



# PharmaSUG Sponsorship Exhibitor Prospectus

2023 PharmaSUG US Conference, San Francisco

Updated 23Sep2022

# About PharmaSUG

- ▶ Software Users Group of life science and health research professionals
- ▶ Focus on the application of technological solutions in data analytics and regulatory support
- ▶ Managed by independent organization of industry professionals involved in clinical development and submissions

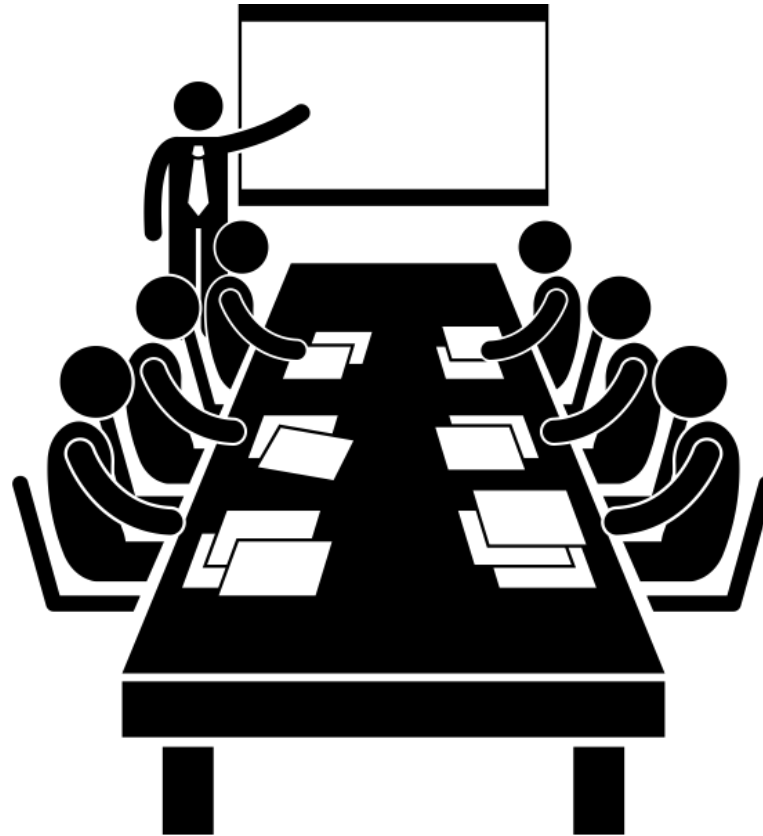


- ▶ Partners with the Society of Clinical Data Management (SCDM) and the Clinical Data Interchange Standards Consortium (CDISC)
- ▶ Host events and conferences worldwide (US, Japan, China, India, etc.) for anyone who analyzes data in the life sciences

# About the US Conference

Theme: "Putting Digitalization to Work"

- ▶ Target Audience: Leadership, Data Scientist/Analyst/Engineer and Statistician
- ▶ Duration: 2.5 days
- ▶ Expect Attendance: 750+ In-person
- ▶ All levels of skills in data sciences, analytics, and visualizations
- ▶ software agnostic (i.e., R, Python, SAS, etc.)
- ▶ Leadership focus on delivery of technology and solutions



# Conference Attendees



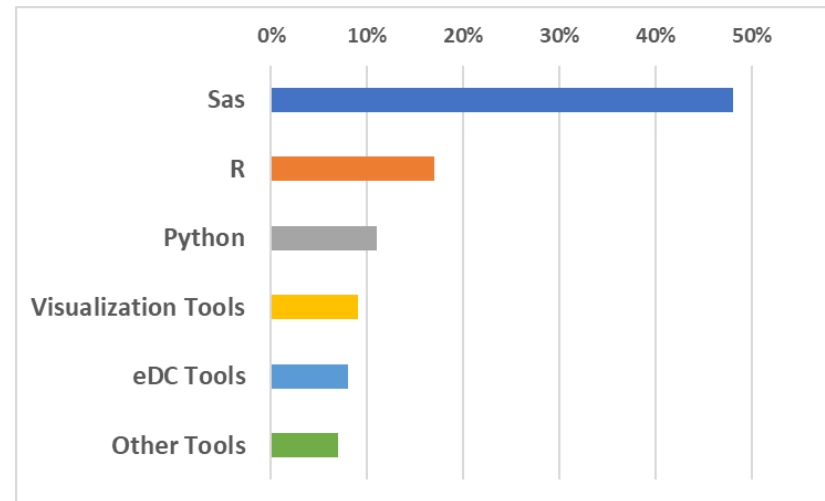
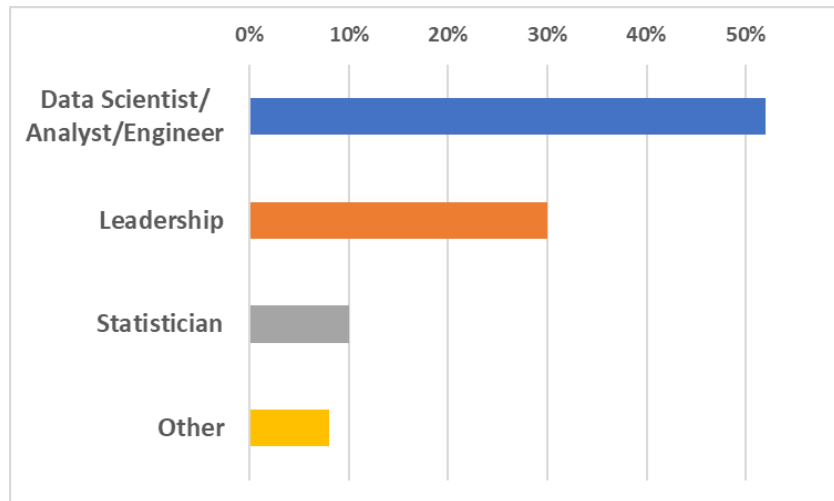
The exhibit hall an important area for attendees to network and meet with industry technology experts. The exhibition layout will maximize networking, flow and make it easy and cost effective for you to showcase your solutions



## Growth areas of Attendees:

Management level positions (Manager, Director, Executive, etc.)

Open-Source software including R and Python



# Section for Presentations and Workshops



Advanced  
Programming



Data Standards



Data Visualization  
and Reporting



Strategic  
Implementation



Solution  
Development



e-Posters



Leadership Skills



Metadata  
Management



Real World  
Evidence and Big  
Data



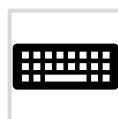
Statistics and  
Analytics



Quick  
Programming Tips



Submission  
Standards



Hands-On  
Workshops

# Conference Schedule Overview

Sunday, May 14 - Wednesday, May 17

## Sunday

- ❑ All Day - Pre-conference Training Seminars (separate fee)
- ❑ Afternoon - Conference Registration & Information Desk Open
- ❑ Evening - Opening Session and Mixer

## Monday

- ❑ All Day - Paper Presentations, Hands-On Training
- ❑ All Day - Attendee Hub Open (Exhibit Hall)
- ❑ Specific Times - Water Cooler Chats, Code Doctors, Meet the Poster Authors
- ❑ Evening - Small Social Events

## Tuesday


- ❑ All Day - Paper Presentations, Hands-On Training
- ❑ All Day - Attendee Hub Open (Exhibit Hall)
- ❑ Specific Times - Water Cooler Chats, Code Doctors, Meet the Poster Authors
- ❑ Evening - Kickback Party

## Wednesday


- ❑ Morning - FDA Presentations & Panel Discussion
- ❑ Morning - Paper Presentations, Hands-On Training
- ❑ Morning - Attendee Hub Open (Exhibit Hall)
- ❑ Specific Times - Water Cooler Chats, Code Doctors, Meet the Poster Authors
- ❑ Noon - Closing Session
- ❑ Afternoon - Post-conference Training Seminars (separate fee)


# Sponsorship Opportunities



 **Premier**  
\$50,000 USD

 **Platinum**  
\$25,000 USD






 **Gold**  
\$12,500 USD

 **Silver**  
\$9,500 USD

 **Bronze**  
\$6,500 USD

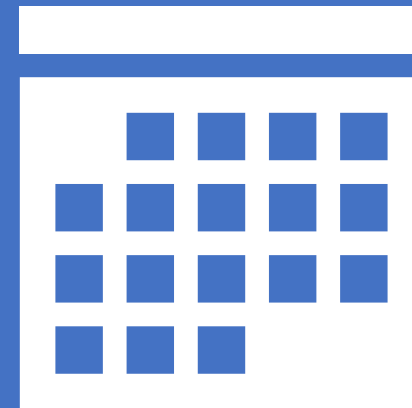
**Exhibitor**  
\$3,750 USD

# Sponsorship Comparison

	 <b>Premier</b> (\$50,000)	 <b>Platinum</b> (\$25,000)	 <b>Gold</b> (\$12,500)	 <b>Silver</b> (\$9,500)	 <b>Bronze</b> (\$6,500)	<b>Exhibitor</b> (\$3,750)
Guaranteed Hands-on-Training Presentation	1					
Power in Booths	8	4	2			
Pre-Conf Mobile App Push	4	2	1			
Badge Scanner	2	1	1			
Paper Presentations	10	5	3	1		
Social Media Posts	8	4	2	1		
Sunday Guest Passes	10	5	3	2	1	
CPO Points	5,000	2,500	1,200	900	600	
Logo On Website	XL	L	M	S	XS	
Large Signage	2XL	1XL	L	M	S	
Exhibit Booths with Wi-Fi	8	4	2	1	1	1
Complementary Registrations	15	8	4	3	2	2



# Important Dates



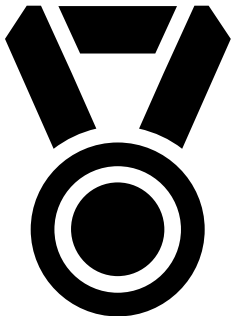
Task	Dates
Registration for Sponsors and Exhibitors Opens	Monday, November 14, 2022
Premier and Platinum Opportunities Close	Monday, December 5, 2022
Platinum / Gold Booth & CPO Selection Begins	Monday, December 5, 2022
Silver Booth & CPO Selection Begins	Monday, December 19, 2022
Bronze Booth & CPO Selection Begins	Monday, January 9, 2023
Open Booth & CPO Selection Begins	Monday, January 23, 2023
Sponsorship Opportunities Closes	Friday, April 14, 2023
Exhibitor Opportunities Closes	Friday, April 14, 2023
Exhibitors Move In	Sunday, May 14, 2023
2022 PharmaSUG US Annual Conference	Sunday, May 14, 2023

# PREMIER SPONSORSHIP

Provides maximum corporate exposure  
\$50,000



- ▶ Premier placement in Exhibit Hall
- ▶ 15 Complementary Attendee Registrations
- ▶ 10 Sunday Guest Passes
- ▶ 8 - 8'd x 10'w Booths with Wi-Fi access
  - ▶ Complimentary Electrical Package
- ▶ 2 Complimentary Badge Scanner Packages
- ▶ Conference Promotional Opportunities (CPO) Points - 5,000
- ▶ 4 Weeks Pre-Conference Attendee Contact Information (XLSX)
- ▶ XL logo on US Website - 3 months post conference
- ▶ 2 XL Prominent Signage
- ▶ Signage in or near Exhibit Hall
- ▶ 4 Pre-Conference Mobile App Push Notifications 1 weeks prior to conference
- ▶ 8 Posts in PharmaSUG Social Media channels 4 weeks prior to conference
- ▶ 1 Mobile App Push Notifications per day during conference
- ▶ 10 Paper Presentations (Requires acceptance via "Call for Paper" process)
- ▶ Hands-On-Training Presentations

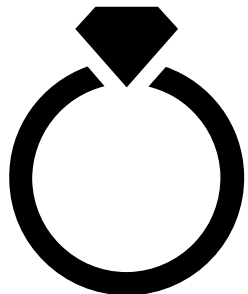


# PLATINUM SPONSORSHIP

Make your company stand out among the crowd  
\$25,000



- ▶ Prime choice of placement in Exhibit Hall
- ▶ 8 Complementary Attendee Registrations
- ▶ 5 Sunday Guest Passes
- ▶ 4 - 8'd x 10'w Booths with Wi-Fi access
  - ▶ Complimentary Electrical Package
- ▶ Complimentary Badge Scanner Package
- ▶ Conference Promotional Opportunities (CPO) Points - 2,500
- ▶ 4 Weeks Pre-Conference Attendee Contact Information (XLSX)
- ▶ Large logo on US Website - 3 months post conference
- ▶ 1 XL Prominent Signage
- ▶ Signage in or near Exhibit Hall
- ▶ 2 Pre-Conference Mobile App Push Notifications 1 weeks prior to conference
- ▶ 4 Posts in PharmaSUG Social Media channels 4 weeks prior to conference
- ▶ 1 Mobile App Push Notifications per day during conference
- ▶ 5 Paper Presentations  
(Requires acceptance via "Call for Paper" process)

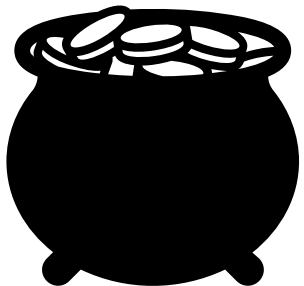


# GOLD SPONSORSHIP

Show off the value of your company  
\$12,500



- ▶ Choice of placement within Exhibit Hall
- ▶ 4 Complementary Attendee Registrations
- ▶ 3 Sunday Guest Passes
- ▶ 2 - 8'd x 10'w Booths with Wi-Fi access
  - ▶ Complimentary Electrical Package
- ▶ Complimentary Badge Scanner Package
- ▶ Conference Promotional Opportunities (CPO) Points - 1,200
- ▶ 4 Weeks Pre-Conference Attendee Contact Information (XLSX)
- ▶ Medium logo on US Website - 3 months post conference
- ▶ Large Prominent Signage
- ▶ Signage in or near Exhibit Hall
- ▶ 1 Pre-Conference Mobile App Push Notifications 1 weeks prior to conference
- ▶ 2 Posts in PharmaSUG Social Media channels 4 weeks prior to conference
- ▶ 1 Mobile App Push Notifications per day during conference
- ▶ 3 Paper Presentations  
(Requires acceptance via "Call for Paper" process)

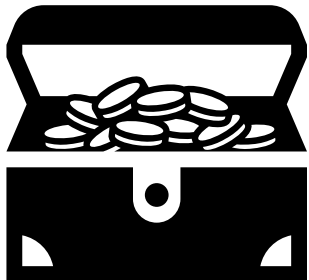


# SILVER SPONSORSHIP

Have a physical presence at an affordable price  
\$9,500



- ▶ Very good placement within Exhibit Hall
- ▶ 3 Complementary Attendee Registrations
- ▶ 2 Sunday Guest Passes
- ▶ 1 - 8'd x 10'w Booth with Wi-Fi access
- ▶ Conference Promotional Opportunities (CPO) Points - 900
- ▶ During Conference Attendee Contact Information (XLSX)
- ▶ Small logo on US Website - 3 months post conference
- ▶ Medium Prominent Signage
- ▶ Signage in or near Exhibit Hall
- ▶ 1 Posts in PharmaSUG Social Media channels 4 weeks prior to conference
- ▶ 1 Mobile App Push Notifications per day during conference
- ▶ 1 Paper Presentations  
(Requires acceptance via "Call for Paper" process)

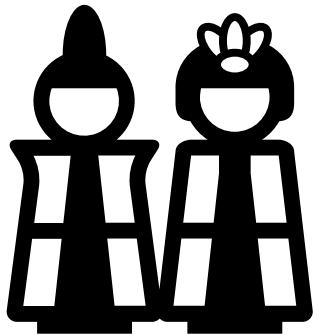


# BRONZE SPONSORSHIP

The most economical option for sharing your brand  
\$6,500



- ▶ Good placement within Exhibit Hall
- ▶ 2 Complementary Attendee Registrations
- ▶ 1 Sunday Guest Passes
- ▶ 1 - 8'd x 10'w Booth with Wi-Fi access
- ▶ Conference Promotional Opportunities (CPO) Points - 600
- ▶ Post Conference Attendee Contact Information (PDF)
- ▶ Small logo on US Website - 3 months post conference
- ▶ Small Prominent Signage
- ▶ Signage in or near Exhibit Hall
- ▶ 1 Mobile App Push Notifications per day during conference



# EXHIBITOR

Show your brand with minimal options  
\$3,750

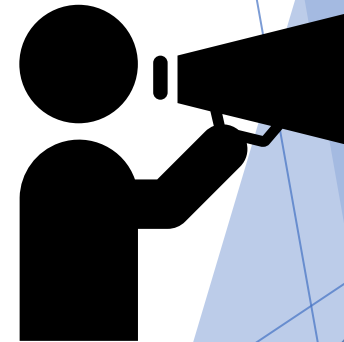


- ▶ Placement within Exhibit Hall
- ▶ 2 Complementary Attendee Registrations
- ▶ 1 - 8'd x 10'w Booth with Wi-Fi access
- ▶ Post Conference Attendee Contact Information (Abbreviated PDF)
- ▶ Small logo on US Website - 3 months post conference
- ▶ Signage in or near Exhibit Hall
- ▶ 1 Mobile App Push Notifications per day during conference

# Conference Promotional Opportunities (CPO)

Points can be used to purchase the following promotional and/or sponsorship opportunities. CPO selection order will be based on the level of sponsorship (see Important Dates Section)

- ▶ Present at Opening Session
- ▶ Present at Closing Session
- ▶ Scholarships
- ▶ Hands-on Training (HOT)
- ▶ Conference Wi-Fi
- ▶ Conference Seminars
- ▶ Conference Bags at Reg. Desk
- ▶ Opening Session
- ▶ Sunday Mixer
- ▶ Logo on Daily Grids
- ▶ Meals
- ▶ Event
- ▶ Breaks
- ▶ Give-away at Reg. Desk
- ▶ Charging Station
- ▶ Conference Lounge
- ▶ Digital Signage



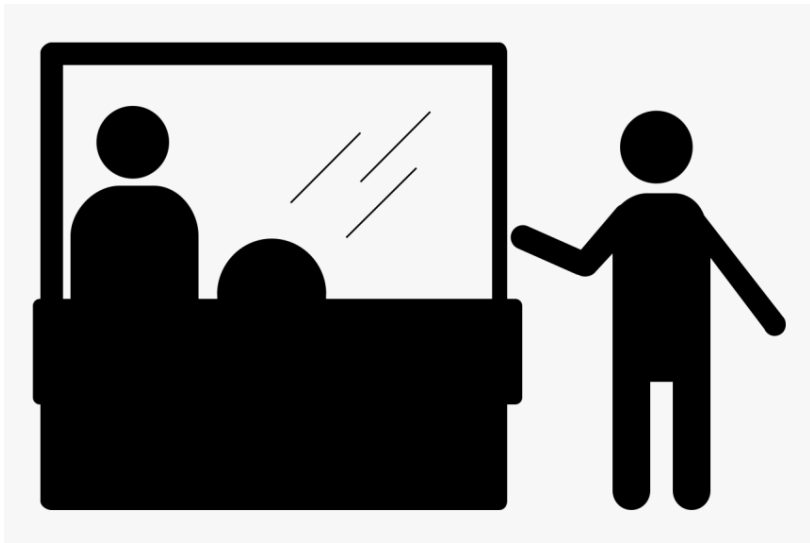


# Conference Promotional Opportunities (CPO) Points Breakdown

Conference Promotional Opportunities	Available	Sponsorship (or higher)	CPO Points
Present at Opening Session (10 min)	2	Platinum	500
Present at Opening Session (5 min)	2	Gold	500
Present at Closing Session (5 min)	2	Gold	200
Opening Session	1	Gold	1000
Sunday Mixer	1	Gold	500
Conference Bags at Registration Desk	1	Gold	1000
Student/Jr. Professional Scholarships	1	Gold	1000
Hands-on Training (HOT)	1	Gold	1000
Conference Wi-Fi	1	Gold	1000
Conference Seminars	4	Gold	1000

Conference Promotional Opportunities	Available	Sponsorship (or higher)	CPO Points
Give-away at Registration Desk	2		500
Conference Lounge	1		500
Charging Station	2		500
Meals	5		500
Events	5		500
Breaks	5		500
Logo on Daily Grids - 3 Days	2	Gold	200
Logo on Daily Grids - 1 Day Only	Unlimited		100
Digital Signage - 1 Ad	Unlimited		100
Digital Signage - 1 Video	Unlimited		100

## Exhibit Booths



- ▶ Order of booth selection will be based on the level of sponsorship (see Important Dates Section)
- ▶ Exhibit Booths Include
  - ▶ Wireless Internet Connection with Attendee Registration
  - ▶ One (1) 6' table
  - ▶ Two (2) chairs
  - ▶ One (1) waste basket
  - ▶ Small Booth ID Sign

# Services Provided by Conference Vendors

(Additional Fees)

## Booth Electrical Package

- Power in each booth (up to 5 amp)
- (1) power strip

## Badge Scanner Package

- Cvent hand-held, lead retrieval scanner for scanning badges
- Contact information, notes, and export to database on demand

NOTE: BYOD license (iOS or Android) app can be purchased

## Booth Equipment and Services

- Furniture Rental
- Audio/Visual
- Show Signage and Graphics
- Shipping, Drayage and Material Handling

# Terms & Conditions

## Sponsor Registration Site

- ▶ The Sponsor Registration Site will be active on November 14, 2022
- ▶ 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
- ▶ The person who is listed on the registration site for the company's Sponsorship will receive follow-up emails for Booth selection, claiming CPO Points, registration of Complimentary Attendees and registration of Sunday Guest Passes

## Sponsorship Only

- ▶ If a sponsor does not want to exhibit during the conference, a \$500 credit per booth can be granted to the sponsor

## Exhibit Booths

- ▶ 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
- ▶ All Exhibitors will need to submit a signed "Exhibitor Release Form"
- ▶ 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