



SPRING RESEARCH FESTIVAL

APRIL 24 – 25, 2024

The premier conference
and trade show serving
the military medical
research and
development community

Co-Sponsors



US Army Medical Research and Development
Command (USAMRDC) and Military & Health
Research Foundation (MHRF)



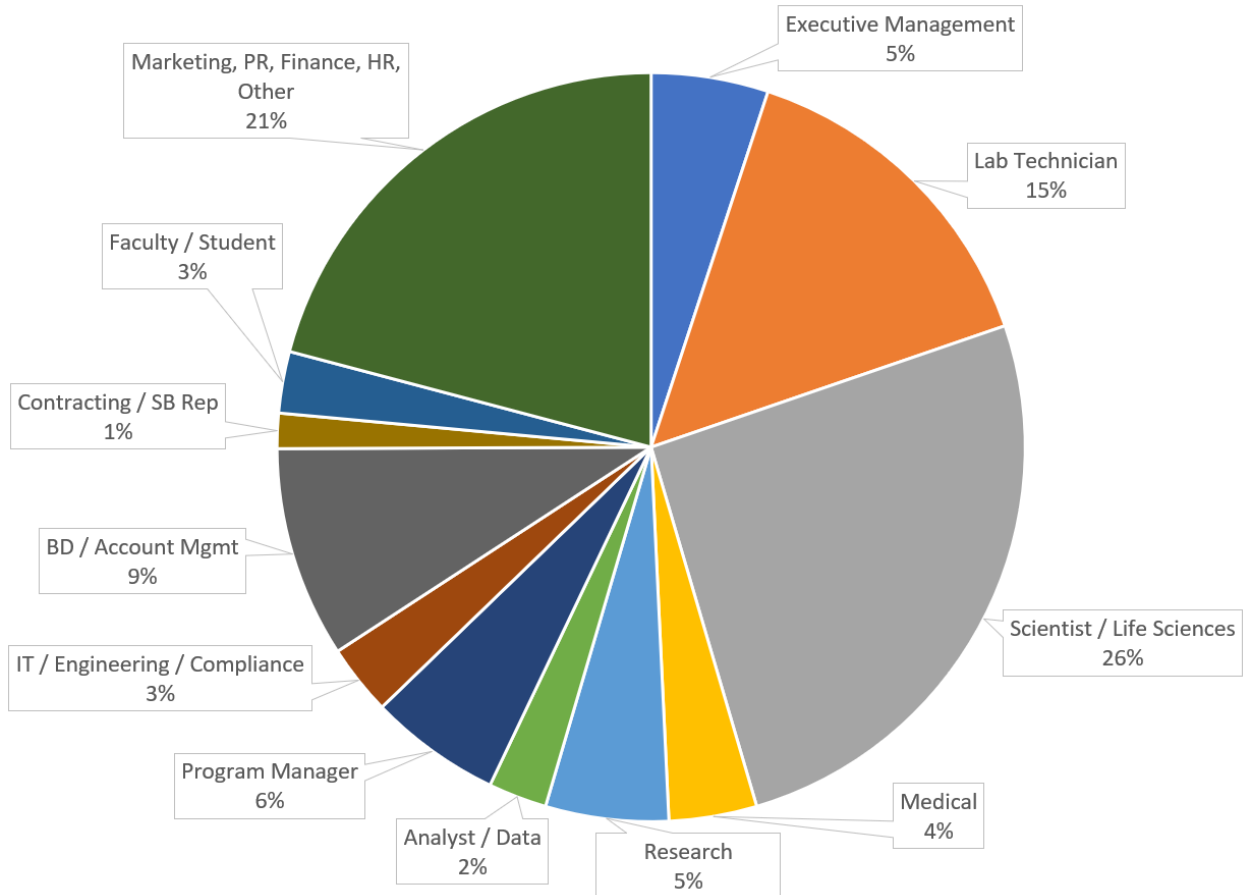
Spring Research Festival Wednesday April 24 – Thursday April 25, 2024 Odom Center, Fort Detrick, Frederick, MD

The Spring Research Festival (SRF) is a premier scientific poster, education, and trade show co-sponsored by the United States Army Medical Research and Development Command (USAMRDC) and the Military & Health Research Foundation (MHRF). SRF is an exclusive and cost-effective event to reach the medical research and development community at Fort Detrick that attend to collaborate, learn about the latest research, and engage with industry to discover new innovations, services, and products that can help them achieve their missions.

Spring Research Festival 2023 delivered nearly 700 professionals from the agencies of National Interagency Confederation for Biological Research (NICBR) and many other organizations, including:

US Army Medical Research and Development Command	United States Army Medical Research Institute of Infectious Diseases
US Department of Agriculture, Agricultural Research Service	National Biodefense Analysis and Countermeasures Centers
Naval Medical Research Center	Centers for Disease Control and Prevention
Defense Health Agency	National Institutes of Health
US Food and Drug Administration	U.S. Department of Health & Human Services
Army Futures Command	Department of Homeland Security
National Institute of Allergy and Infectious Diseases	Frederick National Laboratory for Cancer Research
Army Medical Logistics Command	National Cancer Institute at Frederick
Department of Defense	Army National Guard
Uniformed Services University of the Health Sciences	Large and small government contractors supporting these agencies

2023 SRF Attendee Roles



Spring Research Festival 2024 will be held from Wednesday, 24 April to Thursday, 25 April 2024 at the Odom Center at Fort Detrick. There will be several enhancements to the event this year and new opportunities for sponsors to better engage with and educate attendees, drive more traffic to their booth, and build brand awareness in this community.

There are many benefits to participate as a sponsor in SRF 2024 to reach this exclusive audience of medical research and development professionals, including:

1. **Meet face-to-face with a highly targeted audience of government professionals and industry partners**, including senior leaders, scientists, researchers, lab techs, medical, analysts, and other key roles, contracting specialists, small business reps, and program managers.
2. New opportunities to **educate attendees** on your company's innovations, new products and services, or scientific research in the new **Showcase Pavilion on the exhibit floor**. Rapid-fire presentations will be scheduled throughout both days.
3. **Enhanced education programming** on both days and **keynote session**, plus a large **poster display to attract even more attendees this year**.
4. **New ways to build awareness, generate more booth traffic, and capture leads for efficient follow up** with new sponsorship opportunities, event mobile app, and lead retrieval options.



5. **Focused trade show, so your company can stand out from the crowd** (instead of being one of hundreds or thousands of exhibiting companies at other larger and broader government events).
6. **Meet with representatives from government agencies** at their booths, including **US Army Medical Research and Development Command, USDA, DHS, and others**.
7. **Ample exhibit hours to connect with attendees** (1000 - 1700 on 4/24 and 1000 - 1400 on 4/25) and exclusive **exhibit-only hours** both days.
8. Use the new event mobile app to **connect with attendees** before, during, and after the event, **invite them to your booth and session(s)** at the Showcase Pavilion, and participate in the **scavenger hunt to drive traffic to your booth all day**.
9. **Shuttle service** between NCI building (education sessions & keynote), building 1520 (posters), and Odom Fitness Center (trade show) – pending.



Sponsor Levels: Select a Gold Sponsor level with enhanced branding benefits PLUS premium booth locations, or the Silver Exhibit level and add individual sponsorships to achieve your sales and marketing objectives.

Sponsor Levels	Gold	Silver
Furnished Booth – 6-foot draped table, 2 chairs, and wastebasket in each booth	8 x 10 in premium location	8 x 10
NEW! Showcase Pavilion in Exhibit Hall: Tell your story through a PechaKucha visual presentation or showcase your research through a poster presentation. One 15-minute slot (premium time slots reserved for Gold)	✓	
Signage: Sponsor signage at entrance to Exhibit Hall and Poster room (Gold large logo, Silver small logo)	✓	✓
Directory Listing and Interactive Floor Plan (link on SRF website, registration confirmations, and included in the Mobile App)		
<ul style="list-style-type: none"> Premium listing: Basic listing <u>PLUS</u> 1000-word company profile, unlimited product categories, 1 document uploaded, and highlighted booth 	✓	
<ul style="list-style-type: none"> Basic listing: Company and contact information, company logo, links to website and social media <u>PLUS</u> 500-word company profile, and up to 5 product categories 		✓
Attendee Registration Confirmations emailed to pre-registered attendees (at least three emails)		
<ul style="list-style-type: none"> Company name with link to website on confirmation emails 	✓	
NEW! Mobile App (replaces the printed program)		
<ul style="list-style-type: none"> Banner rotating with company logo, and booth included in attendee Scavenger Hunt 	✓	
<ul style="list-style-type: none"> Exhibitor directory listing and interactive floor plan accessible in mobile app 	✓	✓
NEW! Wi-Fi access for entire show for 2 booth staff	✓	
NEW! Lead retrieval mobile app (1 license) to capture attendee leads	✓	
Attendee post show survey: Company logo on survey landing page	✓	
Exhibit booth staff badges (additional badges are \$125)	3 badges	2 badges
SPONSOR LEVEL FEE	\$ 3,700	\$ 2,700 \$1,600**

To qualify for the Silver government / small business / nonprofit \$1,600 rate, organizations must be a government agency, company with annual revenues of < \$2M, or a nonprofit. There are limited booths for government / small business / nonprofit available and are on a first come first served basis.

Exhibiting at trade shows generates the highest ROI of any marketing channel, and SRF is a cost-effective event that can generate a positive return and achieve your company's sales and marketing objectives. Reserve your booth today before the event sells out!

Catherine, Sales Manager, Event Performance Group
 Email: Catherine@eventperformancegroup.com; Phone: 571-226-7857

Sponsorships (a la carte)

Select from additional opportunities to maximize engagement with attendees, optimize brand awareness, and drive traffic to your booth. You must purchase one of the Sponsor Levels above to select any of the options below.

Sponsorship Items	Fee
NEW THIS YEAR! Showcase Pavilion in Exhibit Hall: Tell your story through a PechaKucha visual presentation or showcase your research through a poster presentation. One 15-minute slot	\$500 (2 slots for \$900)
NEW THIS YEAR! Mobile App: Rotating Landing Page	\$ 500
NEW THIS YEAR! Mobile App: Booth included in the attendee Scavenger Hunt	\$ 500
NEW THIS YEAR! Mobile App: Ad	\$ 300
NEW THIS YEAR! Wi-Fi Login Splash Page: Logo on Splash Page; 5 available	\$ 150
Brochure / swag in attendee tote bag (sponsor must provide brochures or promotion items and deliver them to Odom Fitness Center (drop off on Tuesday, April 23 rd between 2pm and 6pm ET)	\$ 150
Attendee Registration Confirmations - Company logo with link to company website on one (1) attendee registration confirmation email	\$ 150
Dedicated Email sent to all registrants: 1 email sent daily week before the event to SRF registrant database; Content provided by company and email sent by show management; 5 available	\$ 500

Exhibit Services

The following exhibitor services are available this year (fees apply if not included in Sponsor level):

- Lead Retrieval – mobile app or scanner to scan badges and capture attendee information for easy post-show follow up by your sales team.
- Wi-Fi– access to Wi-Fi network for entire show (access is per person)
- Electrical services – power in your booth

The exhibit hall sold out last year, so book your booth today!

Catherine, Sales Manager, Event Performance Group
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About the Co-Sponsors and Event Management Company

The **U.S. Army Medical Research and Development Command** is the Army's medical materiel developer, with responsibility for medical research, development, and acquisition. The USAMRDC's expertise in these critical areas helps establish and maintain the capabilities the Army needs to remain ready and lethal on the battlefield. USAMRDC is committed to teaming with others to strengthen Science, Technology, Engineering and Mathematics (STEM) related programs that inspire current and future generations of young people to pursue careers in STEM fields.



Military & Health Research Foundation (MHRF) is a (501)(c)(3) nonprofit organization dedicated to the advancement of medical research to benefit the health and safety of the US Armed Forces and all Americans. MHRF provides a conduit between innovative researchers and sources of grants and other funding and fosters collaborative efforts between diverse private and government entities with the common goal of pushing the boundaries of scientific discovery and medical technology.



Event Performance Group (EPG), a WOSB, is the event management firm for SRF. EPG has in-depth experience producing trade shows and conferences across multiple industry sectors for government agencies, associations, and corporations, improving results and ROI for all participants.

