



SPRING RESEARCH FESTIVAL

30 APRIL - 1 MAY 2025

The premier Symposium and Exhibition serving the military medical research and development community.

Sponsor the only event exclusively for the military and government medical research & development community at Fort Detrick

Co-Sponsors



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



Spring Research Festival 2025

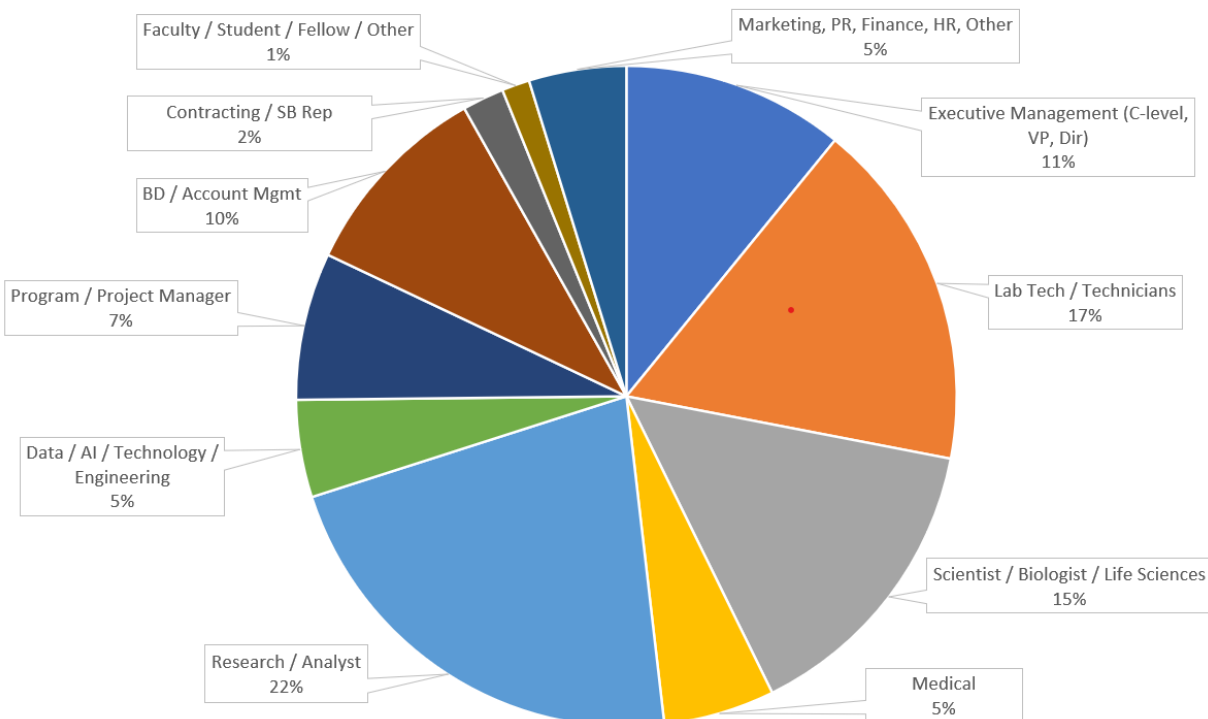
Wednesday, 30 April – Thursday, 1 May 2025
Odom Center, Fort Detrick, Frederick, MD

The Spring Research Festival (SRF) Symposium & Exhibition is the premier event for the military and government research and development community. Co-sponsored by the United States Army Medical Research and Development Command (USAMRDC) and the Military & Health Research Foundation (MHRF) and held annually at Fort Detrick, SRF is an **exclusive and cost-effective opportunity** to reach leaders and military and government professionals from many agencies over two days. Attendees are there to collaborate, learn about the latest research, and engage with industry experts to discover new innovations, services, and products that can help them achieve their missions.

Spring Research Festival 2024 delivered nearly 800 government, military, and industry professionals from the National Interagency Confederation for Biological Research (NICBR) agencies, other federal and local organizations, and leading companies, including:

US Army Medical Research and Development Command (USAMRDC)	United States Army Medical Research Institute of Infectious Diseases (USAMRIID)
US Department of Agriculture (USDA)	National Biodefense Analysis and Countermeasures Centers
Naval Medical Research Command (NMRC)	Centers for Disease Control and Prevention
Defense Health Agency (DHA)	National Institutes of Health (NIH)
US Food and Drug Administration (FDA)	U.S. Department of Health & Human Services (HHS)
Army Futures Command	Department of Homeland Security (DHS)
National Institute of Allergy and Infectious Diseases (NIAID)	Frederick National Laboratory for Cancer Research
Army Medical Logistics Command	National Cancer Institute at Frederick
Department of Defense (DoD)	Army National Guard
Uniformed Services University of the Health Sciences	Battelle National Biodefense Institute
IMCOM HQ	Federal Laboratory Consortium
Leidos Biomedical Research	US Army – Office of the Surgeon General
US Navy, Naval Medical Research Center	US Army Medical Command (MEDCOM)
US Army Medical Research Acquisition Activity (USAMRAA)	US Army Medical Materiel Agency
US Navy Biological Defense Research Directorate	US Department of Agriculture - Agricultural Research Service
Johns Hopkins University	Defense Threat Reduction Agency

2024 SRF Attendee Job Functions



Attendees are decision-makers, influencers, and end-users – all important roles to connect with and understand their requirements and upcoming contract opportunities.

Spring Research Festival 2025 will be held from Wednesday, 30 April to Thursday, 1 May 2025 at the Odom Center at Fort Detrick, with Exhibit set-up on Tuesday 29 April.

New year, all Symposium lectures and keynote will be held in the building next door to Odom Center (walking distance) and the Posters will be presented on the show floor! Education programming will be expanded to include sponsor-led sessions in the auditorium for two full days of programming. This will attract many more government and military professionals and leaders and keep attendees on the show floor longer. Enhanced sponsor levels will help companies to educate, engage, build thought leadership, drive booth traffic, capture qualified leads, and learn about requirements and new contract opportunities from multiple agencies in attendance.

SRF Keynote and Symposium Lectures will be held next door to Odom in the auditorium!

Instead of a separate building miles away, ALL Symposium lectures, keynote, and sponsor-led sessions will be held in the auditorium at the Community Activities Center (CAC) in the building next to Odom. The Symposium schedule will be promoted to all NICBR and other agencies and prior attendees on the SRF website and social media before the event and signage and the SRF Mobile App onsite.

New Sponsor opportunities to present in the Symposium Program. Platinum and Gold Sponsors can present a session as part of the expanded Symposium program. The full schedule with session titles and descriptions will be promoted pre-event and onsite to encourage professionals to attend the keynote, lectures, and sponsor-led sessions. The auditorium is next door to Odom, making it easy for attendees to walk between the sessions and Exhibition.

All Sessions will be recorded and available after SRF. All sessions held in the CAC auditorium will be recorded and made available on demand (audio with presentation) on the SRF Website for months after the event to extend reach to many more medical research and development professionals. Sponsor-led sessions will also be recorded and available on-demand to build your company's thought leadership with the medical research and development community.



Enhanced 'Search for Capabilities' Mobile App Game. The mobile app game will be enhanced this year to award points for attendees that scan QR codes at participating sponsor booths and at the auditorium after sponsor-led sessions. Giveaways will be presented to attendees

that have earned enough points. Sponsors to provide a minimum \$100 value giveaway to create excitement and drive participation from attendees. The Mobile App game will be heavily promoted on the SRF website, social media, and emails pre-event, as well as onsite signage and the SRF Mobile App to encourage all attendees to visit participating booths and attend sponsor-led sessions.

Posters will be presented on the show floor!

New this year, all submitted and approved Posters will be presented on the show floor (approx 100 – 150), and the scientists and researchers will be on hand to present their research. Posters are a huge draw, driving more attendance to the Exhibition than ever before.



Sponsor Levels: Companies can select from three Sponsor levels this year to align with their business development and marketing goals, as well as event budget:

Sponsor Levels	Platinum	Gold	Silver
Furnished Booth: 6-foot draped table, 2 chairs, and wastebasket in each booth	10 x 10 in premium position	10 x 10 in premium position	8 x 10
NEW! Theater Presentation: Sessions held in the Theater on the show floor. Companies can present scientific research findings and other educational material to attendees (presentations will be reviewed & approved by show management). Sessions will be recorded and available on-demand on the SRF website and SRF LinkedIn account post-event for months after	40-minute session with multiple speakers	20-minute rapid-fire session with one speaker	
Signage: Sponsor signage at entrance to Exhibit Hall and Poster room	Platinum level logo	Gold level logo	Company name
Online Directory Listing: Company description, exhibit category search, and logo. Link will be included on SRF website and attendee registration confirmations.	Sponsor level listing	Sponsor level listing	Exhibit level listing
Attendee Registration Website and Confirmations	Platinum level logo on the registration website welcome page and final confirmations (3)	Gold level logo on the registration website welcome page	
Search for Capabilities Mobile App Game: Sponsor booth included in mobile app game. Attendees scan QR code at booth and Theater during presentation (Platinum sponsors only). Companies to provide a minimum \$100 value giveaway to drive attendee participation (can be branded)	QR code included at Sponsor booth and during their presentation	QR code included at Sponsor booth	
Mobile App Branding: Mobile App will be promoted on all registration confirmations and onsite to encourage all attendees to download	Rotating Banner with company logo and booth #	Logo ad	
Lead Retrieval: Handheld device or Mobile App to capture attendee leads with full contact information; Customize qualifiers, note taking, and download leads in real-time	53%+ discount - \$195 / device or 3-pack mobile app	53%+ discount - \$195 / device or 3-pack mobile app	Regular rate of \$369 for one device or one mobile app
NEW! Social Media: MRDC will promote SRF on their MRDC social media account, including posts with a link to the SRF website with floorplan and Sponsor list, and registration link.	Company included on floor plan and Sponsor list	Company included on floor plan and Sponsor list	Company included on floor plan and Sponsor list
Booth Staff Badges (additional badges are \$125)	5 complimentary badges (for booth staff and speakers)	3 complimentary badges (for booth staff and speaker)	2 complimentary badges (for booth staff)
SPONSOR LEVEL FEE	\$6,200	\$ 3,900	\$ 2,900 \$1,800*

*Silver Small Business / Government / Nonprofit rate: Organizations must be a small business with annual revenues of < \$2M, government agency, or a nonprofit. There are limited booths at this rate and are on a first come first served basis.

Sponsorships: Sponsors can select additional opportunities to drive traffic to your booth, maximize engagement with attendees, and build company awareness.

Sponsorship Items	Fee
Search for Capabilities Mobile App Game: Booth included in the Mobile App game with Attendees scanning a QR code at your booth (companies to provide a giveaway of \$100 value minimum for point leaders to select; giveaways presented in the Theater several times per day)	\$ 800
Mobile App Rotating Banner Ad: Company logo and booth # on rotating banner	\$ 500
Mobile App Logo Ad: Company logo in the mobile app	\$ 300
Signage: Dedicated meter board at the entrance to the Exhibit Hall with Company logo, company description, website, and booth #	\$ 500
Attendee Registration Confirmation: Company logo on one (1) attendee registration confirmation	\$ 500
Dedicated Email to SRF Attendee Database: One (1) email sent to all attendees from 2024 and 2025 registrants in the two weeks before the event; Content provided by company and email sent by show management	\$ 1,200

Exhibit Services

The following exhibitor services are available (fees apply):

- Lead Retrieval – mobile app downloaded on staffs' mobile phones or handheld scanner device to scan badges and capture attendee information for easy post-show follow up by your sales team.
- Electrical services – power in your booth

NOTE: There will be **no Wi-Fi or internet LAN line available in Odom Center** – staff must use their own hotspot if Wi-Fi is needed at your booth (MRDC restriction).

Exhibiting at trade shows generates the highest ROI of any marketing channel, and SRF is a cost-effective and exclusive event to connect with NICBR and other agency leadership, program managers, end-users, contracting specialists, and other professionals.

Reserve your Sponsor level today before the event sells out – there are a limited number of booths and sponsor levels with speaking slots available, so secure your level today!

Contact the Sales Team at Event Performance Group

Catherine: Catherine@eventperformancegroup.com; Phone 571-226-7857

Glen: Glen@eventperformancegroup.com; Phone 410-812-8884

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. mrdc.health.mil



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. usmhrf.org



Event Performance Group (EPG), a woman-owned small business, is the event management firm for SRF. EPG has in-depth experience producing trade shows and conferences across multiple industry sectors for government agencies, trade associations, and corporations, improving attendance, engagement, and sponsor ROI. eventperformancegroup.com

