

SNUG 2020

Vendor Information and Prospectus

Conference Dates: May 3 – 7, 2020

Exhibit Dates: May 5 & 6, 2020



Don't miss the SNUG 2020

SHARING THE VISION

CLEAR SOLUTIONS | EMBRACING INNOVATION

VENDOR
EXPO

Networking Events
Hands-on Demonstrations
Group Presentations

Sheraton Sand Key Resort | Clearwater Beach, Florida

The
28th Annual
SNUG Conference,
Meeting,
and Expo

WHAT IS SNUG AND THE ANNUAL SNUG CONFERENCE?

ABOUT SNUG

The Soft Network Users Group (SNUG) was established in 1992 to provide a forum where SCC Soft Computer users could freely discuss SCC's products and provide a powerful voice to represent what SCC users need and want from their laboratory information management systems.

For 28 years, SNUG has promoted the free exchange of ideas and suggestions, lessons learned, and best practices. The annual SNUG conference offers unique educational and networking opportunities, as well as time to preview the latest products and services from many vendors during the SNUG vendor fair and reception.

Join nearly 200 laboratory professionals who gather in Florida each year to discuss ways to improve turnaround time, streamline workflow, and get the most from their SCC systems.

OUR GOAL: MAXIMIZE YOUR ROI

SNUG recognizes the financial commitment it takes to exhibit and seeks ways to enhance the exhibit experience for participants.

The 2020 SNUG conference offers a venue for direct, one-on-one meetings, product education, and group presentations to new and existing customers.

- Numerous opportunities, including the SNUG vendor game, to drive traffic to your booth
- Wi-Fi throughout conference space
- Coffee stations and lounge area
- Dedicated exhibit hours
- Breakfast in exhibit area (Island Ballroom)
- Lunch in exhibit area (Island Ballroom)
- Morning and afternoon breaks in exhibit area (Island Ballroom)
- Internet stations in the Sheraton's connection destination: "The Link @ Sheraton" in the Mainstay Tavern
- Charging stations in "The Link @ Sheraton"
- Exhibitor ads in Conference Program for Platinum and Gold exhibitors, and Silver exhibitor logos in Conference Program
- Technical sessions make up the core of the SNUG Conference, and Platinum exhibitors can present a one-hour conference session.
- SNUG Vendor Wine and Cheese Reception
- Hospitality Suites available Monday evening for Platinum exhibitors (*vendor is responsible for cost of food and beverage*)

DEMOGRAPHICS

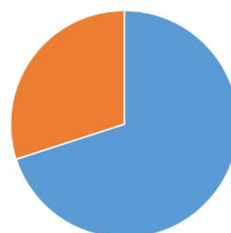
Each year, the SNUG conference attracts healthcare IT and allied healthcare professionals who have a common goal of learning what's new with SCC's powerful software solutions and finding ways to get the most from their SCC systems. We're expecting nearly 200 allied healthcare professionals, LIS administrators, and lab managers from hospitals and laboratories across the Americas and around the globe.

Institution Type



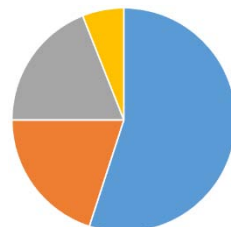
- Hospitals with 500 or more beds (34%)
- Hospitals with 300 - 499 beds (27%)
- Hospitals with 100 - 299 beds (20%)
- Hospitals with less than 100 beds (19%)

Organization Type



- Multisite (70%)
- Single site (30%)

Attendee Job Focus



- LIS Administrator (55%)
- IT Support (20%)
- Management (19%)
- Laboratory Scientist (6%)

28 YEARS OF CONTINUING EDUCATION ... GOING STRONG SINCE 1992!

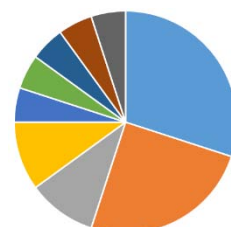
SNUG Opening Session

We kick off the annual SNUG conference with an opening session featuring presentations by:

- SCC's CEO, Gilbert Hakim, who reports on the state of SCC
- SNUG's outgoing president who reports on SNUG and gives a special thank you to the SNUG exhibitors who underwrite the conference (the SNUG vendors are also showcased in the opening session flash that displays as attendees settle in)
- A professional keynote speaker selected to help attendees learn a new skill for working through stressful situations

Exceptional Educational Opportunities!

SNUG 2020 Content Mix



- Laboratory (30%)
- LIS / Hardware (25%)
- Microbiology (10%)
- Blood Bank (10%)
- Pathology (5%)
- Accounts Receivable / Billing (5%)
- Reports (5%)
- HIS / Interfaces (5%)
- Management (5%)

SNUG 2020 GENERAL INFORMATION

EXHIBITOR LEVELS AND FEES

Your exhibit at the 2020 SNUG Annual Conference puts you at the center of an event that brings together a gathering of allied healthcare and healthcare IT professionals from across North America.

SNUG 2020 exhibitor levels and sponsorships include:

Exhibitor Levels	SNUG Sponsorships*
• Platinum \$ 3,000	• Attendee Bags \$ 1,500
• Gold \$ 2,000	• Attendee Beverage Cups \$ 1,500
• Silver \$ 1,000	• Attendee Portfolios \$ 1,000
• Bronze \$ 500	• Attendee Lanyards \$ 500

All SNUG vendors receive recognition during the SNUG president's opening session speech. All SNUG vendors are invited to attend the Tuesday night wine and cheese reception.

*See below for additional sponsorship opportunities for SNUG vendors!

Platinum Exhibitor level includes:	\$ 3,000
<ul style="list-style-type: none">• Welcome Reception sponsorship• Approved conference session• Attendee mailing list• Web listing on snuginonline.org• Full page ad in the SNUG conference program• Hospitality Suite—Monday evening• Flag and pipe and draping for conference space and two (2) chairs• Four (4) complimentary lunches on Tuesday• Two (2) sets of all the conference SWAG items that attendees receive	

Gold Exhibitor level includes:	\$ 2,000
<ul style="list-style-type: none">• Lunch Sponsorship• Attendee mailing list• Web listing on snuginonline.org• Half (½) page ad in the SNUG conference program• Two (2) complimentary lunches on Tuesday• One (1) set of all the conference SWAG items that attendees receive	

Silver Exhibitor level includes:	\$ 1,000
<ul style="list-style-type: none">• Sponsorship of morning or afternoon break• Logo in the SNUG conference program• Web listing on snuginonline.org• Two (2) complimentary lunches on Tuesday	

Bronze Exhibitor level includes:	\$ 500
<ul style="list-style-type: none">• "Virtual Vendor" – table set up for distribution of vendor's materials• Logo in the SNUG conference program	

SPONSORSHIP OPPORTUNITIES:

ATTENDEE ITEMS: We'll brand this SNUG attendee SWAG with your logo! Be sure to check for availability; these additional sponsorships go *FAST*!

Attendee Bags	\$1,500
Your logo will be placed prominently (along with the SNUG logo) on the bag.	

Attendee Beverage Containers	\$1,500
Your logo will be placed prominently (along with the SNUG logo) on the cup.	

Attendee Portfolios	\$1,000
Your logo will be placed prominently on a handsome notepad portfolio.	

Attendee / Staff Lanyards	\$ 500
Your logo will be placed prominently on the name badge lanyard.	

ADDITIONAL ITEMS: Your logo will be featured prominently on promotional materials for these sponsorships (e.g., program ad, poster, electronic ad)!

SNUG Karaoke Night @ the Mainstay Tavern	\$ 750
Be the official sponsor of the most popular networking event at SNUG.	

EXHIBITOR INFORMATION

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

Exhibitors must return the completed exhibitor contract form no later than **February 14, 2020** to SNUG Customer Service Coordinator, Donna Passante at Passante.Donna@mayo.edu.

- Fifty percent (50%) of payment is due by **February 14, 2020** with the remaining balance due by **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 received prior to **April 3, 2020** will receive a fifty percent (50%) refund.
- No refunds will be given for cancellations received on or after **April 3, 2020**.

EXHIBITOR / SPONSOR CONTACT

- For check payments, send checks (payable to **SNUG, Inc.**) to SNUG Vice President / Assistant Treasurer, Andrea Hawk ahawk@med.umich.edu:
SNUG c/o Andrea Hawk | 15302 Westlake Circle | Belleville, MI 48111
- For credit card payments go to <http://snuginonline.org/vendor-registration/> or e-mail SNUG Treasurer, Michelle Precourt at PRECOURT@email.chop.edu.
- For more information on all exhibitor levels and sponsorships, please contact Donna Passante at Passante.Donna@mayo.edu.

IMPORTANT DATES AND DEADLINES

Please make a note of the following dates if you are planning to join us as an exhibitor at the SNUG 2020 Conference.

Booth deposit:	50% deposit due by February 14, 2020	
Final payment due:	All monies must be received by April 3, 2020.*	
Hotel room reservations:	Discounted hotel rate expires at 5:00 P.M. EDT on April 3, 2020.	
Exhibit set-up:	Monday, May 4	3:00 P.M. – 7:00 P.M.
Exhibit hours:	Tuesday, May 5 Wednesday, May 6	7:30 A.M. – 5:00 P.M. 7:30 A.M. – 10:15 A.M.
Vendor Reception:	Tuesday, May 5	5:00 P.M. – 6:00 P.M.
Exhibit dismantle:	Wednesday, May 6	10:15 A.M. – 11:30 A.M.

*If final payment is not received by April 3, 2020, SNUG reserves the right to prohibit booth set-up at the conference. Cancellations prior to April 3, 2020 will receive a 50% refund. No refunds for cancellations received after this date.

GET THE MOST FROM YOUR SPONSORSHIP

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

As platinum exhibitors, they present one-hour conference sessions and maximize their presence at the conference by hosting informal receptions (Platinum Vendor Hospitality Suites) every year on Monday evening before "SNUG Idol" ... 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 quality time—in a *relaxed and fun setting*—to meet with these vendors.

You could be SNUG's next success story!

If you would like to host a Platinum Vendor Hospitality Suite on Monday, May 4, please let us know by March 20, 2020.

SNUG 2020 SPONSORSHIP INFORMATION

SNUG 2020 EXHIBITOR FEES (FOR BRONZE, SEE PREVIOUS PAGE)

Sponsor Benefits	Platinum \$3,000	Gold \$2,000	Silver \$1,000
Web listing on SNUG website	✓	✓	✓
Ad in conference program	✓ Full page	✓ Half page	✓ Logo
Event sponsorship	✓ SNUG Welcome Reception	✓ Lunch	✓ Morning or Afternoon Break
Attendee mailing list	✓	✓	
Approved conference session	✓		
Hospitality Suite*	✓		

*Monday evening, use this time for private demonstrations, meet and greets, and/or dinner (*vendor is responsible for cost of food and beverage*). Pre-registered attendee list will be provided for vendors to invite SNUG attendees.

SNUG 2020 VENDOR FAIR SCHEDULE

We create a SNUG vendor game to encourage attendees to visit each vendor during the expo. We include a game card in the conference program so attendees can keep track of the vendors they visit during the expo. The vendor game ties in with the conference theme to create a nice icebreaker and a way for attendees to ensure they don't miss any vendors. *And, the completed vendor game card (with stamps from each vendor) is each attendee's raffle ticket during the Vendor Reception.*

Monday, May 4 (set up) 3:00 P.M. – 7:00 P.M.

Tuesday, May 5 7:30 A.M. – 5:00 P.M.

Wednesday, May 6 7:30 A.M. – 10:15 A.M.

Wednesday, May 6 (dismantle) 10:15 A.M. – 11:30 A.M.

SNUG 2020 CONFERENCE-AT-A-GLANCE

5/3: Welcome Reception	5/5 & 6: Vendor Expo
5/4 – 7: General sessions	5/5: Vendor Game
5/4: Platinum Vendor events	5/5: Vendor Reception
5/4: Karaoke Night (SNUG Idol)	5/5: Tuesday event TBD

SNUG 2020 VENDOR RECEPTION

The annual SNUG Vendor Reception on Tuesday evening is an opportunity for you to meet SNUG attendees in a relaxed social setting. During the reception, we have a raffle for prizes. The entry ticket for the raffle is the stamped game card from the vendor game described under **SNUG 2020 VENDOR FAIR SCHEDULE**. During the vendor expo on Tuesday, SNUG attendees who visit your booth will have a game card that you will stamp. *Only clients who visit all of the sponsors during the vendor expo and get their cards stamped are eligible for the raffle.*

We welcome you to bring a door prize to donate to the raffle.

Tuesday, May 5 5:00 P.M. – 6:00 P.M.

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, Florida 33767**



SNUG 2020 EVENT LOCATION LAYOUT

The SNUG 2020 Vendor Fair will be held in the Sheraton Sand Key Resort's Island Ballroom. SNUG morning and afternoon breaks, and SNUG lunches are also held in the Island Ballroom, so you have a captive audience!

The Hospitality Suites, available for Platinum-level exhibitors, are located on the 3rd through 8th floors of the hotel. On Monday evening, Platinum vendors can use this time for private demonstrations, meet and greets, and/or dinner (*vendor is responsible for cost of food and beverage*). Three 2,144-square-foot meeting rooms on the first floor (Gulf, Palm, and Bay) are available on a first-come, first-served basis for Platinum vendors who may need more space for their Monday events.



SNUG 2020 HOTEL INFORMATION

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 sparkling 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 percent.

- ☞ The special SNUG hotel 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 SNUG 2020 conference rates.
- ☞ To make your room reservations, please call 727.593.6000 or **CLICK HERE**.

SNUG 2020 VENDOR APPLICATION / CONTRACT*

When complete, please e-mail this page and the next page of the contract to Donna Passante at Passante.Donna@mayo.edu.

*You can also visit SNUG's website (www.snuginonline.org) and select **Conference > Vendor Registration** to register online.

1. Company Information as it should appear in the print materials (e.g., conference program, agenda, signage):

Company: _____

Address _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

2. Primary and Secondary contact person:

Primary

Contact Name: _____

Title: _____

Telephone: _____

Fax: _____

E-mail: _____

Secondary

Contact Name: _____

Title: _____

Telephone: _____

Fax: _____

E-mail: _____

3. Exhibitor Level:

☐ Platinum \$ 3,000 ☐ Gold \$ 2,000 ☐ Silver \$ 1,000 ☐ Bronze \$ 500

• If Platinum, will you present a session? If YES, please provide a brief description of your topic (enter N/A if No) **no later than March 13, 2020.**

☐ No ☐ YES Reserve session by:
January 31, 2020

• If you would like to or host a Platinum Hospitality Suite on Monday May 8, please let us know by **March 20, 2020.**

4. Sponsorship (subject to availability):

☐ Attendee Bags \$ 1,500 ☐ Attendee Portfolios \$ 1,000

☐ Attendee Beverage Containers \$ 1,500 ☐ Attendee Lanyards \$ 500

5. Additional Sponsorship (subject to availability):

☐ SNUG Idol (Karaoke Night) \$ 750

6. Costs:

Total Cost: _____

Amount Paid: _____ 50% due by February 14, 2020

Balance Due: _____ Balance due by April 3, 2020

7. Payment (All applications/contracts submitted must include full PAYMENT):

Check (*payable to SNUG*)

☐ Check Enclosed ☐ Check to be Mailed

Check No.: _____ Amount: _____

☐ **Credit Card**

• For credit card payments go to <http://snuginonline.org/vendor-registration/>
or e-mail SNUG Treasurer, Michelle Precourt at
PRECOURT@email.chop.edu.

8. What products or services will you be exhibiting?

9. Acceptance of Binding Contract for Commercial Support

We agree to all of the Terms and Conditions for this event (listed on the reverse side of this page). This application is made by the undersigned, an authorized signatory of the above-listed company, and constitutes a binding contract with SNUG.

Name: _____

Signature: _____

Title: _____

Date: _____

SNUG 2020 TERMS AND CONDITIONS

APPLICATION AND ELIGIBILITY

Exhibitors must return the completed exhibitor contract form to Donna Passante at Passante.Donna@mayo.edu no later than February 14, 2020.

Application for exhibit space must be made on the form* provided by the Soft Network Users Group (SNUG), contain the information requested, and be executed by an individual who has authority to act for the applicant.

Exhibit contents will be limited to only the company and product(s) listed on the application, and are subject to approval by SNUG for accepted and acknowledged efficacy and commercial availability. SNUG may reject the application of any company whose goods or services are not compatible, in the sole opinion of SNUG, with the educational character and objectives of the annual conference. In the event an application is not accepted, any paid fees will be returned. *Use printed form or fill out registration online.

PAYMENT DATES

No exhibit space will be guaranteed until SNUG receives payment accompanied by a signed application.

Fifty percent (50%) of payment is due by February 14, 2020, with the remaining balance due by April 3, 2020.

If final payment is not received by April 3, 2020, SNUG reserves the right to prohibit booth setup at the conference.

EXHIBIT FEES

Your exhibit at the 2020 SNUG annual conference puts you at the center of an event that brings together a gathering of allied healthcare and healthcare IT professionals from across the Americas and around the globe.

- Send payment (checks payable to **SNUG, Inc.**) to SNUG Vice President / Assistant Treasurer, Andrea Hawk
ahawk@med.umich.edu:

SNUG
c/o Andrea Hawk
15302 Westlake Circle | Belleville, MI 48111

- For credit card payments go to <http://snuginonline.org/vendor-registration/> or e-mail SNUG Treasurer, Michelle Precourt at PRECOURT@email.chop.edu.
- For more information on all exhibitor levels and sponsorships, please contact Donna Passante at Passante.Donna@mayo.edu.

SNUG EXHIBIT REGULATIONS

Setup: Exhibitor setup is scheduled for 3:00 – 7:00 P.M. on Monday, May 4, 2020. All exhibits must be set up by 7:00 P.M., unless alternate arrangements have been made with show management. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted.

Dismantling: Exhibitor dismantling is scheduled for 10:15 – 11:30 A.M. on Wednesday, May 6, 2020. All exhibit material must be packed and ready for removal from the exhibit area no later than 11:30 A.M.

SNUG CONFERENCE PROGRAM ADVERTISING

Any type of print-quality Windows graphic file or Adobe .pdf file in color or black and white, and at least 150 dpi for printing is acceptable.

- Please e-mail your logo or ad to Jim Nix at JNix@softcomputer.com.
- If the file is too large to e-mail, please contact Jim for instructions on accessing SCC's FTP site.

- Silver sponsorship includes your logo in the conference program.**
 - If you are a returning vendor and have not changed your logo in the last year, we have it on file.
 - If your logo has changed, please e-mail it to Jim Nix at JNix@softcomputer.com.
 - Your logo must be received no later than **April 3, 2020** to ensure its inclusion in the SNUG 2020 conference program.

CONFERENCE SESSIONS: All SNUG vendors are welcome to attend the SNUG 2020 conference sessions at the **SNUG member rate of \$500 per attendee**. Please provide the names and titles of the session attendees **no later than April 3, 2020**.

CANCELLATION

In the event that the exhibitor notifies SNUG of its intent to cancel the contract after acceptance but prior to April 3, 2020, a fifty percent (50%) refund of monies received will be given.

No refunds will be made on cancellations accepted after April 3, 2020.

If for any cause beyond the control of SNUG – such as, but not limited to, the destruction of the meeting/exhibit facilities by an Act of God, the public enemy, authority of the law, fire, or other force majeure – SNUG is unable to comply with the terms of this contract and deliver the exhibitor benefits described, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by SNUG to the date of the termination allocable to the exhibitors after proration thereof among all exhibitors.

SHIPPING INSTRUCTIONS

The exhibitor will ship, at his own risk and expense, all articles to be exhibited. All shipments must be prepaid. Exhibitors are responsible for hotel shipping and handling fees. The address on all crated shipments shall include the **exhibitor's name/company** and shall be shipped to:

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

SPECIAL VISUAL AND SOUND EFFECTS

Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations in such intensity as in the sole opinion of SNUG does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

EXHIBIT BOOTH AND FURNISHINGS

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

HOSPITALITY AND ENTERTAINMENT

Hospitality suites or events sponsored by the exhibitors must be approved by SNUG. No entertainment may be scheduled to conflict with SNUG's program hours, activity hours, or exhibit hours.

MISCELLANEOUS

SNUG shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this meeting. Any and all matters not specifically covered herein are subject to decision by SNUG. These terms and conditions may be amended at any time by SNUG upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by SNUG from time to time. This contract shall be interpreted under the laws of the United States and the State of Florida.

- Gold sponsorship includes half-page ad in the conference program.**
 - Maximum ad size is 3.75" tall x 4.5" wide.
 - Your ad must be received no later than **April 3, 2020** to ensure its inclusion in the SNUG 2020 conference program.
- Platinum sponsorship includes full-page ad in the conference program.**
 - Maximum ad size is 7.5" tall x 5" wide.
 - Your ad must be received no later than **April 3, 2020** to ensure its inclusion in the SNUG 2020 conference program.

We agree to all of the Terms and Conditions for this event. This application is made by the undersigned, an authorized signatory of the above-listed company, and constitutes a binding contract with SNUG.

Name: _____ Signature: _____
Title: _____ Date: _____