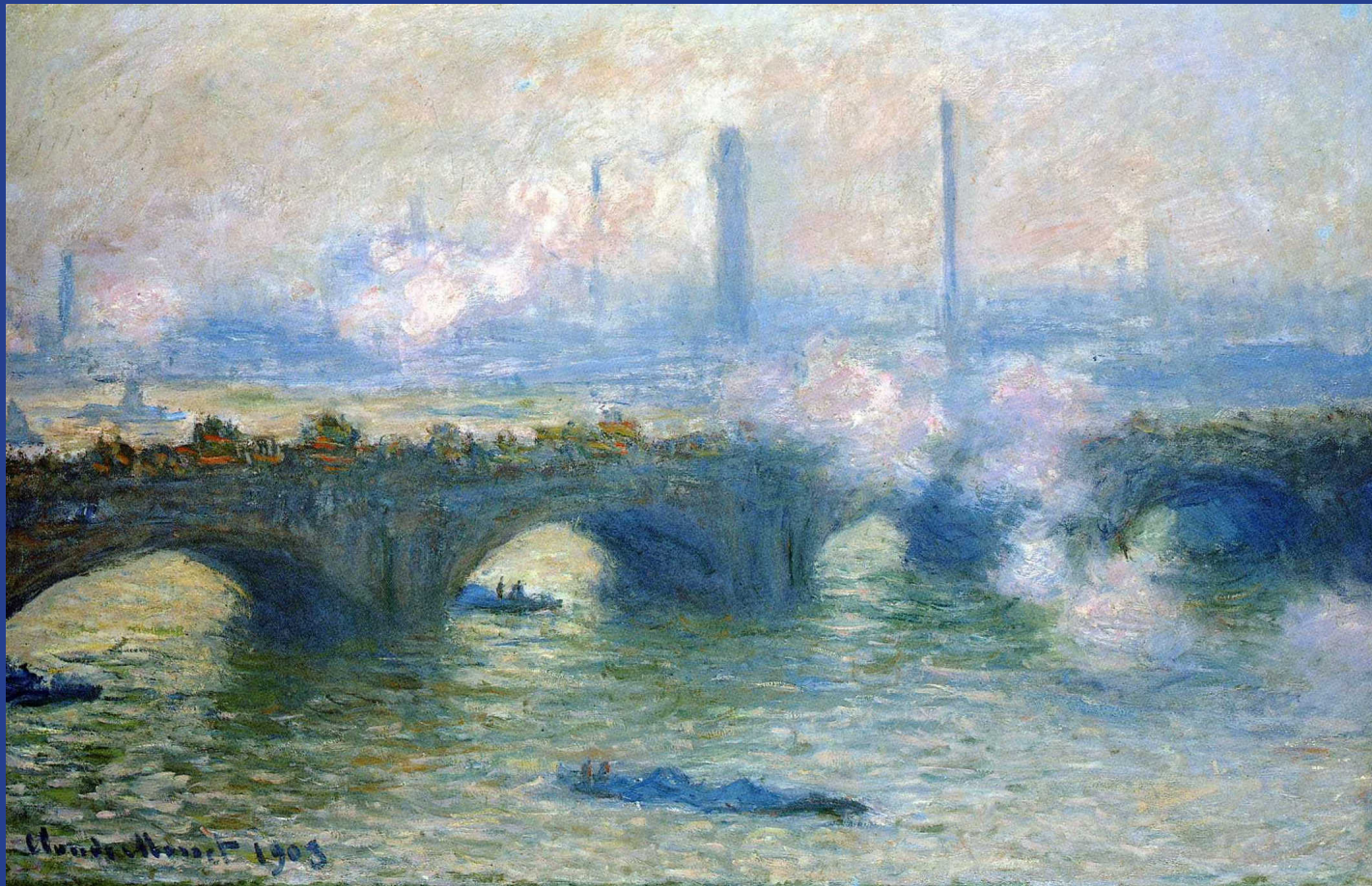


# **Society for Risk Analysis Annual Meeting**

*Crystal Gateway Marriott, Arlington, Virginia*



**Exhibitor Prospectus & Sponsorship Opportunities**  
**6-10 December 2015**

# Exhibiting with Society for Risk Analysis

**The SRA Annual Meeting brings in the most recognized names in the industry, which is an excellent way for Exhibitors to:**

- ◆ Stand out to Scientists, Researchers, Administrators, Educators, Policy Makers
- ◆ Network
- ◆ Increase Product Awareness and Brand Image
- ◆ Reach over 800 attendees from:
  - Academia
  - Government
  - Industry
  - NGOs
  - Private Firms
  - Policy Makers

## **SRA is...**

Risk Analysis, including risk perception, risk assessment, risk management, and risk communication, represents an interdisciplinary field. SRA members recognize the value of diverse perspectives and a shared commitment to high quality risk analysis methodology and practice.

The Society for Risk Analysis was established in 1981 by a group of individuals representing many different disciplines who recognized the need for a society, with an international scope, which through its meetings and publications could bring together engineers, social scientists, health scientists, lawyers, public officials and others with an interest in risk analysis. These Society supported interactions have helped foster the development of the field of risk analysis and have improved the credibility of the field as well.

## **STATS**

**\$96**

The cost of making an initial face-to-face visit with a potential customer through an exhibition lead - compared to \$1,039 without exhibiting.

**81%**

of exhibition attendees have buying influence over one or more major types of products at shows

**87%**

of purchasing decision-makers found that exhibitions are an "extremely useful" source of needed purchasing information.

**67%**

of all attendees represent a new prospect and potential customer for exhibiting companies.

Statistics are based on the Center for Exhibition Industry Research (CEIR) current reports.

## **Testimonials...**

*"It is a great opportunity to showcase our organization's current initiatives and projects, develop collaborations and introduce new SRA members to our organization as well as SRA."*

Patricia Nance, MA, MEd  
Science Outreach & Initiatives Leader, Toxicology Excellence for Risk Assessment (TERA)

*"Exponent was pleased to have an informational display at the meeting of the Society for Risk Analysis. The opportunity to showcase the projects and expertise that are relevant to the science and practice of risk analysis is always appreciated. It allows us to communicate our professional contributions and to let others know about what we do. We found it especially helpful to have the display space in our discussions with participants in the Career Fair."*

Robin Cantor, Ph.D.  
Principal Economist, Exponent®, Inc.

# Become a part of the Society for Risk Analysis



**Reserve your booth  
and sponsorship by  
1 November 2015**

## ***Your Booth Package Includes:***

- ⌘ **Complimentary meeting registration for two of your exhibit staff (two per 10'x10' booth), allowing them to attend the scientific program, register for optional programs. Additional 'Exhibits Only' personnel may be registered for \$40 each.**
- ⌘ **Preregistration labels sent to Exhibitors upon request**
- ⌘ **Your Company's contact information, including a description of your products and/or services will be printed in the Final Program and available online**
- ⌘ **Listing of attendees sent to Exhibitors upon completion of the meeting to follow up with contacts**
- ⌘ **Take advantage of negotiated rates at Conference Hotel, if reservations are made through the conference website**
- ⌘ **Show Management will provide 24 hour perimeter security in Exhibit Area.**

## **Exhibitor Schedule**

### MEETING DATES

**Sunday 6 - Thursday 10 December 2015**

### MOVE IN

Sunday 6 December      Noon-4:00 PM

### EXHIBIT HOURS

Monday 7 December      9:45 AM-3:30 PM  
6:00-7:30 PM Poster  
Reception

Tuesday 8 Dec              9:45 AM-3:30 PM

Wednesday 9 Dec          9:45 AM-3:30 PM

### TEAR-DOWN:

Wednesday 9 Dec          3:30-5:00 PM

The SRA Annual Meeting will officially end Thursday 10 December 2015.

SRA expects each exhibit booth to be staffed during all show hours, Monday 7 December through Wednesday 9 December. Please note that each exhibiting company or organization will be responsible for its inventory and materials.

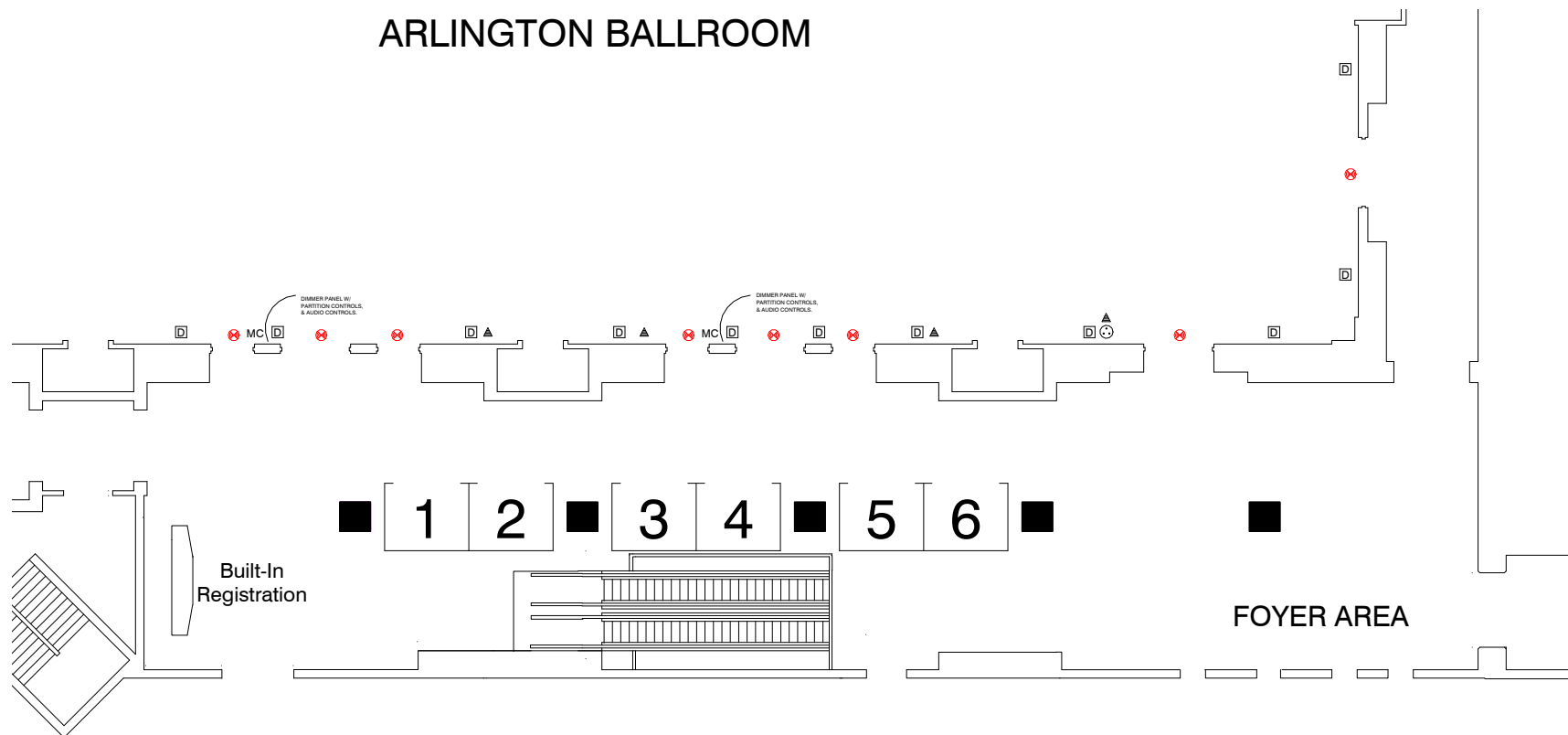


# Sponsorship Opportunities with the Society for Risk Analysis

<p><b>S-1 Lanyards</b>  <i>(1 sponsor) \$1,500</i>          Provides lanyards for attendee's badges. Your organization's logo will be screen-printed on the lanyard and distributed to all attendees, weblink on <a href="http://www.SRA.org">www.SRA.org</a>, and acknowledgement of your participation in the SRA Final Program.</p>	<p><b>S-2 Opening Reception</b>  <i>(multiple sponsors) \$15,000 for 1, \$7,500 for multiple</i>          Provides food for Opening Reception (7 December) for attendees. Reception will have signage, weblink on <a href="http://www.SRA.org">www.SRA.org</a>, and acknowledgement of your participation in the SRA Final Program.</p>	<p><b>S-3 Upgraded Coffee Break</b>  <i>\$5,000 each break for 1</i>          Provides one morning or afternoon refreshment break for attendees with upgrades - muffins with coffee in the morning, and juices and cookies in the afternoon. Breaks will have signage, weblink on <a href="http://www.SRA.org">www.SRA.org</a>, and acknowledgement of your participation in the SRA Final Program.</p>												
<p><b>S-4 Multiple Sponsor Opportunities</b>  <i>(multiple sponsors) \$500</i>          Help us defray the costs of the meeting by sponsoring an event in part. All sponsors will receive a weblink, signage at the event, listing in the final program, and SRA's gratitude.</p>	<p><b>S-5 Conference Tote Bag</b>  <i>(1 sponsor) \$4,000</i>          Provides a tote bag for attendees to carry through the Exhibit Area and to all the Sessions. Your organization's logo along with the conference logo will be screen-printed on the tote and distributed to all attendees, weblink on <a href="http://www.SRA.org">www.SRA.org</a>, and acknowledgement of your participation in the SRA Final Program.</p>	<p><b>S-6 Drinks in Exhibit Area/Poster Reception</b>  <i>(multiple sponsors) \$3,000 for 200 tickets</i>          Provides 200 tickets for drinks for attendees during the Poster Reception in the Exhibit Area. Your organization's logo will be on signage and on the drink ticket, weblink on <a href="http://www.SRA.org">www.SRA.org</a>, and acknowledgement of your participation in the SRA Final Program.</p>												
<p><b>S-7 Advertising in Final Program</b>  <i>(multiple sponsors)</i></p> <table border="0"> <tr> <td>Inside Front Cover Color .....</td> <td>\$700.00</td> </tr> <tr> <td>Outside Back Cover Color .....</td> <td>\$700.00</td> </tr> <tr> <td>Inside Back Cover Color .....</td> <td>\$600.00</td> </tr> <tr> <td>Full Page Ad B&amp;W .....</td> <td>\$500.00</td> </tr> <tr> <td>Half Page Ad B&amp;W .....</td> <td>\$300.00</td> </tr> <tr> <td>Meeting Handouts (in tote bag) .....</td> <td>\$400.00</td> </tr> </table>	Inside Front Cover Color .....	\$700.00	Outside Back Cover Color .....	\$700.00	Inside Back Cover Color .....	\$600.00	Full Page Ad B&W .....	\$500.00	Half Page Ad B&W .....	\$300.00	Meeting Handouts (in tote bag) .....	\$400.00	<p><b>S-8 T-Shirts for Die Hard SRA Attendees</b>  <i>(1 sponsor) \$2,000</i>          Provides 300 t-shirts for attendees that stay until the end of the SRA Meeting. Your organization's logo will be on the t-shirts, weblink on <a href="http://www.SRA.org">www.SRA.org</a>, and acknowledgement of your participation in the SRA Final Program.</p>	<p><b>S-9 SRA Mobile Meeting App</b>  <i>\$2,500</i>          Wave of the future is HERE! Sponsor the splash screen and be the first image participating attendees see when they access the SRA meeting App! Weblink on <a href="http://www.SRA.org">www.SRA.org</a>, and acknowledgement of your participation in the SRA Final Program.</p>
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Meeting Handouts (in tote bag) .....	\$400.00													
<p><b>S-10 Banner Ads</b>  <i>\$1,000</i>          Banner Ads on SRA Meeting App - your ad will appear at the bottom of every page of meeting App. Weblink on <a href="http://www.SRA.org">www.SRA.org</a>, and acknowledgement of your participation in the SRA Final Program.</p>	<p>SRA offers exciting sponsorship opportunities. Sponsorship will increase your visibility at the show, and is a great way to strengthen networking relationships. Contact <a href="mailto:Exhibits@BurkInc.com">Exhibits@BurkInc.com</a> for more details</p> <p><b>Sponsorship Benefits Include:</b></p> <ul style="list-style-type: none"> <li>⌘ Recognition in the SRA Final Program</li> <li>⌘ Weblink on <a href="http://www.SRA.org">SRA.org</a></li> <li>⌘ Logo visibility on promotional ads and materials</li> <li>⌘ Signage visibility onsite</li> </ul>													

# Exhibit Layout

## ARLINGTON BALLROOM



### Show Schedule\*

Set-up:	Sunday 6 December	Noon-4:00 PM
Exhibit Hrs:	Monday 7 December	9:45 AM-3:30 PM
		6:00-7:30 PM Poster Reception
	Tuesday 8 December	9:45 AM-3:30 PM
	Wednesday 9 December	9:45 AM-3:30 PM
Tear-down:	Wednesday 9 December	3:30-5:00 PM

\*Schedule subject to change.

# Society for Risk Analysis Exhibit Area Order/Contract Form

## Society for Risk Analysis Annual Meeting Crystal Gateway Marriott, Arlington, Virginia

Meeting Dates: 6-10 December 2015

**The Following Booth Space is Requested (please choose 3!):**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person and Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

- Exhibitor Early Registration Discount (9/22/15 deadline) \$800 ..... \$ \_\_\_\_\_
- Exhibitor Fee (first booth, after 9/22/15 deadline) \$900 ..... \$ \_\_\_\_\_
- All Additional Booths \$600 per booth ..... \$ \_\_\_\_\_
- Non Profit Booth \$500 per booth..... \$ \_\_\_\_\_

### Sponsorship:

Item #	Name	Amount
_____	_____	\$ _____
_____	_____	\$ _____
<i>Example:</i> <u>S-5</u>	<u>Conference Tote Bag</u>	<u>\$ 4,000</u>

### Advertising:

- Inside Front Cover Color \$700.00 ..... \$ \_\_\_\_\_
  - Outside Back Cover Color \$700.00 ..... \$ \_\_\_\_\_
  - Inside Back Cover Color \$600.00..... \$ \_\_\_\_\_
  - Full Page Ad B&W \$500.00 ..... \$ \_\_\_\_\_
  - Half Page Ad B&W \$300.00 ..... \$ \_\_\_\_\_
  - Meeting Handouts (in tote bag) \$400.00 ..... \$ \_\_\_\_\_
- TOTAL** \$ \_\_\_\_\_

**See the next page for payment and to provide  
Final Program description and booth attendee information**

Questions? Call us at 703.790.1745,  
or email us at [Exhibits@BurkInc.com](mailto:Exhibits@BurkInc.com)

Exhibit Management Use Only

Amount Enclosed \$ \_\_\_\_\_ Balance of \$ \_\_\_\_\_ is due on or before 1 Nov. 2015

Total Number of Booths \_\_\_\_\_ Total price of Booths \$ \_\_\_\_\_

Check \_\_\_\_\_  Credit Card

Date Accepted \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_

# Society for Risk Analysis Payment Form

**Booth Attendees for Company:** \_\_\_\_\_

**Two are complimentary with each Booth**, and enjoy full conference registration. If you would like additional attendees with the Exhibits Only rate, an additional \$50 per attendee, please list their name(s) as well:

1. Included with booth: Name	Email	2. Included with booth: Name	Email
1. Add'l Exhibit Personnel @ \$50 each	Email	2. Add'l Exhibit Personnel @ \$50 each	Email
3. Add'l Exhibit Personnel @ \$50 each	Email	4. Add'l Exhibit Personnel @ \$50 each	Email

Send your company description for the Final Program as an email to: [Exhibits@BurkInc.com](mailto:Exhibits@BurkInc.com) by 1 November 2015

**Payment Information for Company Name:** \_\_\_\_\_

Full payment is due within 30 days of reservation to secure your Booth and/or Sponsorship opportunity. Payment must be received by 1 November 2015 in order to be included in the Final Program.

If paying by check, make payable and mail to: **Society for Risk Analysis**, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101

VISA     MasterCard     American Express

Card Number	CVV	Exp. Date
Cardholder Name	Cardholder Signature	
Cardholder Address		
Cardholder Email	Cardholder Phone	

Booth Total	\$ _____
Sponsorship Total	\$ _____
Advertising	\$ _____
<b>TOTAL FEES</b>	<b>\$ _____</b>

## RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Crystal Gateway Marriott, Arlington, Virginia. The exhibit area will be open free of charge to the meeting registrants as follows:

Monday 7 December	9:45 AM-3:30 PM
Poster Session	6:00-7:30 PM
Tuesday 8 December	9:45 AM-3:30 PM
Wednesday 9 December	9:45 AM-3:30 PM

These hours are subject to change as dictated by program requirements.
2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays between Noon-4:00 PM Sunday 6 December from Noon-4:00 PM, and are to be ready for display by Monday 7 December at 9:45 AM. Packing and removal can begin at 3:30-5:00 PM, Wednesday 9 December 2015.
3. All Booth personnel must register using the exhibitor reservation form. Two registrants per Booth are allowed; these registrants may attend sessions. Each additional Booth personnel must register as "Exhibits Only" for an additional \$40.
4. Standard and Special Booth Equipment: Standard Booth equipment consists of booth with drapes. These are included in the Booth charge. A sign 7" by 44" with one line of copy for identification is furnished for the backdrop. Official decorator for the Exhibitors is Summit Expo. A complete line of furniture, display booths, and other items is available. Official Drayage Company is Summit Expo.

All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance at amounts established by the state of Virginia. Deadline for receipt of these materials is 13 November 2015—three weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.
5. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named "end product" of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.
6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8' in height and not extending more than 2' from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4' of the booth.
7. Exhibitor will be responsible for sales tax owed to Virginia, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by Virginia. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.
8. Photographing Booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing Booths or aisles for photography during the regular conference hours.
9. All exhibit and Booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Hotel Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the Booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical

wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.

10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own Booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.
11. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor's equipment against loss, theft, damage and breakage. Neither the Hotel nor any of its employees, nor representatives, nor any representatives of Society for Risk Analysis, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor's employees or property, however caused. In addition the Exhibitor must assume responsibility for damages to the Hotel property and indemnify and hold harmless the Hotel from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.
12. Society for Risk Analysis and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for Booth rent and no refund will be made. Exhibitors should carry insurance against such risks.
13. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager's permission.
14. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.
15. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.
16. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the Booths, or the equipment in the Booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.
17. The Exhibitor will engage at its expense, and through the Hotel where the Hotel so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Hotel shall be represented by the appropriate bona fide Union.
18. SRA will process refunds equal to 50% of the paid exhibitor fee if space is cancelled by 6 November 2015. No refunds will be made after 6 November 2015. If Booth space is not occupied by 6:00 AM Monday 7 December 2015, SRA will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area.
19. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of Society for Risk Analysis.

The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

**Pre-Meeting Contact Telephone Number:** Summit Expo, (412) 882-1420 or email: [info@summitexpo.com](mailto:info@summitexpo.com)

**Please Note:** Upon receipt of your contract and payment, the official decorator and drayage company will forward a service kit complete with information regarding furniture rental, freight and storage, installation, dismantling, labor and signage requirements. The service kit will be forwarded to you approximately 30 days prior to the show date.