MEDIA KIT

2019 OPPORTUNITIES
In order to promote quality clinical research, protect the welfare of research participants, and improve global health, SOCRA's mission is:

- To establish educational programming and provide continuing education for clinical research professionals.
- To establish an internationally recognized certification program for clinical research professionals (CCRP®).
- To foster the professional development and peer recognition of clinical research professionals.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO WE ARE</td>
<td>1</td>
</tr>
<tr>
<td>WHO WE REACH</td>
<td>2</td>
</tr>
<tr>
<td>WHAT WE DO</td>
<td>3</td>
</tr>
<tr>
<td>JOIN US</td>
<td>5</td>
</tr>
</tbody>
</table>
WHO WE ARE

THE SOCIETY OF CLINICAL RESEARCH ASSOCIATES (SOCRA)

is a non-profit, charitable and educational membership organization committed
to providing education, certification, and networking opportunities to all persons
involved in the clinical research community. SOCRA began as the premier educational
organization for oncology site coordinators and has emerged as a leading educational
organization for clinical researchers in all therapeutic areas, supporting industry,
government and academia.

Since our incorporation in 1991, SOCRA has been through many changes, all of
which were important contributors to our growth. The lack of available educational
opportunities for site based coordinators and the thirst for information resulted
in an organization founded by creative and forward thinking leaders. Today, the
organization has realized membership growth and program expansion exceeding its
expectations.

The most important factors in our success over the past years have been our
membership support, educational programming and certification program. Innovation
and investment of skill and knowledge have resulted in an exceptional organization
with expertise and understanding in providing educational programming and member
services. The quality of our programs and educators is unparalleled.

Our educational programming has been wonderfully successful as has our certification
program and our noteworthy Annual Conference. We are committed to developing
and providing new and innovative approaches to learning. We intend to explore new
educational opportunities and to maximize those opportunities for future success.
As of August 2018, we have 15,700+ members and 11,600+ certified clinical research professionals. Our members have backgrounds in a variety of fields - nursing, pharmacy, medical technology, business administration, health record management, statistics, science, education, and more. They also work in various settings including private practice, cooperative research groups, public and private academic institutions, pharmaceutical, device, and biotechnology companies, Contract Research Organizations (CROs), Site Management Organizations (SMOs), independent research and development organizations, and organizations otherwise involved in the management of clinical trials.

These professionals may have the following titles:
- Clinical Investigators, Sub-Investigators or Faculty
- Clinical Researchers/Clinical Research Associates
- Research Nurses
- Pharmacists
- Project Coordinators, Managers and/or Administrators
- Site Coordinators
- Consultants
- Data Managers
- Quality Assurance Managers/Auditors and/or CRAs/Monitors
- Regulatory Affairs Managers
- Educators in Clinical Trial Management

Our worldwide membership includes members in the U.S.A., Canada, Australia, Austria, Bangladesh, Belgium, Brazil, Bulgaria, Cayman Islands, Chile, China-SAR, Colombia, Costa Rica, Denmark, Egypt, France, Germany, Great Britain, Greece, India, Italy, Jamaica, Japan, Lebanon, Lithuania, Malaysia, Mexico, Netherlands, Nigeria, Peru, Philippines, Portugal, Puerto Rico, Qatar, Russia, Saudi Arabia, Scotland, Singapore, South Africa, South Korea, Spain, Switzerland, Thailand, Turkey, and UAE.
WHAT WE DO
CERTIFICATION

SOCRA established the Certification Program for Clinical Research Professionals in order to create an internationally accepted standard of knowledge, education, and experience by which clinical research professionals will be recognized by the clinical research community. Certified individuals may use the title “Certified Clinical Research Professional” or CCRP.

11,600+ CERTIFIED
2,175 CANDIDATES TOOK THE EXAM
70% PASSED THE EXAM
2,491 CCRPS RECERTIFIED

The CCRP Exam is now offered in two formats - Paper and Pencil and Computer Based Testing (CBT). SOCRA hosts 90+ Paper and Pencil Exams across the U.S. and Canada. CBT offers the convenience of anytime, anywhere testing through PSI testing centers around the world.

EDUCATION

SOCRA offers education to clinical research professionals on Good Clinical Practice and so much more. Our hope is that by participating in our programming, our members will be leaders in the clinical research profession. SOCRA promises to provide continued educational programming that will offer the most up-to-date information available to the clinical researcher. We look to our members and individuals working in the field for new course content to support our stakeholders.

LIVE EDUCATIONAL PROGRAMS

We offer a diverse portfolio of 16 live educational courses across the U.S. and Canada - many of which are offered several times a year. Check out our website for the full course calendar.

CONTINUING EDUCATION CREDIT

SOCRA is accredited to provide CME to physicians by ACCME and CNE to nurses by ANCC. All SOCRA courses offer CE toward your CCRP Certification.

ONLINE TRAINING

SOCRA offers online learning offered as self-paced, on-demand presentations. The 7 online education programs can be accessed through our website.
SOCRA’S ANNUAL CONFERENCE

28TH ANNUAL CONFERENCE
SAN ANTONIO, TX
September 27 - 29, 2019

EXHIBITOR PROGRAM
The Annual Conference Exhibit Program offers opportunities for attendees to connect with institutions and stay up-to-date on current products and services. The program provides opportunities to support clinical research programs and individual professional development in enhancing attendees’ effectiveness and productivity.

POSTER PROGRAM
The Poster Program offers an opportunity for members to share their research with interested colleagues. Posters offer information for viewers to understand the methods, results, and significance of the research, and to promote conversations and networking among the research community.

The 2019 Annual Conference will be held in San Antonio, TX. We look forward to another exciting event featuring 8 tracks, 30+ sessions, 100+ speakers, and 1,100+ attendees. The event offers preconference workshops, plenary sessions, a peer-driven poster session, opportunities for networking and a robust exhibit program.

SPONSORS
SOCRA offers a variety of sponsorship opportunities for the Annual Conference. Please see the following page for suggested sponsorships.

If you don’t see an opportunity that fits your needs, SOCRA can consider customized sponsorships. Please contact the SOCRA office by e-mailing office@socra.org for more information.

SAVE THE DATE
29th ANNUAL CONFERENCE
September 25 - 27, 2020
Westgate Las Vegas  I  Las Vegas, NV

Each year, the SOCRA Annual Conference welcomes clinical research professionals from around the world. Our three day conference offers current information and tools, best practices, and training to assure that our attendees are up-to-date and compliant in their clinical research practice.
JOIN US

WHY BECOME A SPONSOR

SOCRA continues to pursue its mission to promote clinical research excellence and human research participant protection through education and certification of the clinical research community. This mission could not be fulfilled without our members, authors, speakers and instructors, exhibitors, sponsors, Board of Directors, chapter leaders, and all of the millions of subjects who participate in clinical research.

Work with us to find an opportunity that fits your needs and reach a targeted audience of clinical research professionals from across the U.S., Canada and the world.

Prominently promote your organization’s clinical research opportunities to research professionals seeking products, services and jobs through ads on our website, LinkedIn and other SOCRA print materials.

Take advantage of one of the many the opportunities at our notable Annual Conference to become a speaker, poster presenter, exhibitor or sponsor.
ADVERTISING OPPORTUNITIES

Advertise your products and services in SOCRA print materials including the SOCRA Source Journal or Annual Conference Program Book. SOCRA also offers online ads for career services and job opportunities on the SOCRA website.

SOCRA SOURCE JOURNAL
Published: Quarterly
Distribution: Direct Mail
Cost:
  Full Page Color: $1000
  Full Page B&W: $700
  Half Page B&W: $500

ANNUAL CONFERENCE PROGRAM
Published: Annually
Deadline: August 15
Distribution: Annual Conference Attendees
Cost:
  Full Page Color: $1000
  Full Page B&W: $700
  Half Page B&W: $500
*If your ad requires resizing or typesetting, please add $100

JOB OPPORTUNITIES
Published: Updated Daily (ad cycle is 31 days)
Distribution: SOCRA Website and LinkedIn
Cost:
  Standard (up to 50 words): $125
  First 50 words: $125
  Additional words: $2/word

CLINICAL RESEARCH SERVICES
Published: Updated Daily (ad cycle is 6 months or 1 year)
Distribution: SOCRA website and LinkedIn
Cost: $500 for 6 months / $1,000 for 1 year

AD SPECIFICATIONS:
Full Page - 7 ¼” x 9”
½ Page Vertical - 3 ⅞” x 9”
½ Page Horizontal - 7 ¼” x 4 ⅛”

GUIDELINES FOR PROGRAM ADS:
High-resolution PDF (preferred), JPG, TIFF or EPS print-ready files
Please assure that all fonts are embedded
Images / files should be 300 dpi minimum
Color ads must use CMYK color

REACH
SOCRA Membership: 15,700+ Members
SOCRA Website:
  • Unique users per month: 25,000+
  • Page Views per month: 135,000+
  • Page Views per visit: 4+
SOCRA Source Readership: 25,000+
LinkedIn: 8,000+ group members, additional 2,000+ page followers
Annual Conference Attendees: 1,100+

www.socra.org
ANNUAL CONFERENCE

JOIN US

SPONSOR CATEGORIES

- **BRONZE**
  - $3,000 (includes one fee waived registration)

- **SILVER**
  - $5,000 (includes two fee waived registrations)

- **GOLD**
  - $7,000 (includes three fee waived registrations)

- **PLATINUM**
  - $9,000 (includes four fee waived registrations)

Each sponsorship category is exclusive to one sponsor. Each category includes: Acknowledgment in the Annual Conference Program Book, Event Signage and Mobile App.

EXHIBITOR PROGRAM

**EXHIBIT HOURS:**
- Thursday, September 26, 2019 – Saturday, September 28, 2019
- Thursday: 6:00 pm to 7:00 pm (During Welcome Reception)
- Friday: 10:00 am to 5:00 pm
- Saturday: 7:00 am to 4:00 pm

**EXHIBIT FEES**
- Registration Fee: $2,000
- Includes one fee waived registration
- Two additional exhibit staff may register at $450 each
- Add on Lead Retrieval for $200
- Registration must be confirmed by August 26 in order to be listed in program materials

**ADDITIONAL DETAILS**
- Exhibitor Fees include access to all conference sessions
- SOCRA will supply 8’ high blue drape, 3’ high blue side dividers, one 6’ x 30” white draped table, two side chairs, one wastebasket, carpet, and a 7” x 44” one-line identification sign
- Exhibitors may also bring a display system that may utilize (up to) a 10’x10’ footprint.
- The drayage company will supply other furniture/material that you require as well as drayage, signage and labor for your booth. Electrical & communications will also be coordinated through them. They will include the electrical and communications forms in their service kit for quick access and to facilitate your ordering procedures.
- All attendee breaks are held in the exhibit hall.
- Separate (optional) exhibit staff luncheon is offered during the afternoon session
- Other details will be provided to the exhibitor upon registration.
**WELCOME RECEPTION**

The Welcome Reception precedes the formal opening of the conference. This is a great networking opportunity for attendees and is a great option to increase exposure. Sponsor receives recognition in the program book, company logo and message on reception signage, and logo on conference signage recognizing major sponsors.

Co-sponsored contribution: $5,000
Full sponsorship contribution: $15,000

**MOBILE APP BANNERS**

SOCRA's Conference App allows attendees to navigate the program on their mobile devices. Sponsors have an opportunity to reach attendees through customized banners displayed on each attendee device.

Contribution: $2,500

**CONFERENCE WIFI**

As technology evolves, attendees look to be connected at all times. Sponsors will be recognized by attendees for their commitment to technology and communication during the conference. Sponsor receives recognition in the program book, company logo and message on track/session signage, and logo on conference signage recognizing major sponsors.

Full sponsorship contribution: $5,000 (may be Co-sponsored)

**TOTE BAGS**

Attendees rely on SOCRA to provide tote bags to hold their meeting materials. Our supplier will incorporate your logo on a quality bag for on-site distribution to 1,100+ attendees. The sponsor will also receive recognition in the program book and on conference signage recognizing major sponsors.

Contribution: $5,000

**MEALS / REFRESHMENT BREAKS**

Attendees always appreciate the food and beverage provided during the event. Signage during the sponsored breakfast, lunch or coffee break will recognize the sponsor as well as acknowledgement in the program book and on-site conference signage recognizing major sponsors.

Break contribution: $5,000
Breakfast contribution: $10,000
Lunch contribution: $15,000

**LANYARDS**

Lanyard sponsors will receive prominent display of their logo on the conference lanyard given to all attendees. The sponsor will also receive recognition in the program book and on conference signage recognizing major sponsors.

Contribution: $5,000

**COMMEMORATIVE GIVEAWAYS**

Attendees always enjoy a travel mug or water bottle to hold their hot and cold beverages during the conference. Your logo will be displayed on a mug or bottle that will be provided to 1,100+ attendees. The sponsor will also receive recognition in the program book and on conference signage recognizing major sponsors.

Contribution: $5,000

**PROGRAM SPEAKER / TRACK**

As the sponsor of a speaker or track, your company will be recognized as a supporter of educational endeavours. Sponsor receives recognition in the program book, company logo and message on track/session signage, and logo on conference signage recognizing major sponsors.

Speaker contribution: $3,000
Track contribution: $5,000

**CHARGING STATION**

Reach attendees while they charge their cell phones. A kiosk style charging station will feature your company's logo and message. The sponsor will also receive recognition in the program book and on conference signage recognizing major sponsors.

Contribution: $3,000