

ACRP 2018

APRIL 27-30 • NATIONAL HARBOR, MD
GAYLORD NATIONAL RESORT & CONVENTION CENTER

THE EXPO AT ACRP 2018 PROSPECTUS

Build Your Brand and Grow Your Business as an Exhibitor



Join industry-leading recruiters and vendors who represent products, services, and solutions in technology, biotechnology, patient recruitment, CRO services, IRB services, site services and selection, training and education, translation, electronic data capture, and more. Increase exposure to your target audience by adding sponsorship and advertising opportunities to your exhibiting experience.

Booth Packages

Inclusive Booth Packages Starting August 1, 2017	Standard 10 x 10	Premium 10 x 10	Kiosk 6 x 6
10 x 10 booth units automatically include your choice of three different furnishings packages, A, B or C	\$5,915	\$6,040	\$4,740

**No substitutions permitted within the furnishing packages*

Add-On Sponsorship Opportunities

Add-On Sponsorship and BONUS Deliverables	Gold \$5,500	Silver \$3,500	Bronze \$2,000
Premium Booth*	10 x 20* required	10 x 10* required	10 x 10* required
Digital Banner or Sponsored Content (Choice of either)	60-day	60-day	30-day
Invitations to Private ACRP Event	4	3	2
Full-Conference Registrations	4	3	2
Expo-Only Registrations	4	3	2
eBlast to Attendees	Yes	Yes	NA
Inclusion in SCANVenger Hunt	Yes	Yes	Yes
PUSH Notification via APP	Yes	NA	NA
Logo on Conference Signage, Website, and Mobile App	Yes	Yes	Yes

**These packages require the minimum purchase of booth space as noted here.*

CONTACT

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ACRP is very excited to offer inclusive furnishings packages with every 10'x10' booth. Choice from among three Furnishings Packages, A, B or C.

The official General Services Contractor of the Expo at ACRP 2018 is Freeman Company. ACRP has worked directly with them to provide these furnishings packages. If you wish, you may also order additional furnishings or custom carpet a la carte directly from Freeman Company.

Furnishings Package A*

- Café Table (30" H x 30"W)
- 2 Chairs
- Waste basket
- ID Sign
- Three Registrations (One Full Conference, Two Expo-Only)
- 1 Electrical Outlet
- 1 Lead Retrieval App
- Pre-Conference and Post-Conference Attendee Mailing Lists
- Wi-Fi Provided by ACRP

Please note: Exhibit Hall is Carpeted

Furnishings Package B*

- Pedestal Table (42" H x 24" W)
- 2 Barstools
- Waste basket
- ID Sign
- Three Registrations (One Full Conference, Two Expo-Only)
- 1 Electrical Outlet
- 1 Lead Retrieval App
- Pre-Conference and Post-Conference Attendee Mailing Lists
- Wi-Fi Provided by ACRP

Please note: Exhibit Hall is Carpeted

Furnishings Package C*

- Café Table (30"H x 24" W)
- 2 Chairs
- Flat Literature Rack
- Waste basket
- ID Sign
- Three Registrations (One Full Conference, Two Expo-Only)
- 1 Electrical Outlet
- 1 Lead Retrieval App
- Pre-Conference and Post-Conference Attendee Mailing Lists
- Wi-Fi Provided by ACRP

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* No substitutions permitted within the furnishings packages.

Kiosk Package*

- Kiosk Counter
- 2 Barstools
- Waste basket
- ID Sign
- Two Registrations (One Full Conference, One Expo-Only)
- 1 Electrical Outlet
- 1 Lead Retrieval App
- Pre-Conference and Post-Conference Attendee Mailing Lists
- Wi-Fi Provided by ACRP

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Extend Your Brand by Sponsoring an ACRP 2018 Special Event



Expo Opening Night Celebration

At the end of opening day (Friday, April 27), attendees are ready to let their hair down! After hours spent in a classroom, they look forward to networking with colleagues and exhibitors alike. Sponsorship of the Opening Night Celebration is your opportunity for high-profile branding during one of the largest social events during ACRP 2018!

- Prominent pre-show and on-site promotion
- Sponsored Content in the conference issue of Clinical Researcher
- Sponsor greets attendees at doors
- Sponsor logo on cocktail napkins and sponsor signature cocktail free to attendees
- Stage time with the DJ and Prize Drawings
- Attendees enjoy free manicures, courtesy of you!

\$7,500

NEW! ACRP Awards Ceremony & Gala

A semi-formal soirée that will bring the crème-de-la crème together for a beautiful evening following AVOCA's 2018 Quality Consortium – a new, full-day Leadership Track for AVOCA members and industry executives. The evening features abundant networking and a true celebration of standouts in the field of clinical research.

As sponsor, you and your team will be front and center to open the ceremony, then mix and mingle with award winners, attendees and AVOCA members, including heads of clinical research for BioPharma and CROs. And as exclusive sponsor, you'll earn over-the-top recognition and promotion leading up to and during the GALA.

Additional benefits include:

- A blog on ACRPnet.org
- 4 registrations for AVOCA's 2018 Quality Consortium
- Opportunity for sponsor give-away to award winners and gala attendees
- Welcome and closing Remarks from podium
- Assist with on-stage presentation of awards
- Promotional branding on event email communications, cocktail napkins, logo on screen, etc.
- The AVOCA 2018 Quality Consortium attendee mailing list

\$15,000

Certification Milestone Recognition Reception

Be the Exclusive Sponsor to this exclusive, red-carpet reception celebrating the continued career excellence of individuals maintaining Academy Certification. This posh event features an awards ceremony recognizing those who have reached significant Certification milestones. Heavy hors d'oeuvres and drinks will be served and group photos will be taken.

- Two-minute remarks from the podium
- Logo on reception signage, conference website, cocktail napkins, print and digital invitations, certification eNewsletter and receptions looping video
- Company "giveaways" or fliers displayed on tables (provided by sponsor)
- Six (6) passes for sponsor staff

\$7,000

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Create Brand Buzz with Unique Branding Sponsorships

The Headshot Studio – \$10,000

The Headshot Studio has become a destination and full multimedia experience where attendees will get a world-class executive portrait. Men and women alike enjoy the opportunity to be “made up” by professional make-up artists before being expertly photographed.

Everything is free to attendees. 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.

Your PREMIER Booth location will be adjacent to the Headshot Studio in the public space just outside the Expo Hall.

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.

Custom Lunch Totes – \$7,000

Have Their Cake and Eat It Too!

Attendees can 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 throughout the year. Be green and keep your company top of mind long after they’ve gone home from ACRP 2018.

Two-Day Coffee Service – \$7,500

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

Coffee is the fuel of conferences! Attendees need to 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 two days of coffee service and have your brand imprinted on the coffee cup collar, napkins, plus table signage at multiple coffee stations found throughout the Expo Hall during Saturday and Sunday’s Coffee Hour. And as a 2018 sponsor, you’ll naturally be included in all onsite sponsor recognition signage and the conference website leading up to ACRP 2018.



Lobby Bar - \$5,500

At the end of each conference day, attendees will unwind in the Gaylord National Resort's Belvedere Lobby Bar, within steps of their hotel rooms.

A relaxed gathering spot for attendees, ACRP will encourage attendees to visit the Lobby Bar bar and network at the end of each days’ 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 day.

Meet Your Match Game – \$6,000

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 at check-in; your logo will also appear on the lapel buttons worn throughout the conference, your brand will prominently appear in the “selfie backdrop” as they snap and share pics across Social Media plus you’ll enjoy brief remarks and high visibility during the prize drawing.

Create Brand Buzz with Unique Branding Sponsorships

SCANVengerHunt – \$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, and as sponsor you will have up to ten trivia questions of your own scattered throughout the ACRP space... just one more way that you'll be top of mind with these gamers. PLUS, you'll be on stage to draw and recognize the winners! It's a high profile sponsorship that will be synonymous with fun!

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 the charging station adjacent to the Expo Hall. Make sure it's your brand they see while they're plugged in!

Your PREMIER Booth next to the branded station will provide all day exposure to attendee foot traffic.

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Outside The Expo Hall Billboards – \$5,000

Be Loud and Be Proud!

Your billboard will face into ACRP high-traffic space at the intersection of Expo traffic and registration. A lot of "drive-by" branding for the money! Plus you can recycle your banner and stretch your marketing dollars.

*Production and rigging are separate

Lunchbox Decals – \$2,500

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 Expo hall.



Escalator Clings – \$5,750

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

NEW! Wellness Center – \$13,500

Attendees will LOVE you! During long conference days, attendees will welcome some pampering at the Wellness Center. Local professional massage therapists, wearing your branded apparel, provide a refreshing upper body massage on professional massage chairs or a soothing hand massage/paraffin hand treatment. Foot massage stations, which are extremely popular, are also on hand. Attendees will feel appreciated, refreshed, alert and energized, all courtesy of YOU!

Tickets are required, which attendees pick up from your booth. Onsite signage, promotion including an APP Push Notification, branding throughout the Wellness Center and you can work the crowd because your PREMIER Booth will be adjacent to the Wellness Center, located in the public space just outside the Expo Hall.

Create Brand Buzz with Unique Branding Sponsorships

Custom GOBO LIGHT – \$1,750

Walk in the Light!

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



Lunch and Learn – \$1,275

Enjoy Face Time with Attendees!

A 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. Theatre 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 included with Bronze, Silver and Gold.

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

Vertical Billboards – \$1,250

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 2018 areas between registration and session room hallways. Talk to them coming and going!

Directional Floor Decals – \$1,250

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 ACRP 2018 Mobile App.

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



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■ FOR LEARNING ■ FOR LISTENING ■ FOR LIFE

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