

PharmaSUG 2012 Sponsor & Exhibitor Rules and Deadlines

RULES OF EXHIBITION – Updated 20Apr2012 – Changes are in blue texts

1. Hours – Monday-9-5:30, Tuesday 9-6, Wed. 8-11

Exhibit Hall closed for lunch from 12-1

2. Setup – Sunday May 12, 2012 – 12 noon – 8 p.m. Tear down – Wed May 16 – 11 – 12 noon
Extra setup time from 8-9 a.m. on Monday. No tear down prior to 11:00 a.m. on Wednesday (please inform your exhibit service vendor).
3. Application to start on January 3 to April 30, 2012
4. Booth selection – First Pay/First Pick – Other than the Platinum Sponsor, priority of choosing a booth is based on the “1st Pay/1st Pick” rule. Exhibitors are given a layout of floor plan of the Exhibit Hall with booth location and booth number (#). Each is given 24 hour to pick their booth. The booth selection will start in March.
5. Exhibitors are to provide their own equipment and service such as computer, internet access, projector, power cord, extension cord, and additional furniture for their booth.
6. A company can purchase a booth together with another company. The booth sign (on top of the booth) can only display up to two companies’ names.

ACTIVITIES INSIDE EXHIBIT HALL (On same floor as Paper Presentation)

1. Daily refreshment breaks
2. Posters Display, including Poster Presenter’s Presentation
3. Code Doctors
4. Independent Consultant presentations in the afternoon on Monday & Tuesday
5. Daily drawing – 5:30 p.m. on Monday, 5:45 p.m. on Tuesday and 10:45 a.m. on Wednesday - two gifts daily (a Kindle Fire and a \$25 gift card on M & T with a Nook and a \$25 gift card on Wednesday). Eligibility for drawing – Proof of visits to ten (10) different exhibitors each day on M & T and 5 on Wednesday.
6. Free internet service inside the exhibit hall

Exhibitors are to contact GES (exhibition vendor) directly re: Exhibition Kit which can be found here - <http://marketing.ges.com/kits/24/1205/02733>

Each exhibition package includes a draped 6’ table (3 sides), backdrop draping, an ID sign, two chairs and a waste basket. For additional furniture or other service (such as electrical), please place orders with GES - <https://ordering.ges.com/Show/024002733>

DUE DATES for SPONSORS

January 3 – Application goes live

April 2 - Early conference registration (1st due date for 80% off on registration)

April 20 – Logo, Ad copy for conference program, promo material for approval, choice of giveaway

April 23 – Regular conference registration (2nd due date for 80% off on registration)

April 30 – Close of Sponsorship Program

May 9-11 – Giveaways and promo material for conference bags shipped to Hotel

DUE DATES for EXHIBITORS

January 3 – Application goes live

April 2 - Early conference registration

April 20 – Logo due for signage

April 23 – Regular conference registration

April 30 – Close of Exhibition Program

- Submission of Names for manning exhibition booth