



PharmaSUG Sponsorship Exhibitor Prospectus

2025 PharmaSUG US Conference, San Diego, CA

Updated 2024OCT1

About PharmaSUG

- ▶ Software Users Group of life science and health research professionals
- ▶ Focus on the application of technological solutions in data analytics and regulatory support
- ▶ Managed by independent organization of industry professionals involved in clinical development and submissions

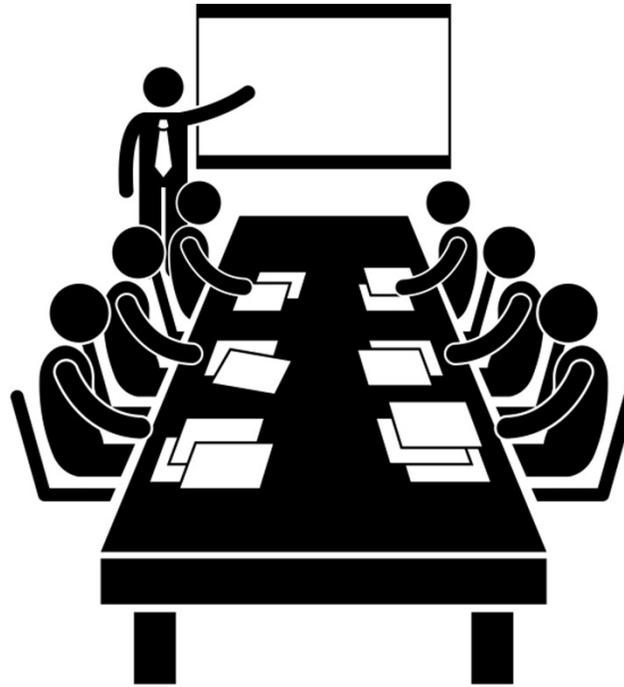


- ▶ Partners with the Society of Clinical Data Management (SCDM)
- ▶ Host events and conferences worldwide (US, Japan, China, India, etc.) for anyone who analyzes data or *applies* data science in the life sciences

About the US Conference

Theme: Bridge to the Future

- ▶ Target Audience: Leadership, Data Scientist/Engineer, Data Analyst and Statistician
- ▶ Duration: 2.5 days
- ▶ Expect Attendance: 850+ 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 involved in data submissions to regulatory agencies



Conference Attendees



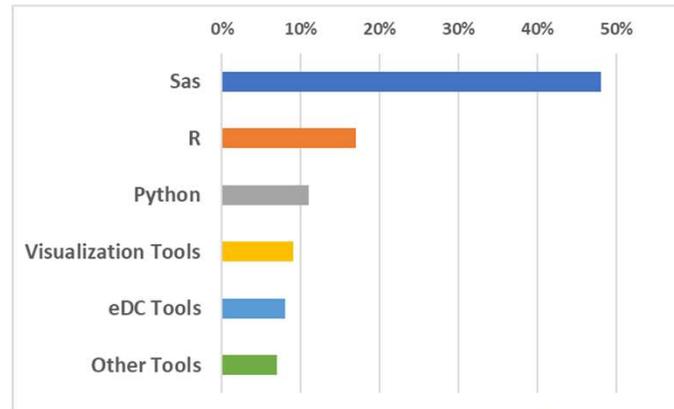
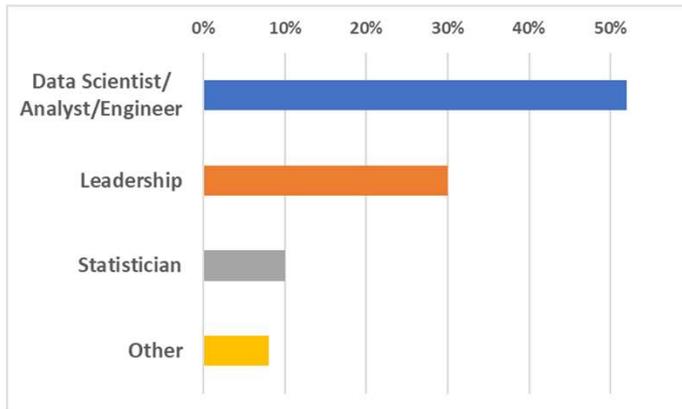
The exhibit hall is an important area for attendees to network and meet with industry technology experts. The exhibition layout will maximize networking, flow and make it easy and cost effective for you to showcase your solutions



Growth areas of Attendees:

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

Open-Source software including R and Python



Section for Presentations and Workshops



Advanced
Programming



Artificial
Intelligence &
Machine Learning



Data Standards



Strategic
Implementation



Solutions
Development



Data Visualization
and Reporting



e-Posters



Leadership and
Professional
Development



Real World
Evidence and Big
Data



Statistics and
Analytics



Metadata
Management



Hands-On Training



Submission
Standards



Open Source
Technologies

Conference Schedule Overview

Sunday, June 1 - Wednesday, June 4

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 - FDA Presentations & 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**
\$12,900 USD

 **Silver**
\$9,950 USD

 **Bronze**
\$7,450 USD

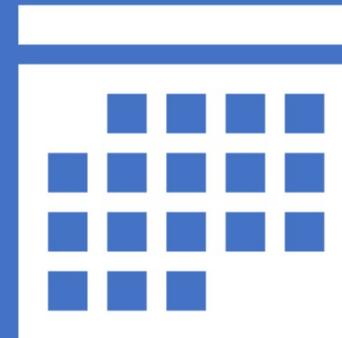
Exhibitor
\$4,750 USD

Sponsorship Comparison

	 Premier (\$52,500)	 Platinum (\$25,000)	 Gold (\$12,900)	 Silver (\$9,950)	 Bronze (\$7,450)	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.

Important Dates



Task	Dates
Registration for Sponsors and Exhibitors Opens	Saturday, November 16, 2024
Premier and Platinum Opportunities Close	Monday, December 6, 2024
Gold Booth & CPO Selection Begins	Monday, December 16, 2024
Silver Booth & CPO Selection Begins	Monday, December 30, 2024
Bronze Booth & CPO Selection Begins	Monday, January 13, 2025
Open Booth & CPO Selection Begins	Monday, January 27, 2025
Sponsorship Opportunities Closes	Sunday, May 4, 2025
Exhibitor Opportunities Closes	Sunday, May 4, 2025
Exhibitors Move In	Sunday, June 1, 2025
2024 PharmaSUG US Annual Conference	Sunday, June 1, 2025

PREMIER SPONSORSHIP

Provides maximum corporate exposure
\$52,500



- ▶ Premier placement in Exhibit Hall
- ▶ 15 Complementary Attendee Registrations
- ▶ 10 Sunday Guest Passes
- ▶ 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
- ▶ 10 Paper Presentations
(Requires acceptance via "Call for Paper" process)
- ▶ Hands-On-Training Presentations

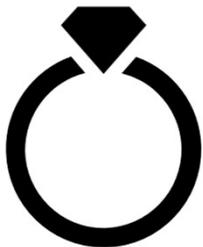


PLATINUM SPONSORSHIP

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
- ▶ 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
- ▶ 5 Paper Presentations (Requires acceptance via "Call for Paper" process)



GOLD SPONSORSHIP

Show off the value of your company
\$12,900

- ▶ Choice of placement within Exhibit Hall
- ▶ 4 Complementary Attendee Registrations
- ▶ 3 Sunday Guest Passes
- ▶ 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
- ▶ 3 Paper Presentations
(Requires acceptance via "Call for Paper" process)

SILVER SPONSORSHIP

Have a physical presence at an affordable price
\$9,950



- ▶ Very good placement within Exhibit Hall
- ▶ 3 Complementary Attendee Registrations
- ▶ 2 Sunday Guest Passes
- ▶ 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
- ▶ 1 Paper Presentations
(Requires acceptance via "Call for Paper" process)

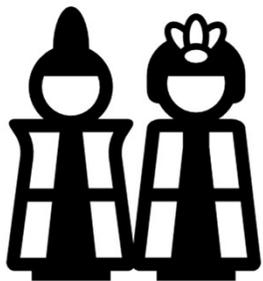


BRONZE SPONSORSHIP

The most economical option for sharing your brand
\$7,450



- ▶ Good placement within Exhibit Hall
- ▶ 2 Complementary Attendee Registrations
- ▶ 1 Sunday Guest Passes
- ▶ 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
- ▶ 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	500
Present at Opening Session (5 min)	2	Gold	500
Present at Closing Session (5 min)	2	Gold	200
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		500
Conference Lounge	1		1000
Charging Station	1		500
Meals	5 (1 per meal)		800
Tues. Kickback Party	1		1000
Breaks	5		500
Touch Screen (Primary Sponsor)	1	Gold	500
Touch Screen (Secondary Sponsor)	5		200
Digital Signage - 1 Ad	Unlimited		100
Digital Signage - 1 Video	Unlimited		100

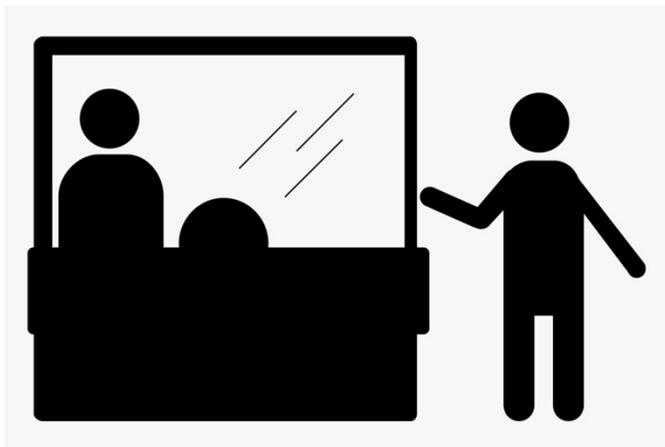


Exhibit Booths

- ▶ 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 Freeman & 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 **November 16, 2024**
- ▶ 100% payment upon registration on the site
- ▶ 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 and registration of Sunday Guest Passes

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 Saturday, Nov 16, 2024
- ▶ Register for S&E at Pharmasug.org
- ▶ For questions, contact marketing@pharmasug.org