

**Pharma**  
**SUG**  
*Seattle 2018*



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*PharmaSUG Sponsor and Exhibitor  
Manual*

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*2018 PharmaSUG US Annual Conference*

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## Important Dates for Sponsors and Exhibitors

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Task	Date
<b>Registration for Sponsors &amp; Exhibitors Opens</b>	Wednesday, November 29, 2017
<b>Premier and Platinum Opportunities Closes</b>	Monday, January 08, 2018
<b>Gold Booth Selection Begins</b>	Thursday, February 15, 2018
<b>Silver Booth Selection Begins</b>	Monday, February 26, 2018
<b>Bronze Booth Selection Begins</b>	Monday, March 5, 2018
<b>Open Booth Selection Begins</b>	Monday, March 12, 2018
<b>Sponsorship Opportunities Closes</b>	Thursday, March 22, 2018
<b>Exhibitor Opportunities Closes</b>	Last Booth is Sold or March 22, 2018 (whichever comes first)
<b>Conference Early Registration Ends</b>	Thursday, March 29, 2018
<b>Guaranteed Hotel Conference Rate Ends</b>	Friday, March 30, 2018
<b>Company Logo Submitted</b>	Friday, March 30, 2018
<b>Banner Ads on Digital Signage Submitted</b>	Friday, March 30, 2018
<b>Videos on Digital Signage Submitted</b>	Friday, March 30, 2018
<b>Conference Regular Registration Ends</b>	Sunday, April 15, 2018
<b>Order to GES in Espresso System Due</b>	Monday, April 23, 2018
<b>Exhibitor Release Form Due</b>	Monday, April 23, 2018
<b>Material for Attendee's Bags Arrive at Hotel</b>	Friday, April 27, 2018 (Cannot arrive earlier than Thursday, April 26)
<b>2018 PharmaSUG US Annual Conference</b>	Sunday, April 29 - Wednesday, May 2

## **Attendee's Bags Material**

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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 The Westin Seattle using the following information:

Hold For Guest: Craig Brelage  
c/o FedEx Office at The Westin Seattle  
1900 Fifth Ave  
Seattle, WA, 98101  
PharmaSUG 2018  
Box \_\_\_\_\_ of \_\_\_\_\_

All materials for conference bags should be shipped so that it arrives no earlier than Thursday, April 26<sup>th</sup> and no later than Friday, April 27<sup>th</sup>. 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**

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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**

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Booth selection will be based on level of sponsorship (1<sup>st</sup>=Premier, 2<sup>nd</sup>=Platinum, 3<sup>rd</sup>=Gold, 4<sup>th</sup>=Silver, 5<sup>th</sup>=Bronze, 6<sup>th</sup>=Exhibitors only) and the registration order within that level. 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. You will be given 2 days after receiving the email to make the selection.

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.

## Conference Attendee Registration

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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

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- Daily refreshment breaks
- Two gifts daily drawing for proof of visits to ten (10) different exhibitors each day on M & T and five (5) on Wednesday
  - Monday & Tuesday @ 4:45 pm
  - Wednesday @ 10:45 am

## Exhibit Hall Hours

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We are combining the exhibit hall and area meals (breakfast & lunch) into one large space. The tables for the meals will be surrounding the exhibits booths. With this layout, the attendees could potentially be in the exhibit area from 7:00AM – 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 April 29: 12:00 p.m. – 6:00 pm
  - Monday, April 30: 7:00 am – 9:00 pm
- Exhibit Hall Hours (Manned Booth)
  - Monday, April 30: 9:00 am – 5:00 pm (Closed for Lunch)
  - Tuesday, May 1: 9:00 am – 5:00 pm (Closed for Lunch)
  - Wednesday, May 2: 9:00 am - 11:00

NOTE: Hours are subject to change
- Exhibit Booth Tear down
  - Wednesday, May 2: 11:00 am – 4:00 pm

## Exhibitors Rules

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- 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**

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Exhibitor Services Manual: <https://ordering.ges.com/061601325/welcome>

## **Logo and Artwork Specifications**

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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.

## **Contact Management Software**

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

## **Recruiting and hiring policies**

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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**

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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**

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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**

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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**

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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***