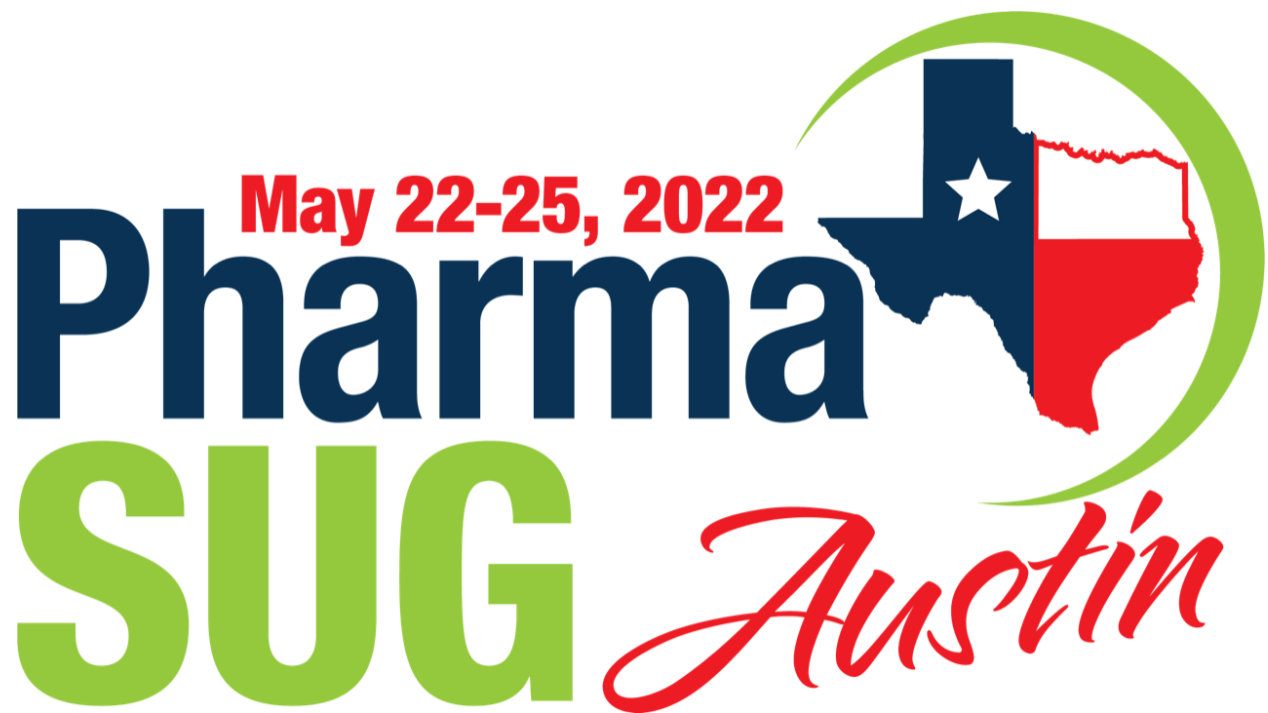


May 22-25, 2022

Pharma
SUG *Austin*



*PharmaSUG Sponsorship and
Exhibitor Brochure*

*2022 PharmaSUG
US Annual Conference
Austin, TX*

Greetings from the PharmaSUG Marketing Team!

Yes, we are **LIVE!** in Austin, Texas in 2022, the Music Capital of the World!! It has been three long years since we had our last LIVE! conference. These three years saw sweeping changes in the Health and Life Sciences industry. We saw vaccines developed and approved in record time, from testing to being injected into our arms in less than one year.

The future is NOW! We all know the need for CDISC for submissions as new ideas and concepts are growing with each day to get us through the worldwide pandemic: software such as R and Python perform experimental statistical analyses, SAS® provides accelerated decision making with visual analytics and advanced clinical trial designs allow results to be reported earlier. All require new skills for analytics professionals.

PharmaSUG provides an opportunity for these professionals to network and share, through presentations and discussions, with each other and leaders in the industry. PharmaSUG provides an environment where everyone who attends can learn of these new methods as well as network with each other and our exhibitors on ways to implement cutting edge technology. We equip our attendees with the ideas, papers, and contacts with which they can apply these new technologies in their own companies. Whether it is a programmer learning a new way to analyze data, a manager looking how to run a department, an executive there to identify how to bring the new technology into their department, or an exhibitor looking to make connections to innovators, PharmaSUG brings all of these professionals together in a single location.

It is also for this reason that PharmaSUG partners with the Society of Clinical Data Management (SCDM) and the Clinical Data Interchange Standards Consortium (CDISC) to bring innovation to how professionals in clinical trials can work together.

While we are focused on helping our attendees grow in their knowledge of data science and analytics, we cannot forget the opportunity to network with each other. The JW Marriott is in the downtown area, steps from LIVE! music venues, shopping, kayaking, hiking. The hotel provides a number of opportunities for meeting old friends, making new connections, and generating ideas from each other.

With all the focus on data science and analytics, this will provide even greater exposure for our sponsors and exhibitors. Even with the Covid pandemic, PharmaSUG is the only industry-specific conference meeting LIVE! so we expect more managers and industry leaders attending the conference with business opportunities. With the opportunity to greet, meet, and share, PharmaSUG 2022 will provide a great opportunity to catch up and build 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.

Craig Brelage, Susan Fehrer Coulson, Andrea Littleton
Marketing Chairs
2022 PharmaSUG US Conference

About PharmaSUG

The mission of PharmaSUG is to provide a forum for our members to accomplish Applied Innovation in the clinical research, pharmaceutical, and healthcare industries. Providing our members the knowledge to use the analytical tools available today and preparing them with the knowledge for applying the technologies of tomorrow, PharmaSUG accomplishes this through our premier event, our annual US 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 that 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 the US with a preference to locations where there are hubs of pharmaceutical and biotech companies. In addition, the sites are located with convenient access to airports and/or rail, as well as reasonable rates for hotel accommodations.

Previous Locations		Attendance
2014	San Diego, CA	713
2015	Orlando, FL	655
2016	Denver, CO	677
2017	Baltimore, MD	739
2018	Seattle, WA	755
2019	Philadelphia, PA	911
2021	<i>Virtual</i>	525

Upcoming Locations	
2022	Austin, TX
2023	San Francisco, CA
2024	Baltimore, MD

The 2022 PharmaSUG conference will be held in Austin, TX at the JW Marriott Hotel, which is located in the historic district, near restaurants and various music venues. The conference itself will have the exhibit hall centrally located beside several of the breakout rooms. A general layout of the conference hall follows.

Conference Layout

Exhibit Hall

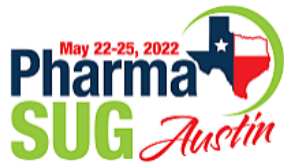
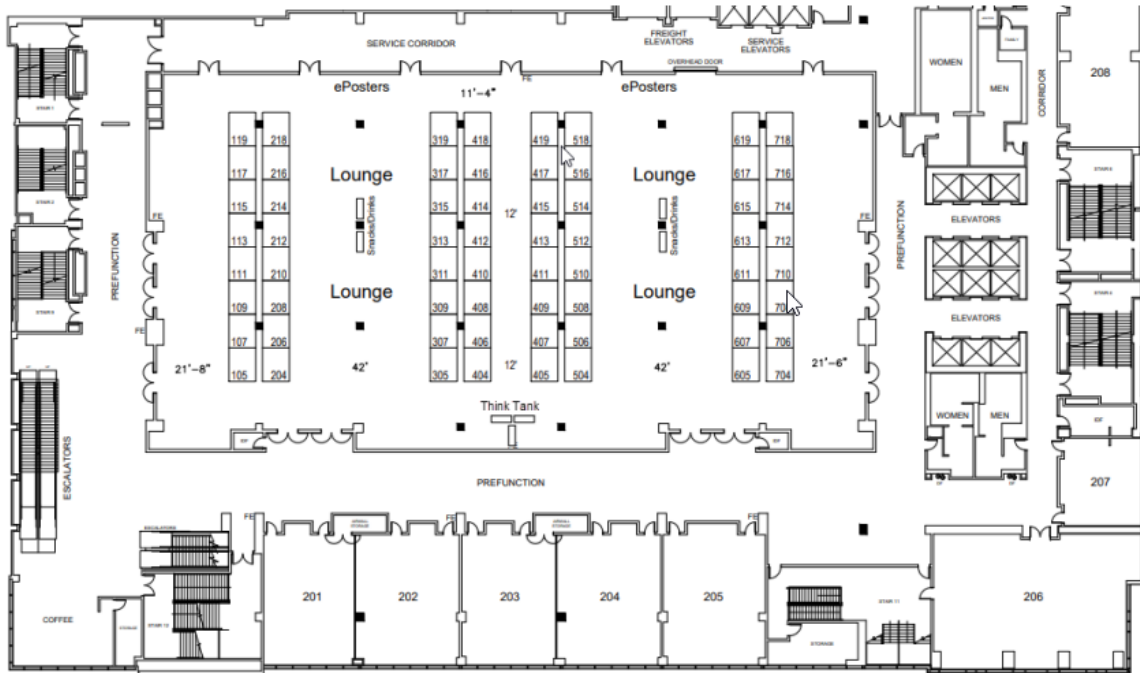
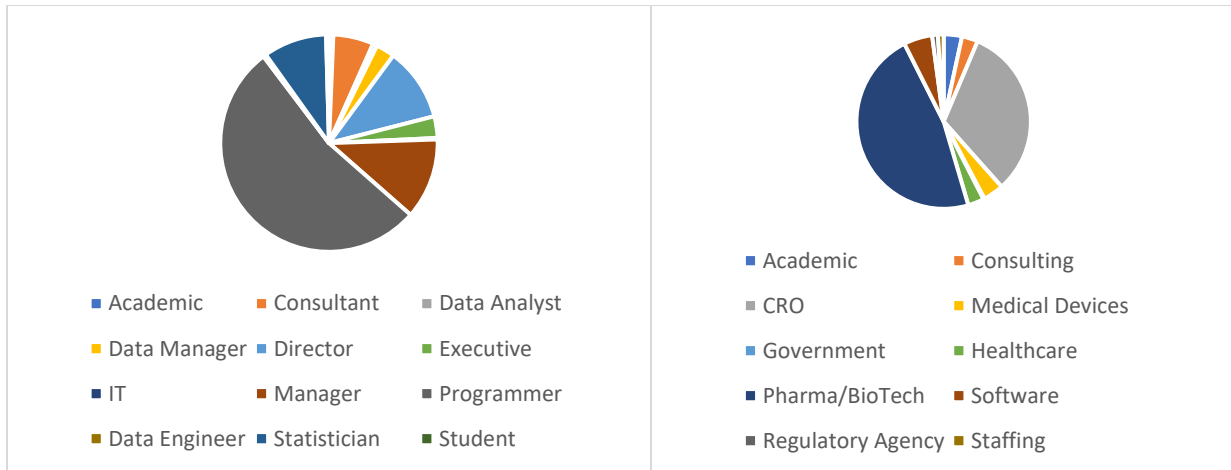


Exhibit Hall Layout

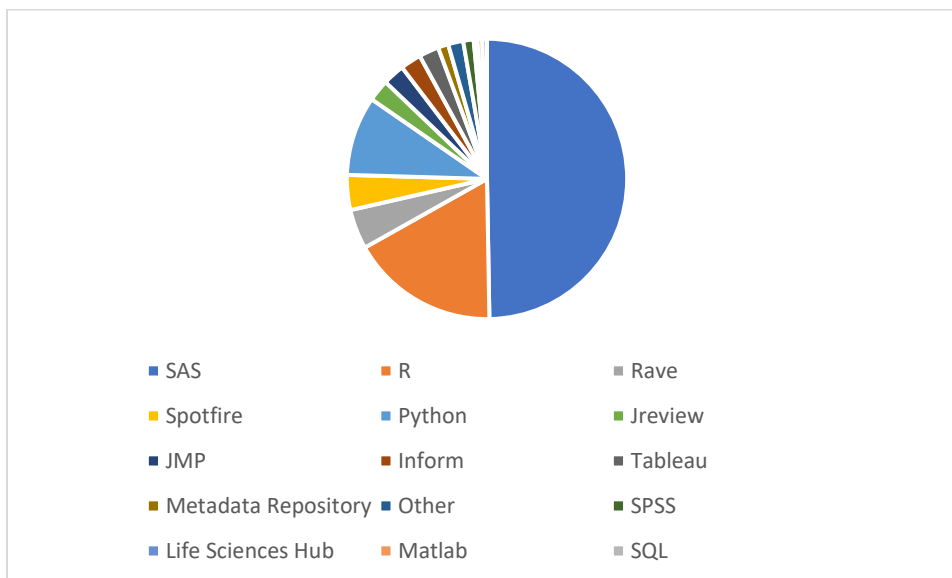


US Annual Conference Demographic

Based on prior years, we have a diverse attendee list. We have had a full cycle of entry-level programmers and statisticians being promoted to management level positions while encouraging their entry-level personnel to attend the conference and repeating the cycle. Our attendees are involved in statistics, data management, and regulatory submission preparation. As shown by the graphs below for the virtual 2021 conference, our attendees represent the technical and executive leadership covering the pharmaceutical, biotechnology, and CRO industry.



As technology advances, so do the software packages that our attendees use in their daily work. We have become a 'Software Users Group' as a result. The pie chart below contains the software packages and languages that our attendees were using in 2021:



NOTE: "Other" includes Software and Languages including the following: A3 Suite, Bullhorn, DataBricks, Daticise, JavaScript, Julia, LSAF, MS Office, PowerShell, ruby, STATA

Compare Sponsorship & Exhibitor Levels

BENEFITS	PREMIER	PLATINUM	GOLD	SILVER + Exhibitor	SILVER	BRONZE + Exhibitor	BRONZE	EXHIBITOR	PATRON
Rates	\$44,000	\$22,000	\$11,000	\$6,000	\$6,000	\$3,300	\$3,300		\$200
Exhibitor Rate	Included	Included	Included	\$3,300		\$3,300		\$3,300	
Combination Discount				\$500		\$500			
Total Cost	\$44,000	\$22,000	\$11,000	\$8,800	\$6,000	\$6,100	\$3,300	\$3,300	\$200
Complimentary Registrations	15	8	4	3	2	2		2	
Discounted Registrations	0	0	2	2	2	1	1		
Sunday Guest Passes	10	5	3	2	2	1	1		
8'd X 10'w Booths	8	4	2	1		1		1	
Power in Booth (120V)	4 (20 AMP)	2 (20 AMP)	1 (5 AMP)	Add'l Cost		Add'l Cost		Add'l Cost	
Major Sponsorship	Scholarships & Hands-on	Conference WiFi	Conference Seminars						
Event Sponsorship	Opening Session	Sunday Mixer	Meals	Event or Breaks	Event or Breaks	Breaks	Breaks		
Prominent Large Signage	2 TBD	1 TBD	TBD	TBD	TBD	TBD	TBD		
Listed as in/near Exhibit Hall	X	X	X	X	X	X	X	X	X
Banner Ads on Digital Signage	6	5	4	3	3	1	1		
30-sec Video on Digital Signage	2	2	1						
Lead Retrieval Badge Scanner <i>(New)</i>	2	1	1	Add'l Cost		Add'l Cost		Add'l Cost	
WiFi Access	X	X	X	X		X		X	
Priority Paper Selection	10	5	3	1	1				
Priority HOT Presentation	1								
Electronic Access to Attendee Contact Information <i>(updated)</i>	Pre Conf. via Web	Pre Conf. via Web	Pre Conf. via Web	Onsite via Web	Onsite via Web	Post Conf. via Web	Post Conf. via Web	Abbreviated List via PDF	
Address Attendees	Opening & Closing	Opening	Opening						

Important Dates for Sponsors and Exhibitors

Task	Dates
Registration for Sponsors and Exhibitors opens	Wednesday, December 1, 2021
Premier and Platinum opportunities close	Monday, January 3, 2022
Platinum / Gold Booth selection begins	Monday, January 3, 2022
Silver Booth selection begins	Monday, January 17, 2022
Bronze Booth selection begins	Monday, January 31, 2022
Open Booth selection begins	Monday, February 14, 2022
Close of Sponsorship Program	Friday, April 22, 2022
Close of Exhibition Program (or when last booth sold)	Friday, April 22, 2022
Banner ads and videos for digital signage due	Friday, May 6, 2022
Exhibitor Release Form due	Friday, May 13, 2022
Exhibitors move in	Sunday, May 22, 2022
2022 PharmaSUG US Annual Conference	Sunday, May 22 – Wednesday, May 25, 2022

Sponsorship Packages

PREMIER Sponsorship Level

RATE: \$44,000 (USD)

ADVANTAGE:

- Exclusive option with approval of PharmaSUG Executive Committee

Pre-Conference Involvement

- Name & Logo displayed with company's link at PharmaSUG website until the end of the year
- Opportunity to provide promotional material and items to attendees
- Acknowledgement in digital media campaign
- Fifteen (15) complimentary conference registrations
- Ten (10) complimentary Sunday only guest passes
- Pre-conference access to attendee contact information via web

Onsite Involvement

- Eight (8) 8 x 10 feet booths (or equivalent space) in Exhibit Hall
- Four (4) electrical connections (120V – 20AMP) in booth
- Two (2) Lead Retrieval Badge Scanner
- Dedicated, prominent two (2) large signage, as hotel space allows
- Listed as Sponsor in/near the 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 acknowledgement during the opening session
- 10-minute presentation at Opening Session and 5-minute presentation at Closing Session
- 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: \$22,000 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 for attendees
- Acknowledgement in digital media campaign
- Eight (8) complimentary conference registrations
- Five (5) complimentary Sunday only guest passes
- Pre-conference access to attendee contact information via web

Onsite Involvement

- Four (4) 8 x 10 feet booths (or equivalent space) in the Exhibit Hall
- Two (2) electrical connections (120V – 20AMP) in booth
- One (1) Lead Retrieval Badge Scanner
- Dedicated, prominent one(1) large signage as hotel space allows
- Medium hanging banner to identify booth location
- Listed as Sponsor in/near the 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 acknowledgement 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: \$11,000 USD

ADVANTAGE:

- Best value for advertising in the Conference Area and the 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 to attendees
- Acknowledgement in digital media campaign
- Four (4) 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 info via web

Onsite Involvement

- Two (2) 8 x 10 feet booth in the Exhibit Hall
- One (1) electrical connection (120V – 20AMP) in booth
- Dedicated, prominent and large wall signage
- One (1) Lead Retrieval Badge Scanner
- Listed as Sponsor in/near the 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 acknowledgement during the Opening Session
- Sponsorship of Meals with signage at the event
- Three (3) priority time slots for paper presentations

SILVER Sponsorship Level

RATE: \$6,000 USD

ADVANTAGE:

- Provides more benefits than 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 to attendees
- Acknowledgement 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 web

Onsite Involvement

- Dedicated, prominent and large wall signage
- Listed as Sponsor in/near the 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 acknowledgement during the Opening Session
- Sponsorship of Events or Breaks with signage at the event
- One (1) priority time slot for paper presentations
- \$500 discount on one (1) 8 x 10 feet booth in the Exhibit Hall

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

BRONZE Sponsorship Level

RATE: \$3,300 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 to attendees
- Acknowledgement in digital media campaign
- One (1) discounted conference registrations @ 80% of the early/regular registration rate
- One (1) complimentary Sunday only guest pass
- Post-conference access to attendee contact information via web

Onsite Involvement

- Dedicated, prominent and large wall signage
- Listed as Sponsor in/near the 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 acknowledgement during the Opening Session
- Sponsorship of Breaks with signage at the event
- One (1) priority time slot for paper presentations
- \$500 discount on one (1) 8 x 10 feet booth in the Exhibit Hall

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

Exhibition Opportunities

EXHIBITOR

RATE: \$3,300 USD

DISCOUNTS:

- \$500 to Academic and Government entities
- \$500 to Silver and Bronze Sponsors
- \$200 to 2019 US Conference exhibitors

Pre-Conference Involvement

- Two (2) complementary conference registrations
- Post-conference access to abbreviated attendee contact information via web

Onsite Involvement

- Dedicated, prominent and large wall signage
- Listed as Sponsor in/near the 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 acknowledgement during the Opening Session
- Sponsorship of Breaks with signage at the event
- One (1) priority time slot for paper presentations
- \$500 discount on one (1) 8 x 10 feet booth in the 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: \$250USD

- Provide electrical outlet to booth space along with a power strip

PATRON Sponsorship Level

RATE: \$200USD

Onsite Involvement

- Listed as Sponsor in/near the Exhibit Hall

DISPLAY TABLE

RATE: \$500USD

Onsite Involvement

- Unmanned display table in/near the Exhibit Hall

Terms & Conditions

Sponsor and Exhibitor Registration Site

- The Sponsor & Exhibitor Registration Site will be active on Dec 1, 2021
- 100% payment upon registration on the site
- Access to the conference area including the Exhibit Hall requires registration of all individuals (complementary or paid) in a separate attendee 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)
- 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 May 13, 2022
- 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
- Serving alcohol in the Exhibit Hall requires authorization from the PharmaSUG Marketing Coordinators