

EXHIBITOR FACT SHEET

Here's everything you need to know (*and more!*) about being a SNUG 2019 Exhibitor/Sponsor! For full exhibitor/sponsorship details, please refer to the SNUG 2019 Vendor Prospectus.

Exhibitor Levels and Sponsorships

For SNUG 2019, we're offering the following exhibitor levels and sponsorship opportunities:

EXHIBITOR LEVELS

- Platinum
- Gold
- Silver
- Bronze

SPONSORSHIP OPPORTUNITIES

ATTENDEE ITEMS

- Attendee Bags
- Attendee Beverage Cups
- Attendee Portfolios
- Attendee Lanyards

ADDITIONAL ITEMS

- Karaoke Night

All exhibitor levels include a 6' x 30" draped table, two (2) chairs, and standard electrical hook-up.

All vendors are invited to attend the SNUG welcome reception Sunday evening.

All vendors are invited to attend the Tuesday night vendor reception.

All vendors will receive recognition during the SNUG president's opening session speech.

All vendors have the option to attend the full conference for the SNUG member rate of \$425 per attendee. This fee entitles each attendee to a SNUG conference bag and SWAG.

NOTE:

The SCC/SNUG Town Hall/Forum, the SIG sessions, AND the annual SNUG business meeting are for SNUG members ONLY.



What's included with each exhibitor level?

Platinum \$3,000

- Welcome Reception sponsorship
- Approved conference session
- Attendee mailing list
- Web listing on snuginonline.org
- Full page ad in the SNUG conference program
- Four complimentary lunches on Tuesday
- Hospitality Suite (Monday evening) — use this time for private demonstrations, meet and greets, and/or dinner (*vendor responsible for cost of food/beverage*). Pre-registered attendee list will be provided for vendors to invite SNUG attendees.
- "Partners in Excellence" flag/stand: pipe and draping for booth space

Gold \$2,000

- Lunch sponsorship
- Attendee mailing list
- Web listing on snuginonline.org
- Half-page ad in the SNUG conference program
- Two complimentary lunches on Tuesday

Silver \$1,000

- Sponsorship of morning or afternoon break
- Logo in the SNUG conference program
- Web listing on snuginonline.org
- Two complimentary lunches on Tuesday

Bronze \$500

- "Virtual Vendor"
 - Table set up for distribution of **vendor's materials**
 - Logo in the SNUG conference program

Conference Hotel > Rates & Information

SNUG 2019 HOTEL INFORMATION | SHERATON SAND KEY RESORT

SNUG 2019 will be held at the Sheraton Sand Key Resort, an award-winning Mediterranean-style resort located on Clearwater Beach. The Sheraton offers a tropical resort experience with accommodations overlooking Sand Key Beach and the azure waters of the Gulf of Mexico.

The Sheraton is offering the following guest room rates* for SNUG 2019:

- 1 Bedroom (1 -2 persons): \$189.00
- Each additional adult: \$10.00

*Hotel rates are subject to the appropriate state and local taxes, as well as any occupancy taxes in effect at the time of the conference. These taxes are currently 13%.

To make your room reservations, please call 727.593.6000 (use reservation code: SE14AA).

The special SNUG conference room rate expires April 17, 2019 at 5:00 P.M. EDT. Reservations made after this date and time will not be eligible for the discounted conference rates.



SNUG 2019 SHIPPING INFORMATION

Vendors are responsible for hotel shipping and handling fees. Include **the exhibitor's name / company** and ship materials to:

Sheraton Sand Key Resort
Attn: Exhibitor Name / SNUG
1160 Gulf Boulevard
Clearwater Beach, FL 33767

Exciting Sponsorship Opportunities!

ATTENDEE ITEMS*

We'll brand this SNUG attendee SWAG with your logo!

*Design and type of these items to be determined.

Bags | \$1,500

Each attendee receives a conference bag* with registration.

Act now and receive exclusive sponsorship of attendee bags. Your logo will be prominently placed, along with the SNUG logo, on the official SNUG conference bag.

Send your company name home with every attendee at the annual conference.

*Bag design TBD

Beverage Cups | \$1,500

All conference attendees receive a reusable cup or tumbler in their SWAG bag that they will continue to use long after the conference is over.

Keep your company name top of mind, reduce waste with a reusable cup, and help SNUG attendees stay hydrated.

Portfolios | \$1,000

A conference favorite! Every registered attendee will receive a handsome notepad portfolio in his or her attendee bag.

Make a lasting impression with your logo prominently displayed on this gift received by all attendees.

Lanyards | \$500

All conference attendees and staff members wear name badges that are attached to a lanyard.

Keep your company name top of mind while showing your support for the Soft Network Users Group.

ADDITIONAL ITEMS

We continue to look for ways to help you get your name and message out there so you can get the maximum return on investment.

SNUG Idol | \$ 775

A fun-filled evening of music and laughter, SNUG Karaoke Night is now in its 11th year, and this event has become a SNUG favorite! The most popular networking event at the annual SNUG conference, Karaoke Night at the Mainstay Tavern is on Monday, May 6.

The sponsor of this event will receive event signage and recognition in the SNUG 2019 program book as the official sponsor of SNUG's 11th annual SNUG Karaoke Night.

Help SNUG attendees become the stars they were meant to be ... even if it's for just a few hours.



Get the most from your sponsorship!

You could be the next SNUG Success Story!

Maximize your presence at SNUG 2019!

Several repeat SNUG Platinum vendors **have discovered the "secret"** to turning their SNUG sponsorships into networking events that attendees look forward to each year.

These exhibitors present one-hour conference sessions and maximize their presence at the conference by hosting informal **receptions on Monday evening ... and they** often tie in their events with the conference theme.

During the Monday evening hospitality suites, attendees are able to network with fellow attendees and SCC staff, and get some quality time—in a relaxed and fun setting—to meet with these vendors.

YOU could be the next SNUG success story!

SNUG 2019 IMPORTANT DATES AND DEADLINES

Please make a note of the following dates if you're planning to join us as an exhibitor at the SNUG 2019 Conference, Meeting, and Expo.



PROGRAM: THE SOFT NETWORK USERS GROUP
CONFERENCE, MEETING, AND EXPO
SNUG'S 27TH ANNUAL CONFERENCE

THEME: SNUG 2019: OCEANS OF DISCOVERY | *CHARTING A COURSE FOR SUCCESS*

CONCEPT: THE POWER OF DISCOVERY WITH THE OCEAN AS A METAPHOR—AND THE ROLE OF HEALTHCARE IT AND LABORATORY DIAGNOSTICS IN REACHING SUCCESSFUL OUTCOMES

WHERE: SHERATON SAND KEY RESORT
1160 GULF BOULEVARD | CLEARWATER BEACH, FLORIDA 33767
727.593.6000

WHEN: **CONFERENCE DATES:** MAY 5 – 9, 2019

EXHIBITOR SETUP: MONDAY, MAY 6 (3:00 P.M. – 7:00 P.M.)

EXHIBITION DATES: TUESDAY, MAY 7 (7:30 A.M. – 5:00 P.M.)
WEDNESDAY, MAY 8 (7:30 A.M. – 10:15 A.M.)

VENDOR RECEPTION: TUESDAY, MAY 7 (5:00 P.M. – 6:00 P.M.)

DISMANTLE ON: WEDNESDAY, MAY 8 (10:15 A.M. – 11:30 A.M.)

EXHIBITOR FEES: BASED ON EXHIBITOR LEVEL

\$ 3,000 – PLATINUM	\$ 1,000 – SILVER
\$ 2,000 – GOLD	\$ 500 – BRONZE

SPONSORSHIPS: BASED ON LEVEL OF SPONSORSHIP

ATTENDEE ITEMS	ADDITIONAL SPONSORSHIPS
\$ 1,500 – ATTENDEE BAGS	\$ 775 – SNUG IDOL
\$ 1,500 – ATTENDEE CUPS	(11 TH ANNUAL SNUG KARAOKE NIGHT)
\$ 1,000 – ATTENDEE PORTFOLIOS	
\$ 500 – ATTENDEE LANYARDS	

BOOTH DEPOSIT: 50% deposit due by Friday, February 15, 2019.

FINAL PAYMENT INFORMATION: All monies must be received by Wednesday, April 3, 2019.
If final payment is not received by April 3, 2019, SNUG reserves the right to prohibit booth setup at the conference.
Cancellations prior to April 3, 2019 will receive a 50% refund.
No refunds will be given for cancellations received after April 3, 2019.

ROOM RATE: \$189 (PLUS TAX) SINGLE OR DOUBLE (1 – 2 PEOPLE)
\$ 10 FOR EACH ADDITIONAL ADULT
DISCOUNTED RATE EXPIRES AT 5:00 P.M. EDT ON APRIL 17, 2019
(USE RESERVATION CODE [SE14AA](#).)

ATTENDANCE: WE'RE EXPECTING NEARLY 200 LIS ADMINISTRATORS AND LAB MANAGERS.

BACK BY POPULAR DEMAND!

The *Partners in Innovation* flags that we introduced at SNUG 2013 have been such a big hit ever since that we are including them again for SNUG 2019 Platinum vendors.

We'll place the flags outside for the SNUG Welcome Reception, and we'll move them inside to the Vendor exhibit space during the Vendor Expo.

Attendees will be drawn to your space ... *they can't miss your flag!*



ADDITIONAL "TOUCHES" FOR SNUG 2019

We provide **some additional "touches"** to provide you additional opportunities to network and socialize with SCC clients and staff.

- ➔ The **SNUG Welcome Reception** on Sunday evening (5/5) is sponsored by the SNUG Platinum vendors, and we encourage all vendors to attend. This is a wonderful way to network with other vendors, as well as SCC clients and staff in a relaxed setting on the eve of the conference.
- ➔ All SNUG vendors are welcome to attend the SNUG 2019 conference sessions at the SNUG member rate of \$425 per person attending sessions. Each paid attendee will receive a SNUG 2019 conference bag.*

**PLEASE NOTE: The SCC/SNUG Town Hall, the special interest group (SIG) sessions, and the annual SNUG business meeting are for SNUG members ONLY.*

- ➔ **SNUG Idol**, the 11th annual **SNUG Karaoke Night**, is Monday evening (5/6) in the Mainstay Tavern. All SNUG vendors are welcome to join us for this fun-filled evening of music and laughter.
- ➔ The **SNUG Vendor Reception** Tuesday evening (5/7) is a one-hour reception hosted by the SNUG vendors for SCC clients only so you can mix and mingle with SCC clients and other SNUG vendors.

- ➔ **Lunch** is served in the exhibit area (Island Ballroom).

Platinum vendors will receive:

- ✓ Four (4) complimentary lunches on Tuesday

Gold vendors will receive:

- ✓ Two (2) complimentary lunches on Tuesday

Silver vendors will receive:

- ✓ Two (2) complimentary lunches on Tuesday

