



Sharing the Vision  
Clear Solutions | Embracing Innovation

# EXHIBITOR FACT SHEET

Here's everything you need to know (and more!) about being a SNUG 2020 Exhibitor/Sponsor! For full exhibitor/sponsorship details, please refer to the SNUG 2020 Vendor Prospectus.

## Exhibitor Levels and Sponsorships

For SNUG 2020, we're offering the following exhibitor levels and sponsorship opportunities:

### EXHIBITOR LEVELS

- Platinum
- Gold
- Silver
- Bronze

### SPONSORSHIP OPPORTUNITIES

#### ATTENDEE ITEMS

- Attendee Bags
- Attendee Beverage Containers
- 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 \$500 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](http://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
- Two sets of attendee SWAG

### Gold \$2,000

- Lunch sponsorship
- Attendee mailing list
- Web listing on [snuginonline.org](http://snuginonline.org)
- Half-page ad in the SNUG conference program
- Two complimentary lunches on Tuesday
- One set of attendee SWAG

### Silver \$1,000

- Sponsorship of morning or afternoon break
- Logo in the SNUG conference program
- Web listing on [snuginonline.org](http://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 2020 HOTEL INFORMATION | SHERATON SAND KEY RESORT

SNUG 2020 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 2020:

- 1 Bedroom (1 -2 persons): \$209.00
- 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 or [CLICK HERE](#).

The special SNUG conference room rate expires April 3, 2020 at 5:00 P.M. EDT. Reservations made after this date and time will not be eligible for the discounted conference rates.



### SNUG 2020 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 Containers | \$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 | \$ 750

A fun-filled evening of music and laughter, SNUG Karaoke Night is now in its 12<sup>th</sup> 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 4.

The sponsor of this event will receive event signage and recognition in the SNUG 2020 program book as the official sponsor of SNUG's 12<sup>th</sup> annual SNUG Karaoke Night.

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



## Maximize your presence at SNUG 2020!

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!

Get the most from your sponsorship!



# SNUG 2020 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 2020 Conference, Meeting, and Expo.

<b>PROGRAM:</b>	THE SOFT NETWORK USERS GROUP CONFERENCE, MEETING, AND EXPO SNUG'S 28 <sup>TH</sup> ANNUAL CONFERENCE	
<b>THEME:</b>	SHARING THE VISION   CLEAR SOLUTIONS  EMBRACING INNOVATION	
<b>CONCEPT:</b>	THE IMPORTANCE OF HAVING A VISIONARY OUTLOOK AND A VISION OF WHAT WE WANT TO BECOME IN THE FUTURE. WHY IT'S CRUCIAL TO HAVE A VISION, WHY IT TAKES VISION TO SEEK SOLUTIONS, AND WHY HAVING A VISIONARY ATTITUDE IS KEY TO SUCCESS IN CLINICAL DIAGNOSTICS AND HEALTHCARE IT.	
<b>WHERE:</b>	SHERATON SAND KEY RESORT   727.593.6000 1160 GULF BOULEVARD   CLEARWATER BEACH, FLORIDA 33767	
<b>WHEN:</b>	<b>CONFERENCE DATES:</b>	MAY 3 – 7, 2020
	<b>EXHIBITOR SETUP:</b>	MONDAY, MAY 4 (3:00 P.M. – 7:00 P.M.)
	<b>EXHIBITION DATES:</b>	TUESDAY, MAY 5 (7:30 A.M. – 5:00 P.M.) WEDNESDAY, MAY 6 (7:30 A.M. – 10:15 A.M.)
	<b>VENDOR RECEPTION:</b>	TUESDAY, MAY 5 (5:00 P.M. – 6:00 P.M.)
	<b>DISMANTLE ON:</b>	WEDNESDAY, MAY 6 (10:15 A.M. – 11:30 A.M.)
<b>EXHIBITOR FEES:</b>	BASED ON EXHIBITOR LEVEL	
	\$ 3,000 – PLATINUM	\$ 1,000 – SILVER
	\$ 2,000 – GOLD	\$ 500 – BRONZE
<b>SPONSORSHIPS:</b>	BASED ON LEVEL OF SPONSORSHIP	
	<b>ATTENDEE ITEMS</b>	<b>ADDITIONAL SPONSORSHIPS</b>
	\$ 1,500 – BAGS	\$ 750 – SNUG IDOL
	\$ 1,500 – BEVERAGE CONTAINERS	(12 <sup>TH</sup> ANNUAL SNUG KARAOKE NIGHT)
	\$ 1,000 – PORTFOLIOS	
	\$ 500 – LANYARDS	
<b>BOOTH DEPOSIT:</b>	50% deposit due by Friday, February 14, 2020.	
<b>FINAL PAYMENT INFORMATION:</b>	All monies must be received by Friday, April 3, 2020. If final payment is not received by April 3, 2020, SNUG reserves the right to prohibit booth setup at the conference. Cancellations prior to April 3, 2020 will receive a 50% refund. No refunds will be given for cancellations received after April 3, 2020.	
<b>ROOM RATE:</b>	\$209 (PLUS TAX) SINGLE OR DOUBLE (1 – 2 PEOPLE) \$ 10 FOR EACH ADDITIONAL ADULT DISCOUNTED RATE EXPIRES AT 5:00 P.M. EDT ON APRIL 3, 2020 TO MAKE YOUR ROOM RESERVATIONS:  CALL 727.593.6000 > OR < <a href="#">CLICK HERE</a>	
<b>ATTENDANCE:</b>	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 2020 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 2020

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 (5/3) 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 2020 conference sessions at the SNUG member rate of \$500 per person attending sessions. Each paid attendee will receive a SNUG 2020 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 12<sup>th</sup> annual SNUG Karaoke Night, is Monday evening (5/4) 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 (5/5) 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

