



# 2020 Practical Applications of NMR in Industry Conference (PANIC)

Sponsorship and Exhibit Opportunities

April 26, 2020  
April 27-29, 2020  
April 30, 2020

User Meetings  
PANIC  
Validation Workshop

La Jolla, CA

April 26 -30, 2020

# Sponsorship Opportunities

## Welcome from the 2020 Chairs

Dear Colleagues,

In March 2019, a diverse group of NMR spectroscopists and scientists from industry, regulatory, government and academia convened in Hilton Head, South Carolina, for the 7th Annual Practical Applications of NMR in Industry Conference (PANIC). We enjoyed good food, good drink, good company and, most importantly, excellent examples of the use of NMR spectroscopy in a variety of practical applications.

Highlights from the 2019 meeting include a compelling session on improving health through the use of NMR, talks on NMR in the food and energy industries, and monitoring manufacturing processes by NMR. We learned how NMR can help the environment, impact drug design, and had lively discussions regarding contracting research organizations. We even touched on the worldwide liquid helium supply issue! PANIC is truly a unique conference that attracts attendees not found at other NMR-centric conferences.

The complete PANIC 2019 program and programs from previous years can be found on our website at [www.panicnmr.com](http://www.panicnmr.com).

### THE 2020 CONFERENCE:

The 8th Annual PANIC Conference and the 6th Annual Validation Workshop will return to the San Diego Marriott, La Jolla, California, U.S.A. April 26 – April 30, 2020 and we would love for you to be a part of this important gathering.

On behalf of the full PANIC Scientific Organizing Committee, we invite YOU to be part of our PANIC 2020 program and we look forward to seeing you in La Jolla, CA!

John Marino, Chair PANIC 2020

Jim DeFelippis, Co-Chair PANIC 2020

# Sponsorship Opportunities

PANIC offers a variety of sponsorship packages, including traditional and new opportunities for presentations, exhibit space, branding and networking. Sponsorships can also be customized to meet your needs and budget.

	SUPERCONDUCTOR	RESONATOR	COSY	Exhibitor
8'x10' Exhibit Space	2	1	1	1
50 Word Company Description in Program Guide	Included	Included	Included	Included
Logo Positioning on event website, and signage	Prominent & logo hyperlinked to <u>vendor website</u>	Logo hyperlinked to vendor website	Logo only	Name only
Post Conference Attendee List with contact information	Full contact list provided, includes attendee contact information (Email Addresses)	Contact list provided with attendee names & affiliations only	Contact list provided with attendee names & affiliations only	Not Provided
Comp Conference Registrations	5	3	2	1
Additional Registration Discount	30%	30%	25%	25%
30 Minute Podium Presentation & 15 Minute Q&A	*Included* Lunch is provided to attendees during presentation			
TOTAL INVESTMENT	\$20,000.00	\$12,000.00	\$8,500.00	\$4,000.00*
ADD USERS' MEETING**	+\$2,500.00	+\$2,500.00	+\$2,500.00	+\$3,500.00

\*Before 11/18/2019 \$4,000 | After 11/18/2019 \$4,250

\*\*We are offering a limited number of Users' Meetings for sponsoring companies (3 available). The fees associated with hosting a Users' Meeting are listed above. **Users' meetings are your opportunity to present and showcase the latest hardware and software advances that a sponsoring company has made to participating conference attendees.**

# Additional Sponsorship Opportunities

If one of the sponsorship packages isn't a good fit for your company, we invite you to consider the A-la-carte menu (below) to build and customize your Sponsorship package. Please note that items are available on a first-come, first-serve basis, and some items are exclusive (that is, there is only one opportunity available) so we encourage you to act fast!

Audio-Visual Sponsorship	\$7,500
Badge Lanyards	\$3,500
Your company logo on badge lanyards given to all attendees	
Refreshment Break Sponsorship	\$3,500
Breakfast Sponsorship	\$3,500
Chair Drops	\$1,000
Cocktail Reception Sponsorship	\$5,500
Elevator Wraps	\$4,000
Floor Clings 3' Circle	\$250
Hotel Key Cards	\$4,000
One-sided hotel key cards with your company logo, given to all attendees	
Meter Signs (Double Sided)	\$750
Meter Signs (One Sided)	\$500
Program Guide Ads	\$1,000
Student Educational and Travel Grant Sponsor	\$ 1,000-\$1,500
PANIC is pleased to provide a limited number of travel grants for students and postdoctoral fellows who present applicable posters at the 8th annual Practical Applications of NMR in Industry Conference (PANIC). Students or postdoctoral fellows conducting research in industry or with professors at universities throughout the world are eligible.	
Wi-Fi	\$3,500
Window Clings 3' x 4'	\$500

# Attendee Pricing Structure

	Regular Attendees	Student Attendees*
Price for Conference:		
Register by 1/17/2020	\$735	\$425
Register by 4/17/2020	\$835	\$450
Register after 4/17/2020	\$985	\$450
Price for Workshop:		
Register by 1/17/2020	\$125	\$75
Register by 4/17/2020	\$125	\$75
Register after 4/17/2020	\$125	\$75
OR SAVE MONEY WITH THE PACKAGE PRICE!		
Register by 1/17/2020	\$800	\$475
Register by 4/17/2020	\$900	\$475
Register after 4/17/2020	\$1,050	\$475
		* Students are required to submit a poster abstract

# Sponsorship Application/ Contract to Exhibit

Organization (exactly how you  
want it in the program)

Mailing Address

City, State, Zip Code

Web Address

Phone Number

Email

Main Sponsor Contact Name

Phone Number

Email

On-Site Sponsor Contact Name

Phone Number

Email

Please "X" which sponsorship you are purchasing:

SUPERCONDUCTOR

\$20,000

RESONATOR

\$12,000

COSY

\$8,500

Exhibitor

\$4,000\*

\*Before 11/18/2019 \$4,000 | After 11/18/2019 \$4,250

IF YOU ARE ADDING A USER MEETING, PLEASE INDICATE HERE: \_\_\_\_\_

Additional Sponsorship Events or Items, please indicate your interest below.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_

Total Sponsorship Fee Due

\$ \_\_\_\_\_

50-Word Company Description (Must be submitted along with sponsorship application):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Return to: PANIC; c/o AIM Meetings; 315 South Patrick Street, Floor 2; Alexandria, VA 22314

Questions: 703-867-1875 | Fax: 703-549-9074 | Email: [events@panicco.org](mailto:events@panicco.org)

# Payment Schedule

A 50% deposit is due with all applications. All remaining balances are due no later than (60) days from receipt of the application and initial deposit. Failure to receive payments in full will constitute cancellation of all sponsorship/exhibitor benefits and forfeiture of the initial deposit.

Payment Method (Select One):

\_\_\_\_\_ Pay by Credit Card (Listed Below)

\_\_\_\_\_ Pay by Check

Credit Card Details:

\_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Send Checks to:

PANIC

c/o AIM Meetings & Events, Inc

315 South Patrick Street, Floor 2, Alexandria VA 22314

Cancellation Policy: The deposit payment is non-refundable. If the sponsor cancels after October 31, 2019, 100% of the fee agreed upon in the Sponsor Application/Contract to Exhibit will be due and payable to PANIC with the written cancellation. PANIC reserves the right to cancel the sponsor exhibits if strikes, natural disasters, disruption in the transportation network or other events make it impossible or invasive to hold exhibits. If a cancellation occurs under this provision, exhibit fees will be refunded based on the refund amount provided by PANIC's cancellation insurance. Workshop fees are non-refundable.

AGREEMENT- The undersigned on behalf of the applicant company, its employees, agents, and contractors, agrees to comply with rules and regulations set forth on the "Exhibitor Rules and Regulations." Exhibitor acknowledges receipt of this document. Once accepted, this completed form is considered binding on both exhibitor and the conference.

_____	_____	_____
<b>Sponsor Signature</b>	<b>Company</b>	<b>Date</b>

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# Rules and Regulations

## 1. Contract for Space and Website listings

The receipt by the conference of your signed Application/Contract to Exhibit accompanied by the 50% deposit required will constitute a reservation for booth space. All approved applications will be accepted on a first-come/first-serve basis. Spaces will be allotted upon receipt of complete payment by PANIC. Once allotted space has been filled, a waiting list will be maintained with space assigned if it becomes available or in the event of a cancellation. Website listings for Superconductor, Resonator and COSY sponsors will be included on the website upon receipt of complete payment by PANIC. The conference reserves the right to cancel all or part of the conference and shall be obligated only to return that portion of prepaid exhibit fees not expended or committed.

## 2. Exhibit Regulations

- A. No private functions may take place during the conference without prior consent of conference management.
- B. Set up displays in accordance with the items specified by the conference. Material displayed must be educational in nature. All exhibits must be confined to the booth assigned. Storage of all literature and catalogs must be on or under the tables provided.
- C. No audio presentations are permitted.
- D. Occupy the booth space rented. At least one representative must be at the booth during all published exhibit times.
- E. You may distribute giveaways of your choice and have private drawings for door prizes at your booth.
- F. Use the official on-site service contractor for drayage, rigging, electrical, plumbing, vacuuming, custom cleaning and all booth furnishings including audio/visual equipment and labor necessary to complete stated services. The service contractor will be informed of all accepted exhibitor applications. Exhibitors assume all responsibility for set-up, removal, maintenance and use of the exhibit area, including fees incurred as a result of such use. Security will be provided overnight only.
- G. Agree to abide by all laws, ordinances and regulations. Exhibitors shall not engage in illegal activities.
- H. The conference reserves the right to limit or change categories of products which may be exhibited or to prohibit any exhibit which it determines in its discretion may diminish the goodwill of the conference. If an exhibit is prohibited for these reasons the conference may refund exhibit fees.

## 3. Assignment

Exhibitors are prohibited from transferring or assigning their designated booth space.

## 4. Liability

- A. Exhibitor agrees to assume all risks of loss, injury, theft or damage of any kind to any exhibit or component thereof, and to assume all liability for damage to property, person or persons arising from accidental or other causes incidental to operations of exhibit and hereby releases the conference, attendees, representatives, and employees of San Diego Marriott La Jolla from any and all claims of injury, loss or damage.
- B. The conference expressly disclaims all liability, expressed or implied, for the truth or legality of the content of any exhibit or material distributed.

## 5. Enforcement

The conference reserves the right to refuse or revoke any person or company from the exhibited area. The conference may amend, add or delete from these resolutions as it deems necessary and such shall be fully binding on exhibitors.

## 6. No Use of Name

Exhibitor acknowledges that the conference is the sole owner of its name and marks in any advertising or other communication. Exhibitor may not utilize the conference verification/acceptance process in any ways to state or imply an endorsement of its products or services by the conference. Exhibitor agrees to indemnify the conference from any loss or damages arising from violation of this rule or from any communication which states or implies endorsement or the exhibitor or its products or services by the conference.

## 7. Impossibility

The conference reserves the right to cancel the exhibits if strikes, natural disasters, disruption in the transportation network or other events make it impossible or inadvisable to hold events. If cancellation occurs under this provision, exhibit fees will be returned to the extent funded by the exhibitor's insurance.