



*PharmaSUG Sponsorship and Exhibitor
Manual*

*2023 PharmaSUG
US Annual Conference
San Francisco, CA*

Table of Contents

Table of Contents.....	1
Important Dates for Sponsors and Exhibitors	2
Attendee List.....	3
Booth Selection Process	3
Conference Attendee Registration	3
Encore AV Ordering	3
Exhibit Hall Activities.....	4
Exhibit Hall Hours	4
Exhibitors Rules.....	4
Freeman Ordering	4
Lead Retrieval Badge Scanner	5
Logo and Artwork Specifications	5
Mobile App Push Notifications	5
Recruiting and Hiring Policies.....	5
Security	6
Shipping Information	6
Conference Promotional Opportunities (CPO)	7
Present at Opening or Closing Session.....	8
Event Sponsorship.....	8
Conference Bags at Registration Desk	8
Private Meeting Room	8
Conference Wi-Fi	8
Demonstration Room with Presentation.....	8
Give-away at Reg. Desk.....	8
Charging Stations	8
Logo on Daily Grids	8
Digital Signage - Ads & Videos	8
Appendix A: Exhibitor Release Form	9

Important Dates for Sponsors and Exhibitors

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
Guaranteed Hotel Conference Rate Ends	Tuesday, April 11, 2022, unless the room block sells out
Advance Freight Receiving at Freeman Begins	Friday, April 14, 2023
Sponsorship Opportunities Closes	Friday, April 14, 2023
Exhibitor Opportunities Closes	Friday, April 14, 2023
Conference Early Registration Ends	Friday, April 14, 2023 Friday, March 31, 2023
Freeman's Order Discount Ends	Monday, April 17, 2023
Company Logo Submitted	Friday, April 28, 2023
Banner Ads on Digital Signage Due	Friday, April 28, 2023
Videos on Digital Signage Due	Friday, April 28, 2023
Exhibitor Release Form Due	Friday, May 05, 2023
Advance Freight Receiving at Freeman Ends	Monday, May 08, 2023
Conference Regular Registration Ends	Thursday, May 11, 2023
Exhibitors Move In	Sunday, May 14, 2023
2023 PharmaSUG US Annual Conference	Sunday, May 14 – Wednesday, May 17, 2023

Attendee List

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

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 17, 2023	XLSX	Name, Company, Title, Email, Work Phone, Work Address
Platinum	Monday, April 17, 2023	XLSX	Name, Company, Title, Email, Work Phone, Work Address
Gold	Monday, April 17, 2023	XLSX	Name, Company, Title, Email, Work Phone, Work Address
Silver	Monday, May 01, 2023	XLSX	Name, Company, Title, Email, Work Phone, Work Address
Bronze	Thursday, May 18, 2023	PDF	Name, Company, Title, Email, Work Phone, Work Address
Exhibitor	Thursday, May 18, 2023	PDF	Name, Email, Work Address

Booth Selection Process

Booth selection order will be based on the level of sponsorship (See [Important Dates for Sponsors and Exhibitors](#) Section). The contact's name listed when you signed up will receive an email with detailed instructions when it is your company's turn to make the selections.

Conference Attendee Registration

Conference attendee registration (Complimentary 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, and Sunday Guest Pass registration.

Encore AV Ordering

EventNow: https://www.freemanco.com/forms/519841/audio_visual.pdf

Exhibit Hall Activities

- Daily Refreshment Breaks
- Attendee Lounge (outside exhibit hall entrance)

Exhibit Hall Hours

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

- Exhibit Booth Set-Up
 - Sunday, May 14: 12:00 noon – 6:00pm
 - Monday, May 15, 7:00am – 9:00am
- Exhibit Hall Hours (Staffed Booth)
 - Monday, May 15: 9:00am – 5:30pm (Closed for Lunch)
 - Tuesday, May 16: 9:00am – 5:30pm (Closed for Lunch)
 - Wednesday, May 17: 9:00am – 12:00PM

NOTE: Hours are subject to change
- Exhibit Hall Tear Down
 - Wednesday, May 17: 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 their own equipment and service such as computer, projector, and additional furniture for their booth or order it from the [Freeman Ordering](#) or Encore AV Ordering
- 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 Sponsorship 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**

Freeman Ordering

FreemanOnline: <https://www.freemanco.com/store/show/landing?showID=519841>

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 via the CVENT LeadCapture License link on the [PharmaSUG 2023 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

Each Sponsor and Exhibitor is entitled to send 1 push notification per day through the PharmaSUG 2023 mobile app. 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 (Date TBD) until the end of the conference ends (May 17) to mobileapp@pharmasug.org:

- Date/time to send push notification (in Pacific Daylight Time)
- 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 Freeman warehouse in advance. The detailed information regarding those shipments can be found on [FreemanOnline](#) website.

Conference Promotional Opportunities (CPO)

Conference Promotional Opportunities (CPO) points are awarded based on the level of sponsorship. They 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 for Sponsors and Exhibitors](#) Section). The contact's name listed when you signed up will receive an email with detailed instructions when it is your company's turn to make the selections.

Conference Promotional Opportunities (CPO)	# Available	Sponsorship (or higher)	CPO Value
Present at Opening Session (10 min) <i>(one per sponsor)</i>	1	Platinum	500
Present at Opening Session (5 min) <i>(one per sponsor)</i>	2	Gold	500
Present at Closing Session (5 min)	2	Gold	200
Opening Session			
Sunday Mixer	1	Gold	500
Conference Bags at Reg. Desk	1	Gold	1000
Private Meeting Room (up to 3 hours) <i>(one per sponsor)</i>	5	Gold	500
Scholarships	1	Gold	1000
Hands-on Training (HOT)	1	Gold	1000
Conference Wi-Fi	1	Gold	1000
Conference Seminars – Sun AM	1	Gold	1000
Conference Seminars – Sun PM	1	Gold	1000
Conference Seminars – Wed PM	1	Gold	1000
Demonstration Room with Presentation (1 hour)	TBD		500
Give-away at Reg. Desk <i>(one per sponsor)</i>	2		500
Conference Lounge	1		500
Charging Station <i>(one per sponsor)</i>	2		500
Meals – Mon Breakfast	1		500
Meals – Mon Lunch	1		500
Meals – Tue Breakfast	1		500
Meals – Tue Lunch	1		500
Meals – Wed Breakfast	1		500
Additional Events - TBD	1		500
Breaks – Mon AM	5		500
Breaks – Mon PM	5		500
Breaks – Tue AM	5		500
Breaks – Tue PM	5		500
Breaks – Wed AM	5		500
Logo on Daily Grids - 3 Days <i>(one per sponsor)</i>	2	Gold	200
Logo on Daily Grids - Mon Only	Unlimited		100
Logo on Daily Grids - Tues Only	Unlimited		100
Logo on Daily Grids - Wed Only	Unlimited		100
Digital Signage - 1 Ads	Unlimited		100
Digital Signage - 1 Videos	Unlimited		100

Present at Opening or Closing Session

A sponsor will be able to present at the Opening or Closing session for the allotted amount of time. It is recommended that their topic be related to the conference theme “Putting Digitalization to Work”. A Gold sponsor or above may only select one amount of time during the opening session

Event Sponsorship

Signage will be placed in and/or around the following events stating who is the sponsor for that event:

- Opening Session
- Sunday Mixer
- Scholarships
- Hands-on Training (HOT)
- Conference Seminars (Sun AM/PM, Wed PM)
- Conference Lounge
- Charging Station
- Meals (Mon Breakfast/Lunch, Tue Breakfast/Lunch, Wed Breakfast)
- Additional Events
- Breaks (Mon AM/PM, Tue AM/PM, Wed PM)

Conference Bags at Registration Desk

PharmaSUG will purchase conference bags with sponsor’s logo and will be distributed to attendees when they check-in at the conference.

Private Meeting Room

PharmaSUG will provide a dedicated, private meeting room for 3 hours that will be in/near the conference space. A sponsor may only select one time slot.

Conference Wi-Fi

Reference to the conference Wi-Fi in both digital and printed material will be listed like the following: “Conference Wi-Fi sponsored by <Sponsor Name>

Demonstration Room with Presentation

PharmaSUG will provide a dedicated room where a sponsor can do a 1 hour demonstration where marketing and sales topics can be discussed.

Give-away at Reg. Desk

PharmaSUG will purchase conference give-away with sponsor’s logo and will be distributed to attendees when they check-in at the conference.

Charging Stations

The charging stations will include signage with the sponsor’s name.

Logo on Daily Grids

PharmaSUG will place the sponsor’s logo on the daily grids that is distributed to attendees on the day that were selected. A Gold sponsor or above may only select one of the 3-day CPO.

Digital Signage - Ads & Videos

The digital signage will be displayed on large, standard, HDTV resolution (1920x1080) screens displayed prominently outside the exhibit hall. Each screen will cycle through a slide deck featuring sponsor ads and videos. Each sponsor can determine what they wish to have displayed for each of their allocation of ads and videos. The sponsors must provide an ad according to specifications are in the [Logo and Artwork Specifications](#) section. Videos 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.

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