



*PharmaSUG Sponsor and Exhibitor
Manual*

*2019 PharmaSUG US Annual Conference
Philadelphia, PA*

Table of Contents

Important Dates for Sponsors and Exhibitors	3
Attendee's Bags Material	4
Banner Ads Specifications	4
Booth Selection Process	4
Conference Attendee Registration.....	5
Exhibit Hall Activities	5
Exhibit Hall Hours	5
Exhibitors Rules	5
GES Ordering System.....	6
Lead Retrieval Badge Scanner	6
Logo and Artwork Specifications	6
Recruiting and hiring policies	6
Security.....	6
Shipping Information.....	7
Video Specifications	7
Appendix A: Exhibitor Release Form	8

Important Dates for Sponsors and Exhibitors

Task	Date
Registration for Sponsors & Exhibitors Opens	Nov 26, 2018
Premier and Platinum Opportunities Closes	Nov 26, 2018
Gold Booth Selection Begins	Nov 26, 2018
Silver Booth Selection Begins	Jan 28, 2019
Bronze Booth Selection Begins	Feb 18, 2019
Open Booth Selection Begins	Mar 11, 2019
Sponsorship Opportunities Closes	May 17, 2019
Exhibitor Opportunities Closes	May 17, 2019 (or when all booths are sold)
Conference Early Registration Ends	May 17, 2019
Guaranteed Hotel Conference Rate Ends	May 23, 2019
Company Logo Submitted	May 17, 2019
Banner Ads on Digital Signage Submitted	May 17, 2019
Videos on Digital Signage Submitted	May 17, 2019
Conference Regular Registration Ends	May 17, 2019
Order to GES in Expresso System Due	May 27, 2019
Exhibitor Release Form Due	June 7, 2019
Material for Attendee's Bags Arrive at Hotel	June 14, 2019 (Cannot arrive earlier than June 12)
2019 PharmaSUG US Annual Conference	Sunday, June 16 - Wednesday, June 19

Attendee's Bags Material

Sponsors may have material included in attendee bags. This can include pens, writing pads, drinking cups, cell phone chargers, and other marketing items. We recommend when selecting items to be inserted into bags that companies consider the effort for attendees to take the items home.

All items should be shipped to Marriott Philadelphia Downtown using the following information:

Hold For Guest: Paul Slagle
c/o FedEx Office at Philadelphia Marriott
1201 Market Street
Philadelphia, PA, 19107
PharmaSUG 2019
Box _____ of _____

All materials for conference bags should be shipped so that it arrives no earlier than Wednesday, June 12th and no later than Friday, June 14th. Items that arrive outside of that window or are not shipped to the above address may not be included in the attendee bags.

Banner Ads Specifications

The banner ads specifications are in the [Logo and Artwork Specifications](#) section. The banner ad will be displayed on electronic signage consisting of large, standard, HDTV resolution (1920x1080) screens displayed prominently in the conference area. Each screen will cycle through a slide deck featuring sponsor videos and banners. Higher-level sponsors will have more slides in the deck so they are seen more frequently. Each sponsor can determine what they wish to have displayed for each of their allocation of banners. It could just be a logo on a white background, an advertisement of your design, or any combination thereof.

Booth Selection Process

Booth selection will be based on level of sponsorship (1st=Premier, 2nd=Platinum, 3rd=Gold, 4th=Silver, 5th=Bronze, 6th=Exhibitors only). The contact name listed when you signed up, will receive an email with detailed instructions when it's your company's turn to select a booth.

Conference Attendee Registration

Conference attendee registration is required for anyone to enter the Exhibit Hall (including Sponsor & Exhibitors) on the conference website => <http://pharmasug.org/us/2018/registration.html>

The person that signs a company up as a Sponsor or Exhibitor will have to be the one to register colleagues for both complimentary and discounted registration.

Exhibit Hall Activities

- Daily refreshment breaks
- Attendee Lounge
- Focused Group Discussions in lounge
- Details for a new program will be announced at a later date.

Exhibit Hall Hours

There will be an attendee lounge in the back of the exhibit hall with couches, chairs and charging stations. With this layout, the attendees could potentially be in the exhibit area from 8:00AM – 6:00PM. The booths do not need to be manned that entire time. We will be asking that someone be in the booth during the following hours.

- Exhibit Booth Set up
 - Sunday June 16: 12:00 pm – 6:00 pm
 - Monday, June 17: 7:00 am – 9:00 pm
- Exhibit Hall Hours (Manned Booth)
 - Monday, June 17: 9:00 am – 5:00 pm (Closed for Lunch)
 - Tuesday, June 18: 9:00 am – 5:00 pm (Closed for Lunch)
 - Wednesday, June 19: 9:00 am - 11:00

NOTE: Hours are subject to change
- Exhibit Booth Tear down
 - Wednesday, June 19: 11:00 am – 4:00 pm

Exhibitors Rules

- PharmaSUG will provide each booth with the following:
 - Wireless Internet Connection for each Complimentary Registration
 - Placecard with company name at the top of the exhibit booth
 - One (1) 6' table
 - Two (2) chairs
 - One (1) waste basket
- Exhibitors are to provide (or rent from GES on the [GES Ordering System](#)) their own equipment and service such as computer, projector, and additional furniture for their booth.
- Any portion of an exhibit include 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
- Exhibitor staffs are responsible for their own personal belongings in their booths. PharmaSUG is not liable for property stolen from booths.
- A representative for **each Exhibitor must sign and upload the [Exhibitor Release Form](#) in Appendix A**

GES Ordering System

Exhibitor Services Manual: <https://ordering.ges.com/083600710/welcome>

Lead Retrieval Badge Scanner

The attendees' badges will be printed with a QR code containing basic contact information. We will provide details of the lead retrieval badge scanner at a later date.

Logo and Artwork Specifications

Our preference is to receive a vector-based EPS, PDF, or SVG file of your logo, but we can also work with raster-based formats of PNG if the resolution is sufficiently high (> 300dpi and 10" in length). If you have multiple arrangements of your logo, please send them all. (For example, some companies may have a "short and wide" logo that is well-suited for use as a web banner and square version that is better suited for use as an icon in a mobile app.) We will also need you to identify the name of any proprietary fonts used in the logo.

Please send us a file of the highest possible quality, and we will do our best to ensure that the quality is preserved wherever we use your logo.

Recruiting and hiring policies

Open or active recruiting at the PharmaSUG conference is prohibited. This is not a recruiting event. Sponsors and Exhibitors are allowed to post open positions available at the job postings table. Exhibitors who actively recruit attendees will be asked to stop or remove any advertisements soliciting attendees for jobs. Exhibitors who continue to actively recruit attendees after being warned may be asked to leave the exhibit hall and/or conference.

Security

Security will be posted during afterhours of the exhibit hall. PharmaSUG is not responsible for lost, stolen, or broken items. Please take laptops, hand-held computers and other items of value to your guestrooms.

Shipping Information

All shipments except bag stuffers needs to be sent to GES warehouse in advance. The detailed information regarding those shipments can be found on [GES Ordering System](#).

Video Specifications

File format can be either WMV or MP4 that will be display in landscape orientation. It must not be longer than 30 seconds in length. The video will be displayed on electronic signage consisting of large, standard, HDTV resolution (1920x1080), TV screens displayed prominently in the conference area. Each screen will cycle through a slide deck featuring sponsor videos and banners. Higher-level sponsors will have more slides in the deck so they are seen more frequently.

Appendix A: Exhibitor Release Form



The Exhibitor agrees to indemnify and hold harmless PharmaSUG, its employees, agents and members from any and all liability for losses, damages, and claims arising out of injury or damage to Exhibitor's display, equipment and other property brought on the premises of the hotel by Exhibitor and for losses, damages and claims caused by Exhibitor to the hotel. Exhibitor further agrees to indemnify and hold harmless PharmaSUG, its employees, contractors and members from any and all liability to any person or persons for or by reason of any act or omission of said Exhibitor or any of its employees, agents or servants. Exhibitor, by signing this agreement, expressly releases the foregoing named association and individuals from any and all liability for losses, claims, damages and injury.

Additional services such as electricity, drayage, phone, dedicated internet connection, additional furniture, etc. will be available through the exhibition vendor and the conference hotel and will be charged directly to the Exhibitor.

Exhibitor: _____
(Entity's Name)

Signature _____

Name: _____

Title: _____

Date: _____

Upload completed form to your Exhibitor registration