



RULES OF EXHIBITION –

1. Hours – Monday-9-5:00, Tuesday 9-5:00, Wed. 9-11 (M & TU hours may be adjusted)
Exhibit Hall closed for lunch from 11:45-12:45
2. Setup – Sunday May 17, 2015 – 12:00 p.m. – 6 p.m.; Tear down – Wed May 20 – 11 am - 4 pm 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 currently on-going to April 12, 2015, or when all available spaces in the exhibit hall have been filled.
4. Booth selection will be given first to the Diamond Sponsor. After the Diamond sponsor, booth selection will be in the order in which payment for exhibitor space is received with priority given to the Platinum sponsors who are also exhibitors. (Platinum sponsors will be placed at the top of the unassigned list once payment is received while all other exhibitors will be added to the bottom of the list in the order of payment.) Booth selection will start as soon as the exhibit hall floor plan is approved.
5. Exhibitors are to provide their own equipment and service such as computer, projector, and additional furniture for their booth. Internet access and electrical service package can be purchased at \$300 through PharmaSUG Sponsor & Exhibitor coordinators.
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.
7. An exhibitor's setup cannot block other exhibitors' booths.
8. An exhibitor's space is confined to the 8x10 exhibition space provided and cannot set up outside its exhibition space or elsewhere in the exhibit hall.
9. Exhibitor staffs are responsible for their own personal belongings in their booths. PharmaSUG is not liable for property stolen from booths.
10. **A representative from each Exhibitor must sign the attached release form from PharmaSUG. It is also available on PharmaSUG's website.**

ACTIVITIES INSIDE EXHIBIT HALL

1. Daily refreshment breaks

2. Code Doctors
3. Independent Consultant presentations in the afternoon on Monday & Tuesday
4. Daily drawing – 4:45 p.m. on Monday & Tuesday and 10:45 a.m. on Wednesday - two gifts daily (a tablet and a \$25 gift card). Eligibility for drawing – Proof of visits to ten (10) different exhibitors each day on M & T and five (5) on Wednesday

Exhibitors are to contact GES (exhibition vendor) directly re: Exhibition Kit which can be found on our website – www.pharmasug.org

Each exhibition package includes a draped 6' table (3 sides), backdrop draping, an ID sign, two chairs and a waste basket. For additional furniture, please place orders with GES, the exhibition vendor.

Internet and electrical services are managed through PharmaSUG directly at \$300 per package, including 10amp drop for power, 1 power strip, 1 ext cord and 2 wireless internet connections. A refund of \$200 has been/will be given to those who paid the initial rate of \$500.

Special Rates for Academic and Government Sponsors & Exhibitors - \$250 discount on an exhibit booth and also on any sponsorship level.

\$200 discount to past exhibitors in the 2014 San Diego conference.

DUE DATES for SPONSORS

December 4, 2014 – Application goes live

April 12 - Early conference registration ends (1st due date for 80% off on registration)

April 12 – Close of Sponsorship Program

April 12 – Logo, Ad copy for conference program, promo material for approval, choice of giveaway

May 4 – Regular conference registration ends (2nd due date for 80% off on registration)

May 8-14 – Giveaways and promo material for conference bags shipped to Hotel

DUE DATES for EXHIBITORS

December 4, 2014 – Application goes live

April 12 - Early conference registration ends

April 12 – Close of Exhibition Program

April 12 – Logo due for signage

May 4 – Regular conference registration ends

May 4 – Submission of Names for manning exhibition booth