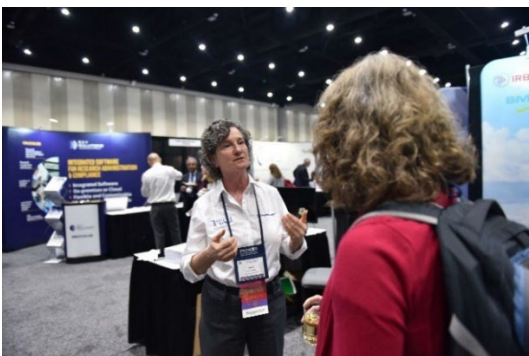
Annual Conference
November 17-20
Seattle, Washington
Celebrating 50 Years of PRIM&R

Join us for the [PRIM&R Annual Conference](#) on November 17-20, 2024, at the Seattle Convention Center (SCC), Summitt Building, in Seattle, WA.



What Is the PRIM&R Annual Conference?

- The annual conference serves as a **platform for discussing timely issues and best practices in research ethics and oversight**. It aims to foster holistic thinking about the research enterprise, emphasizing the importance of ethical considerations in ensuring high-quality research outcomes.
- This event offers **tailored education and networking opportunities** for individuals based on specific professional roles and interests. Additionally, it provides a forum for exploring topics that span different aspects of the research program, and offers programming for institutional leadership.
- [Learn more about PRIMR24.](#)



Who Attends?

~**500** animal care and use professionals | ~**2300** human subjects protections professionals | ~**200** institutional leaders

- Oversight committee directors, administrators, chairs, members
- Compliance personnel
- Clinical research professionals
- Researchers and research staff
- Institutional leadership
- Lab management and personnel
- Attending veterinarians
- Federal agency representatives
- Industry professionals

Why Exhibit?

- **Access to Decision Makers:** *Directly connect* with those who make or influence purchasing decisions related to products and services in the research ethics and oversight space.
- **Brand Exposure:** Vendors are acknowledged in conference signage and other promotional materials. Additionally, vendors have access to high-exposure branding opportunities (e.g., presentations, promotional items, spaces, events, etc.), and can leverage the conference app, targeted emails, and other promotional channels to further enhance their visibility and reach.
- **Strategic Location:** The Exhibit Hall is a high-traffic area where various conference activities—receptions, breaks, and networking sessions—take place. This prime location ensures vendors have ample opportunities to engage with attendees.
- **Networking Opportunities:** Exhibitors have dedicated time to interact with attendees and that is promoted on the conference agenda. These interactions allow exhibitors to forge valuable connections, build relationships, and explore potential partnerships with professionals in the field.



BOOTH PACKAGES/PRICING

Exhibitor Packages

Exhibitor Package, 10x10: For Profit* Company	\$3,000
Exhibitor Package, 10x10: Nonprofit/Govt Company	\$1,400

Each 10x10 booth includes:

- One (1) carpeted 10' x 10' booth with a six-foot table, two chairs, nameplate, and wastebasket.
- A listing on the online platform and conference app that includes company logo, information, and up to four staff contacts; social media links; and a "Request More Information" button. Company logo and information only will show in the Conference App. *(Online web listings may be upgraded—see below.)*
- Logo on general session looping slides and exhibit hall entrance unit.
- Registrant list before/after meeting (no email addresses).
- Vendor highlight email sent to registrants before the meeting.
- Two complimentary registrations to PRIMR24.

Note: The Exhibit space is carpeted, but you can add upgraded carpet for a fee. Electric, dedicated internet, AV equipment, shipping/dragage, etc., are an additional fee(s). Order forms will be sent in advance of the event.

*Companies that own other companies can include their subsidiary(ies) within the booth space, but **only one company will be listed as the supporter/exhibitor**. Subsidiary(ies) wishing to have distinct acknowledgement **must** purchase a separate booth package.

Additional Booths

Create a larger footprint by purchasing additional 10' x 10' booths. Additional booths include carpet, a six-foot table, two chairs, and wastebasket. *Platinum and Gold Supporters receive one (1) complimentary 10' x 10' booth (see below).*

Additional for-profit* booth spaces	\$1,950
Additional nonprofit/government* booth spaces	\$950

SUPPORTER LEVELS

Maximize your exposure by becoming an Event Supporter and/or purchasing an engagement opportunity* (see following pages). Support levels are reached by spending the amounts listed below, and supporters receive additional benefits:

Supporter Level/Benefits**	Bronze \$5,000-9,999	Silver \$10,000-17,999	Gold \$18,000-24,999	Platinum \$25,000+
Free 10' x 10' Booth Space	N/A	N/A	✓	✓
Free Social Media Post on PRIM&R's Social Media Channels	N/A	N/A	✓	✓
Highlight in <i>Member Newsletter</i>	✓	✓	✓	✓
Logo included in conference collateral/event signage	✓	✓	✓	✓
Additional free conference registrations	1	1	2	3

* If you have suggestions for items not listed, [contact us](#).

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

ENGAGEMENT OPPORTUNITIES

See below a list of engagement opportunities. With the exception of the online platform listing upgrades, vendors can purchase one opportunity per category. If you have suggestions for items not listed, [contact us](#).

ONLINE PLATFORM LISTING UPGRADES

Online Platform lead retrieval (Contact information, including email addresses, for those that click on your listing; in person vendors can purchase lead retrieval for on-site data collection separately.)	\$300
Ad banner at top of booth listing (Can be hyperlinked.)	\$250
Text chat	\$250
Embedded video on booth page	\$250
Giveaway button on booth page (For promotions/collect lead data.)	\$250
PDFs (include an informational PDF(s) in your online listing)	\$35/each
URLs (include an informational URL(s) in your online listing)	\$35/each

EVENTS AND EXPERIENCES

PRIMR24 50th Anniversary Reception Sponsor	\$35,000
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2024 is PRIM&R's 50th Anniversary! Help us and our attendees celebrate this milestone as the exclusive reception sponsor on November 18. This reception will host all those in attendance (human subjects protections and animal care and use professionals, institutional leadership, researchers, and more.). Your company name and logo will be included in the event title on the agenda; your logo will be printed on custom cocktail napkins and drink tickets (one per attendee); we will work with catering to create a signature wine drink that can be served from your booth; and your logo will be on signage that acknowledges your support throughout the reception. Appetizers will be served; food selections are at PRIM&R's discretion. *Vendors support entertainment at this event for an additional \$5,000.*

PRIMR24 Workshop Reception Sponsor	\$15,000
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Support the PRIMR24 Workshops reception on November 17 in the Exhibit Hall. This reception will host approximately 900 people from research oversight field (human subjects protections, animal care and use, institutional leadership, etc.). Your company name and logo will be included in the event title on the agenda; your logo will be printed on custom cocktail napkins and drink tickets (one per attendee); we will work with catering to create a signature wine drink that can be served from your booth; and your logo will be on signage that acknowledges your support throughout the reception. Appetizers will be served; food selections are at PRIM&R's discretion. *Vendors can support entertainment at this event for an additional \$5,000.*

PRIMR24 Morning and Afternoon Beverage Breaks <i>Five opportunities (times below; subject to change)</i>	\$8,000
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Help support the morning or afternoon beverage breaks at PRIMR24 on November 18-20. Recognition of your support will be included on the agenda, on color signage near the beverage stations, and on branded coffee cup sleeves.

Emerging Professionals Reception Sponsor	\$5,000
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PRIM&R supports the field's emerging professionals in their career development. Emerging Professionals receive a discounted registration and are invited to a special reception on November 19 where they can network with each other and seasoned professionals. This reception will host approximately 30 people from the research oversight field (human subjects protections, animal care and use, compliance, etc.). Your company name and logo will be included in the event title on the agenda; your logo will be printed on custom cocktail napkins and drink tickets (one per attendee); your logo will be on signage that acknowledges your support throughout the reception, and your staff are invited to attend the event to network with participants. Appetizers will be served; food selections are at PRIM&R's discretion.

Breakfast/Lunch Networking Sessions <i>Six opportunities (times below; subject to change)</i>	\$5,000
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In 2024, PRIM&R will not provide meals. Purchase a breakfast/lunch networking session and invite up to 50 attendees to your event to provide a meal, education about your organization, services, and/or a specific topic, and networking. Vendors will be provided with a session room that includes a standard room set for up to 50 people (tables, chairs, podium, head table) and AV equipment (computer, laptop, microphone), and the ability to select and invite 50 people from the conference attendee list and/or session will be listed on agenda and attendees can RSVP to vendor. Vendors are responsible for ordering food and will work directly with the Convention Center's catering company to provide (no outside food and beverage is allowed per Convention Center rules). *Note: Sessions might run up against other programming/poster talks/vendor presentations that don't include food. **Requirements:** Session information (title, descriptor, objectives, speaker names) **due within one week of sign on.***

- **November 17-20, 7:15-8:15 AM** (4 opportunities, one session/day)
- **November 18-19, 12:00-1:30 PM** (2 opportunities, one session/day)

Live Presentations <i>Six opportunities (times below; subject to change)—Four Opportunities Left!</i>	\$3,000
<p>Purchase a 45-minute presentation that will be featured on the agenda. All presentations will take place in either a theater set-up in the Exhibit Hall or a meeting room. Presentations can be on the services and products you provide, or how a topic relates to the work you do. Requirements: Session information (title, descriptor, objectives, speaker names) due within one week of sign on.</p> <ul style="list-style-type: none"> • November 17, 4:45-5:30 PM: During PRIMR24 Workshop Reception (<i>one opportunity</i>) • November 18-20, 7:30-8:15 AM: Presentations in Exhibit Hall OR a Session Room (<i>3 opportunities, one session/day</i>)—November 19 SOLD! • November 18-19, 12:45-1:30 PM: Presentations in Exhibit Hall OR a Session Room (<i>2 opportunities, one session/day</i>)—November 19 SOLD! 	
Morning Musical Acts <i>Two opportunities (Note: a vendor can purchase one or both performances)</i>	\$1,600
<p>Support the musical acts that perform on November 18 and 19, before General Session begins, and provide attendees with an upbeat start to their day! Each musical act will perform for 30 minutes in our registration area/exhibit hall area and then on stage in the session room. Your support will be acknowledged on the agenda and on the screens in the session room. PRIM&R is responsible for hiring the musical groups.</p>	
AREAS AND DESTINATIONS	
“The Office” at PRIMR24—SOLD!	\$15,000
<p>“The Office” at PRIMR24 will be located in the Exhibit Hall, and will be promoted as a place where attendees can catch up on emails, charge their devices, and relax while on-site. This 30 x 30 space will feature computer tables with charging outlets, living room furniture, 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. Requirements: Artwork for all branded components must be submitted to PRIM&R by July 31.</p>	
PRIM&R24 Zen Den	\$15,000
<p>The Zen Den will be a room set aside where attendees can obtain quiet while on-site at PRIMR24. The Zen Den will include tables and chairs, living room furniture and massage chairs, low lighting and quiet music, and flavored water. The Zen Den will be promoted on the agenda and conference materials, and the lounge will feature signage with your logo.</p>	
Coat Check Sponsor	\$5,000
<p>PRIM&R is held in November and attended by professionals from all over. That means lots of coats and bags will need to be stored during the event. Once they arrive at PRIMR24, present your brand—front and center—at the baggage/coat check area and entice them to your booth by giving attendees a company brochure or other collateral (subject to PRIM&R approval). This support opportunity includes signage with your logo and booth number, baggage/coat check location identified in the mobile app and on the website, along with the ability to provide collateral to be given out along with claim ticket (sponsor to supply materials).</p>	
ADVERTISING AND BRANDING	
Conference Water Bottle—SOLD!	\$15,000
<p>Help our commitment to reduce the use of plastic at conferences and sponsor a water bottle attendees can re-use during their stay on-site and well after the meeting is over. The water bottle will be branded with your company logo and given out at a table in the registration area that the vendor can staff (if they choose), thus starting the connection point with attendees upon their arrival! Water bottles will be produced by PRIM&R with input and artwork from the vendor. Requirements: Artwork for all branded components must be submitted to PRIM&R by July 31.</p>	
Conference Wi-Fi—SOLD!	\$15,000
<p>This branding opportunity is a perfect way to ensure every conference attendee with a device 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. Requirements: Artwork for all branded components must be submitted to PRIM&R by July 31.</p>	
Conference Lanyards—SOLD!	\$13,000
<p>Ensure all attendees know who you are by branding the conference lanyards attendees receive upon getting their name badge at PRIMR24. Lanyards will be co-branded with PRIM&R and the vendor’s logo and PRIM&R will coordinate the design and ordering of the lanyards. In addition, for an additional fee of \$2,000, the supporting vendor can staff a table in the registration area to hand out the lanyards to attendees, thus starting the connection point with attendees upon their arrival. Requirements: Artwork for all branded components must be submitted to PRIM&R by July 31.</p>	
Conference App—SOLD!	\$12,000
<p>Support the Conference App, which provides attendees with information on the agenda and speakers, slides and materials, poster abstracts, Supporter/Exhibitor information, and more (in lieu of a printed conference guide). Your logo will appear on the app splash page, on a full-width banner ad on the main app page, and you’ll receive three push notifications for using during the conference. Requirements: Artwork for all branded components must be submitted to PRIM&R by July 31.</p>	

General Conference Scholarship Program	\$12,000
<p>Support this year's General Scholarship Program, which will provide registration fee waivers for 10 individuals. The General Conference Scholarship Program is geared toward those requiring financial assistance to attend the meeting, and a certain number of the registrations will be earmarked for those from low to middle-income countries. Acknowledgement of the vendor's support will be provided via a webpage that includes the vendor's logo, in an article we will write about this year's scholars and the vendor's support of the program, and a thank you from the podium.</p>	
First Time Attendee Gift Cards	\$10,000
<p>Welcome first-time attendees to the conference by providing them with a \$10 Starbucks gift card! Each gift card will include the PRIM&R and vendor logos, and first-time attendees will be instructed to pick-up their gift card from your booth on-site (attendees will be wearing the First Time Attendee ribbon). In 2023, we had over 640 new attendees on-site! Requirements: <i>Artwork for all branded components must be submitted to PRIM&R by July 31.</i></p>	
Escalator Clings—SOLD! <i>Two opportunities—</i>	\$7,000
<p>Brand the main banks of escalators at the Seattle Convention Center, and ensure attendees see your name while outside the exhibit hall. Vendors have the opportunity to customize the artwork. Requirements: <i>Artwork for all branded components must be submitted to PRIM&R by July 31.</i></p>	
Email Marketing to Attendees <i>Five opportunities—Two Opportunities Left!</i>	\$3,000
<p>Contact PRIMR24 attendees directly by sending them an email outlining the services your company provides, how you can better assist with their work, information on upcoming programming you're providing, incentivizing people to visit your virtual booth page during the event, and more. Emails will be sent by PRIM&R on your behalf on the dates listed. PRIM&R will provide two templates, both of which can include images, web links, etc. Requirements: <i>All content must be finalized 10 days before message is sent. PRIM&R reserves the right to review all messages and ask vendor to make changes as needed.</i></p> <ul style="list-style-type: none"> • Week of October 14 • Week of October 21 • Week of October 28—SOLD! • Week of November 4—SOLD! • November 21*—SOLD! 	
<p><i>*After conference</i></p>	

SUPPORTER & EXHIBITOR APPLICATION

Complete this application and submit it to amartinez@primr.org by **October 6, 2024**. Please note the following:

- **Review the Policies and Procedures** included in the Prospectus **before** you submit this application. By submitting this application, you agree to the Policies and Procedures outlined.
- A **50% deposit** is required to confirm your application and booth selection.
- **Final payment must be received by October 6, 2024.**
- **Questions?** [Contact us.](#)

COMPANY INFORMATION

Company Name:			
Company Address:			
Company Phone:		Company Website:	

COMPANY POINT OF CONTACT

Name:			
Phone:		Email:	

EXHIBITOR PACKAGE

<input type="checkbox"/> Exhibitor Package, 10x10: For Profit Company	\$3,000
<input type="checkbox"/> Exhibitor Package, 10x10: Non-profit/ Govt Company	\$1,400

ADDITIONAL BOOTH SPACE(S)

<input type="checkbox"/> Additional 10x10 Booth: For Profit Company QTY: _____	\$1,950
<input type="checkbox"/> Additional 10x10 Booth: Non-profit/ Govt Company QTY: _____	\$900

ONLINE PLATFORM LISTING UPGRADES

<input type="checkbox"/> Online Platform Lead Retrieval	\$300	<input type="checkbox"/> Giveaway Button	\$250
<input type="checkbox"/> Ad Banner	\$250	<input type="checkbox"/> PDFs QTY: _____	\$35/each
<input type="checkbox"/> Text Chat	\$250	<input type="checkbox"/> URLs QTY: _____	\$35/each
<input type="checkbox"/> Embedded Video	\$250		

ENGAGEMENT OPPORTUNITIES

<input type="checkbox"/> 50 th Anniversary Reception	\$35,000	<input type="checkbox"/> First Time Attendee Gift Cards	\$10,000
<input type="checkbox"/> Workshop Reception	\$15,000	<input type="checkbox"/> Morning/Afternoon Beverage Programs Date: _____	\$8,000
<input checked="" type="checkbox"/> “The Office” at PRIMR24	\$15,000	<input type="checkbox"/> Escalator Clings	\$7,000
<input type="checkbox"/> Zen Den	\$15,000	<input type="checkbox"/> Breakfast/Lunch Networking Sessions	\$5,000
<input checked="" type="checkbox"/> Water Bottles	\$15,000	<input type="checkbox"/> Emerging Professionals Reception	\$5,000
<input checked="" type="checkbox"/> Conference Wi-Fi	\$15,000	<input type="checkbox"/> Coat Check	\$5,000
<input checked="" type="checkbox"/> Lanyards	\$13,000	<input type="checkbox"/> Live Presentations Date: _____	\$3,000
<input checked="" type="checkbox"/> Conference App	\$12,000	<input type="checkbox"/> Email Marketing Date: _____	\$3,000
<input type="checkbox"/> Scholarship Program	\$12,000	<input type="checkbox"/> Morning Musical Acts	\$1,600

PAYMENT INFORMATION

PACKAGE TOTAL <i>(total items listed)</i>	\$_____
<input type="checkbox"/> Credit Card	A PRIM&R staff member will connect with the contact person on this form. If we should contact someone else, list their name and phone number here: _____
<input type="checkbox"/> ACH Payment	Bank Name: Cambridge Savings Bank Address: 1374 Massachusetts Ave, Cambridge, MA, 02138. Account Number (checking): 11113454 Routing Number: 211371120 Employer Identification Number (EIN): 042583057 Billing Note: TOTAL + PRIMR24 Exhibitor

DATA PRIVACY AGREEMENT

In accordance with **Canada's Anti-Spam Law and the General Data Protection Regulation**, by checking this box, 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 1421, Boston, MA, 02116, or via email at privacy@primr.org.

AGREEMENT AND SIGNATURE

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 and policies included with the Prospectus; signature below implies agreement with these procedures (for you, your staff, and any member attending the conference on-site).** If in violation, consequences include, but are not limited to: a written warning, cancellation of participation in the PRIM&R Annual 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.

I have read and agree to the Procedure and Policies included with the Prospectus (this includes our staff and those attending the conference on-site on behalf of the company).

Company Name:			
Signature:		Date:	
Typed Name:			

SUPPORTER & EXHIBITOR POLICIES AND PROCEDURES

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

SHOW HOURS (subject to change)

MOVE IN/ MOVE OUT	<p>Vendors are required to move-in/move out during the following hours*:</p> <ul style="list-style-type: none"> MOVE IN: November 17, 8 AM-3 PM (<i>booths must be set by 3 PM as we're hosting a reception in the exhibit hall this evening</i>) MOVE OUT: November 20, 10:30 AM-3:00 PM <p>Setting up/dismantling your booth outside of the designated move-in/move-out times is prohibited.</p> <p><i>*Times are subject to change.</i></p>
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SHOW HOURS	<p>Exhibit Hall hours are listed below. The Hall is open during the conference and we defer to vendors on when they want to be at their booths (we recommend during the functions listed).</p> <p>SUNDAY, NOVEMBER 17 (PRIMR24 Workshops): 4:15-5:30 PM</p> <ul style="list-style-type: none"> 4:15-5:30 PM: Reception in the Exhibit Hall <p>MONDAY, NOVEMBER 18 (PRIMR24): 7:30 AM-6:00 PM</p> <ul style="list-style-type: none"> 7:00-8:30 AM: Exhibit Hall opens; coffee served in the Hall and on-site check-in will be open. General Session starts at 8:30 AM. 10:00-10:30 AM: Break in the Exhibit Hall 11:45 AM-1:30 PM: Attendee Lunch (<i>see important note about lunch below</i>). Networking Sessions start at 12:30 PM (posters, sessions, office hours, etc.). 3:00-3:30 PM: Break in the Exhibit Hall 4:45-6:00 PM: 50th Anniversary Reception <p>TUESDAY, NOVEMBER 19 (PRIMR24): 7:30 AM-6:00 PM</p> <ul style="list-style-type: none"> 7:00-8:30 AM: Exhibit Hall opens; coffee served in the Hall and on-site check-in will be open. General Session starts at 8:30 AM. 10:00-10:30 AM: Break in the Exhibit Hall 11:45 AM-1:30 PM: Attendee Lunch (<i>see important note about lunch below</i>). Networking Sessions start at 12:30 PM (posters, sessions, office hours, etc.). 3:00-3:30 PM: Break in the Exhibit Hall <p>WEDNESDAY, NOVEMBER 20 (PRIMR24): 7:30-10:30 AM</p> <ul style="list-style-type: none"> 7:00-8:30 AM: Exhibit Hall opens; coffee served in the Hall and on-site check-in will be open. General Session starts at 8:30 AM. 10:00-10:30 AM: Break in the Exhibit Hall <p>Important note about lunch! In 2024, we are no longer offering lunch to attendees. Attendees will be able to purchase lunch from venues in/around the Convention Center, and we will be working with the caterer to provide lunch for purchase in the Exhibit Hall. Starting at 12:30 PM, Networking Sessions will begin in the Exhibit Hall (and other locations).</p> <p><i>*The agenda is in development. PRIM&R reserves the right to change these times based on the final agenda. The agenda, along with a final list of exhibit hall hours will be provided to vendors in June 2024.</i></p>
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EXHIBITOR LOGISTICS

STAFF REGISTRATION/ BADGES	<p>See information in this prospectus on the number of complimentary registrations provided to vendors.</p> <p>Registration provides full access to PRIMR24 (PRIMR24 Workshops are not included, but can be purchased separately). Vendors can purchase additional PRIMR24 registrations and/or registration for PRIMR24 Workshops via the registration website (<i>coming June 2024</i>).</p> <p>Vendor staff are required to pick up their badges <i>before</i> entering the Exhibit Hall and must wear their badges for identification.</p> <p>All staff attending this event are required to register by October 31, 2024.</p>
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ON-SITE BOOTH SET-UP	<p>Each on-site 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 audiovisual equipment are NOT included in the setup. Information on ordering these services will be sent to vendor before the conference. Exhibitors are responsible for all costs associated with setting up their booth.</p>
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THIRD-PARTY SET-UP COMPANIES	The use of third-party set-up companies is allowed, but these companies must adhere to the policies and procedures included in this prospectus. The name of the company and staff setting up must be sent to Abbey Martinez by October 6, 2024, so badges can be created for these individuals.
ON-SITE FLOOR PLAN AND BOOTH SET-UP	Booths are assigned on a first come basis. 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 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.
FOOD AND BEVERAGE IN BOOTHS	Vendors are welcome to host catered events in their booth. Catering must be done through the catering provider at the Convention Center (an exclusive service). No outside food and beverage is allowed, and vendors cannot sell/serve alcohol from their booths. PRIM&R can put vendors in touch with catering upon request.
AFFILIATE EVENTS POLICY	PRIM&R welcomes vendors to host affiliate events in conjunction with PRIMR24. All events 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. Applications are due by September 30, 2024.
EXHIBITOR CONDUCT	
BOOTH APPEARANCE/ STAFFING	Vendors agree to keep exhibits properly staffed during the show hours. PRIM&R reserves the right to prohibit or restrict exhibits that, because of in-person or virtual design, noise, method of operation, materials, or any other reason, become objectionable. In the event that restriction occurs, PRIM&R is not liable to refund any supporter or exhibitor expenses.
EVENT CONDUCT POLICY	<p><i>PRIM&R reserves the right to update this policy at any time. The policy in effect at the time of the event is the policy all attendees agree to.</i></p> <p>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:</p> <ul style="list-style-type: none"> • 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. <p>All content included in this conference is the property of the presenter(s) and is protected by United States and international copyright laws. Certain materials are used by permission of their respective owners. The conference is the property of PRIM&R. Conference content may not be reproduced, transmitted, or shared in any way without the prior written permission of the presenter(s)/PRIM&R. Access to this conference should not be construed as a license or right under any copyright, patent, trademark or other proprietary interest of PRIM&R or third parties.</p> <p>By supporting/exhibiting at a PRIM&R event, you agree to refrain from conduct that is disruptive or destructive in the ways outlined above. In addition, all participants attending the 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.</p>

MARKETING AND MATERIALS

MARKETING POLICIES	<p>Use of conference name/logo: 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 2024 PRIM&R Annual Conference and it must be spelled out at first mention. Afterwards, PRIMR24 may be used.</p> <p>Vendor marketing materials: Vendor marketing materials may not include mention of PRIM&R's agenda or programming, unless it is an officially supported opportunity, such as a reception, session, etc.</p> <p>Direct mail marketing to attendees: Vendors wishing to do direct mail marketing to the list of attendees can either purchase a chaperoned email (see above) or can contact attendees before/after the meeting using the registrant list. This list only includes postal addresses and PRIM&R must sign off on any marketing message sent. Contact Catherine Batsford for approval.</p>
DISTRIBUTION OF PROMOTIONAL MATERIALS	Distribution of flyers, brochures, and/or any marketing materials must be confined to your in-person or virtual exhibit area. Advertising may not be displayed in convention center hallways or other common areas unless otherwise allowed as part of your supporter opportunity.
REGISTANT LIST	Vendors will receive an electronic copy of the registrant list provided before and after the meeting. The list will include attendee names, titles, organizations, and mailing addresses only; this list will <u>not</u> include email addresses, anyone who has opted out of being included in the attendee list during the registration process, nor anyone from the EU/EEA. For those wishing to collect email addresses, you must add website lead retrieval to your website listing and/or purchase on-site lead retrieval.
CANCELLATION	
CANCELLATION POLICY	<p>Planning for this event requires advance coordination with the general service contractor who sets-up the exhibit hall, the convention center, and those working with the center's utilities, etc. Due to COVID-19's impact on the meeting industry and supply chain, our partners need to plan/order materials earlier. As such, once an exhibitor application is recognized by those suppliers, PRIM&R is billed for services rendered and supplies ordered related to the exhibitor regardless if that vendor shows up. Therefore, as the event nears closer, we're not in a position to refund fees due to the cost we owe our partners. The cancellation schedule is as outlined:</p> <ul style="list-style-type: none">• Date of signing to August 30, 2024: Funds paid will be refunded minus \$100 processing fee.• August 31-October 5, 2024: Funds paid will be held as a credit on the vendor's account that they can use for a future support opportunity (must be used within one year).• October 6-November 17, 2024: No refunds on exhibit spaces or support opportunities. <p>Vendors must send notification of cancellation via email to Abbey Martinez.</p>
OTHER TERMS	
LIABILITY	Vendors assume entire responsibility and hereby agree to protect, indemnify, defend, and save PRIM&R and the Seattle 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 Seattle Convention Center. In addition, vendors acknowledge that PRIM&R and the Seattle 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.

OTHER TERMS (cont.)

**UNFORSEEN
EVENTS**

In the event of circumstances beyond PRIM&R's reasonable control, including, but not limited to, acts of God, war, riot, governmental action, epidemic or pandemic, fire or flood, strikes or threat of strikes, acts and/or threats of terrorism (supported by creditable evidence or government warning) in the city or state where the Conference is to be held, curtailment of transportation services preventing attendance of at least thirty percent (30%) of the anticipated attendees from attending the event, or enactment by state or local governments or governmental agencies of restrictive legislation, ordinances or administrative policies in direct conflict with the Conference and/or PRIM&R's fundamental purpose or mission (i.e. similar to or the same as North Carolina's Anti-LGBT known as Senate Bill 2), or litigation filed by state or local governments or governmental agencies related to or arising from the Conference or PRIM&R's fundamental purpose or mission statement, making it illegal, impossible, commercially impracticable, or inadvisable to hold the Conference or provide the essential facilities as originally planned, PRIM&R reserves the right to postpone or cancel the Conference. Under these circumstances PRIM&R would try to reschedule the Conference, rather than cancel outright.

- Should a conference need to be rescheduled, exhibitor fees would be transferred to the subsequent offering.
- Should the Conference be moved from in-person to a virtual offering, see below.
- Should the conference need to be cancelled outright, instead of being rescheduled or moved to a virtual only event, exhibitor fees would be credited towards any conference, educational program, or workshop offered by PRIM&R within 12 months from the cancellation date. Fees not used within the 12 months from the date of issue would expire.

PRIM&R is planning an in-person conference with a virtual component, but is monitoring the pandemic and it's potential impact on this event. In light of circumstances brought about by COVID-19 and its variant strains, or for any other reason outside of PRIM&R's control (see above), PRIM&R reserves the right to create an all-virtual event if that's what's in the best interest of our community. Should PRIM&R need to turn the in-person event into a virtual only event:

- Vendor booths will still be listed virtually; vendors can upgrade their booths if needed.
- Support opportunities will be accommodated where possible and/or companies may choose to adjust their support opportunities in light of this change.
- Fees from the in-person conference will be applied to the virtual exhibit hall. Remaining funds will be held as a credit on the vendor's account that they can use for a future support opportunity (*must be used within 12 months of the event*).
- If a vendor does not wish to participate virtually, their fees will be held as a credit on the vendor's account that they can use for a future support opportunity (*must be used within 12 months of the*).

Please note that this policy is subject to change. Vendors will be notified of any changes.