

consumer

OPINION CENTER

RESEARCH PARTICIPANTS INFORMATION

The following is important information for Consumer Opinion Center research participants. Please read this information carefully and ask any questions that you may have. Because the rules below are designed to protect the safety and well-being of everyone at the Consumer Opinion Center, research participants who fail to follow these rules may be disqualified from participation in their planned study as well as future studies at the Consumer Opinion Center.

WHERE TO GO

The Consumer Opinion Center is located in Glen Allen, VA; please see the enclosed map or website for directions and parking information. Our building has its own dedicated parking lot; parking permits are not required.

WHAT I NEED

- Valid government issued photo ID. This is required to check-in to the facility for every visit.
- Review all relevant study documentation
- Personal baggage (purses, backpacks, etc.) are not allowed in the facility. The COC provides lockers that you may use; your item(s) must be stored when you check into the facility, and can be picked up at check-out.

WHAT TO WEAR

The Consumer Opinion Center provides a casual and relaxed environment. To be respectful of other study participants, please do not wear any clothing that may be found offensive or otherwise deemed inappropriate by your fellow research participants, including:

- Clothing featuring obscene, profane or offensive images or words
- Torn or ripped clothing
- Low-cut or extremely tight clothing
- See-through clothing, or exposed undergarments or midriff
- Skirts or dresses shorter than mid-thigh

FACILITY GUIDELINES TO REMEMBER

- Please conduct yourself in a professional manner at all times and treat others with courtesy and respect.
- Cameras are not allowed in the facility. While mobile phones can be used in the lobby areas, the camera feature may not be used.
- No weapons or illicit drugs are allowed in the facility.
- Only appropriately used over-the-counter or prescription medication, taken as prescribed, will be permitted.
- Please do not use scented personal care products, including perfumes, aftershaves, flavored lipstick, or lip balm, prior to or during evaluation sessions.
- You will be asked to arrive at the facility 15 minutes prior to your session start time. During these 15 minutes, please do not smoke, eat, chew gum, or drink anything other than water. Outside food or beverages should not be brought into the facility.
- Please do not talk to others or use non-verbal cues while evaluating products.
- Tobacco products provided during your evaluation are for research purposes only and should not be removed from the facility.
- Immediately notify a COC Staff Member if there is a change to your general health that may impact your ability to participate in tobacco-related research

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US AT 1-800-926-7262
OR SEND AN EMAIL TO INFO@CONSUMEROPINIONCENTER.COM