



PharmaSUG Sponsorship Exhibitor Prospectus

2027 PharmaSUG US Conference, Anaheim, CA

Hilton Anaheim, 15-minute walk to Disneyland Resort

Updated 30Sep2026

About PharmaSUG

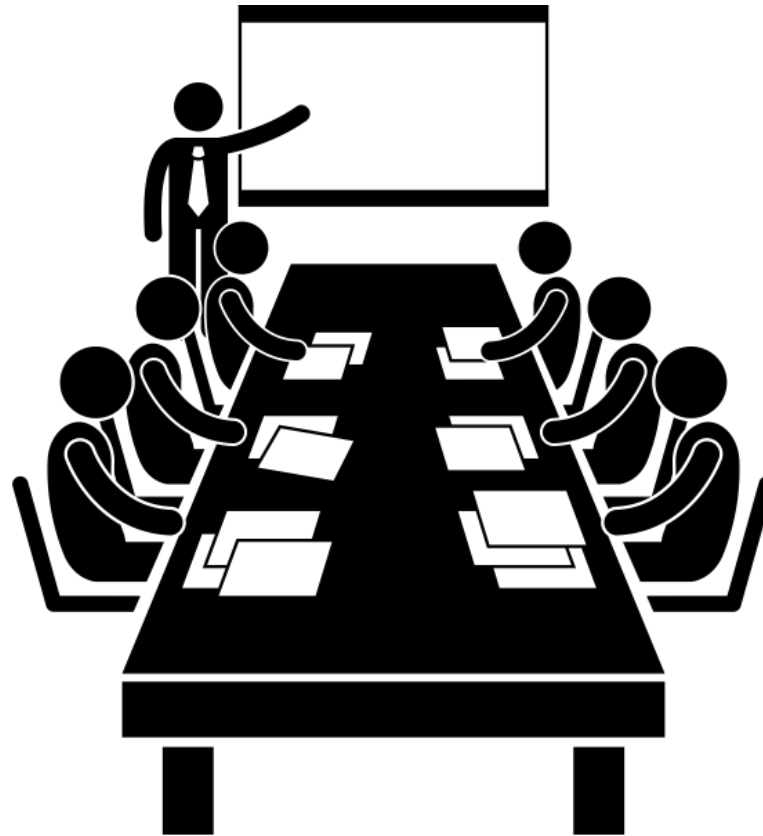
- ▶ Software Users Group of life science and health research professionals
- ▶ Focus on a multi-technology ecosystem that drives innovation while maintaining regulatory integrity.
- ▶ Managed by independent organization of industry professionals involved in clinical development and submissions



- ▶ Partners with the Society of Clinical Data Management (SCDM)
- ▶ Host events and conferences worldwide (US, Japan, China, India, Australia, etc.) for data science and engineering professionals in the life sciences

About the US Conference

- ▶ Target Audience: Leadership, Data Scientist/Engineer, Data Analyst and Statistician
- ▶ Duration: 2.5 days
- ▶ Expected Attendance: 800+ 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
- ▶ Networking with individuals working with AI, data analysis, and submissions to global regulatory agencies



Conference Attendees



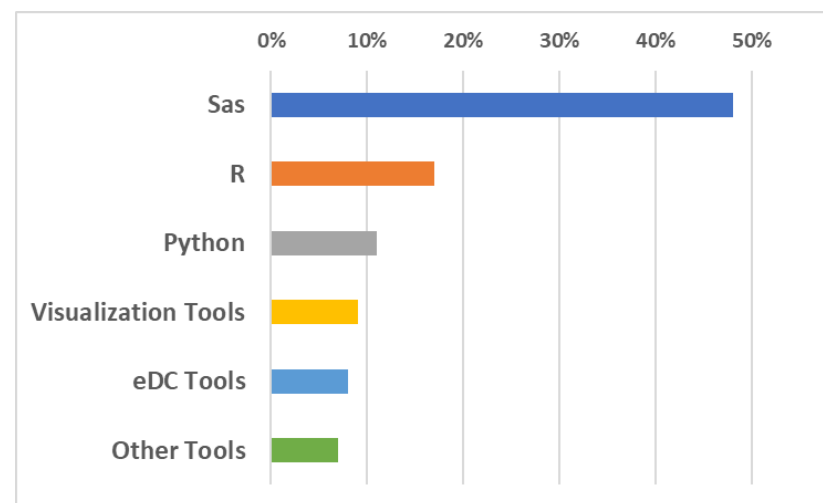
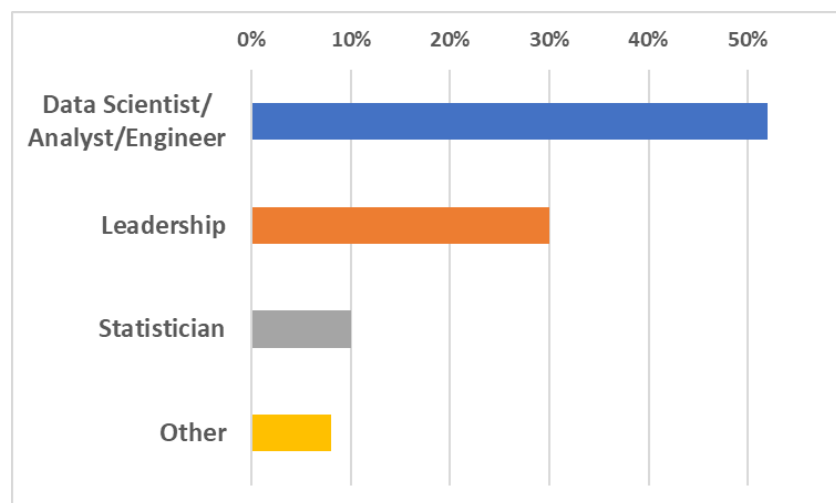
The exhibit hall is an important area for attendees to network and meet with industry technology experts. The exhibition layout will maximize networking, flow and make it easy and cost effective for you to showcase your solutions



Growth areas of Attendees:

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

Open-Source software including R and Python



Section for Presentations and Workshops



Generative AI
in
Statistical
Programming



AI Applications
Development in
Clinical Data
Science



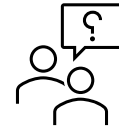
Data Standards
and Metadata
Management



Pharma Statistical
Programming
Council Panel
Discussion



Modern Development
Practices and
Platforms
(Github, CI/CD, etc.)



Water Cooler
Chats



Data
Visualization
and
Reporting



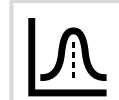
e-Posters



Leadership and
Professional
Development



Big Data, Real-World
Evidence, and
Emerging Data
Sources



Advanced
Statistical
Methods and
Quantitative
Pharmacology



Study Data
Integration
and Global
Submission
Standards



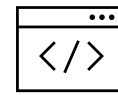
Advanced
Programming
Foundations



Hands-On Training



Open Source
Language and
Tools (R,
Python, etc.)



Tools, Tech &
Innovation



Advanced
Programming
Applications
and
Automation

Conference Schedule Overview

Sunday, June 6- Wednesday, June 9

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 - Exhibit Hall Open
- ❑ Specific Times - Water Cooler Chats, Meet the Poster Authors
- ❑ Evening - Small Social Events

Tuesday

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

Wednesday

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

Sponsorship Opportunities



Premier

\$52,500 USD



Platinum

\$25,000 USD



Gold

\$13,500 USD



Silver

\$10,500 USD



Bronze

\$7,500 USD

Exhibitor

\$4,750 USD

*Prices will increase on 2/1/2027

*Please see important dates section

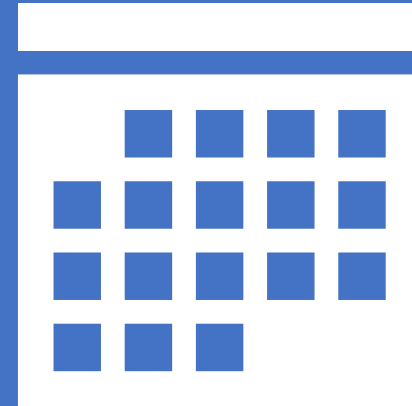
Sponsorship Comparison

	 Premier (\$52,500)	 Platinum (\$25,000)	 Gold (\$13,500)	 Silver (\$10,500)	 Bronze (\$7,500)	Exhibitor (\$4,750)
Guaranteed Hands-on-Training Presentation	1					
Pre-Conf Mobile App Push	4	2	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

Includes up to 5 amps of power per booth.

	Dates
Registration for Sponsors and Exhibitors Opens	Monday, October 26, 2026
Premier and Platinum Opportunities Close	Friday, December 5, 2026
Gold Booth & CPO Selection Begins	Monday, December 14, 2026
Silver Booth & CPO Selection Begins	Monday, December 28, 2026
Bronze Booth & CPO Selection Begins	Monday, January 11, 2027
Open Booth & CPO Selection Begins	Monday, January 25, 2027
Sponsorship & Exhibitor Price Increase	Monday, February 1, 2027
Sponsorship Opportunities Closes	Monday, April 19, 2027
Exhibitor Opportunities Closes	Friday, May 7, 2027
Exhibitors Move In	Sunday, June 6, 2027
Conference Begins	Sunday, June 6, 2027

Important Dates

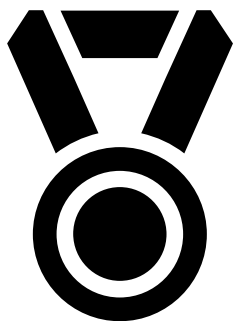


PREMIER SPONSORSHIP

Provides maximum corporate exposure
\$52,500



- ▶ Premier placement in Exhibit Hall
- ▶ 15 Complementary Attendee Registrations
- ▶ 10 Sunday Guest Passes
- ▶ Add up to 4 additional booth attendees at a rate of \$999 before May 23, 2026
- ▶ 8 - 8'd x 10'w Booths with Wi-Fi access
- ▶ 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
- ▶ Up to 10 Paper Presentations
(Selection requires acceptance through the Call for Papers process, including submission of a full abstract and paper outline by Jan 22, 2027.)
- ▶ Hands-On-Training Presentations

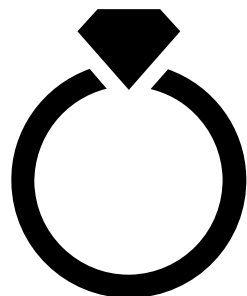


PLATINUM SPONSORSHIP

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 ▶
- ▶ Add up to 3 additional booth attendees at a rate of \$999 before May 23, 2026
- ▶ 4 - 8'd x 10'w Booths with Wi-Fi access
- ▶ 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
- ▶ Up to 5 Paper Presentations
(Selection requires acceptance through the Call for Papers process, including submission of a full abstract and paper outline by Jan 22, 2027.)



GOLD SPONSORSHIP

Show off the value of your company
\$13,500



- ▶ Choice of placement within Exhibit Hall
- ▶ 4 Complementary Attendee Registrations
- ▶ 3 Sunday Guest Passes
- ▶ Add up to 2 additional booth attendees at a rate of \$999 before May 23, 2026
- ▶ 2 - 8'd x 10'w Booths with Wi-Fi access
- ▶ 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
- ▶ Up to 3 Paper Presentations
(Selection requires acceptance through the Call for Papers process, including submission of a full abstract and paper outline by Jan 22, 2027.)



SILVER SPONSORSHIP

Have a physical presence at an affordable price
\$10,500



- ▶ Very good placement within Exhibit Hall
- ▶ 3 Complementary Attendee Registrations
- ▶ 2 Sunday Guest Passes ▶
- ▶ Add up to 2 additional booth attendees at a rate of \$999 before May 23, 2026
- ▶ 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
- ▶ Up to 1 Paper Presentations
(Selection requires acceptance through the Call for Papers process, including submission of a full abstract and paper outline by Jan 22, 2027.)

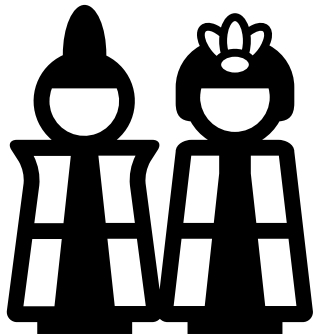


BRONZE SPONSORSHIP

The most economical option for sharing your brand
\$7,500



- ▶ Good placement within Exhibit Hall
- ▶ 2 Complementary Attendee Registrations
- ▶ 1 Sunday Guest Passes ▶
- ▶ Add up to 2 additional booth attendees at a rate of \$999 before May 23, 2026
- ▶ 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
\$4,750

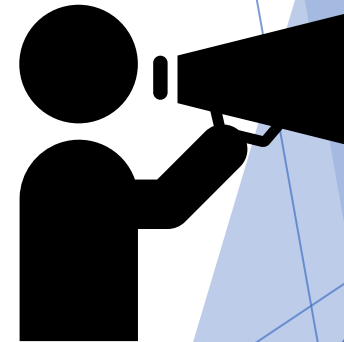


- ▶ Placement within Exhibit Hall
- ▶ 2 Complementary Attendee Registrations ▶
- ▶ Add up to 2 additional booth attendees at a rate of \$999 before May 23, 2026
- ▶ 1 - 8'd x 10'w Booth with Wi-Fi access
- ▶ Post Conference Attendee Contact Information (Abbreviated PDF)
- ▶ Small logo on US Website - 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 Recognition
- ▶ Conference Seminars Recognition
- ▶ Conference Bags at Reg. Desk
- ▶ Opening Session
- ▶ Sunday Mixer
- ▶ Touch Screens
- ▶ 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	600
Present at Opening Session (5 min)	2	Gold	600
Present at Closing Session (5 min)	2	Gold	400
Opening Session	1	Gold	1000
Sunday Mixer	1	Gold	500
Conference Bags at Registration Desk	1	Gold	1000
Student/Jr. Professional Scholarships	1	Gold	1200
Hands-on Training (HOT)	1	Gold	1200
Conference Wi-Fi	1	Gold	1200
Conference Seminars	3	Gold	500

Conference Promotional Opportunities	Available	Sponsorship (or higher)	CPO Points
Give-away at Registration Desk	2	Bronze	500
Conference Lounge	1	Gold	1000
Charging Station	1	Silver	500
Meals	5 (1 per meal)	Silver	800
Tues. Kickback Party	1	Gold	1000
Breaks	5	Bronze	500
Touch Screen (Primary Sponsor)	1	Gold	500
Touch Screen (Secondary Sponsor)	5	Silver	200
Digital Signage - 1 Ad	Unlimited	Bronze	100
Digital Signage - 1 Video	Unlimited	Bronze	100

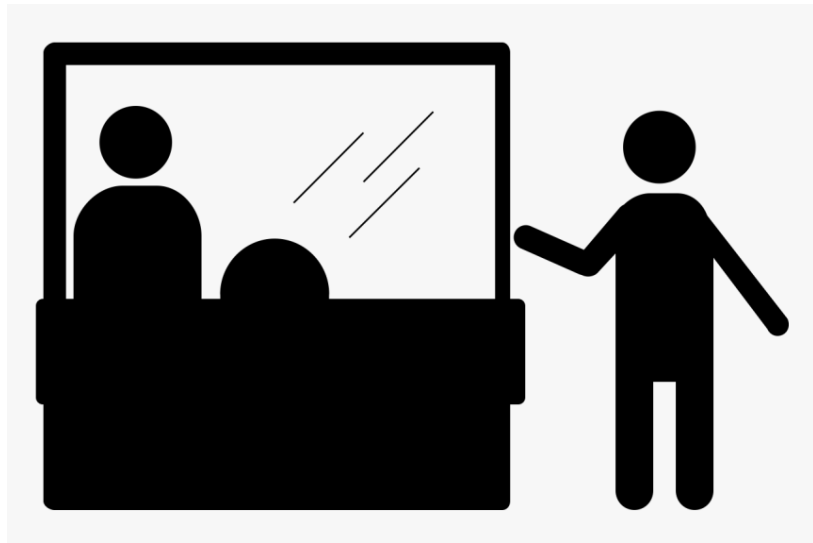


Exhibit Booths

- ▶ 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
 - ▶ 5 amp power drop

Services Provided by Alliance & Cvent

(Additional Fees)

Booth Electrical Package

- More than 5 amps of Electrical Power
- Power Strips / Cords

Badge Scanner Package

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

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 Monday, October 26, 2026.
- ▶ 100% payment upon registration on the site to secure published pricing by 1/31/2027.
- ▶ Pricing will increase on 2/1/2027.
- ▶ 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, registration of Sunday Guest Passes, and adding additional booth attendees at a reduced rate.

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

Sponsorship and Exhibitor Registration

- ▶ Opens Monday, October 26, 2026
- ▶ Register for S&E at pharmasug.org
- ▶ For questions, contact marketing@pharmasug.org