



**SNUG 2024**

# **Vendor Information and Prospectus**



**SNUG  
2024WARD**  
30 Years of Collaboration and Education

**Conference Dates: May 5-9, 2024  
Exhibit Dates: May 7-8, 2024**

**The 30<sup>th</sup> Annual  
SNUG Conference  
and Educational  
Summit**

**Don't miss the SNUG 2024**

# **VENDOR FAIR**

**Networking Events | Hands-on Demonstrations | Group Presentations**

**Sheraton Sand Key Resort | Clearwater Beach, Florida**

# 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 30 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 numerous 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 2024 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 Reception
- Hospitality Suites available Monday evening for Platinum exhibitors (vendor is responsible for cost of food and beverage)

## 30 YEARS OF CONTINUED EDUCATION

### SNUG Opening Session

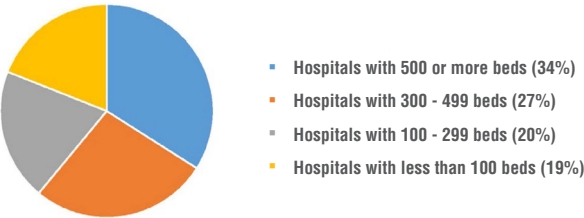
We kick off the annual SNUG conference with an opening session featuring presentations by:

- 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

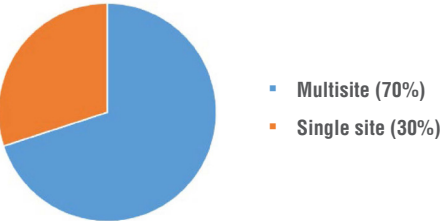
## DEMOGRAPHICS

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 numerous allied healthcare professionals, LIS administrators, and lab managers from hospitals and laboratories across the Americas and around the globe.

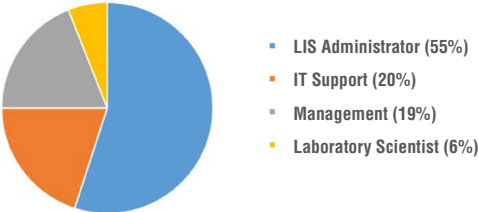
### Institution Type



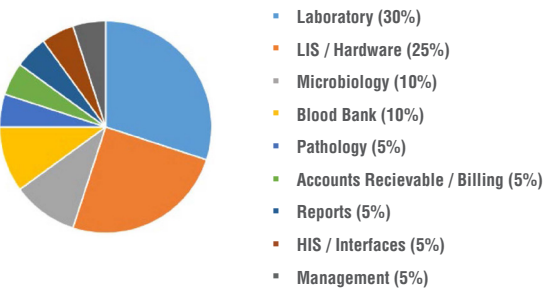
### Organization Type



### Attendee Job Focus



### Exceptional Educational Opportunities!



# SNUG 2024 GENERAL INFORMATION

## EXHIBITOR LEVELS AND FEES

Your exhibit at the 2024 SNUG Annual Conference puts you at the center of an event which brings together a gathering of allied healthcare and healthcare IT professionals from across the globe.

SNUG 2024 exhibitor levels and sponsorships include:

Exhibitor Levels		SNUG Sponsorships*	
• Platinum	\$5,000	• Attendee Bags	\$1,500
• Gold	\$3,000	• Attendee Beverage Container	\$1,500
• Silver	\$1,000	• Attendee Portfolios	\$1,000
• Bronze	\$500	• Attendee/Staff Lanyards	\$ 500

All SNUG vendors receive recognition during the SNUG president's opening session speech. All SNUG vendors are invited to attend the Tuesday's Vendor Reception.

\*See below for additional sponsorship opportunities for SNUG vendors!

<b>Platinum Exhibitor level includes:</b>	<b>\$5,000</b>
<ul style="list-style-type: none"><li>• Table and draping for conference space and two (2) chairs</li><li>• Four (4) complimentary lunches on Tuesday</li><li>• Two (2) sets of all the conference SWAG items that attendees receive</li><li>• Logo on snuginonline.org and logo and company description (150 words) in the SNUG online flipbook</li><li>• Full page ad in the SNUG conference program</li><li>• Attendee mailing list</li><li>• Welcome Reception Flag and Sponsorship</li><li>• Hospitality Suite-Monday evening</li><li>• Approved conference session</li><li>• Two (2) complimentary invitations to SNUG Annual Banquet</li></ul>	

<b>Gold Exhibitor level includes:</b>	<b>\$3,000</b>
<ul style="list-style-type: none"><li>• Table and draping for conference space and two (2) chairs</li><li>• Two (2) complimentary lunches on Tuesday</li><li>• One (1) set of all the conference SWAG items that attendees receive</li><li>• Logo on snuginonline.org and logo and company description (50 words) in the SNUG online flipbook</li><li>• Half page ad in the SNUG conference program</li><li>• Attendee mailing list</li><li>• Lunch Sponsorship</li></ul>	

<b>Silver Exhibitor level includes:</b>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• Table and draping for conference space and two (2) chairs</li><li>• Two (2) complimentary lunches on Tuesday</li><li>• Logo on snuginonline.org and in the SNUG online flipbook</li><li>• Logo in the SNUG conference program</li><li>• Sponsorship of morning or afternoon break</li></ul>	

<b>Bronze Exhibitor level includes:</b>	<b>\$500</b>
<ul style="list-style-type: none"><li>• Vendor Supplied Informational Material Only – Bronze vendors will supply informational material for distribution at the conference. There is no onsite presence of Vendor personnel</li></ul>	

## 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!

<b>Attendee Bags: \$1,500</b>
Your logo will be placed prominently (along with the SNUG logo) on the bag.
<b>Attendee Beverage Containers: \$1,500</b>
Your logo will be placed prominently (along with the SNUG logo) on the cup.
<b>Attendee Portfolios: \$1,000</b>
Your logo will be placed prominently (along with the SNUG logo) on the portfolio.
<b>Attendee / Staff Lanyards: \$500</b>
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)!

## EXHIBITOR INFORMATION

All vendor levels except Bronze include a 6' x 30" draped table, two chairs, and standard electrical hook-up. Vendors must return the completed exhibitor contract form no later than **April 3, 2024** to SNUG Treasurer Tyla Adams at [SNUGtreasury@gmail.com](mailto:SNUGtreasury@gmail.com).

## EXHIBITOR / SPONSOR CONTACT

- For check payments, send checks (payable to **SNUG, Inc.**) to SNUG Treasurer Tyla Adams at [SNUGtreasury@gmail.com](mailto:SNUGtreasury@gmail.com).

**SNUG c/o Tyla Adams | PO Box 450467 | Houston, TX 77045**

- For credit card payments go to <http://snuginonline.org/sponsor-registration/>

## IMPORTANT DATES AND DEADLINES

Please make a note of the following dates if you are planning to join us as a vendor at the SNUG 2024 Conference.

Booth deposit:	50% deposit due by April 3, 2024	
Final payment due:	All monies must be received by April 17, 2024.*	
Hotel room reservations:	Discounted hotel rate expires at 5:00 P.M. EDT on April 3, 2024.	
Exhibit set-up:	Monday, May 6	3:00 P.M. – 7:00 P.M.
Exhibit hours:	Tuesday, May 7 Wednesday, May 8	7:30 A.M. – 5:00 P.M. 7:30 A.M. – 10:15 A.M.
Vendor Reception:	Tuesday, May 7	5:30 P.M. – 6:30 P.M.
Exhibit dismantle:	Wednesday, May 8	10:15 A.M. – 11:30 A.M.

\*If final payment is not received by April 17, 2024, SNUG reserves the right to prohibit booth set-up at the conference. Cancellations prior to April 5, 2024 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 6, please let us know by March 15, 2024.

SNUG 2024 Vendor Level Comparison

SNUG 2024 VENDOR FEES (FOR BRONZE, SEE PREVIOUS PAGE)

Vendor Benefits	Platinum \$5,000	Gold \$3,000	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 2024 VENDOR FAIR SCHEDULE

We create a SNUG vendor game to encourage attendees to visit each sponsor during the expo. We include a game card in the conference program so attendees can keep track of the sponsors 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 sponsors. *And, the completed sponsor game card (with stamps from each sponsor) is each attendee's raffle ticket during the Vendor Reception.*

SNUG 2024 CONFERENCE-AT-A-GLANCE

- 5/5: Welcome Reception

5/6: Platinum Vendor events

5/6-5/9: General sessions

5/6: Karaoke Night
- 5/7: Vendor Game

5/7: Vendor Reception

5/8: SCC's Annual Client Appreciation Banquet

SNUG 2024 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. During the **Vendor Fair 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 7

5:30 P.M. – 6:30 P.M.

SNUG 2024 SHIPPING INFORMATION

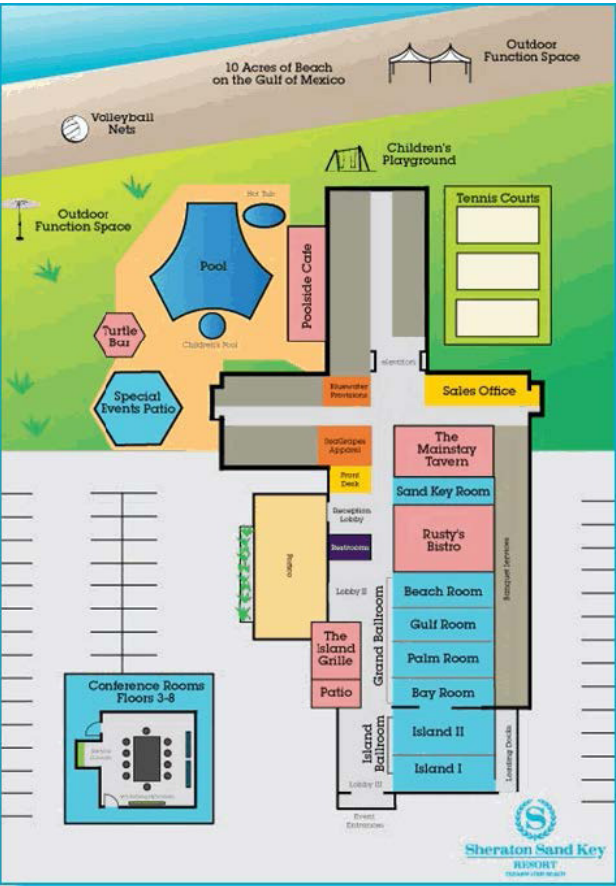
Vendors are responsible for hotel shipping and handling fees. Include the **exhibitor's name / company** and ship materials to:

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



SNUG 2024 EVENT LOCATION LAYOUT

The SNUG 2024 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 2024 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 2024:

1 Bedroom (1 -2 persons): \$223.00

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, 2024 at 5:00 P.M. EDT. Reservations made after this date and time will not be eligible for the discounted SNUG 2024 conference rates.
- ⦿ To make your room reservations, please call 727.593.6000 or [CLICK HERE](#)