

PROSPECTUS

ENAR
2023
Spring
Meeting

March 19–22

JW Marriott Nashville
Nashville, Tennessee





In 2023, ENAR celebrates its **75th anniversary** in Nashville, Tennessee, at the JW Marriott Nashville from March 19 - 22, 2023. The Spring Meeting brings together statisticians, mathematicians, biological scientists, and others devoted to interdisciplinary efforts in advancing the collection and interpretation of information in the biosciences from across the country. This year, we are excited to offer you a variety of ways to recognize this **momentous achievement**. Come be part of the celebration and reconnect with both new and existing members and establish new relationships with a prospective customer base and help gain visibility within the ENAR community!

Use this prospectus to choose from a variety of industry partner levels including one level celebrating our **75th anniversary**, onsite program advertisements, digital advertising options, and sponsorship opportunities. Each option provides a level of targeted visibility to our attendees, while also remaining budget-friendly and reflecting ENAR's value to both our membership and Industry Partners.

We hope to see your organizations' name represented at the ENAR 2023 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 Meeting website, 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.
- 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.

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) Assignment priority is based on the date the request was received. ENAR will attempt to meet your first available choice.

- **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 Attendee Badges:** Place your company logo on attendee badges that are worn by every meeting attendee for the duration of the meeting.
- **ENAR 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.
- **Sip & Savor Coffee Break:** Set the first impression for the conference and extend your reach and brand awareness by sponsoring a \$5 Starbucks gift card for attendees.
- **Hotel Key Cards:** Did you know that hotel guests use their room key card an average of 8 times a day? Unlock the perfect opportunity to bolster your name recognition and welcome ENAR Spring Meeting attendees to Nashville! (Sponsor is responsible for providing artwork. Graphics/content must be approved by ENAR and Hotel prior to production.)



Diamond \$7,500 | Align your brand with one of these unique 75th Anniversary Options

Included with exhibit fee:

Three (3) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Diamond Level Industry Partner on the Spring Meeting website, 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

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

Post-event Marketing

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

Exclusive Branded Sponsorship Event (select one) Assignment priority is based on the date the request was received. ENAR will attempt to meet your first available choice.

- **75th Anniversary Conference Pin:** All attendees will receive a special pin to celebrate ENAR's 75th anniversary. Sponsor name will be displayed on a card attached to each pin.
- **75th Anniversary Celebration Cake:** Make a delicious impression by sponsoring the ENAR 75th Anniversary cake at the Opening Mixer & Poster Session. As a sponsor of this branded item, you'll have the opportunity to welcome attendees at this event, celebrating ENAR's longevity.
- **75th Anniversary Cookies:** Set the first impression and help attendees celebrate the 75th! Extend your reach and brand awareness by sponsoring a custom cookie with the ENAR 75th anniversary logo. Sponsor name will be displayed on a card attached to each cookie. (Sponsor is responsible for providing artwork. Graphics/content must be approved by ENAR prior to production.)
- **75th Anniversary Photo Booth:** Encourage attendees to strike a pose by sponsoring the iPhone Photo Booth. This sponsorship includes signage with your name and logo prominently displayed near the photo booth. Say cheese!



Platinum \$5,500

Included with exhibit fee:

Three (3) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Platinum Level Industry Partner on the Spring Meeting website, 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

- 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.
- 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.

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) Assignment priority is based on the date the request was received. ENAR will attempt to meet your first available choice.

- **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.
- **Welcome to Nashville Industry Partner Mixer:** Sponsor a lively libation for attendees of the Welcome to Nashville Mixer! Tuesday night reception and Industry Partner Showcase. Includes one (1) customized drink ticket for use only during this event.
- **Mobile Charging Device:** 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.



Gold \$4,250

Included with exhibit fee:

Two (2) complimentary conference registrations.

Pre-event Marketing

- Sponsor logo displayed as Gold Level Industry Partner on the Spring Meeting website, 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

- 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.
- 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.

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) Assignment priority is based on the date the request was received. ENAR will attempt to meet your first available choice.

- **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.
- **Industry Partner Networking Breaks (1 of 4 available):** "Whew! Thank you...I needed a break!" That's what folks will be saying when they recognize your sponsorship of a morning or afternoon break! (Act quickly - only 4 sponsorships available!) In addition, your company logo will be featured on the conference coffee cups.



Silver \$2,500

Included with exhibit fee:

One (1) complimentary conference registration.

Pre-event Marketing

- Sponsor logo displayed as Silver Level Industry Partner on the Spring Meeting website, 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

- 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.
- 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.

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) Assignment priority is based on the date the request was received. ENAR will attempt to meet your first available choice.

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



Bronze \$1,500+

Included with exhibit fee:

One (1) complimentary conference registration.

Pre-event Marketing

- Sponsor logo displayed as Bronze Level Industry Partner on the Spring Meeting website, 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

- 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.
- 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.

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) Assignment priority is based on the date the request was received. ENAR will attempt to meet your first available choice.

- **Student Awards:** Support the 2023 Distinguished Student Paper Award Competition by providing travel support to the recipients. Up to 20 awards can be sponsored.
- **General Meeting Sponsorship:** Funding supports general meeting activities.



Patron \$650+

Included with exhibit fee:

One (1) complimentary conference registration.

Pre-event Marketing

- Sponsor logo displayed as Patron Level Industry Partner on the Spring Meeting website, 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

- 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.



2023 Career Placement Center \$1,750/1,825

Included with fee:

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

The ENAR 2023 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/spring2023/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 2022 Spring Meeting

Bristol Myers Squibb

Drexel University

EMMES

GSK

Harvard T.H. Chan School of Public Health

Merck & Co. Inc.

Ohio State University, College of Public Health

Procter & Gamble

StataCorp LLC

University of Michigan School of Public Health

University of Rochester

University of Virginia School of Medicine

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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:

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