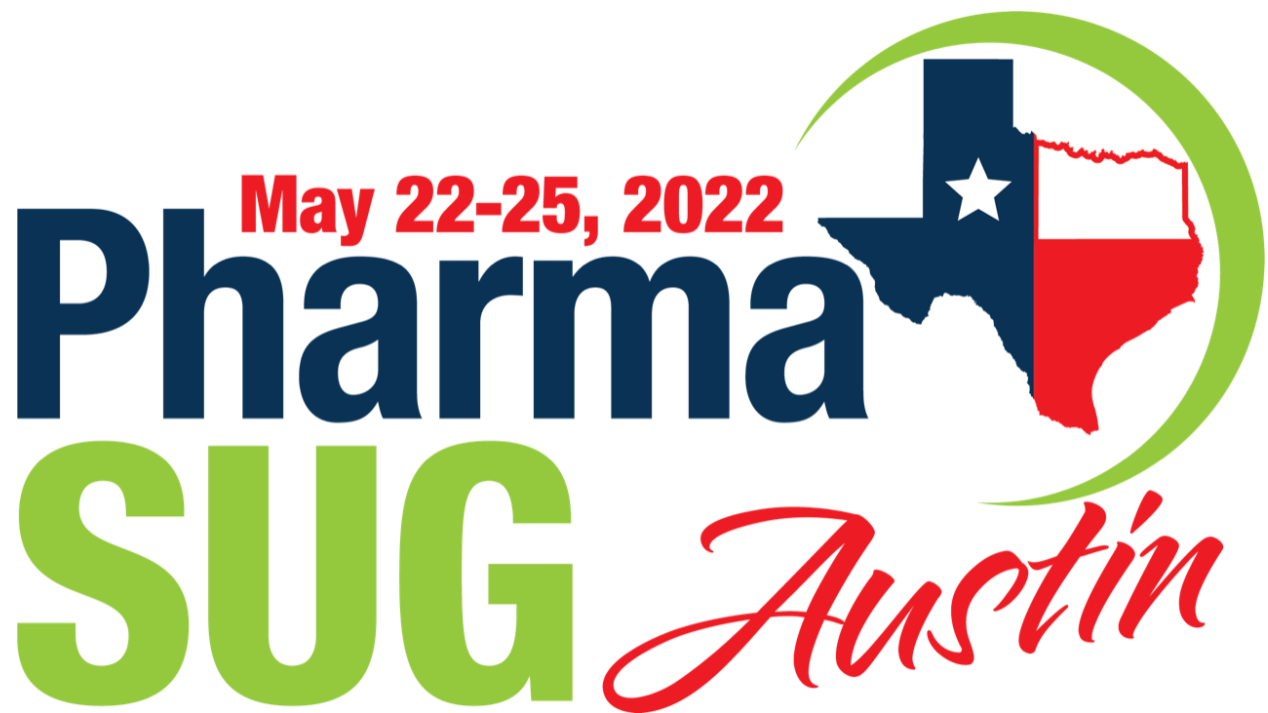


May 22-25, 2022

Pharma
SUG *Austin*



*PharmaSUG Sponsorship and
Exhibitor Manual*

*2022 PharmaSUG
US Annual Conference
Austin, TX*

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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
Advance shipments may arrive at GES warehouse	Tuesday, April 19, 2022
Sponsorship Opportunities Closes	Friday, April 22, 2022
Exhibitor Opportunities Closes	Friday, April 22, 2022
Conference Early Registration Ends	Friday, April 22, 2022
Guaranteed Hotel Conference Rate Ends	Saturday, April 30, 2022, unless the room block sells out
Order to GES in Espresso System Due	Monday, May 2, 2022
Company Logo Submitted	Friday, May 6, 2022
Banner Ads on Digital Signage Due	Friday, May 6, 2022
Videos on Digital Signage Due	Friday, May 6, 2022
Conference Regular Registration Ends	Friday, May 13, 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

Attendee List

The attendee list who has not opted out of sharing their information will be delivered electronically via our Registration Portal. An email will be sent to the person that is listed as the company's Sponsor or Exhibitor contact with the instructions on how to access the files.

Below are the details per Sponsorship level of what and when the list will be released:

Sponsorship Level	Date	File Type	Fields Included
Premier	Monday, April 25, 2022	XLSX	Name, Company, Title, Email, Work Phone, Work Address
Platinum	Monday, April 25, 2022	XLSX	Name, Company, Title, Email, Work Phone, Work Address
Gold	Monday, April 25, 2022	XLSX	Name, Company, Title, Email, Work Phone, Work Address
Silver	Monday, May 9, 2022	XLSX	Name, Company, Title, Email, Work Phone, Work Address
Bronze	Thursday, May 26, 2022	PDF	Name, Company, Title, Email, Work Phone, Work Address
Exhibitor	Thursday, May 26, 2022	PDF	Name, Email, Work Address

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's name listed when you signed up will receive an email with detailed instructions when it is your company's turn to select a booth.

Conference Attendee Registration

Conference attendee registration (Complimentary, Discounted or Regular) is required for anyone on Monday, Tuesday and Wednesday to enter the Exhibit Hall (including exhibit booth workers) and to attend presentations. An attendee with a Sunday Guest Pass will only have access to the activities on Sunday evening (i.e. Opening Session, Mixer).

The person that signs a company up as a Sponsor or Exhibitor will have to be the one to register colleagues for Complimentary, Discounted (80% of active attendee registration) and Sunday Guest Pass registration.

Digital Signage

There will be monitors outside the exhibit hall to display a rotation of videos with sound and static graphics (logos or banner ads). The number of videos and static images per rotations is based on the level of sponsorship. If sponsor does not provide a custom graphic/banner ad, we will display an image with your logo that acknowledges them as a sponsor. If video is not provided, we will not display any video in the rotation.

Exhibit Hall Activities

- Daily Refreshment Breaks
- Attendee Lounge
- Focused Group Discussions in Lounge
- Think Tank (previously call Code Dr.)
- Water Cooler Chat

Exhibit Hall Hours

We will be asking that someone be in the booth during the following hours:

- Exhibit Booth Set-Up
 - Sunday, May 22: 12:00 noon – 6:00pm
 - Monday, May 23, 7:00am – 9:00am
- Exhibit Hall Hours (Manned Booth)
 - Monday, May 23: 9:00am – 5:00pm (Closed for Lunch)
 - Tuesday, May 24: 9:00am – 5:00pm (Closed for Lunch)
 - Wednesday, May 25: 9:00am – 11:00am

NOTE: Hours are subject to change
- Exhibit Hall Tear Down
 - Wednesday, May 26: 12:00 noon – 4:00pm

Exhibitors Rules

- PharmaSUG will provide each booth with the following:
 - Wireless Internet Connection for each Complimentary Registration
 - Place card with company name at the top of the exhibit booth
 - One (1) 6' table
 - Two (2) chairs
 - One (1) wastebasket
- 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 booth including 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/042601270/welcome>

Lead Retrieval Badge Scanner

Cvent will be providing the lead retrieval services through their LeadCapture product. Scan badges to gather lead information, take notes, and export leads to any database on demand. PharmaSUG will be complimentary hand-held scanners to Premier, Platinum and Gold sponsors once they arrive onsite.

A “Bring Your Own Device” license (iOS or Android) can be purchased that can be used with the LeadCapture app on your own device to scan the leads.

Instructions on how to purchase the LeadCapture License is found in the document on the [PharmaSUG 2022 Sponsor and Exhibitor Information](#) page.

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.

Mobile app push notifications

Mobile App Push Notifications

Each Sponsor and Exhibitor is entitled to send 1 push notification per day through the PharmaSUG 2022 mobile app on CrowdCompass. This can be an invitation to visit their booth at a designated time, an announcement of a contest where the first person to visit their booth and perform some activity wins a prize, or anything else that you would like to promote. You are limited by only your imagination and the conference guidelines! Push notifications may be scheduled to be sent to attendees any time between May 13-25.

If you would like to schedule a push notification, you can send the following information after the mobile app goes live (May 9) until the end of the conference ends (May 25) to mobileapp@pharmasug.org:

- Date/time to send push notification (in Central Daylight Time, Austin's time zone, must be between May 13-25)
- Text to be sent (140 character limit)

Recruiting and Hiring Policies

Open or active recruiting at the PharmaSUG conference is prohibited. This is not a recruiting event and PharmaSUG will **NOT** be providing a 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

The Exhibit Hall will be locked after hours and security will **NOT** be posted. 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 need to be sent to the GES warehouse in advance. The detailed information regarding those shipments can be found on [GES Ordering System](#).

Video Specifications

File format can either be WMV or MP4 that will be displayed 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 of 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: _____

