

SRA INTERNATIONAL

2011 ANNUAL MEETING

Portal to Research: Navigating International Waters

October 22—26

Montreal, Quebec, Canada

EXHIBITOR & SPONSORSHIP PROSPECTUS



SRA International

SRA INTERNATIONAL

The Society of Research Administrators International (“SRA International”) offers a variety of comprehensive sponsorship levels, providing you with an opportunity to gain new customers, and maintain your relationship with current ones, in the ever-changing global research management arena. We encourage you to review the range of opportunities on the following pages and choose the level of participation right for you.



SRA INTERNATIONAL PARTNER SPONSORSHIPS

An SRA International Partner Sponsorship is a year-long partnership between your company and SRA which keeps your brand in front of over 14,000 research administration professionals via SRA meetings, the SRA Website, SRA’s online monthly newsletter - *SRA Catalyst*, Educational Webinars, and e-blasts.



Promote Your Products and Services at the Premier International Event for Research Administration and Management Professionals

The SRA International 2011 Annual Meeting attracts research administrators from all aspects of the research management team. Take advantage of this unparalleled opportunity to showcase your products and services in front of research administrators from across the globe.

Reach Your Target International Audience

With members from over 30 countries on 6 continents worldwide, the SRA International Annual Meeting attracts representatives from research organizations including: universities and hospitals, research institutes, research hospitals, government laboratories, industry, government sponsors, and other funders of research and sponsored projects activities. Sponsoring or exhibiting at the SRA International Annual Meeting exposes your organization and its products and services to research administrators who are looking for them and have the decision-making power to purchase them.

SRA International Annual Meeting Attendees Include:

- ◆ Presidents/Chief Executive Officers
- ◆ Chief Operating Officers
- ◆ Chief Financial Officers
- ◆ Vice Presidents for Research
- ◆ Vice Presidents for Sponsored Projects
- ◆ Vice Presidents for Fiscal Compliance
- ◆ Vice Presidents for Regulatory Compliance
- ◆ Vice Presidents for Tech. Commercialization
- ◆ Directors of Clinical Research
- ◆ Directors of Institutes
- ◆ Directors of Training
- ◆ Directors of Sponsored Research
- ◆ Departmental Administrators
- ◆ Institutional Regulatory Committee Members

2011 "SRA PARTNER" YEAR-LONG SPONSORSHIPS

The SRA International Partner sponsorship is a year-long program designed to keep your products and services in front of over 14,000 research administration professionals. There are four partnership levels specifically tailored to meet your organization's individual goals and created to bring you closer to the research administration community. This allows you the opportunity to actively participate in SRA's Body of Knowledge for research administration.

Platinum Sponsor \$25,000

- ◆ Monthly advertisement in SRA's electronic newsletter, *SRA Catalyst*, for 1 year
- ◆ Sponsorship of one (1) SRA educational Webinar with logo included on Webinar marketing e-blasts
- ◆ Sponsorship of one (1) 2011 Annual Meeting breakfast or lunch
- ◆ Two (2) 8' x 10' 2011 Annual Meeting booth packages (see page 3 for details)
- ◆ Two (2) additional 2011 Annual Meeting complimentary registrations
- ◆ One (1) full-page advertisement in the 2011 Annual Meeting program book
- ◆ One (1) booth package at both 2012 SRA Section Meetings

Gold Sponsor \$15,000

- ◆ Monthly advertisement in SRA's electronic newsletter, *SRA Catalyst*, for 1 year
- ◆ One (1) 8' x 10' 2011 Annual Meeting booth package (see page 3 for details)
- ◆ Two (2) additional 2011 Annual Meeting complimentary registrations
- ◆ One (1) full-page advertisement in the 2011 Annual Meeting program book
- ◆ One (1) booth package at both 2012 SRA Section Meetings

Silver Sponsor \$10,000

- ◆ One (1) 8' x 10' 2011 Annual Meeting booth package (see page 3 for details)
- ◆ Two (2) additional complimentary meeting registrations
- ◆ One (1) full-page advertisement in the 2011 Annual Meeting program book
- ◆ One (1) booth package at both 2012 SRA Section Meetings

Bronze Sponsor \$5,000

- ◆ One (1) 8' x 10' 2011 Annual Meeting booth package (see page 3 for details)
- ◆ One (1) additional complimentary 2011 Annual Meeting registration
- ◆ One (1) half-page advertisement in the 2011 Annual Meeting program book

ALL SRA PARTNERS RECEIVE:

- ◆ Company name, logo and Website posted on SRA Sponsors Web page for 1 year
- ◆ Company name and logo listed on the 2011 Annual Meeting Website and in the program book
- ◆ Recognition from the podium with company name and logo listed on-screen during the Monday Opening General Session Breakfast and Tuesday Awards Breakfast
- ◆ Pre-and post-conference 2011 Annual Meeting attendee mailing list
- ◆ An invitation to the SRA President's Reception during the 2011 Annual Meeting

2011 SRA ANNUAL MEETING EXHIBIT RATES

	On or Before June 24	After June 24
Regular Exhibit Space	\$2,500	\$2,750

Non-profit Exhibit Space* \$1,100 \$1,250
 Non-profit exhibitors must be able to present an IRS determination letter showing non-profit status.



Booth Package Includes:

- ◆ 8' x 10' booth space with carpeting
- ◆ 6' table with pipe and drape, two chairs, a waste basket, and a header sign with your company name
- All shipping and receiving charges, electricity, telephone/internet lines, furnishing, labor, etc. are not included and are the responsibility of the exhibitor.**
- ◆ One (1) complimentary 2011 Annual Meeting registration
- ◆ Pre- and post-meeting attendee mailing list sent in Microsoft Excel
- ◆ Company description and Website linked to SRA Annual Meeting Exhibitor Webpage
- ◆ Company description and Website linked in the 2011 Annual Meeting edition of *SRA Catalyst*, SRA's monthly online newsletter
- ◆ Opportunity to reach an additional 200 research administration professionals on Wednesday through

Assignment of Space

Assignment of space is on a **first-come, first-served basis**. Every effort will be made to accommodate requests for booth assignments. SRA reserves the right to make changes to the exhibit booth floor plan if necessary.

Exhibitor Cancellation

Cancellations of exhibit booth space must be directed in writing to: SRA International, 500 N. Washington, Suite 300, Falls Church, VA 22046, fax: (703) 741-0142. Cancellations submitted on or before **July 29, 2011** are refunded less a \$250 cancellation fee. No refunds will be issued after July 29.



Exhibitor Schedule

Sunday, October 23

- 8:00 a.m.–3:00 p.m. Exhibit Set-up
- 12:30 p.m.–1:30 p.m. Exhibitors Lunch with the SRA Leadership
- 7:30 p.m.–10:00 p.m. Opening Reception - Exhibits Open

Monday, October 24

- 8:45 a.m.–5:00 p.m. Exhibit Hall Open
- 10:15 a.m.–10:45 a.m. Break in Exhibit Hall
- 2:45 p.m.–3:30 p.m. Break in Exhibit Hall- Monday Raffle

Tuesday, October 25

- 8:45 a.m.–5:00 p.m. Exhibit Hall Open
- 10:15 a.m.–10:45 a.m. Break in Exhibit Hall
- 2:45 p.m.–3:30 p.m. Break in Exhibit Hall- Tuesday Raffle

Wednesday, October 26

- 8:45 a.m.–12:30 p.m. Exhibit Hall Open
- 10:15 a.m.–10:45 a.m. Break in Exhibit Hall
- 12:30 p.m.–3:30 p.m. Exhibit Tear Down

2011 SRA ANNUAL MEETING EVENT SPONSORSHIPS

Sunday Night Opening Reception *2 Sponsorships Available* \$7,500 each

The Opening Reception officially kicks-off the Annual Meeting! All attendees, SRA partners, exhibitors and event sponsors are invited to attend this extravagant event.

Sponsorship includes:

- ◆ Company name and logo on reception signage and reception cocktail napkins
- ◆ Listed as event sponsor in meeting schedule on the Annual Meeting Website and in the program book
- ◆ One (1) 8'x10' 2011 Annual Meeting booth package (see page 3 for details)



Internet Café *Exclusive Sponsorship* \$7,500

Open to all meeting attendees to come relax and check their email. Sponsorship includes:

- ◆ Company name and logo on signage in Café
- ◆ Company Webpage set as homepage on Internet Café computers
- ◆ Listed as event sponsor in meeting schedule on Annual Meeting Website and in the program book
- ◆ One (1) 8'x10' 2011 Annual Meeting booth package (see page 3 for details)

SRA Symposium Lunch *Exclusive Sponsorship*

\$5,000

Lunch is open to all meeting attendees and hosts the presentations of the finalists for the 2011 SRA Symposium, Best Paper Award.

Sponsorship includes:

- ◆ Company name and logo on event signage and screen during walk-in
- ◆ Listed as event sponsor in meeting schedule on Annual Meeting Website and in the program book
- ◆ Chance to place one (1) promotional item on tables (supplied by sponsoring company and subject to final approval from SRA)
- ◆ One (1) 8'x10' 2011 Annual Meeting booth package (see page 3 for details)

SRA Awards and Business Meeting Breakfast

Exclusive Sponsorship
\$5,000

Key leaders attend this event, which celebrates professionals who have made a lasting impact on research administration.

Sponsorship includes:

- ◆ Company name and logo on event signage and screen during walk-in
- ◆ Listed as event sponsor in meeting schedule on Annual Meeting Website and in the program book
- ◆ Chance to place one (1) promotional item on tables (supplied by sponsoring company and subject to final approval from SRA)
- ◆ One (1) 8'x10' 2011 Annual Meeting booth package (see page 3 for details)

2011 SRA ANNUAL MEETING EVENT SPONSORSHIPS

Monday Opening General Session
Keynote Address and Breakfast
2 Sponsorships Available
\$5,000 each

This is the premier educational event of the Annual Meeting, open to all meeting attendees.

Sponsorship includes:

- ◆ Company name and logo on event signage and screen during walk-in
- ◆ Listed as event sponsor in meeting schedule on Annual Meeting Website and in the program book
- ◆ Chance to place one promotional item on tables (supplied by sponsoring company and subject to final approval from SRA)
- ◆ One (1) 8'x10' 2011 Annual Meeting booth package (see page 3 for details)

Monday and Tuesday
Evening Hospitality Lounge
2 Sponsorships Available per Evening
\$5,000 each

This event is a great way to drive attendance to your booth. Sponsor is provided with 150 drink tickets to distribute to booth visitors.

Sponsorship includes:

- ◆ Company name and logo on reception signage and reception cocktail napkins
- ◆ Listed as event sponsor in meeting schedule on the Annual Meeting Website and in the program book
- ◆ 150 drink tickets to distribute at your booth
- ◆ One (1) 8'x10' 2011 Annual Meeting booth package (see page 3 for details)

Sunday Night New Attendee
Reception
Exclusive Sponsorship
\$5,000

The new attendee reception is the meeting place for all who are new to SRA and the SRA Annual Meeting.

Sponsorship includes:

- ◆ Company name and logo on reception signage and reception cocktail napkins
- ◆ Listed as event sponsor in meeting schedule on the Annual Meeting Website and in the program book
- ◆ One (1) 8'x10' 2011 Annual Meeting booth package (see page 3 for details)

Refreshment Break
Exclusive Sponsorships
5 Sponsorships Available
\$5,000 each

Breaks are available for all meeting attendees and exhibitors.

Sponsorship includes:

- ◆ Company name and logo on break signage
- ◆ Listed as break sponsor in meeting schedule on the Annual Meeting Website and in the program book
- ◆ One (1) 8'x10' 2011 Annual Meeting booth package (see page 3 for details)

Questions?

Contact SRA's Rebecca Vandall

(703) 741-0140 x 212 or rvandall@srainternational.org

2011 SRA ANNUAL MEETING INDIVIDUAL ITEM SPONSORSHIPS AND ADVERTISEMENTS

Orders must be placed by July 29, 2011

Conference Bag *Exclusive Sponsorship*

\$7,500

- ◆ Company name and logo printed on attendee conference bags
- ◆ Company name and logo listed as conference bag sponsor in the program book

Travel Award Sponsor

\$5,000

- Each award goes to one winner.
- Winner receives:
- ◆ 2011 Annual Meeting registration, airfare and hotel accommodations
- Sponsor receives:
- ◆ Company name and logo listed as travel sponsor on the Annual Meeting Website, in the program book, and on award nomination e-blasts

Conference Lanyards *Exclusive Sponsorship*

\$4,000

- ◆ Company name and logo printed on attendee lanyards
- ◆ Company name and logo listed as lanyard sponsor in the program book

Program Book Full-page Cover Advertisement

\$1,600

- ◆ 8 1/2 x 11 color advertisement
- ◆ 3 available - inside front cover, inside back cover, and back cover

Program Book Full-page Inside Advertisement

\$1,000

- ◆ 8 1/2 x 11 black and white advertisement

Program Book Half-page Inside Advertisement

\$600

- ◆ 8 1/2 x 5 1/2 black and white advertisement

Attendee Bag Insert \$900

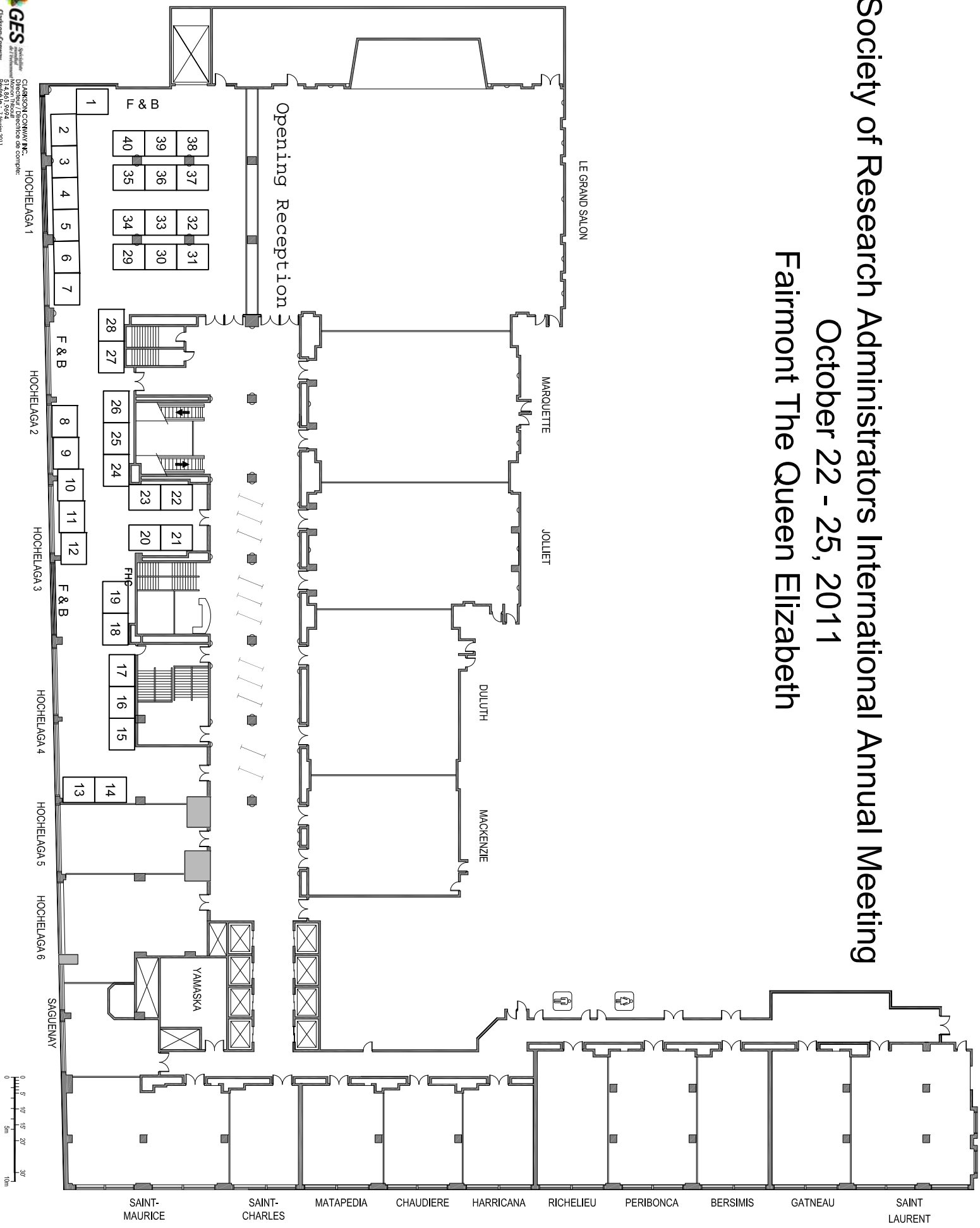
Insert must be provided by sponsor and is subject to final approval from SRA International.



Society of Research Administrators International Annual Meeting

October 22 - 25, 2011

Fairmont The Queen Elizabeth





Society of Research Administrators International

2011 Exhibit and Sponsor

Application Form

Questions – Contact Rebecca at rvandall@srainternational.org

Organization Name: _____
 Primary Contact: _____ E-mail: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____

Person Receiving Complimentary Meeting Registration and SRA Membership:

Address if different from above: _____
 Telephone: _____ Fax: _____ E-mail: _____
 Special Access or Dietary Needs: _____
 Booth Staff Receiving "Exhibitor Only" Badge:1. _____

"Exhibitor Only" badges allow access to the Exhibit Hall only. This includes access to the Opening Reception on Sunday night. Each booth may have a maximum of three (3) Exhibitor Only badges.

Indicate your requested sponsorship below. Sponsorships are subject to availability. Your order will be confirmed as soon as possible.

SRA YEAR-LONG PARTNER SPONSORSHIPS

- | | | | |
|-----------------------------------------|----------|---------------------------------------|----------|
| <input type="checkbox"/> Platinum Level | \$25,000 | <input type="checkbox"/> Silver Level | \$10,000 |
| <input type="checkbox"/> Gold Level | \$15,000 | <input type="checkbox"/> Bronze Level | \$ 5,000 |

SPONSORSHIP ITEMS AND EVENTS

- | | | | |
|------------------------------------------------------------|----------|-----------------------------------------------------------------|----------|
| <input type="checkbox"/> Conference Bag | \$ 7,500 | <input type="checkbox"/> Refreshment Break - Day: _____ | \$ 5,000 |
| <input type="checkbox"/> Internet Café | \$ 7,500 | <input type="checkbox"/> Monday Hospitality Lounge (2 partial) | \$ 5,000 |
| <input type="checkbox"/> Opening Reception (2 partial) | \$ 7,500 | <input type="checkbox"/> Tuesday Hospitality Lounge (2 partial) | \$ 5,000 |
| <input type="checkbox"/> Awards/Business Meeting Breakfast | \$ 5,000 | <input type="checkbox"/> Travel Award | \$ 5,000 |
| <input type="checkbox"/> Symposium Lunch | \$ 5,000 | <input type="checkbox"/> Lanyards | \$ 4,000 |
| <input type="checkbox"/> Keynote Breakfast (2 partial) | \$ 5,000 | | |

EXHIBIT RATES (In order to ensure publication in the program book, booth orders must be submitted by July 29, 2011.)

- | | | | | |
|--------------------------------------------------------------|--------------------------|----------|-----------------|----------|
| <input type="checkbox"/> Regular Exhibit Space | E-bird Rate (by June 24) | \$ 2,500 | (after June 24) | \$ 2,750 |
| <input type="checkbox"/> Non-Profit/Government Exhibit Space | E-bird Rate (by June 24) | \$ 1,100 | (after June 24) | \$ 1,250 |

Booth Space Selection (space is reserved on a first-come, first-served basis): **1st Option** _____ **2nd Option** _____

ADVERTISING RATES

- | | | | |
|-----------------------------------------------------|----------|----------------------------------------------|----------|
| <input type="checkbox"/> Inside Front Cover (color) | \$ 1,600 | <input type="checkbox"/> Full-page Inside Ad | \$ 1,000 |
| <input type="checkbox"/> Inside Back Cover (color) | \$ 1,600 | <input type="checkbox"/> Half-page Inside Ad | \$ 600 |
| <input type="checkbox"/> Back Cover (color) | \$ 1,600 | <input type="checkbox"/> Bag Insert | \$ 900 |

TOTAL AMOUNT: \$ _____

PAYMENT INFORMATION

Full payment must accompany your registration form. Your signature below authorizes SRA to charge your credit card the total registration fee. **Check Enclosed (payable to SRA International)** **VISA** **MasterCard** **AMEX** **Discover**

Card Number: _____ Security Code (3 digits): _____ Expiration Date: _____

Print Cardholders Name: _____ Total Due: _____

Signature: _____ Date: _____

Fax your completed registration form with credit card information to (703) 741-0142. Mail your completed registration form with check or credit card information to: SRA International, 500 N. Washington Street, Suite 300, Falls Church, VA 22046. **If you are sending this form in via mail, please email a copy to Rebecca at rvandall@srainternational.org. Do not mail AND fax the same form in.** **CANCELLATION POLICY** Exhibit Space and Sponsorships will be sold on a first-come, first-served basis. Payment must accompany the registration form. Notice of cancellation received in writing on or before July 29, 2011, are refunded less a \$250 cancellation fee. **No refunds will be made after July 29, 2011.**