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*PharmaSUG Sponsorship and  
Exhibitor Brochure*

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*2017 PharmaSUG US Annual Conference*

## Welcome Message

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Greetings!

What could go better with statistics and analytics than crab cakes? Our answer is obvious, lots of data scientists, statisticians, and programmers mingling together and sharing ideas. Bring this all together and you have PharmaSUG 2017 in Baltimore, MD.

It seemed like just last month we were at the last PharmaSUG. At that conference, we set a number of firsts. One of the biggest was that PharmaSUG became independent of SAS Institute. This has allowed us to make the organization truly software agnostic. We are evolving the conferences to discuss all of the analytics tools and programming languages, such as R/Shiny, used in the pharmaceutical and life science industry. We still support the use of SAS but SAS Institute is now one of many sponsors of PharmaSUG.

The second change was in the conference hall. For the first time we had the Society of Clinical Data Management (SCDM) there as exhibitors in our exhibit hall. This is the first of a few other conferences that we plan to branch out to and build coalitions with. This benefits everyone by encouraging more collaboration between all functions that contribute to the analysis of life science data.

Just like at that conference, we are planning even more opportunities for growth at PharmaSUG 2017 in Baltimore. We are working with other organizations to involve in that conference now and the future. We are also expanding the focus to a variety of analytic tools and to include more individuals from data management and the regulatory environment. After all, we are in the back yard of the NIH.

While we are focused on helping our members and attendees grow in their knowledge of data science and analytics, we cannot forget the opportunity to network with each other. The Hyatt hotel has plenty of room for mingling and discussing pressing topics. The blocks surrounding the Hyatt also provide plenty of opportunity to enjoy a variety of eating opportunities. We are also just a short walk to the bay to enjoy the view.

With all the focus on data science and analytics, this will provide even greater exposure for our sponsors and exhibitors. As with last year, we found that more managers were showing up to the conference. This means more opportunity to meet individuals with business opportunity.

So with the opportunity to greet, meet, and share, PharmaSUG 2017 will provide a great opportunity to catch up and build the relationships that grow beyond the conference. We hope to see you there. If you have any questions, please reach out to us at [marketing@pharmasug.org](mailto:marketing@pharmasug.org).

Thanks for reading this and we hope to hear more from you soon.

Craig Brelage & Paul Slagle  
Marketing Chairs  
2017 PharmaSUG US Conference  
Baltimore, MD

## About PharmaSUG

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PharmaSUG's mission is to provide a forum for the exchange of information and the promotion of new ideas concerning the use of software and tools in the clinical research, pharmaceutical, and healthcare industries. PharmaSUG's premiere event is our [annual U.S. conference](#). In addition, we hold an [annual China conference](#) as well as [Single-Day Events](#) across the country throughout the year. PharmaSUG is governed year round by an all-volunteer [Executive Committee](#) and an all-volunteer Conference Committee organizes each conference.

## About the Conference

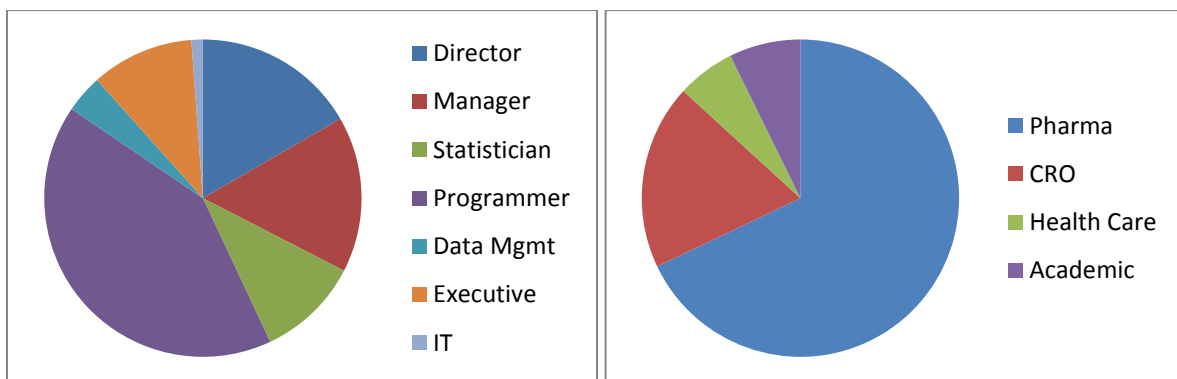
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The PharmaSUG annual conference is held at geographically diverse locations each year. Each site is selected to represent different areas of North America with a preference to location where significant hubs of pharmaceutical and biotech companies can be found. In addition, the sites are located with reasonable access to airports and/or rail as well as reasonable rates for hotel accommodations. For the last few years, PharmaSUG has been at

2016	Denver, CO
2015	Orlando, FL
2014	San Diego, CA
2013	Chicago, IL
2012	San Francisco, CA

The 2017 PharmaSUG Conference will be held in Baltimore, Maryland at the Hilton Baltimore. The Hilton is near the Inner Harbor, a short walk, and next to Camden Yards. The conference itself will be set up with the exhibit hall in the center surrounded by access to each of the presentation rooms. Evening events are being planned which involve the exhibit hall/presentation rooms after the presentations are complete.

Based on the prior years, we also have a diverse attendee list. The programmers who used to attend this conference are now managers, directors, and executives. These individuals are now also involved in statistics, data management, and regulatory submission preparation. As you will see below, the attendees represent the technical and executive leadership covering pharmaceutical, biotechnology, and the CRO industry.



## Important Dates for Sponsors and Exhibitors

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Task	Date
<b>Registration for Sponsors &amp; Exhibitors Opens</b>	December 1, 2016
<b>Booth Selection Begins</b>	January 16, 2017
<b>Sponsorship Opportunities Closes</b>	April 5, 2017
<b>Exhibitor Opportunities Closes</b>	Last Booth is Sold or April 5, 2017 (whichever occurs first)
<b>Exhibitor Release Form Due</b>	May 8, 2017
<b>2017 PharmaSUG US Annual Conference</b>	Sunday, May 14, 2017 to Wednesday, May 17, 2017

## Sponsorship Packages

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### PREMIER Sponsorship Level

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RATE: \$40,000 USD

ADVANTAGE:

- ✓ Exclusive option with approval of PharmaSUG Executive Committee

#### Pre-Conference Involvement

- ✓ Name & Logo displayed with company's link at PharmaSUG website until end of the year
- ✓ Opportunity to provide promotional material and items in conference bags for attendees
- ✓ Acknowledgment in digital media campaign
- ✓ Twenty (20) complimentary conference registrations
- Ten (10) complimentary Sunday only guest passes
- ✓ Pre-conference access to attendee contact information via web based interface

#### Onsite Involvement

- Dedicated, prominent and large signage as Double Column Cling
- ✓ Listed as Sponsor in/near Exhibit Hall
- ✓ Six (6) banner ads on digital signage in/near the Exhibit Hall
- ✓ Two (2) 30-second video on digital signage in/near the Exhibit Hall
- ✓ Logo placed on all three (3) daily schedule grids
- ✓ Named as sponsors in the conference program & mobile app
- ✓ Official acknowledgment during the opening session
- ✓ 10-minute presentation at Opening and 5-minute presentation at Closing sessions
- Sponsorship of Student/Jr. Professional Scholarships & Hands-on-Training with signage at the events
- Sponsorship of Opening Session with signage at the event
- ✓ Five (5) 20-minute presentations in Demonstration Theater
- ✓ Five (5) guaranteed time slots for paper presentations
- ✓ One (1) guaranteed time slot for Hands-on Training presentation
- ✓ Eight (8) 8x10 feet booths (or equivalent space) in Exhibit Hall
- ✓ Complimentary Electrical and Communication Package

➤ Signifies new sponsorship benefits

## PLATINUM Sponsorship Level

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RATE: \$17,000 USD

ADVANTAGE:

- ✓ Exclusive option for first registrant

### Pre-Conference Involvement

- ✓ Name & Logo displayed with company's link at PharmaSUG website until end of the year
- ✓ Opportunity to provide promotional material and items in conference bags for attendees
- ✓ Acknowledgment in digital media campaign
- ✓ Six (6) complimentary conference registrations
- ✓ Six (6) discounted conference registrations @ 80% of the early/regular registration rate
- Six (6) complimentary Sunday only guest passes
- ✓ Pre- conference access to attendee contact information via web based interface

### Onsite Involvement

- Dedicated, prominent and large signage as Single Column Cling
- ✓ Listed as Sponsor in/near Exhibit Hall
- ✓ Five (5) banner ads on digital signage in/near the Exhibit Hall
- ✓ Two (2) 30-second video on digital signage in/near the Exhibit Hall
- ✓ Logo placed on all three (3) daily schedule grids
- ✓ Named as sponsors in the conference program & mobile app
- ✓ Official acknowledgment during the opening session
- ✓ 10-minute presentation at Opening session
- Sponsorship of Conference WiFi with signage in/near the exhibit hall
- Sponsorship of Sunday Evening Mixer with signage at the event
- ✓ Four (4) 20-minute presentations in Demonstration Theater
- ✓ Two (2) 8x10 feet booths (or equivalent space) in Exhibit Hall
- ✓ Complimentary Electrical and Communication Package

➤ Signifies new sponsorship benefits

## GOLD Sponsorship Level

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RATE: \$10,000 USD

ADVANTAGE:

- ✓ Best value for advertising in the Conference Area and Exhibit Hall

### Pre-Conference Involvement

- ✓ Name & Logo displayed with company's link at PharmaSUG website until end of the year
- ✓ Opportunity to provide promotional material and items in conference bags for attendees
- ✓ Acknowledgment in digital media campaign
- ✓ Three (3) complimentary conference registrations
- ✓ Three (3) discounted conference registrations @ 80% of the early/regular registration rate
- Three (3) complimentary Sunday only guest passes
- ✓ Pre- conference access to attendee contact information via web based interface

### Onsite Involvement

- Dedicated, prominent and large signage as Single Window Cling (3'x8')
- ✓ Listed as Sponsor in/near Exhibit Hall
- ✓ Four (4) banner ads on digital signage in/near the Exhibit Hall
- ✓ One (1) 30-second video on digital signage in/near the Exhibit Hall
- ✓ Logo placed on one (1) of the daily schedule grids
- ✓ Named as sponsors in the conference program & mobile app
- ✓ Official acknowledgment during the opening session
- Sponsorship of Pre- and Post-Conference Seminars with signage at the event
- Sponsorship of Meals with signage at the event
- ✓ Two (2) 20-minute presentations in Demonstration Theater
- ✓ One and half (1.5) 8x10 feet booth in Exhibit Hall
- ✓ Complimentary Electrical and Communication Package

➤ Signifies new sponsorship benefits

## SILVER Sponsorship Level

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RATE: \$5,500 USD

ADVANTAGE:

- ✓ Provides more benefits than the combination of BRONZE Sponsorship and Exhibitor Options

### Pre-Conference Involvement

- ✓ Name & Logo displayed with company's link at PharmaSUG website until end of the year
- ✓ Opportunity to provide promotional material and items in conference bags for attendees
- ✓ Acknowledgment in digital media campaign
- ✓ Two (2) complimentary conference registrations
- ✓ Two (2) discounted conference registrations @ 80% of the early/regular registration rate
- Two (2) complimentary Sunday only guest passes
- ✓ Onsite access to attendee contact information via USB drive

### Onsite Involvement

- Dedicated, prominent and large signage as 1/2 Window Cling (3'x4')
- ✓ Listed as Sponsor in/near Exhibit Hall
- ✓ Three (3) banner ads on digital signage in/near the Exhibit Hall
- ✓ Logo placed on one (1) of the daily schedule grids
- ✓ Named as sponsors in the conference program & mobile app
- ✓ Official acknowledgment during the opening session
- Sponsorship of Events or Breaks with signage at the event
- ✓ One (1) 20-minute presentation in Demonstration Theater
- ✓ \$500 discount on One (1) 8x10 feet booth in Exhibit Hall
- ✓ Complimentary Communication Package

➤ Signifies new sponsorship benefits



## BRONZE Sponsorship Level

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RATE: \$3,000 USD

### ADVANTAGE:

- ✓ Entry level sponsorship without the requirement of being an exhibitor

### Pre-Conference Involvement

- ✓ Name & Logo displayed with company's link at PharmaSUG website until end of the year
- ✓ Opportunity to provide promotional material and items in conference bags for attendees
- ✓ Acknowledgment in digital media campaign
- ✓ One (1) discounted conference registration @ 80% of the early/regular registration rate
- One (1) complimentary Sunday only guest passes
- ✓ Post conference access to attendee contact information via printed PDF file

### Onsite Involvement

- Dedicated, prominent and large signage as 1/3 Window Cling (3'x2.5')
- ✓ Listed as Sponsor in/near Exhibit Hall
- ✓ One (1) banner ad on digital signage in/near the Exhibit Hall
- ✓ Logo placed on one (1) of the daily schedule grids
- ✓ Named as sponsors in the conference program & mobile app
- ✓ Official acknowledgment during the opening session
- Sponsorship of Breaks with signage at the event
- ✓ \$500 discount on One (1) 8x10 feet booth in Exhibit Hall
- ✓ Complimentary Communication Package

## PATRON Sponsorship Level

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RATE: \$150 USD

### Onsite Involvement

- ✓ Listed as Sponsor in/near Exhibit Hall

➤ Signifies new sponsorship benefits

## Exhibition Opportunities

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### EXHIBITOR

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RATE: \$2,700 USD

DISCOUNTS:

- ✓ \$500 to Academic and Government entities
- ✓ \$500 to Silver and Bronze Sponsors
- ✓ \$200 to 2016 US Conference exhibitors

### Pre-Conference Involvement

- ✓ Two (2) complimentary conference registrations

### Onsite Involvement

- ✓ Name & Logo displayed at PharmaSUG website
- ✓ Name & Logo displayed on printed signs during the conference
- ✓ Named as Exhibitor included in the Conference Program & mobile app
- ✓ One (1) 8x10 feet booth in Exhibit Hall

### Booths Include

- ✓ Wireless Internet Connection for each Complimentary Registration
- ✓ One (1) 6' table
- ✓ Two (2) chairs
- ✓ One (1) waste basket
- ✓ Booth signage

### Electrical Package

Additional RATE: \$250

- ✓ Provide electrical outlet to booth space along with a power strip

## DISPLAY TABLE

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RATE: \$500 USD

### Onsite Involvement

- ✓ Unmanned display table in/near the exhibit hall ➤ Signifies new sponsorship benefits

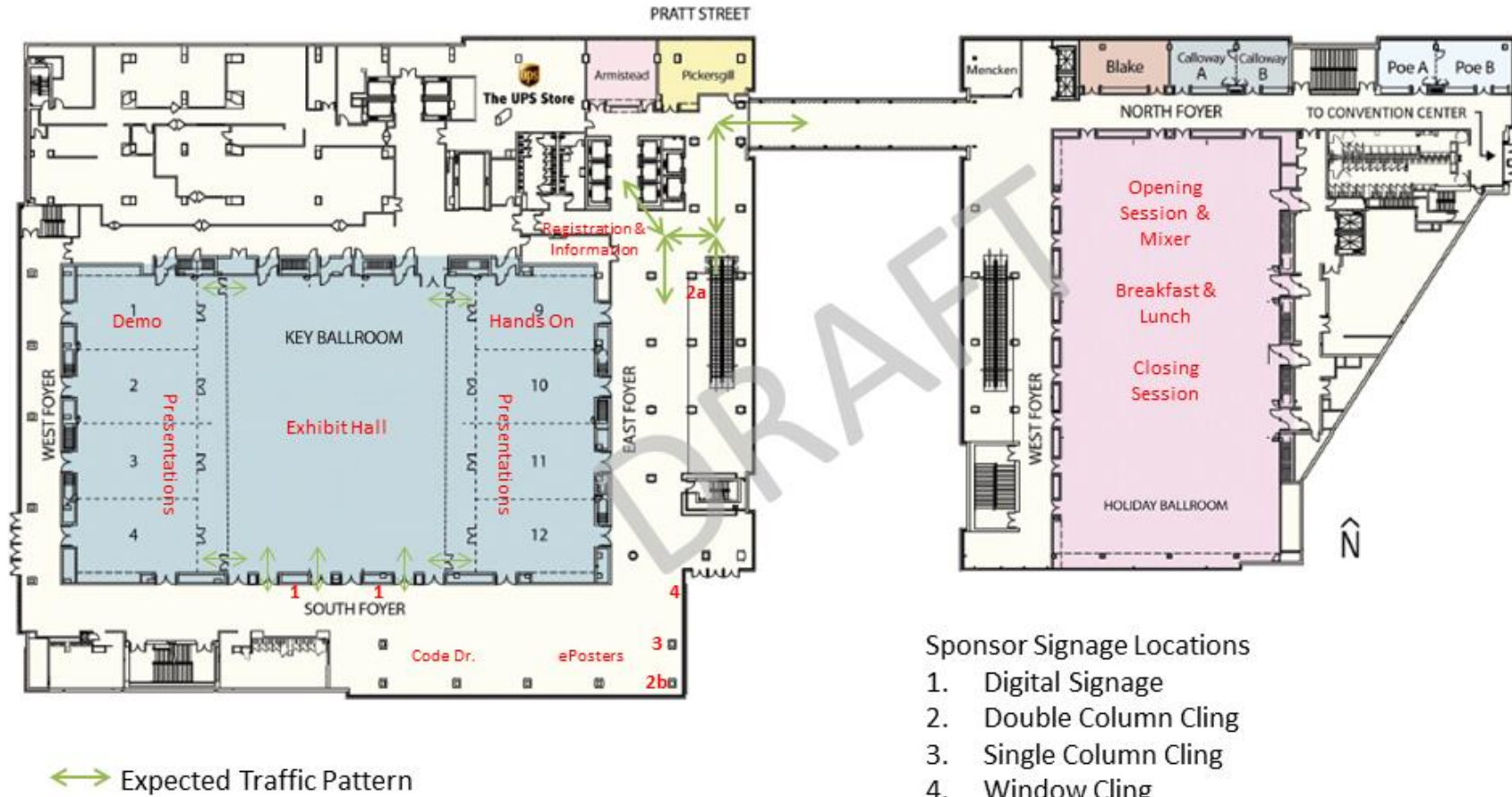
## Compare Sponsorship & Exhibitor Levels

BENEFITS	PREMIER	PLATINUM	GOLD	SILVER + Exhibitor*	SILVER	BRONZE + Exhibitor*	BRONZE	EXHIBITOR*	PATRON
<b>Rates</b> (Updated)	\$40,000	\$17,000	\$10,000	\$5,500	\$5,500	\$3000	\$3000		\$150
<b>Exhibitor Rate</b>	Included	Included	Included	\$2,700		\$2,700		\$2,700	
<b>Combination Discount</b>				\$500		\$500			
<b>Total Cost</b>	\$40,000	\$17,000	\$10,000	\$7,700	\$5,500	\$5,200	\$3000	\$2,700	\$150
<b>Complimentary Conference Registrations</b>	20	6	3	4	2	2		2	
<b>Discounted Conference Registrations</b>	NA	6	3	2	2	1	1		
<b>Sunday Guest Passes</b> (New)	10	6	3	2	2	1	1		
<b>8x10 Feet Booths</b>	8	2	1.5	1		1		1	
<b>Major Sponsorship</b> (New)	Scholarships & Hands-on	Conference WiFi	Conference Seminars						
<b>Event Sponsorship</b> (Updated)	Opening Session	Sunday Mixer	Meals	Event or Breaks	Event or Breaks	Breaks	Breaks		
<b>Prominent Large Signage</b> (New)	2 Column Cling	1 Column Cling	1 Window Cling	½ Window Cling	½ Window Cling	1/3 Window Cling	1/3 Window Cling		
<b>Logo on Daily Grids</b>	3 Days	3 Days	1 Day	1 Day	1 Day	1 Day	1 Day		
<b>Listed as in/near Exhibit Hall</b>	X	X	X	X	X	X	X	X	X
<b>Banner Ads on Digital Signage</b>	6	5	4	3	3	1	1		
<b>30-sec Video on Digital Signage</b>	2	2	1						
<b>Complimentary Electrical and Communication Package</b>	X	X	X	Comm. Only	Comm. Only	Comm. Only	Comm. Only		
<b>Demonstration Theater Presentation</b> (20-min)	5	4	2	1	1				
<b>Paper Presentation</b> (50 min or 20 min)	5								
<b>Hands-On-Training Presentation</b>	1								
<b>Electronic Access to Attendee Contact Information</b>	Pre Conf. via Web	Pre Conf. via Web	Pre Conf. via Web	Onsite via USB	Onsite via USB	Post Conf. PDF	Post Conf. PDF		
<b>Address Attendees</b>	Opening & Closing	Opening							

❖ \$200 Discount for 2016 US Conference exhibitors

## Conference Layout

### Hilton Overview





## Terms & Conditions

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### Sponsor and Exhibitor Registration Site

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- The Sponsor and Exhibitor Registration Site will be active on **December 1, 2016**
- 100% payment upon registration on the site
- Access to the conference area including the Exhibit Hall requires registration of all individuals (complimentary or paid) in a separate attendees registration site

### Sponsorship

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Exhibiting is not required in order to participate as a sponsor

### Exhibit Hall

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#### Booths

- Booth selection will be based on level of sponsorship (1=Premier, 2=Platinum, 3=Gold, 4=Silver, 5=Bronze, 6=Exhibitors only) and registration order within that level
- 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.
- 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

#### Exhibiting

- All Exhibitors will need to submit a signed “Exhibitor Release Form” by **May 8, 2017**.
- 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