



FOR CLINICAL RESEARCH EXCELLENCE

Society of Clinical Research Associates  
530 West Butler Avenue, Suite 109  
Chalfont, PA 18914 USA  
[www.SOCRA.org](http://www.SOCRA.org)  
[office@socra.org](mailto:office@socra.org)  
(800) 762-7292



# MEDIA KIT

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2019 OPPORTUNITIES



# OUR MISSION

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.

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# 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.

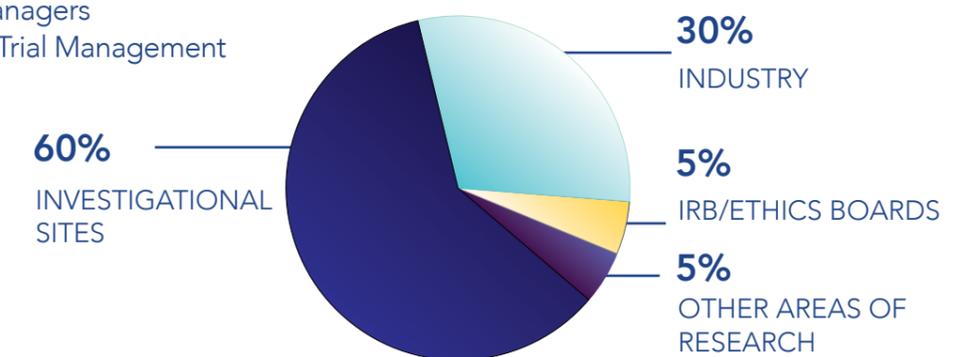
Our educational programming has been wonderfully successful as has our certification program and our noteworthy Annual Conference. We are committed to developing and providing new and innovative approaches to learning. We intend to explore new educational opportunities and to maximize those opportunities for future success.

# WHO WE REACH

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



15,700+ MEMBERS

11,600+ CCRPS

GLOBAL MEMBERSHIP REPRESENTED IN 55 COUNTRIES



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.

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

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.

# WHAT WE DO

## 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](mailto:office@socra.org) for more information.

**SAVE THE DATE**  
29th ANNUAL CONFERENCE  
September 25 - 27, 2020  
Westgate Las Vegas | 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.



JOIN US

## 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  
Extended Length:  
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 - 7¼" x 9"  
½ Page Vertical - 3½" x 9"  
½ Page Horizontal - 7¼" x 4½"

#### 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+

JOIN US

# ANNUAL CONFERENCE SPONSOR CATEGORIES

<b>+</b> <b>BRONZE</b>	<b>+</b> <b>SILVER</b>	<b>+</b> <b>GOLD</b>	<b>+</b> <b>PLATINUM</b>
\$3,000 (includes one fee waived registration)	\$5,000 (includes two fee waived registrations)	\$7,000 (includes three fee waived registrations)	\$9,000 (includes four fee waived registrations)

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.

## ADDITIONAL OPPORTUNITIES

### 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

### 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

### 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

### 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)

### COMMEMORATIVE TRAVEL MUGS/ WATER BOTTLES +

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

### 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 (may be Co-sponsored)

### 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

### 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



## CONNECT WITH US

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[www.SOCRA.org](http://www.SOCRA.org)



[office@socra.org](mailto:office@socra.org)



[www.facebook.com/SOCRA.org](http://www.facebook.com/SOCRA.org)



Page: SOCRA  
Group: SOCRA-Society of Clinical Research Associates



[@SOCRAnow](https://twitter.com/SOCRAnow)



[youtube.com/SOCRA](https://youtube.com/SOCRA)

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