



*PharmaSUG Sponsor and Exhibitor
Manual*

2017 PharmaSUG US Annual Conference

Table of Contents

Important Dates for Sponsors and Exhibitors	3
Attendee's Bags Material	4
Banner Ads Specifications	4
Booth Selection Process	4
Conference Attendee Registration.....	5
Demo Theater.....	5
Exhibit Hall Activities	5
Exhibit Hall Hours	6
Exhibitors Rules	6
GES Ordering System.....	6
Logo and Artwork Specifications	7
Contact Management Software	7
Recruiting and hiring policies	7
Security.....	7
Shipping Information.....	7
Video Specifications	8
Appendix A: Exhibitor Release Form	9

Important Dates for Sponsors and Exhibitors

Task	Date
Registration for Sponsors & Exhibitors Opens	December 1, 2016
Booth Selection Begins	January 16, 2017
Conference Registration opens	February 13, 2017
Sponsorship Opportunities Closes	April 5, 2017
Exhibitor Opportunities Closes	Last Booth is Sold or April 5, 2017 (whichever comes first)
Presenter Name and Demo/Presentation Title for Demo Theater	April 12, 2017
Company Logo Submitted	April 12, 2017
Conference Early Registration ends	April 13, 2017
Guaranteed Hotel Conference Rate ends	April 13, 2017
Banner Ads on Digital Signage Submitted	April 19, 2017
Videos on Digital Signage Submitted	April 19, 2017
Conference Regular Registration ends	May 1, 2017
Exhibitor Order in Espresso due	May 8, 2017
Exhibitor Release Form Due	May 8, 2017
Material for Attendee's Bags Arrive at Hotel	May 12, 2017 (Cannot arrive earlier than May 11 th)
2017 PharmaSUG US Annual Conference	Sunday, May 14, 2017 to Wednesday, May 17, 2017

Attendee's Bags Material

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 Hilton Baltimore using the following information:

Paul Slagle
PharmaSUG
C/O Hilton Baltimore
401 West Pratt Street
Baltimore, MD 21201
Attn: UPS/Package Room
Hold for Guest Arrival

All materials for conference bags should be shipped so that it arrives no earlier than Thursday, May 11th and no later than Friday May 12th. 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

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 desk 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

Booth selection will be based on level of sponsorship (1st=Premier, 2nd=Platinum, 3rd=Gold, 4th=Silver, 5th=Bronze, 6th=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 giving 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

Conference attendee registration is required for anyone to enter the Exhibit Hall (including Sponsor & Exhibitors) on the conference website => <http://pharmasug.org/us/2017/reg.html>

The person listed when signing up as a Sponsor or Exhibitor will receive the discount code for both complimentary and discounted registration. This discount code is unique to each Sponsor and Exhibitor and is limited to the number of complimentary or discount registrations they are allowed. This code will be used by the attendees of that sponsor or exhibitor to register on the PharmaSUG Attendee site and receive the appropriate discount using that code. All discount codes are expected to be used on or before the early registration rate ends.

Demo Theater

The Demo Theater is the only location outside of exhibit hall where we will allow marketing or sales information to be shared with the attendees. The Demo Theater presentation can be on any topic that will maximize a company's sponsorship during the conference. A couple of years ago, we had a company do a presentation on the statistics of fantasy baseball because that was the presenter's passion. Each sponsor will be allocated 30 mins to do their presentation and will be responsible for responsible for providing their own laptops. There will be WiFi connections will be available if you need to connect to the internet for live demonstrations.

The theater schedule will not be published until a few weeks prior to the conference and a sponsor's presentation may occur on any day of the conference. Please make your travel plans accordingly.

Exhibit Hall Activities

- 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

- Exhibit Booth Set up
 - Sunday May 14: 12:00 p.m. – 6:00 pm
 - Monday, May 15: 8:00 am – 9:00 pm
- Exhibit Hall Hours
 - Monday, May 15: 9:00 am – 5:00 pm (Closed for Lunch)
 - Tuesday, May 16: 9:00 am – 5:00 pm (Closed for Lunch)
 - Wednesday, May 17: 9:00 am - 11:00 am

NOTE: Hours are subject to change
- Demo Theater Hours
 - Monday, May 15: 9:00 am – 5:00 pm (Closed for Lunch)
 - Tuesday, May 16: 9:00 am – 5:00 pm (Closed for Lunch)
 - Wednesday, May 17: 9:00 am - 11:00 am

NOTE: Hours are subject to change
- Exhibit Booth Tear down
 - Wednesday, May 17: 11:00 am – 4:00 pm

Exhibitors Rules

- PharmaSUG will provide each booth with the following:
 - Wireless Internet Connection for each Complimentary Registration
 - Placard 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

Exhibitor Services Manual: <http://ordering.ges.com/083600607/welcome>

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.

Contact Management Software

The attendees' badges will be printed with a QR code containing basic contact information. You will need to provide your own QR Reader. A sample of the QR Codes present on badges can be requested prior to the conference for testing your reader software.

No other contact management software will be provided by PharmaSUG.

Recruiting and hiring policies

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

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

All shipments except bag stuffers needs to be send to GES warehouse in advance. The detailed information regarding those shipments can be found on [GES Ordering System](#).

Video Specifications

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 desk 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



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
https://www.regonline.com/pharmasug2017_SE