



**Practical Applications of  
NMR in Industry Conference**



**2020 PANIC**

**Sponsorship and Exhibit  
Opportunities**

**Virtual Conference**

**October 19-21, 2020**

# 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.panicznmr.com](http://www.panicznmr.com).

## THE 2020 CONFERENCE:

The 8th Annual PANIC Conference and the 6th Annual Validation Workshop will return virtually on October 19-21, 2020 -- 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 at PANIC 2020!

John Marino  
Chair PANIC 2020

Jim DeFelippis  
Co-Chair PANIC 2020



## What is a virtual conference?

Virtual conferences allow attendees, sponsors, and exhibitors to participate, learn, and engage on-demand to experience the full conference at their own leisure. Several communication channels such as video conferencing, live chatting, and email have been incorporated into the conference platform to continue networking and create meaningful connections with other conference attendees.

### Want to know more on what is in store for you?

- With sponsors, exhibitors, and sessions available online, a larger range of attendees can participate in PANIC 2020. This provides the opportunity to access content they would have seen onsite and still have access to connect with sponsors and exhibitors.
- Increased attendee engagement with seamless online interaction between attendees, exhibitors, and speakers:
  - Live online chat rooms
  - Live session Q&A
  - Ability to schedule meetings
  - Pre-recorded sessions
  - Virtual breaks and networking
- Convenience for all online PANIC 2020 participants:
  - Social distancing
  - Participate at your own pace
  - Downloadable materials

**DID YOU KNOW:** With Virtual Conferences, attendees and sponsors are able to save on time and costs. With no travel needed, travel expenses are eliminated, and you gain valuable time to focus on work or spend with family and friends.

## A La Carte Sponsorship Opportunities

Not interested in exhibiting or looking for more ways to connect with attendees? Let attendees know you are part of the PANIC NMR community through our A La Carte sponsorship items.

Virtual Happy Hour	\$3,500
Virtual Reception	\$4,000
Registration Sponsor	\$4,000
Branded Page Header	\$1,500
Sponsored Session Ad	\$2,000

### One-on-One Appointments

All attendees will be required to schedule five-10-minute meetings with exhibitors. Prizes and additional incentives will be offered to everyone who participates.

# Virtual Sponsorship Opportunities

Expand your reach by becoming a virtual sponsor! PANIC offers a range of sponsorship levels to best suit your virtual sponsorship needs and goals.

	SUPERCONDUCTOR	RESONATOR	COSY	EXHIBITOR
Virtual Exhibit	Included	Included	Included	Included
Live Chat	Included	Included	Included	Included
Scheduled Meetings	Included	Included	Included	Included
Pre- and Post-Conference Attendee List	Full contact list w/ attendee names, affiliation, and email addresses	Contact list with attendee names & affiliation only	Contact list with attendee names & affiliation only	-
Complimentary Registrations	5	3	2	1
Additional Registration Discount	30%	30%	25%	25%
<b>NEW!</b> Viewable Videos in Virtual Exhibit Booth	3	2	1	1
<b>NEW!</b> Downloadable Files in Virtual Exhibit Booth	5	4	3	2
Virtual 30-minute Podium Presentation & 15-minute Q&A	Included	-	-	-
Logo in virtual exhibit hall	Included	Included	Included	Included
Logo in conference website	Included	Included	Included	Included
<b>NEW!</b> Year-round profile on PANIC website***	Included	Included	-	-
<b>NEW!</b> Year-round sponsor recognition in PANIC emails	Included	Included	-	-
PANIC 2021 Perks**	Included	Included	Included	Included
<b>Total Investment</b>	<b>\$20,000</b>	<b>\$12,000</b>	<b>\$8,500</b>	<b>\$4,000</b>
Add Virtual Users' Meeting*	+\$2,500	+\$2,500	+\$2,500	+\$3,500

\*Limited availability

\*\* Commit to both PANIC 2020 and 2021 and receive additional complimentary registration and discounted sponsorship costs for PANIC 2021

\*\*\*Year-round sponsorships to end February 1, 2021



# Sponsorship Application & Contract to Exhibit

## Contact Information

The information provided below will be used exactly as written in all conference sponsorship listings

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

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

City/State/Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Company Public Phone: \_\_\_\_\_

### Role of contact:

☐ Exhibit Logistics

☐ Finance

☐ Onsite Exhibit Staff

☐ Other

Full Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

## Sponsorship

### Virtual Sponsorship:

☐ SUPERCONDUCTOR

\$20,000

☐ RESONATOR

\$12,000

☐ COSY

\$8,500

☐ EXHIBITOR

\$4,000

### Additional Sponsorship items:

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

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

## Payment Information

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.

Order Total: \$ \_\_\_\_\_

Check #: \_\_\_\_\_

Check send date: \_\_\_\_\_

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

☐ MasterCard

☐ Visa

☐ Am.Ex

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

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

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

By signing this form, you permit us to debit your account for the amount indicated. This authorization is permission for a single transaction only and does not provide for any additional unrelated debits or credits to your account.

Send checks to:

PANIC

c/o AIM Meetings & Events, Inc.

320 S Henry Street

Alexandria, VA 22314

# Rules and Regulations

## Virtual Exhibitors

### 1. Contract for Space and Website listings

Your signed Application & Contract to Exhibit should be accompanied by the 50% deposit for your exhibit reservation to be confirmed. All approved applications will be accepted on a first-come/first-serve basis. 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. Material displayed must be educational in nature.
  - C. At least one representative must be at the booth during all published exhibit times.
  - D. You may distribute giveaways of your choice and have private drawings.
  - E. Agree to abide by all laws, ordinances and regulations. Exhibitors shall not engage in illegal activities.
  - F. 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.
- of any exhibit or material distributed

### 3. 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.

### 4. 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.

### 5. Recording Policy

By exhibiting at PANIC, you agree to PANIC's Recording Policy. PANIC strictly prohibits the recording (photographic, screen capture, audio and/or video), copying or downloading of scientific results from the sessions, presentations and/or posters at the PANIC 2020. Intent to communicate or disseminate results or discussion presented at the meeting is prohibited until the start of each individual presentation.

## Sponsorship Agreement

### Cancellation Policy:

The deposit payment is non-refundable. If the sponsor cancels after September 18, 2020, 100% of the fee agreed upon in the Sponsorship Application/Contract to Exhibit will be due and payable to PANIC with the written cancellation. PANIC reserves the right to cancel and/or suspend the sponsor exhibits and/or conference if their implementation is becoming illegal, impossible, or commercially impractical because of an event of force majeure such as in particular; Flood, fire, earthquake and other natural disasters, as well as war, threat of war, civil war, military acts, terrorism, acts of or actions of the Government, curtailment of travel of attendees or participants to any event related to this contract (i) due to an outbreak of a virus, or (ii) due to an occurrence of an epidemic, or (iii) at the direction of authorities, and other circumstances which are beyond the control of the parties such as strikes, social conflicts and riots.

If cancellation occurs under this provision, exhibit fees will be transferred to the following years PANIC conference with all benefits previously agreed upon in this contract remaining in place. All rules and regulations outlined in this agreement will continue to be enforced.

Should for any reason, the 2020 PANIC conference needs to be modified to a fully virtual conference, all confirmed Sponsors at the time of such a change occurring will be notified and all existing benefits will be transferred to allow for participation in the virtual program, with the addition of any/all benefits being offered to all previously confirmed Hybrid Sponsors.

### 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 "Rules and Regulations." Exhibitor acknowledges receipt of this document. Once accepted, this completed form is considered binding on both exhibitor and the conference.

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

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_