

**BUILD YOUR BRAND AND  
GROW YOUR BUSINESS AS  
AN EXHIBITOR AT THE**

# **ACRP 2017 MEETING & EXPO**

SEATTLE, WASHINGTON — APRIL 28 - MAY 2



Join more than 100 industry-leading exhibitors representing companies providing products, services, and solutions in technology, biotechnology, patient recruitment, CRO services, IRB services, site services and selection, training and education, translation, EDC, and staffing. Increase exposure to your target audience when you add a sponsorship and advertising to your exhibiting experience.

## Add-On Sponsorship Package Opportunities

Turnkey Booth Packages	Standard 10 x 10 Booth	Premium 10 x 10 Booth
Booth with Basic Furnishings Package	\$5,536	\$5,661
Upgrade to Furnishings Package B	\$180	\$180
Upgrade to Furnishings Package C	\$180	\$180
Upgrade to Furnishings Package D	\$1,152	\$1,152
Additional 10 x 10 Booth	\$3,900	\$3,900
Add'l 10 Drink Tickets	\$100	\$100
Private Meeting Space For Users Groups and/or Focus Groups	Hourly rental based on availability. Marketing packages for Focus Groups available as well. Ask Tammy.	

Add-On Sponsorship Packages	GOLD	SILVER	BRONZE
Your Investment	\$5,500	\$3,500	\$2,000
Premium Booth*	10 x 20* required	10 x 10* required	10 x 10* required
*These packages require the minimum purchase of booth space as noted here.			
Ad in the conference issue of the Clinical Researcher	Full-Page	Half-Page	
Invitations to private ACRP event in Seattle	3	2	
Full-Conference Registrations	4	2	2
Expo-Only Registrations	2	2	1
Pre-Conference Mailing List	Yes	Yes	Yes
Post-Conference Mailing List	Yes	Yes	Yes
Inclusion in SCANVenger Hunt (Participating attendees required to visit your booth)	Yes	Yes	
Sponsor logo on conference signage, conference website and mobile app	Yes	Yes	Yes

### \*\*Inclusive Booth Package Opportunities\*\*

Contact:  
 Tammy B. Workman, CEM  
[tworkman@acrpnet.org](mailto:tworkman@acrpnet.org)  
 +1.703.254.8112

All 10x10 booths come with a basic furnishing package described below. If you wish, you may upgrade your furnishings package to one of the other options listed on the next page.

ACRP is very excited to offer inclusive turn-key furnishings packages with every 10'x10' booth space this year. Every booth comes pre-set with the Basic Booth Furnishings Package noted below. If you choose, you can also enhance your booth by selecting one of our Upgraded Furnishings Packages, also described below, to replace the Basic Furnishings Package in your space.

The official General Services Contractor of the 2017 Meeting & Expo is AGS. ACRP has worked directly with them to provide these furnishings packages. If you wish, you may also order additional furnishings a la carte from AGS

## Basic Furnishings Package

- 6' White-Skirted Table
- 2 chairs
- Wastebasket
- I.D. Sign
- Three Registrations (One Full, Two Expo-Only Registrations)
- 1 electrical outlet
- 1 Lead Retrieval App
- 20 Drink Tickets for Saturday's Opening Night Celebration
- WI-FI provided by ACRP
- Neutral colored carpet present in the Exhibit Hall



## Upgraded Furnishings Packages

### Package B

- 6' White-Skirted Table
- 42" Pedestal Table
- 2 barstools
- Wastebasket
- I.D. Sign
- Three Registrations (One Full, Two Expo-Only Registrations)
- 1 electrical outlet
- 1 Lead Retrieval App
- 20 Drink Tickets for Saturday's Opening Night Celebration
- WI-FI provided by ACRP
- Neutral colored carpet present in the Exhibit Hall

### Package D

- 6' White-Skirted Table
- 32" Pedestal Table
- 2 barstools
- Wastebasket
- I.D. Sign
- Literature Rack
- 42" Flat Screen Monitor on stand or wall-mount
- Three Registrations (One Full, Two Expo-Only Registrations)
- 1 electrical outlet
- 1 Lead Retrieval App
- 20 Drink Tickets for Saturday's Opening Night Celebration
- WI-FI provided by ACRP
- Neutral colored carpet present in the Exhibit Hall

### Package C

- 42" Pedestal Table
- 2 barstools
- Literature Rack
- Wastebasket
- I.D. Sign
- Three Registrations (One Full, Two Expo-Only Registrations)
- 1 electrical outlet
- 1 Lead Retrieval App
- 20 Drink Tickets for Saturday's Opening Night Celebration
- WI-FI provided by ACRP
- Neutral colored carpet present in the Exhibit Hall

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## For the ACRP 2017 Meeting & Expo, we are offering many exciting event sponsorship opportunities!

### NEW! Movie Night!

Become the exclusive sponsor of ACRP Movie Night on **Monday, May 1, 5:00 until 6:30 PM in Ballroom 6E.**

Movie-goers will join us for the presentation of Trial by Fire, a six-time, award-winning documentary about Complex Regional Pain Syndrome (CRPS). This inspiring film has opened the eyes of many around the world to this condition and brings hope to those with CRPS.

Following the presentation, film-maker Charles Mattocks will answer audience questions.

**Branding will be included on the following:**

- Logo on Movie Tickets, popcorn bags, pre-show marketing and onsite signage.
- Recognition and logo on big screen.
- Handouts on Theatre seats.
- On-state introduction of Mr. Mattocks.

**\$7,500**

### Expo Opening Night Celebration

Attendees are ready to let their hair down after a day spent in a classroom. They look forward to relaxing as well as networking with colleagues and exhibitors alike. The Opening Night Celebration officially kicks off the conference and is your opportunity for high-profile branding during the single, largest social event during the 2017 Meeting & Expo!

- Prominent pre-show and onsite promotion
- Full Page Ad in the conference issue of Clinical Researcher
- Sponsor Prize Drawings provided by ACRP
- Sponsor greets attendees at doors
- Sponsor logo on cocktail napkins and sponsor signature cocktail free to attendees
- Sponsor logo on the souvenir photos taken at Photo Booths

**\$9,000**

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### Lobby Bar

At the end of each conference day, attendees will unwind at their favorite ACRP hotel lobby bar within steps of the Washington Convention Center. In a relaxed gathering spot for attendees staying at these ACRP hotels, ACRP will encourage attendees to visit the lobby bars and network at the end of each day's scheduled activities.

Your signature cocktail will brand the space as your own, along with signage, napkins, table tents and looping message on the flat screen TVs each of four days.

**\$7,500**

### Certification Milestone Recognition Reception

Be the Exclusive Sponsor to this exclusive, red-carpet reception celebrating the continued career excellence of  maintaining Academy CEM. This posh event features an a  many recognizing t  have reached significant Certification milestones. Heavy hors d'oeuvres and drinks will be served and group photos will be taken.

**\$7,000**





## For the ACRP 2017 Meeting & Expo, we are offering many exciting item sponsorship opportunities!

### The Headshot Studio

\$10,000

A new multimedia experience where attendees will be able to get a world-class executive portrait PLUS, men and women will enjoy the opportunity to be "made up" by professional make-up artists before being expertly phot

Everything is **SOLD** out. And as sponsor of The Headshot Studio, you'll have unique branding opportunities while generating tremendous goodwill.

The studio is branded as yours, you may "work the line" as attendees move closer to their "time in the spotlight" and of course, your brand will have premium exposure during the photo proofing process.



### Exclusive Coffee Service

\$7,000

*Literally. Put your brand in the hands of conference attendees!*

Conference attendees will jump start their day with a cup of joe, so put your company logo in the palm of their hands! Be the exclusive sponsor of four days of coffee service and have your brand imprinted on the coffee cup collar, napkins, plus table signage at multiple coffee stations found within the public space surrounding the session rooms. And as a 2017 sponsor, you'll naturally be included in all onsite sponsor recognition signage and the conference website leading up to ACRP 2017 Meeting & Expo.



### Custom Lunch Totes

\$7,000

*Have Their Cake and Eat It Too!*

We'll distribute lunch to attendees in your personalized, insulated tote, AND, after they are back home, your branded tote will be used over and over again. Be green and keep your company top of mind!

### Mobile App & WiFi

\$10,000

Go everywhere attendees go! As exclusive sponsor, you'll be in front of them no matter how they choose to receive their conference information. Your logo will appear when they are connecting to Wi-Fi, searching the mobile app, AND the Conference Daily eNewsletter.



### Meet Your Match Game

\$7,000

This über-FUN networking game is a fabulous HIT and brings attendees together for smiles and selfies! As exclusive sponsor to this exciting game that encourages introductions and conversation among exhibitors and attendees alike, you'll have your logo on the Meet Your Match Game instructions card issued to each attendee; your logo will also appear on the lapel buttons worn throughout the conference and you'll enjoy brief remarks and high visibility during the prize drawing.

## For the ACRP 2017 Meeting & Expo, we are offering many exciting item sponsorship opportunities!

### SCANVenger Hunt \$5,500

#### *Hunt Goes High-Tech!*

Be the exclusive sponsor of this web-based trivia game; it's a new twist on the old favorite, Treasure Hunt. Your logo appears on the SCANVenger Hunt instructions handout and SCANVenger Leaderboards plus you're on stage to draw and recognize the winners!



### Clinical Researcher Print Ad Half Page: \$1,781 Full Page: \$2,730

#### *Get More!*

Your ad in the Conference Issue of Clinical Researcher will work overtime. Your message will enjoy bonus distribution in Seattle in addition to full ACRP member distribution around the globe. Plus, it's a rare public issue that will be made available to ACRP non-members, further extending your brand reach.

### Outside The Exhibit Hall Billboards \$5,000

#### *Be Loud and Be Proud!*

Your billboard will face into ACRP high-traffic space.

*\*Production and rigging are separate*

### Lunchbox Decals \$2,000

#### *Seal the Deal over Lunch!*

One day's lunch will be served with your custom imprinted seal on the To-Go boxes, distributed to all conference attendees. Put your message in their hand while they relax and network with colleagues over lunch in the exhibit hall.



### Escalator Clings \$5,400

#### *Up the Down Escalators!*

Branded, vinyl cling strips positioned between the up and down escalators, attendees will see your message coming and going!

*\*Price includes production and installation*



### Charging Stations \$4,500

#### *Get Charged Up!*

Our attendees use plenty of technology and will no doubt need to re-charge. You can be the exclusive sponsor of four charging stations around the exhibit hall and common space. Make sure it's your brand they see while they're plugged in!

## For the ACRP 2017 Meeting & Expo, we are offering many exciting item sponsorship opportunities!

### Custom GOBO LIGHT \$1,500

#### *Walk in the Light!*

Your company logo and booth number, cast in full color onto an interior Exhibit Hall wall, it's a fun way to let attendees know where they can find you!



### Vertical Billboards \$1,000

#### *Instant Messaging!*

Your vertical billboard will be printed on two-sides and stand 8' tall. Communicate with attendees as they walk the high-traffic ACRP areas between registration and session room hallways. Talk to them coming and going!

### Lunch and Learn \$1,275

#### *Enjoy Face Time with Attendees!*

This thirty minute session held Saturday or Sunday in the Learning Lab. Your Lunch and Learn Session will be promoted on the conference website and mobile app, including a push notification before the start time. Theater setup includes seating with A/V package, plus you'll earn the pre-conference mailing list. **With only four demos available, this offer is open only to contracted exhibitors.**



### SCANVenger Hunt Participation \$600

*Participate in this high-tech version of the wildly-popular old favorite and maximize booth traffic!*

Play smart and scan\*\* each participating attendee's badge when they visit your booth. It is your one opportunity to capture email addresses and phone numbers.

**\*Already included with Silver and Gold Sponsorships**

**\*\*To scan badges you must have a lead retrieval system**

### Directional Floor Decals \$1,000

#### *Lead the Way!*

Lead attendees directly to your booth when they follow a path of six\* full-color directional floor decals each measuring up to 16" x 16". You provide the art file and we will do the rest.

**\*Same graphic on each of six decals**

### App Push Notifications \$1,000

#### *Be Disruptive!*

Shake things up and send a Push Notification to attendees directly through the Meeting Mobile App.

Limited number of characters apply. **Only five (5) Notifications available.**

### Attendee Mailing Lists Pre-Conference List - \$850 Post-Conference List - \$1,000

#### *Initiate Conversation with Attendees Before and After*

Send your advanced direct mail piece inviting attendees to stop by and see you in Seattle Follow up with all attendees afterwards to reinforce your onsite message.

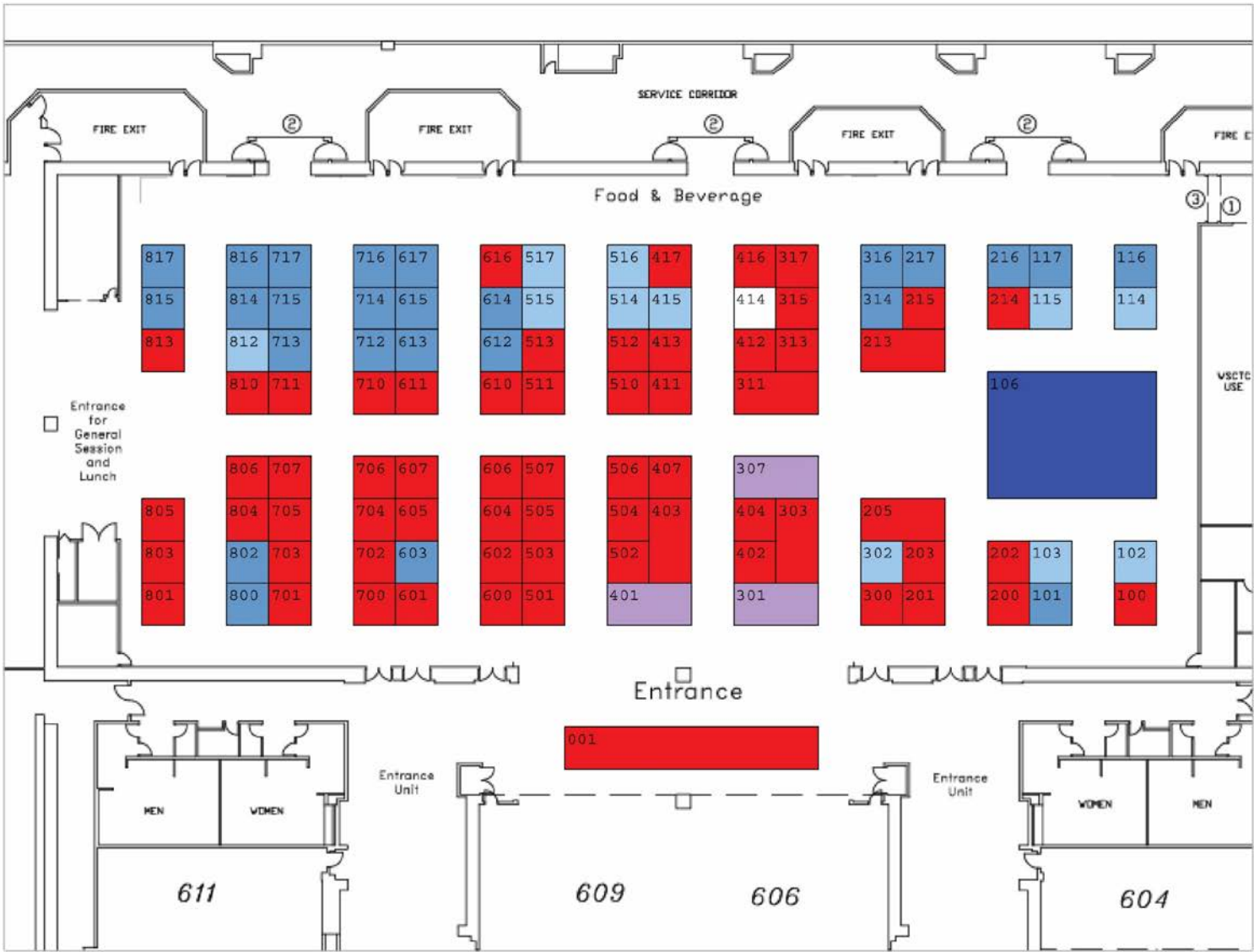


# MEETING AND EXPO FLOOR PLAN

## Legend:

- Sold
- On Hold/Pending
- Standard
- Premium
- Endcap Booth

\*Please view this [PDF](#) to see the unique IAEE industry specifications for endcap booths.







# ACRP

■ FOR LEARNING ■ FOR LISTENING ■ FOR LIFE

Tammy B. Workman  
Advertising & Exhibit Sales Manager  
tworkman@acrpnet.org  
+1.703.254.8112

ACRP 2017 Meeting and Expo  
Sponsorship Opportunities