

**The Society for Clinical Trials
33rd Annual Meeting
May 20-23, 2012
Hyatt Regency Miami
Miami, Florida**



Sponsor, Exhibitor and Advertiser Prospectus

You are invited to showcase your products and services as an exhibitor, sponsor and advertiser at the Society for Clinical Trials 33rd Annual Meeting.

This meeting attracts an international group of attendees interested in the design, conduct and analyses of clinical trials.

Don't miss this opportunity!

March 23, 2012	Deadline to reserve exhibit space and/or advertisement space
March 30, 2012	Deadline for product description
March 30, 2012	Advertising artwork deadline
April 17, 2012	Hotel reservation deadline
April 20, 2012	Exhibit Cancellation Deadline
April 20, 2012	Representative Registration Deadline

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Make the SCT Annual Meeting Your Site for Business Leads

The Society for Clinical Trials is the premier group through which you have the opportunity to inform health care researchers about your business or opportunity. SCT is an international organization of the world's top clinical trialists with a membership made up of behavioral scientists, bioethicists, biostatisticians, clinical coordinators, computer scientists, data managers, dentists, epidemiologists, nurses, pharmacologists, and physicians.

- ✓ More than 600 professionals from academia, government and private industry will attend.
- ✓ At our 2011 meeting in Vancouver, attendees came from the United Kingdom, Canada, Germany, the Republic of Korea, Japan, China, Kenya, and Australia, as well as other international locations and the U.S.

Over three days of meetings, you will have the chance to meet with attendees at:

- ✓ Daily coffee breaks, lunches, poster viewing times, and receptions
- ✓ Throughout the day as attendees and presenters move through the high-traffic exhibit area.

Exhibits in the Center of it All

SCT positions its Exhibitor Area in the foyer of the meeting space, near the Registration Desk and Poster Display Boards. With more than 100 posters presented over the course of the meeting, adjacent to the coffee breaks – SCT Exhibitors enjoy a high-traffic area.

SCT's Exhibitor Area is usually comprised of between 10 and 15 exhibitors, offering attendees a variety of products and services to learn about, and the ability to spend time with each one of interest. It's easy to find someone again in our Exhibit Area, following up on a conversation started earlier in the day!

Your registered company representatives are invited to join attendees in our open-seating lunch presentations. Spread out and mingle with attendees on both Monday and Tuesday for lunch. (Remember, you'll be leaving your booth behind, so bring plenty of business cards and take the time to secure the valuables you might leave behind in the Exhibitor Area.)

Act now to become an Exhibitor at SCT's 2012 Annual Meeting in Miami. Your exhibit booth—combined with numerous opportunities for interaction with meeting attendees at breaks, meals, and receptions—will offer maximum visibility for your company's products and services.

Two Important Notes:

- **Internet access** is not included in the cost of your booth. Internet may be rented onsite through 3D Tradeshow Services at an additional cost.
- **Additional security** is not provided at your booth while you attend meals or receptions, or step away for other reasons. Exhibitors should provide their own laptop cables, locks, etc., for these reasons. See next page for more details on security.

Exhibit Details

Exhibit Hours

Monday, May 21, 2012
8:00 AM - 5:30 PM

Tuesday, May 22, 2012
8:00 AM - 5:00 PM

Exhibit Move In and Move Out Schedule

Exhibit Decorator Installation
Sunday, May 20, 2012
12:00 PM - 3:00 PM

Exhibitor Set-up
Sunday, May 20, 2012
3:00 PM - 5:00 PM

Dismantling
Tuesday, May 22, 2012
5:00 PM

Hotel Information

Hyatt Regency Miami
400 SE Second Avenue
Miami, Florida 33131
Tel: +1 305.358.1234

Standard Room Rate

SCT has secured a special group rate of \$225 per night plus tax at the Hyatt Regency Miami. The SCT group rate is guaranteed until Tuesday, April 17, 2012 or until the block is filled, whichever comes first. Additionally, a very limited number of rooms at the U.S. Government rate of \$125 per night (plus taxes and fees) are available in the SCT block on a first come, first served basis. Proof of employment will be requested at check-in. Make your reservations online at www.sctweb.org or by calling 1-800-233-1234, or +1 305.358.1234.

Exhibitor Details, Rules & Regulations

Exhibitor Services

3D Tradeshow Services, LLC, has been selected as SCT's Official Exhibit Services Company. Exhibit services kits will be emailed to all confirmed exhibitors eight weeks prior to the start of the meeting (by March 26, 2012). The exhibit services kit will include show shipping information.

Cancellation

Space and refund of space rental is subject to the following conditions:

- a. Exhibitor shall give written notice of cancellation to Society for Clinical Trials, 100 N. 20th Street, Suite 400, Philadelphia, PA 19103 USA by Friday, April 20, 2012.
- b. If written notice is received by Friday, April 20, 2012 and if space is resold, space rental will be refunded at 75% of full exhibit fee.
- c. Exhibitors failing to occupy assigned space by 9:00 AM, Monday, May 21, 2012 or failing to cancel prior to 30 days before the show or fully abide by the other terms and conditions of this agreement shall forfeit said space and space rental and shall be held responsible for the entire amount due.

Liability

The Society for Clinical Trials, Inc., the Hyatt Regency Hotel and 3D Tradeshow Services, LLC, their employees, officials, agents, directors, or representatives are not liable for any damage or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, on signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expenses for personal injury, accident, or property damage from fire, theft, destructive cause, or loss arising out of it, in, or in connection with the exhibitor's display.

Presentation of Products or Services

The purpose of the Conference Exhibit Area is to further the education of the Conference registrants by providing information on products and/or services pertinent to the participants' professional interests. Canvassing in Exhibit Area by non-exhibiting persons or firms is strictly prohibited. Society management reserves the right to restrict exhibits that because of noise, method of operation, materials, or for any reason become objectionable, and also to prohibit or to evict any exhibit that in the opinion of Society management may detract from the general character of the Society for Clinical Trials as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable. In the event of such a restriction or eviction, the Society for Clinical Trials is not liable for any refunds or other exhibit expenses.

Product/Service Description

As part of the space application please provide a 50-word or less description of your products or services, which will appear in the meeting program book. This information should inform the attendee of what he or she may learn while visiting your display. It is the responsibility of the exhibitor to provide this information. Please email company descriptions to Trish Keppler at tkeppler@fernley.com by March 30, 2012. Only the company name and booth number will appear if the description is not received by Friday, March 30, 2012.

Security

Exhibit management will provide necessary watchmen during the hours the exhibit area is closed. Security will be provided during the following hours: Sunday, 6:00 PM - 6:00 AM; Monday, 8:00 PM - 6:00 AM. The exhibitor is solely responsible for their exhibit material and should insure their exhibit against loss or damage. All property of an exhibitor is understood to remain in their care, custody, and control in transit to or from or within the confines of the exhibit hall.

Social Event

A welcoming reception is planned for all participants of the 33rd Annual Meeting of the Society for Clinical Trials on Monday, May 21, 2012 from 6:30 PM to 8:00 PM. A cash bar will be available for the evening.

Space Assignment

Exhibitors will have the opportunity to choose their booth placement. Priority for space assignment will be in the order in which applications are received. Confirmed exhibitors will be contacted with a floor plan of the hotel so that the exhibiting company can select their preferred booth. The Society reserves the right to relocate space and/or adjust the floor plan if there are unoccupied booths.

Exhibit Fees

8' x 10' area: \$1500

Areas include:

- * One 6' draped table
- * Two chairs
- * 7" x 44" identification sign
- * Security
- * Program description and contact information in the Conference Program book
- * Two complimentary conference registrations (includes sessions and meals for 2 ½ days of meeting)

Annual Meeting-Specific Opportunities – Promotional Items

Provide branded give-aways to SCT meeting attendees and send them home with fun and useful reminders of your company's products or services.

Opportunity	Non-Exhibitor Price	Special Exhibitor Price	Benefits/Material
Internet Café: Providing Internet Access for Attendees (Mon, Tues, Wed)	\$8,600	\$7,310	<ul style="list-style-type: none"> • Internet access via four computer stations, with 2 printers available • Your company logo as screensaver • 1/2 page B&W advertisement in onsite program book (run of book placement) at no additional charge • Signage at Registration Desk onsite in Miami
"Meet in Miami" Sunglasses	\$1,100	\$935	<ul style="list-style-type: none"> • All-black or black with color earpieces plastic sunglasses with your logo. One-color, one-location imprint, size 2" x 3/8". • Production of sunglasses and shipping managed by SCT.
Annual Meeting bag	\$3,500	\$2,975	<ul style="list-style-type: none"> • Tote bag provided to all meeting attendees • Marked with your company logo and SCT logo • Finished bag provided by advertiser • Advertiser handles and pays shipping to Annual Meeting location
Promotional Insert in Annual Meeting bag	\$2,500	\$2,125	<ul style="list-style-type: none"> • Single sheet (8.5 x 11) advertisement or smaller than 8.5 x 11 printed item such as bookmark • 1-sided or 2-sided • Finished copies provided by advertiser • Advertiser handles and pays shipping to Annual Meeting location
Notebook/Notepad Insert in Annual Meeting bag	\$3,500	\$2,975	<ul style="list-style-type: none"> • Notepad 8.5 x 11 or smaller with company name/logo • Finished notepads provided by advertiser • Advertiser handles and pays shipping to Annual Meeting location
Pen/pencil Insert in Annual Meeting bag	\$3,500	\$2,975	<ul style="list-style-type: none"> • Pen or pencil of any color with company name/logo • Finished pens or pencils provided by advertiser • Advertiser handles and pays shipping to Annual Meeting location



Yes! Sign me up

Don't miss the chance for visibility for your product, service or opportunity in front of all SCT Annual Meeting attendees. More than 600 professionals who work in all aspects of clinical trials will receive your branded materials to use onsite or take home and share with colleagues.

All necessary forms – for both Exhibitors and Sponsors – can be found at the end of this Prospectus.

Sponsorship Opportunities

Companies are invited to create their own Sponsorship Package from the options listed below. A company that either offers General Support of the Society or purchases an Exhibit Booth is eligible for a 15% discount on the Annual Meeting-specific Sponsorships (internet café, tote bag, flyer, notebook, pen, or sunglasses.)

	Signage	Listing on Presentation Slide	Listing in Program Book	Ad in Program Book	Comp 2012 SCT Memberships	Comp 2012 Annual Meeting Registrations	Discounts on Promotional Items
General Support of the Society							
Patron (\$40,000)	✓	✓	✓	full page	16	16	15%
Diamond (\$20,000)	✓	✓	✓	full page	8	8	15%
Platinum (\$10,000)	✓	✓	✓	full page	4	4	15%
Gold (\$5,000)	✓	✓	✓	1/2 page	2	2	15%
Silver (\$2,000)	✓	✓	✓	1/4 page	1	1	15%
Bronze (\$1,000)	✓	✓	✓	1/4 page			

Annual Meeting Specific Sponsorships							
Exhibitor (\$1,500)	✓	✓	✓			2	15%
Internet Café (\$8,600)	✓	✓	✓	1/2 page			
Tote Bag (\$3,500)	✓	✓	✓				
Promotional Flyer/Ad Insert (\$2,500)	✓	✓	✓				
Notebook/Notepad (\$3,500)	✓	✓	✓				
Pen/Pencil (\$3,500)	✓	✓	✓				
Sunglasses (\$1,100)	✓	✓	✓				

Benefits vary by level of participation as shown in the table above. Benefits may include:

- Company name/logo on Signage at Annual Meeting
- Company name/logo on presentation slide at Annual Business Meeting
- Company name listed in printed Onsite Program Book
- Complimentary advertisement in printed Onsite Program Book (ads are b&w with run-of-book placement)
- Complimentary 2012 SCT Memberships (must be employees of sponsoring/exhibiting company)
- Complimentary 2012 Annual Meeting Registrations (must be employees of sponsoring/exhibiting company)
- Discounts on Annual Meeting-specific Sponsorships (internet café, tote bag, flyer, notebook, pen, or sunglasses.)

Advertising Opportunities

Maximize your attendee exposure with an advertisement in the official onsite Final Program book. This Final Program is distributed to every attendee at Registration. The onsite Final Program's schedule of events, workshop information, session descriptions and poster details guarantee that it will be referred to again and again throughout the meeting.

Ad Size	Color	Position	Rate	Dimensions	
Full Page	4-color	back cover	\$5,000	w 8" x h 10 ½"	**one available
Full Page	b&w	inside back cover	\$2,500	w 8" x h 10 ½"	**one available
Full page	b&w	run of book	\$1,500	w 8" x h 10 ½"	
½ page	b&w	run of book	\$950	w 8" x h 5"	
¼ page	b&w	run of book	\$750	w 3 ¼" x h 5"	

*** Premium advertisements are available on a first-come first-served basis per date of receipt of payment.*

Advertising Deadlines

Ad space reservation/cancellation deadline
March 23, 2012

Ad artwork deadline
March 30, 2012

Mechanical Requirements

All ads must be submitted in the following formats: EPS, PDF or JPG.

All files must be high resolution, with images at 300 dpi and text converted to outlines.

Color artwork must be converted to CMYK.

Black & White artwork must be converted to grayscale.

Full Page dimensions same as above.

Half Page dimensions same as above.

¼ page dimensions same as above.

***There are no bleeds for ads.*

Email artwork to sct@fernley.com by March 30, 2012.

To Exhibit, Sponsor or Advertise:
Please fill out and submit the following
form with payment to:

Society for Clinical Trials
100 North 20th Street, Suite 400
Philadelphia, PA 19103 USA
Telephone: +1 215.320.3878
Fax: +1 215.564.2175

Deadlines Reminder!

Exhibitor Application: March 23, 2012

Sponsorship Commitment: March 23, 2012

Advertising Space Reservation: March 23, 2012

Advertising Artwork: March 30, 2012



33rd Annual Meeting

Application for Exhibit Space

The Society for Clinical Trials is hereby authorized to reserve space for _____ at the 33rd Annual Meeting, May 20-23, 2012, Hyatt Regency Miami. Exhibits are open May 21 and 22.

Please type or print all information.

Company Name: _____

Name of Primary Contact: _____

Address: _____

City: _____

State/Province: _____ Postal Code: _____ Country: _____

Telephone Number: _____ Fax Number: _____

Email address of Primary Contact: _____

Names of Representatives attending conference (two complimentary registrations only):

1. Name: _____ Email: _____

2. Name: _____ Email: _____

The exhibitor agrees to abide all exhibit terms, conditions, regulations set forth in this prospectus.

- **Cancellation Policy:** Exhibitor shall give written notice of cancellation to SCT by Friday, April 20, 2012, to receive a refund of 75% of exhibit fee.
- Exhibitors are responsible for the full booth fee for cancellations received after April 20, 2012.

Signature: _____ Date: _____

Please see other side of this form for Sponsorship and Promotional Item Information.

Fax this form to +1.215.564.2175 or mail to SCT, 100 North 20th Street, Suite 400, Philadelphia, PA 19103

Total Amount Due

Exhibitor Total \$ _____

Sponsorship Total (from other side) \$ _____

Advertising Total (from other side) \$ _____

Amount Due \$ _____

Method of Payment: Check VISA Mastercard American Express

**Please make check payable to Society for Clinical Trials (U.S. Dollars drawn on a U.S. bank).*

Credit Card Number: _____ Exp Date: _____

Signature: _____

Name of Card Holder: _____

Billing Address: _____



33rd Annual Meeting

Sponsorship Opportunities

Yes! We would like to offer the following annual support of the Society or items for the 33rd Annual Meeting:

General Support of Society

- Patron \$40,000
- Diamond Supporter \$20,000
- Platinum Supporter \$10,000
- Gold Supporter \$5,000
- Silver Supporter \$2,000
- Bronze Supporter \$1,000

Companies that offer to support the Society with a Sponsorship will be contacted separately by the SCT office for details on complimentary memberships and meeting registrations.

Please refer to page 5 of the 2012 Prospectus for a list of all Sponsor Benefits.

Promotional Items

- | | | |
|---|----------------------------------|--|
| <input type="checkbox"/> Internet Café | <input type="checkbox"/> \$8,600 | <input type="checkbox"/> \$7,310 (exhibiting company discount) |
| <input type="checkbox"/> "Meet in Miami" Sunglasses | <input type="checkbox"/> \$1,100 | <input type="checkbox"/> \$935 (exhibiting company discount) |
| <input type="checkbox"/> Annual Meeting Bag | <input type="checkbox"/> \$3,500 | <input type="checkbox"/> \$2,975 (exhibiting company discount) |
| <input type="checkbox"/> Insert (flyer/handout) in Annual Meeting Bag | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$2,125 (exhibiting company discount) |
| <input type="checkbox"/> Notebook/notepad in Annual Meeting Bag | <input type="checkbox"/> \$3,500 | <input type="checkbox"/> \$2,975 (exhibiting company discount) |
| <input type="checkbox"/> Pen/Pencil in Annual Meeting Bag | <input type="checkbox"/> \$3,500 | <input type="checkbox"/> \$2,975 (exhibiting company discount) |

Please refer to page 4 of the 2012 Prospectus for all production and shipping specifications for these promotional items.

Total Sponsorship Opportunities = \$ _____

Enter this total on reverse side with payment information.

Annual Meeting Onsite Program Book Advertising

- | | | | | | |
|------------------------------------|---------|-------------------|---------|----------------|-----------------|
| <input type="checkbox"/> Full Page | 4-color | back cover | \$5,000 | w 8" x h 10 ½" | **one available |
| <input type="checkbox"/> Full Page | b&w | inside back cover | \$2,500 | w 8" x h 10 ½" | **one available |
| <input type="checkbox"/> Full page | b&w | run of book | \$1,500 | w 8" x h 10 ½" | |
| <input type="checkbox"/> ½ page | b&w | run of book | \$950 | w 8" x h 5" | |
| <input type="checkbox"/> ¼ page | b&w | run of book | \$750 | w 3 ¼" x h 5" | |

Please refer to 2012 Prospectus for all production and art specifications and deadlines.

Total Advertising = \$ _____

Enter this total on reverse side with payment information.

Please see other side of this form for Exhibitor Information.

Fax this form to +1.215.564.2175 or mail to SCT, 100 North 20th Street, Suite 400, Philadelphia, PA 19103