



★

ENAR 2022 Spring Meeting



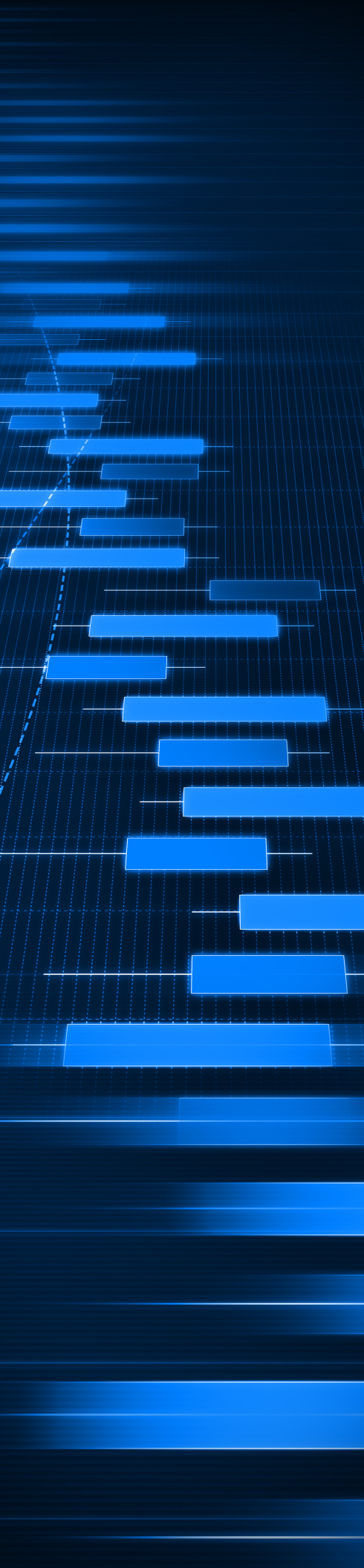
★

March 27-30, 2022

Marriott Marquis Houston
Houston, Texas

★

PROSPECTUS



Welcome! We're back **LIVE AND IN PERSON** with our Spring Meeting in one of America's most favorite cities, Houston, TX, March 27-30, 2022! Industry Partners will get unprecedented value this year, with all the excitement and energy around a return to form.

This year, we're launching a new, coordinated sponsorship platform that combines opportunities for you, our Industry Partners, who want to rise above the clutter and connect strongly with thought leaders. Like everyone, we learned a lot during the difficult pandemic times, including about the importance and value of connecting people where they are, when they can, and in ways they like. Starting with 2022, we will be building a platform with an ever-increasing number of specific program opportunities.

ENAR has developed the following benefits to ensure that our Industry Partners maximize their opportunities at the meeting:

- Access – The ENAR Spring Meeting is the **ONLY** opportunity to network with this targeted group of 1,200+ professionals, who participate in the Spring Meeting.
- Networking opportunities within the Industry Partner Showcase including morning and afternoon refreshment breaks.
- Industry Partner Mixer.
- Opening Mixer and Poster Session.
- Educational Sessions.
- Listing in the final digital meeting program, ENAR Mobile App and ENAR website.
- Social media shout outs.
- Signage throughout the conference.

In the calendar year 2023, we restructure our conference, programs, digital engagement, and pricing to reflect ENAR's value to both our membership and Industry Partners. We trust 2022 will bring high-value opportunities to our long-time Industry Partners and membership! We hope to see your organizations' name represented at the 2022 ENAR Spring Meeting.

Please don't hesitate to reach out with any questions.

Regards,
Melissa Pomerene
ENAR Executive Director

Presidential \$10,000+

Included with exhibit fee:

Four (4) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Presidential Level Industry Partner on Spring Meeting "microsite," including hyperlink to sponsor website.
- Sponsor logo included in a promotional email distributed by ENAR for the event to all attendees. (ENAR will insert the sponsor's logo into this email.)
- Promotion on all ENAR social media outlets before the Spring Meeting.
- Pre- or Post-event e-mail blast (copy approved and sent by ENAR).

Onsite Visibility

- Two (2) 6-foot tabletops in the exhibit hall.
- Recognition as Presidential Level Industry Partner by ENAR Leadership during the Presidential Address.
- Promotion on all ENAR social media platforms during the Spring Meeting.

Post-event Marketing

- One post-event social media post on all ENAR platforms recognizing Presidential Level industry Partner.
- Presidential Level Industry Partner logo included in "Thank You" email to attendees.

Exclusive Branded Sponsorship Event (select one)

- **ENAR Spring Meeting Mobile App:** Help attendees navigate the meeting by supporting the conference app and mobile program. Your logo will be prominently featured in onsite signage and in program materials.
- **ENAR On-Demand Recordings:** Your logo will appear on the platform that all ENAR 2022 attendees use to access on-demand session recordings from the meeting.
- **ENAR Attendee Badges:** Place your company logo on attendee badges that are worn by every meeting attendee for the duration of the meeting.





Platinum \$5,500

Included with exhibit fee:

Three (3) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Platinum Level Industry Partner on Spring Meeting “microsite” with hyperlink to sponsor website.
- Sponsor logo included in a promotional email distributed by ENAR for the event to all attendees. (ENAR will insert the sponsor’s logo into this email.)
- Promotion on all ENAR social media outlets before the Spring Meeting.
- Pre- or Post-event e-mail blast (copy approved and sent by ENAR).

Onsite Visibility

- One (1) 6-foot tabletops in the exhibit hall.
- Recognition as Platinum Level Industry Partner by ENAR Leadership during the Presidential Address
- Promotion on all ENAR social media platforms during the Spring Meeting.

Post-event Marketing

- One post-event social media post on all ENAR platforms recognizing Platinum Level Industry Partner.
- Platinum Level industry Partner logo included in “Thank You” email to attendees.

Exclusive Branded Sponsorship Event (select one)

President’s Reception: An invitation-only reception hosted by the ENAR president, honoring the Presidential Invited Speaker, educational course instructors, student award winners, sponsors and exhibitors.

ENAR WiFi: Be on the minds of all the attendees by providing Wi-Fi in the conference area. The code that each attendee with use for access will feature your company name.

Opening Mixer & Poster Session: The first mixer of the Spring Meeting, this is a time for attendees to mix and mingle in an informal setting while viewing poster presentations.

Sponsor/Exhibitor Mixer: A time for attendees to mix and mingle in an informal setting or the optimal time for your company to show support to all Industry Partners. Includes, one (1) branded drink ticket.

Sip & Savor Coffee Break: Set the first impression for the virtual conference and extend your reach and brand awareness by sponsoring a \$5 Starbucks gift card for attendees.

Gold \$4,000

Included with exhibit fee:

Two (2) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Gold Level Industry Partner on Spring Meeting “microsite” with hyperlink to sponsor website.
- Sponsor logo included in a promotional email distributed by ENAR for the event to all attendees. (ENAR will insert the sponsor’s logo into this email.)
- Promotion on all ENAR social media outlets before the Spring Meeting.
- Pre- or Post-event e-mail blast (copy approved and sent by ENAR).

Onsite Visibility

- One (1) booth in the exhibit hall
- Recognition as Gold Level Industry Partner by ENAR Leadership during the Presidential Address.
- Promotion on all ENAR social media platforms during the Spring Meeting.

Post-event Marketing

- One post-event social media post on all ENAR platforms recognizing Gold Level Industry Partner.
- Gold Level Industry Partner logo included in “Thank You” email to attendees.

Exclusive Branded Sponsorship Event (select one)

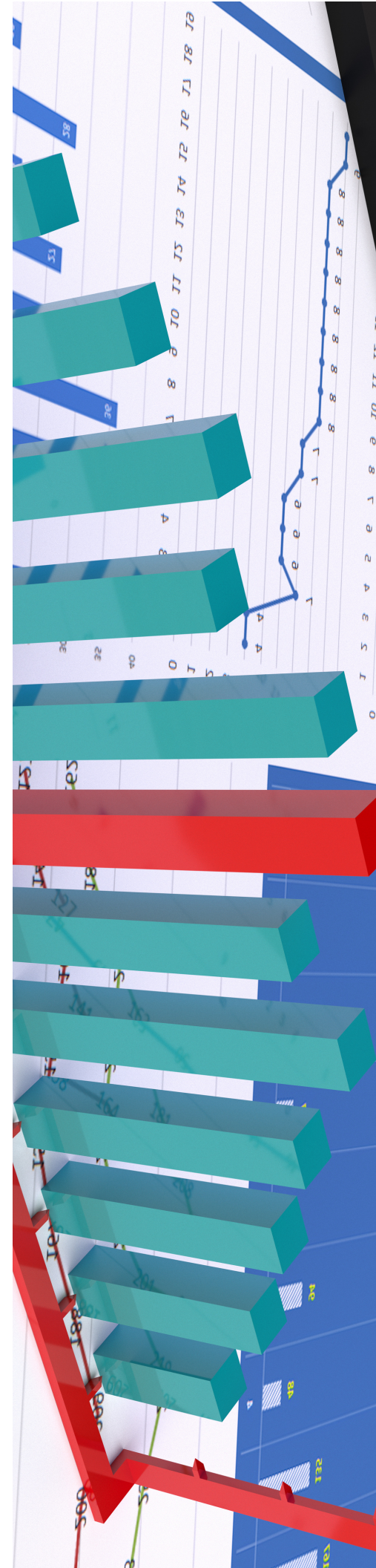
CENS Networking Mixer: The CENS Networking Mixer is the optimal time for your company to show support to all students and recent graduates, all of whom are invited to attend.

Splash Screen Ad in ENAR Mobile App: The Splash Screen advertisement displays when the app is opened and covers the entire screen. It is sized to fit iPhone, iPad, and Android devices.

Morning Refreshment Breaks (total of 4 available): Provide meeting attendees with coffee and tea, assorted muffins and fruit each morning. Your company logo will be featured on the meeting coffee cup sleeves and on signage at the morning break.

Afternoon Refreshment Breaks (total of 3 available): Provide meeting attendees with soft drinks and snacks in the afternoon.

Tote Bags: Every registered attendee will receive a tote bag at registration, which will include the sponsoring company logo.





Silver \$2,500

Included with exhibit fee:

One (1) complimentary conference registration.

Pre-event Marketing

- Sponsor logo displayed as Silver Level Industry Partner on Spring Meeting “microsite” with hyperlink to sponsor website.
- Sponsor logo included in a promotional email distributed by ENAR for the event to all attendees. (ENAR will insert the sponsor’s logo into this email.)
- Promotion on all ENAR social media outlets before the Spring Meeting.
- Pre- or Post-event e-mail blast (copy approved and sent by ENAR).

Onsite Visibility

- One (1) 6-foot tabletop in the exhibit hall.
- Recognition as Silver Level Industry Partner by ENAR Leadership during the Presidential Address
- Promotion on all ENAR social media platforms during the Spring Meeting.

Post-event Marketing

- One post-event social media post on all ENAR platforms recognizing Silver Level industry Partner.
- Silver Level Industry Partner logo included in “Thank You” email to attendees.

Exclusive Branded Sponsorship Event (select one)

Fostering Diversity in Biostatistics Workshop: Faculty and students from area colleges and universities are invited to attend. Mentoring, recruiting, and retaining minority students in (bio)statistical programs are important themes of the workshop. Company name is included in signage for the Fostering Diversity Workshop and Spring Meeting.

Lanyards: Every registered attendee will receive a lanyard at registration. The sponsoring company logo will appear on the lanyard.

RAB Poster Competition Award: Support the RAB Poster Competition by providing recognition to five (5) recipients.

Social Wall Video Screen: A real-time gathering of tweets and Instagram posts from our attendees, along with two (2) additional custom posts each day of the meeting promoting your brand.

Mobile Device Charging Station: Display your company’s logo and branded video at this networking hub as attendees’ power-up their mobile device, which is centrally located in a high traffic area.

Bronze \$1,500+

Included with exhibit fee:

One (1) complimentary conference registration.

Pre-event Marketing

- Sponsor logo displayed as Bronze Level Industry Partner on Spring Meeting “microsite” with hyperlink to sponsor website.
- Sponsor logo included in a promotional email distributed by ENAR for the event to all attendees. (ENAR will insert the sponsor’s logo into this email.)
- Promotion on all ENAR social media outlets before the Spring Meeting.
- Pre- or Post-event e-mail blast (copy approved and sent by ENAR).

Onsite Visibility

- One (1) 6-foot tabletop in the exhibit hall.
- Recognition as Bronze Level Industry Partner by ENAR Leadership during the opening and closing remarks.
- Promotion on all ENAR social media platforms during the Spring Meeting.

Post-event Marketing

- One post-event social media post on all ENAR platforms recognizing Bronze Level Industry Partner.
- Bronze Level Industry Partner logo included in “Thank You” email to attendees.

Exclusive Branded Sponsorship Event (select one)

Online Poster Gallery (\$1,500): Includes an online acknowledgement as Sponsor on the Poster Gallery page of the website.

Main Banner Ad in ENAR Mobile App (\$1,750): The Main Banner Advertisement is posted at the top of the screen in the Mobile App and displays for 5 seconds.

Photo Booth (\$1,750): The photo booth will be part of the ENAR Spring Meeting and your logo will be included in each digital download.





Patron \$650+

Included with exhibit fee:

One (1) complimentary conference registration.

Pre-event Marketing

- Sponsor logo displayed as Patron Level Industry Partner on Spring Meeting “microsite” with hyperlink to sponsor website.
- Sponsor logo included in a promotional email distributed by ENAR for the event to all attendees. (ENAR will insert the sponsor’s logo into this email.)
- Promotion on all ENAR social media outlets before the Spring Meeting.
- Pre- or Post-event e-mail blast (copy approved and sent by ENAR).

Onsite Visibility

- Recognition as Patron Level Industry Partner by ENAR Leadership during the opening and closing remarks.
- Promotion on all ENAR social media platforms during the Spring Meeting.

Post-event Marketing

- One post-event social media post on all ENAR platforms recognizing Patron Level Industry Partner.
- Patron Level Industry Partner logo included in “Thank You” email to attendees.

Exclusive Branded Sponsorship Event (select one)

Student Awards (\$650/award): Support the 2022 Distinguished Student Paper Award Competition by providing travel support to the recipients. Up to 20 awards can be sponsored.

General Meeting Sponsorship (\$1,000): Funding supports general meeting activities.

2022 Career Placement Center \$1,750

Included with fee:

- Three (3) complimentary conference registrations and 4 job postings.

The ENAR 2022 Career Placement Center helps match applicants seeking employment with employers. Each year numerous qualified applicants, many approaching graduation, look to the ENAR Career Placement Center to begin or further their careers. Organizations including government agencies, academic institutions, and private pharmaceutical firms all utilize the ENAR Career Placement Center. To register for the Career Placement Center, visit the ENAR website at www.enar.org/meetings/spring2022/career/index.cfm.

Included Services

- Online registration and electronic uploading and distribution of applicant and employer materials through a password-protected online web-based facility.
- Job announcements and applicant information can be readily accessed electronically.
- Applicant information is available to employers prior to the meeting, and materials will remain available online after the meeting concludes.
- Employer Resource Area: ENAR will provide internet access, laptops, and printers available in the employer resource room for viewing the applicant resume database. However, for most efficient use of the resource room, we recommend employers have on-site access to a personal laptop computer.
- Dedicated placement center personnel onsite.

Additional Opportunities

Private Interview Rooms (\$275/4-hour increment): Employers can reserve private interview rooms each day on a first-come, first-served basis. *There are a very limited number of private rooms, so reserve early.*

Additional Representatives (\$520/\$620/rep): Each employer registration includes up to 3 representatives. Additional registration fee required for additional onsite reps.

Additional Job Postings (\$150/200/posting): Each employer registration includes up to 4 job postings. Additional registration fee required for additional job postings.





You're In Good Company

Valued Supporters of the ENAR 2021 Spring Meeting

AbbVie
Drexel University
Eli Lilly and Company
Emmes
Emory University
FDA
Incyte Corporation
Johns Hopkins Bloomberg School of Public Health
Johnson & Johnson
Merck
The Lotus Group
Procter & Gamble Company
SAS Institute Inc.
StataCorp LLC
UNC Biostatistics Department
University of Michigan
University of Minnesota

Since the Eastern North American Region of the International Biometric Society is a non-profit organization, sponsorships are a critical part of both the Spring Meeting and the continuity of the organization itself.

Meeting sponsorships allow us to provide affordable rates and support the administrative costs associated with running the organization – like this website, for example.

Sponsorships also gain your organization great visibility!

Your support is very important and much appreciated!



For more information contact:

Melissa Pomerene

Executive Director

mpomerene@virtualinc.com

(703) 234-4085