PharmaSUG Sponsorship and Exhibitor Brochure

2018 PharmaSUG US Annual Conference
Seattle, WA
Welcome Message

Greetings!

We are excited again this year to bring together data scientists, statisticians, and programmers networking together and sharing ideas! Please join us in beautiful downtown Seattle WA at PharmaSUG 2018!

It seems like just yesterday we were at the last PharmaSUG. Now, independent from SAS Institute, we continue to focus on making the organization truly software agnostic. We are evolving the conferences to discuss all of the analytics tools and programming languages, such as R/Shiny, used in the pharmaceutical and life science industry. We still support the use of SAS but SAS Institute is now one of many sponsors of PharmaSUG and we want you to be a sponsor as well!

Just like last conference, we are planning even more opportunities for growth. We are working with other organizations to be involved in this conference and future conferences. We are also expanding the focus to a variety of analytic tools and to include more individuals from data management and the regulatory environment.

While we are focused on helping our members and attendees grow in their knowledge of data science and analytics, we cannot forget the opportunity to network with each other. The Westin hotel is located in the heart of downtown Seattle and has plenty of room for mingling and discussing pressing topics. Please check out our new exhibit hall layout; we have worked to maximize the layout and will have several lounge areas, plus optimal space for networking. Please remember, sponsorship and booth position is on a first come first serve basis, so start planning now in order to select the space that works best for you. Sponsorship and Exhibitor registration opens November 29, 2017.

With all of the focus on data science and analytics, this will provide even greater exposure for our sponsors and exhibitors. As with last year, we found that more managers and industry leaders have been attending the conference. This means more chances to meet individuals with business opportunities.

So with the focus on greeting, meeting, and sharing, PharmaSUG 2018 will provide a great opportunity to catch up and build on the relationships that grow beyond the conference. We hope to see you there. If you have any questions, please reach out to us at marketing@pharmasug.org.

Thanks for reading this and we hope to hear more from you soon.

Craig Brelage & Marlene Miller
Marketing Chairs
2018 PharmaSUG US Conference
Seattle, WA
About PharmaSUG

PharmaSUG’s mission is to provide a forum for our members to accomplish Applied Innovation in the clinical research, pharmaceutical, and healthcare industries. Providing them the knowledge to use the analytics tools available today and preparing them with the knowledge for applying the technologies of tomorrow, PharmaSUG accomplishes this through our premiere event, our annual U.S. conference. We also hold an annual China conference, as well as Single-Day Events across the country throughout the year. PharmaSUG is a non-profit organization governed by an all-volunteer Executive Committee, and an all-volunteer Conference Committee organizes each conference.

About the US Annual Conference

The PharmaSUG annual conference is held at geographically diverse locations each year. Each site is selected to represent different areas of North America with a preference to locations where significant hubs of pharmaceutical and biotech companies can be found. In addition, the sites are located with convenient access to airports and/or rail, as well as reasonable rates for hotel accommodations.

<table>
<thead>
<tr>
<th>Previous Locations</th>
<th>Upcoming Locations</th>
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</thead>
<tbody>
<tr>
<td>2013 Chicago, IL</td>
<td>2018 Seattle, WA</td>
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<tr>
<td>2014 San Diego, CA</td>
<td>2019 Philadelphia, PA</td>
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<tr>
<td>2015 Orlando, FL</td>
<td>2020 San Francisco, CA</td>
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<tr>
<td>2016 Denver, CO</td>
<td>2021 Baltimore, MD</td>
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</table>

The 2018 PharmaSUG Conference will be held in Seattle, WA at the Westin Seattle. The hotel is centrally located within walking distance of the Washington State Convention Center, Pike Place Market, CenturyLink and Safeco Fields, the Monorail, and Space Needle. The conference itself will be be set up with the exhibit hall near the center of most of the conference activities. A general layout of the conference including the exhibit hall can be found in the Conference Layout section of this document. Events during the conference and in the evening which involve the exhibit hall/presentation rooms are being planned.
US Annual Conference Demographic

Based on prior years, we also have a diverse attendee list. The programmers who used to attend this conference are now managers, directors, and executives. These individuals are now also involved in statistics, data management, and regulatory submission preparation. As you will see below, the attendees represent the technical and executive leadership covering pharmaceutical, biotechnology, and the CRO industry.

Theme for 2018 US Annual Conference

The conference chairs have determined the conference theme to be “Using Tomorrow’s Technology” with the following goals:

- Showing how analytics can be merged with newer technologies and vision to understand today’s clinical trial data.
- Training attendees on how to apply new technology and tools to understand a broader scope of data.
## Compare Sponsorship & Exhibitor Levels

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PREMIER</th>
<th>PLATINUM (Updated)</th>
<th>GOLD (Updated)</th>
<th>SILVER + Exhibitor*</th>
<th>SILVER</th>
<th>BRONZE + Exhibitor*</th>
<th>BRONZE</th>
<th>EXHIBITOR*</th>
<th>PATRON</th>
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<tr>
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<td>Sunday Guest Passes</td>
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<td>8x10 Feet Booths</td>
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<td>Power in Booth</td>
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<td>2 (20 AMP)</td>
<td>1 (5 AMP)</td>
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<td>Major Sponsorship</td>
<td>Scholarships &amp; Hands-on</td>
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<td>Conference Seminars</td>
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<td>Event Sponsorship</td>
<td>Opening Session</td>
<td>Sunday Mixer</td>
<td>Meals</td>
<td>Event or Breaks</td>
<td>Event or Breaks</td>
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<td>Prominent Large Signage (Updated)</td>
<td>2 Column Wrap</td>
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<td>Logo on Daily Grids</td>
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<td>Electronic Access to Attendee Contact Information</td>
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<td>Pre Conf. via Web</td>
<td>Pre Conf. via Web</td>
<td>Onsite via USB</td>
<td>Onsite via USB</td>
<td>Post Conf. PDF</td>
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<td>Address Attendees</td>
<td>Opening &amp; Closing</td>
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</table>
## Important Dates for Sponsors and Exhibitors

<table>
<thead>
<tr>
<th>Task</th>
<th>2018 Dates</th>
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<tbody>
<tr>
<td>Registration for Sponsors &amp; Exhibitors Opens</td>
<td>Wednesday, November 29, 2017</td>
</tr>
<tr>
<td>Premier and Platinum Opportunities Closes</td>
<td>Monday, January 08, 2018</td>
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<tr>
<td>Gold Booth Selection Begins</td>
<td>Thursday, February 15, 2018</td>
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<tr>
<td>Silver Booth Selection Begins</td>
<td>Monday, February 26, 2018</td>
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<tr>
<td>Bronze Booth Selection Begins</td>
<td>Monday, March 5, 2018</td>
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<tr>
<td>Open Booth Selection Begins</td>
<td>Monday, March 12, 2018</td>
</tr>
<tr>
<td>Sponsorship Opportunities Closes</td>
<td>Thursday, March 22, 2018</td>
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<tr>
<td>Exhibitor Opportunities Closes</td>
<td>Last Booth is Sold or March 22, 2018 (whichever comes first)</td>
</tr>
<tr>
<td>Exhibitor Release Form Due</td>
<td>Monday, April 23, 2018</td>
</tr>
<tr>
<td>2018 PharmaSUG US Annual Conference</td>
<td>Sunday, April 29 - Wednesday, May 2</td>
</tr>
</tbody>
</table>
Sponsorship Packages

PREMIER Sponsorship Level

RATE: $40,000 USD

ADVANTAGE:

✓ Exclusive option with approval of PharmaSUG Executive Committee

Pre-Conference Involvement

✓ Name & Logo displayed with company’s link at PharmaSUG website until end of the year
✓ Opportunity to provide promotional material and items in conference bags for attendees
✓ Acknowledgment in digital media campaign
✓ Twenty (20) complimentary conference registrations
✓ Ten (10) complimentary Sunday only guest passes
✓ Pre-conference access to attendee contact information via web based interface

Onsite Involvement

✓ Eight (8) 8x10 feet booths (or equivalent space) in Exhibit Hall
✓ Four (4) electrical connections (120V - 20 AMP) in booth
✓ Dedicated, prominent two (2) large signage as column wrap
✓ Listed as Sponsor in/near Exhibit Hall
✓ Six (6) banner ads on digital signage in/near the Exhibit Hall
✓ Two (2) 30-second video on digital signage in/near the Exhibit Hall
✓ Logo placed on all three (3) daily schedule grids
✓ Named as sponsors in the conference program & mobile app
✓ Official acknowledgment during the opening session
✓ 10-minute presentation at Opening and 5-minute presentation at Closing sessions
✓ Sponsorship of Student/Jr. Professional Scholarships & Hands-on-Training with signage at the events
✓ Sponsorship of Opening Session with signage at the event
✓ Ten (10) priority time slots for paper presentations
✓ One (1) priority time slot for Hands-on Training presentation
PLATINUM Sponsorship Level

RATE: $20,000 USD
ADVANTAGE:
✓ Exclusive option for first registrant

Pre-Conference Involvement
✓ Name & Logo displayed with company’s link at PharmaSUG website until end of the year
✓ Opportunity to provide promotional material and items in conference bags for attendees
✓ Acknowledgment in digital media campaign
✓ Ten (10) complimentary conference registrations
✓ Five (5) complimentary Sunday only guest passes
✓ Pre-conference access to attendee contact information via web based interface

Onsite Involvement
✓ Four (4) 8x10 feet booths (or equivalent space) in Exhibit Hall
✓ Two (2) electrical connections (120V - 20 AMP) in booth
✓ Dedicated, prominent one (1) large signage as column wrap
✓ Listed as Sponsor in/near Exhibit Hall
✓ Five (5) banner ads on digital signage in/near the Exhibit Hall
✓ Two (2) 30-second video on digital signage in/near the Exhibit Hall
✓ Logo placed on all three (3) daily schedule grids
✓ Named as sponsors in the conference program & mobile app
✓ Official acknowledgment during the opening session
✓ 10-minute presentation at Opening session
✓ Sponsorship of Conference WiFi with signage in/near the exhibit hall
✓ Sponsorship of Sunday Evening Mixer with signage at the event
✓ Five (5) priority time slots for paper presentations
✓ Complimentary Electrical and Communication Package
GOLD Sponsorship Level

RATE: $10,000 USD
ADVANTAGE:
✓ Best value for advertising in the Conference Area and Exhibit Hall

Pre-Conference Involvement
✓ Name & Logo displayed with company’s link at PharmaSUG website until end of the year
✓ Opportunity to provide promotional material and items in conference bags for attendees
✓ Acknowledgment in digital media campaign
✓ Five (5) complimentary conference registrations
✓ Two (2) discounted conference registrations @ 80% of the early/regular registration rate
✓ Three (3) complimentary Sunday only guest passes
✓ Pre-conference access to attendee contact information via web based interface

Onsite Involvement
✓ Two (2) 8x10 feet booth in Exhibit Hall
✓ One (1) electrical connections (120V - 5 AMP) in booth
✓ Dedicated, prominent and large wall signage
✓ Listed as Sponsor in/near Exhibit Hall
✓ Four (4) banner ads on digital signage in/near the Exhibit Hall
✓ One (1) 30-second video on digital signage in/near the Exhibit Hall
✓ Logo placed on one (1) of the daily schedule grids
✓ Named as sponsors in the conference program & mobile app
✓ Official acknowledgment during the opening session
✓ Sponsorship of Pre- and Post-Conference Seminars with signage at the event
✓ Sponsorship of Meals with signage at the event
✓ Three (3) priority time slots for paper presentations
SILVER Sponsorship Level

RATE: $5,500 USD
ADVANTAGE:
- Provides more benefits than the combination of BRONZE Sponsorship and Exhibitor Options

Pre-Conference Involvement
- Name & Logo displayed with company’s link at PharmaSUG website until end of the year
- Opportunity to provide promotional material and items in conference bags for attendees
- Acknowledgment in digital media campaign
- Two (2) complimentary conference registrations
- Two (2) discounted conference registrations @ 80% of the early/regular registration rate
- Two (2) complimentary Sunday only guest passes
- Onsite access to attendee contact information via USB drive

Onsite Involvement
- Dedicated, prominent and medium wall signage
- Listed as Sponsor in/near Exhibit Hall
- Three (3) banner ads on digital signage in/near the Exhibit Hall
- Logo placed on one (1) of the daily schedule grids
- Named as sponsors in the conference program & mobile app
- Official acknowledgment during the opening session
- Sponsorship of Events or Breaks with signage at the event
- One (1) priority time slots for paper presentations
- $500 discount on One (1) 8x10 feet booth in Exhibit Hall

Note: Additional benefits can be obtained with the purchase of the Exhibitor package.
BRONZE Sponsorship Level

RATE: $3,000 USD
ADVANTAGE:
✓ Entry level sponsorship without the requirement of being an exhibitor

Pre-Conference Involvement
✓ Name & Logo displayed with company’s link at PharmaSUG website until end of the year
✓ Opportunity to provide promotional material and items in conference bags for attendees
✓ Acknowledgment in digital media campaign
✓ One (1) discounted conference registration @ 80% of the early/regular registration rate
✓ One (1) complimentary Sunday only guest passes
✓ Post conference access to attendee contact information via printed PDF file

Onsite Involvement
✓ Dedicated, prominent and small wall signage
✓ Listed as Sponsor in/near Exhibit Hall
✓ One (1) banner ad on digital signage in/near the Exhibit Hall
✓ Logo placed on one (1) of the daily schedule grids
✓ Named as sponsors in the conference program & mobile app
✓ Official acknowledgment during the opening session
✓ Sponsorship of Breaks with signage at the event
✓ $500 discount on One (1) 8x10 feet booth in Exhibit Hall

Note: Additional benefits can be obtained with the purchase of the Exhibitor package.

PATRON Sponsorship Level

RATE: $200 USD

Onsite Involvement
✓ Listed as Sponsor in/near Exhibit Hall
**Exhibition Opportunities**

**EXHIBITOR**

**RATE:** $2,700 USD  
**DISCOUNTS:**  
- $500 to Academic and Government entities  
- $500 to Silver and Bronze Sponsors  
- $200 to 2017 US Conference exhibitors

**Pre-Conference Involvement**  
- Two (2) complimentary conference registrations

**Onsite Involvement**  
- Name & Logo displayed at PharmaSUG website  
- Name & Logo displayed on printed signs during the conference  
- Named as Exhibitor included in the Conference Program & mobile app  
- One (1) 8x10 feet booth in Exhibit Hall

**Booths Include**  
- Wireless Internet Connection for each Complimentary Registration  
- One (1) 6’ table  
- Two (2) chairs  
- One (1) waste basket  
- Booth signage

**Electrical Package**  
**Additional RATE:** $250  
- Provide electrical outlet to booth space along with a power strip

**DISPLAY TABLE**  
**RATE:** $500 USD

**Onsite Involvement**  
- Unmanned display table in/near the exhibit hall
Conference Layout

Westin Overview
**Terms & Conditions**

**Sponsor and Exhibitor Registration Site**
- The Sponsor & Exhibitor Registration Site will be active on **Wednesday, November 29, 2017**
- 100% payment upon registration on the site
- Access to the conference area including the Exhibit Hall requires registration of all individuals (complimentary or paid) in a separate attendees registration site

**Sponsorship**
Exhibiting is not required in order to participate as a sponsor

**Exhibit Hall**

**Booths**
- Booth selection will be based on level of sponsorship (1=Premier, 2=Platinum, 3=Gold, 4=Silver, 5=Bronze, 6=Exhibitors only) and registration order within that level
- Booth selection is a lengthy process to select the best location for their booth. Cooperation in making an expedient method gives everyone a reasonable opportunity to make their booth selection.
- Booths not occupied will be forfeited by exhibitors and their booth may be re-sold, re-assigned, or used by the conference committee without refund

**Exhibiting**
- All Exhibitors will need to submit a signed “Exhibitor Release Form” by **April 23, 2018**.
- Any portion of an exhibit including booth personnel that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be modified or removed by the exhibitor. The conference management reserves the right to inspect each booth prior to opening.
- Service of alcohol in the exhibit hall requires authorization from the PharmaSUG Marketing Coordinators