



Don't miss

SNUG 2025

May 4–8

**Vendor Prospectus &
Sponsorship Opportunities**

Engaging Conversations | Live Network Events | Interactive Demos

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 over 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 2025 SNUG conference offers a venue for direct, one-on-one meetings, product education, and group presentations to new and existing customers.

Here's what you can look forward to:

High-Impact Engagement

Benefit from direct, one-on-one meetings, in-depth product education, and dynamic group presentations for platinum vendors.

Increased Visibility

Drive traffic to your booth with numerous interactive opportunities, including the popular SNUG Vendor Game.

Convenient Amenities

Enjoy Wi-Fi throughout the conference space, coffee stations, and a comfortable lounge area.

Meals and Breaks in the Exhibit Area

Network over breakfast, lunch, and during morning and afternoon breaks in the Palm Room.

Promotional Opportunities

All SNUG vendors receive recognition during the SNUG president's opening session speech. Gain additional visibility with exhibitor ads in the Conference Program for Platinum and Gold exhibitors, and Silver exhibitor logos.

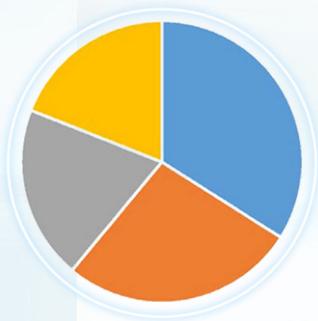
Networking Events

Join us for the Karaoke Night, SNUG Vendor Reception, and SCC's Client Appreciation Banquet (for Platinum vendors only).



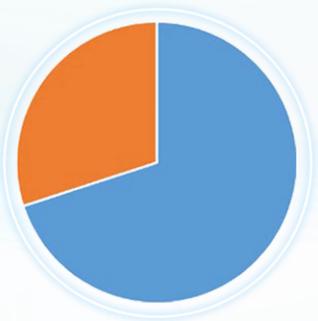
DEMOGRAPHICS

Your exhibit at the 2025 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.



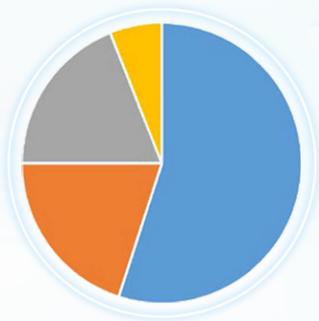
Institution Type

- 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%)



Exceptional Educational Opportunities!

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

EXHIBITOR LEVELS AND FEES

See below sponsorship opportunities for SNUG vendors!

Platinum Exhibitor Level ----- \$5,000

Includes:

- ★ Four (4) complimentary lunches on Tuesday
- ★ Two (2) sets of all the conference SWAG items that attendees receive
- ★ Logo on snuginonline.org and logo and company description (150 words) in the SNUG online flipbook
- ★ Full page ad in the SNUG conference program
- ★ Attendee mailing list
- ★ Welcome Reception Flag
- ★ Hospitality Suite-Monday evening
- ★ Approved conference session
- ★ Two (2) complimentary invitations to SCC's Client Appreciation Banquet

Join us as a Platinum Vendor by April 2nd, and unlock an exclusive opportunity to save \$500 on your selection of premium branded SWAG! Act fast and seize this deal while supplies last—secure your choice of SWAG before it's gone!

Don't miss out on the chance to elevate your brand!



Gold Exhibitor Level ----- **\$3,000**

Includes:

- ★ Two (2) complimentary lunches on Tuesday
- ★ One (1) set of all the conference SWAG items that attendees receive
- ★ Logo on snuginconline.org and logo and company description (50 words) in the SNUG online flipbook
- ★ Half page ad in the SNUG conference program
- ★ Attendee mailing list
- ★ Lunch Sponsorship

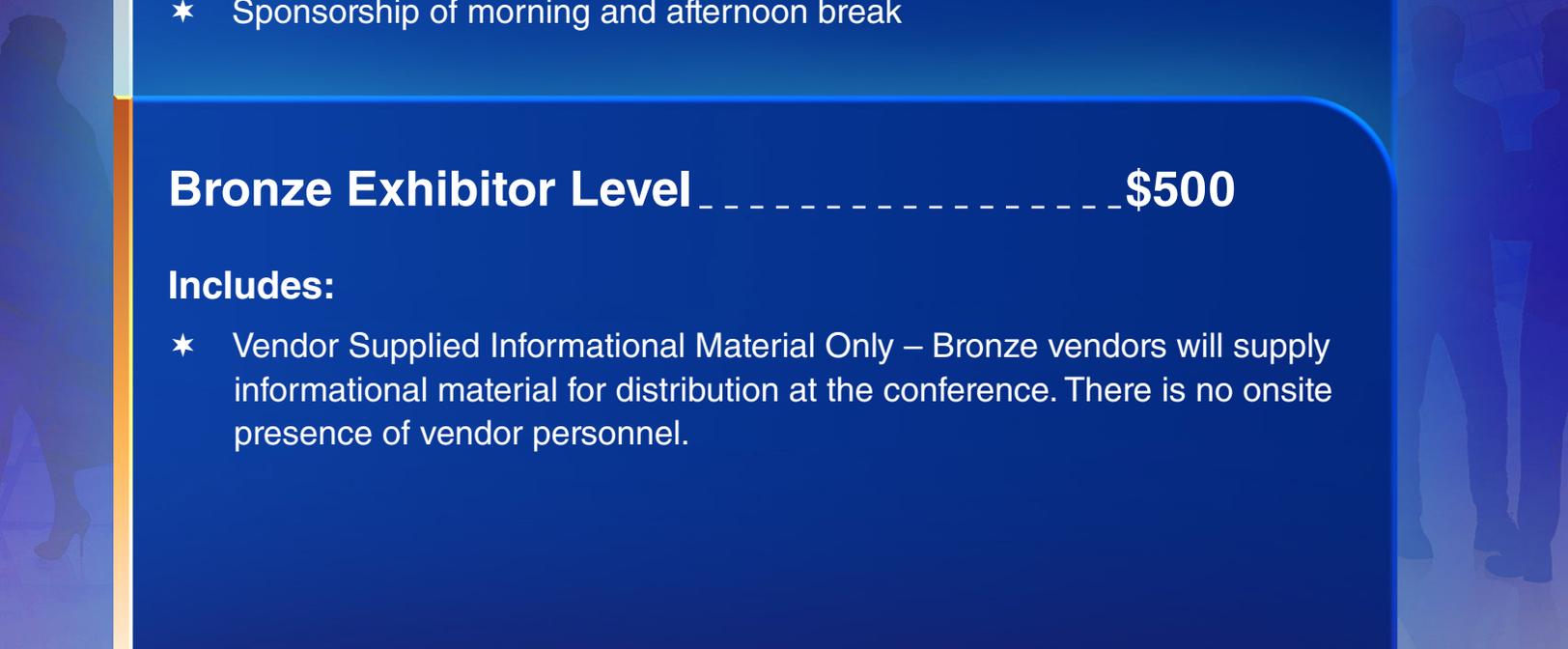
Silver Exhibitor Level ----- **\$1,000**

Includes:

- ★ Two (2) complimentary lunches on Tuesday
- ★ Logo on snuginconline.org and in the SNUG online flipbook
- ★ Logo in the SNUG conference program
- ★ Sponsorship of morning and afternoon break

Bronze Exhibitor Level ----- **\$500**

Includes:

- ★ Vendor Supplied Informational Material Only – Bronze vendors will supply informational material for distribution at the conference. There is no onsite presence of vendor personnel.
- 

SPONSORSHIP OPPORTUNITIES:

NETWORK EVENTS: Elevate your company's participation by sponsoring an exciting feature or event! Immerse yourself in the energy and enjoyment of the conference while showcasing your company in a memorable and impactful way.



Bigger Sponsorship Opportunities Listed

Many of our repeat SNUG Platinum vendors have unlocked the "secret" to transforming their SNUG sponsorships into must-attend networking events that participants eagerly anticipate each year. As Platinum exhibitors, they have the ability to host engaging one-hour conference sessions and enhance their visibility by organizing informal receptions—Platinum Vendor Hospitality Suites— Monday evening before Karaoke Night. Often, they creatively align their events with the conference theme.

These hospitality suites offer attendees a unique opportunity to connect with fellow participants and SCC staff in a relaxed and enjoyable atmosphere, allowing for meaningful interactions with vendors.

You could be SNUG's next success story! For more information, please reach out to kaitlync@softcomputer.com.

ATTENDEE ITEMS*: Boost your brand's visibility by having it featured on the SNUG attendee swag! Act quickly—these exclusive sponsorships are in high demand and fill up fast!



Bags: \$2,500

Your logo will be placed prominently (along with the SNUG logo) on the bag.



Tumblers: \$2,500

Your logo will be placed prominently (along with the SNUG logo) on the cup.



Portfolios: \$1,500

Your logo will be placed prominently (along with the SNUG logo) on the portfolio.



Lanyards: \$750

Your logo will be placed prominently (along with the SNUG logo) on the lanyard.

*Please note: the items shown above are not representative of the final items

EXHIBITOR INFORMATION

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



EXHIBITOR LEVELS AND FEES

- * For check payments, send checks (payable to SNUG, Inc.) to SNUG Treasurer, Brenda Duff.

Brenda Duff
SNUG Treasurer
PO Box 73
Montgomery NY 12549

- * For credit card payments go to <http://snuginconline.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 2025 Conference:

Booth deposit:	50% deposit due by March 1.	
Final payment due:	All monies must be received by April 2.	
Hotel room reservations:	Discounted hotel rate expires at 5:00 P.M. EDT on April 2.	
Company logo and description for flipbook:	Due by April 2.	
Program ad artwork:	Due by April 2.	
Exhibit set-up:	Monday, May 5	3:00 P.M. – 7:00 P.M.
Exhibit hours:	Tuesday, May 6 Wednesday, May 7	7:30 A.M. – 5:00 P.M. 7:30 A.M. – 10:15 A.M.
Vendor Reception:	Tuesday, May 6	5:30 P.M. – 6:30 P.M.
Exhibit dismantle:	Wednesday, May 7	10:15 A.M. – 11:30 A.M.
SCC's Client Appreciation Banquet:	Wednesday, May 7	6:30 P.M. – 10:00 P.M.



SNUG 2025 VENDOR FAIR

We create a SNUG vendor game to encourage attendees to visit each vendor 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 exhibitor) is each attendee's raffle ticket during the Vendor Reception.



SNUG 2025 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 vendors during the vendor expo and get their cards stamped are eligible for the raffle.



SNUG 2025 CONFERENCE-AT-A-GLANCE



Sunday, May 4

Welcome Reception

Monday, May 5

Karaoke Night

Monday, May 5—Thursday, May 8

General Sessions

Tuesday, May 6

Vendor Game

Vendor Reception

Wednesday, May 7

SCC's Client Appreciation Banquet

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

Tuesday, May 6 5:30 P.M. – 6:30 P.M.



SNUG 2025 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





SNUG 2025 HOTEL INFORMATION

SNUG 2025 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 2025:

1 Bedroom (1-2 persons) _____ \$225

Each additional adult _____ \$10

* 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 2 at 5:00 P.M. EDT. Reservations made after this date and time will not be eligible for the discounted SNUG 2025 conference rates.

To make your room reservations, please call 727.593.6000

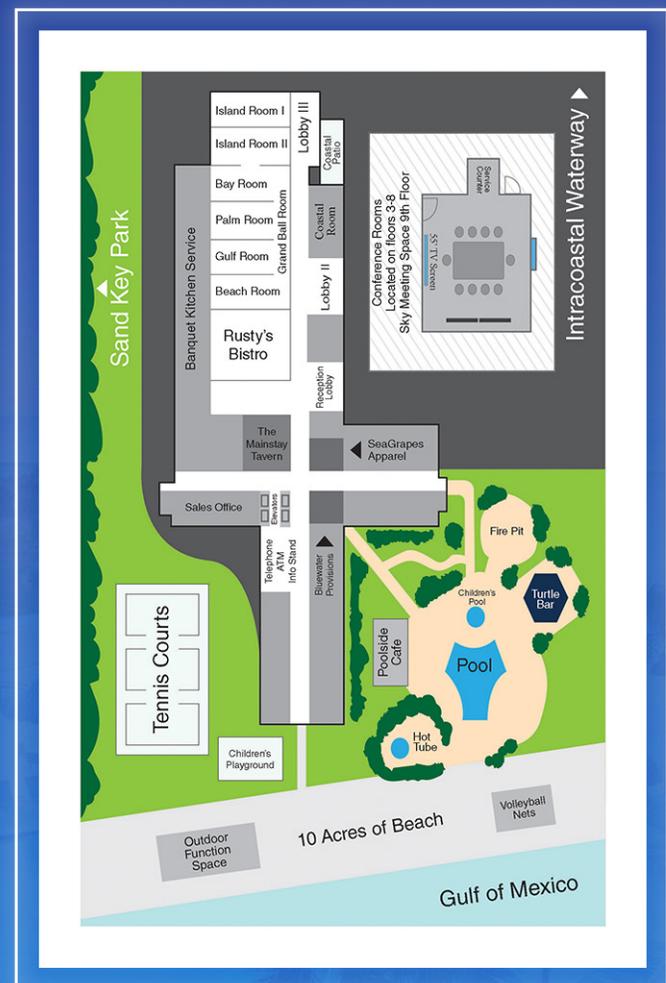
or [CLICK HERE](#)

SNUG 2025 EVENT LOCATION LAYOUT

The SNUG 2025 Vendor Fair will be held in the Sheraton Sand Key Resort's Palm Room. SNUG morning and afternoon breaks, and SNUG lunches are also held in the Palm Room, so you have a captive audience!

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).

If you need to reserve a conference room, please contact the SNUG President, Becky Schran, at sschran@olmmed.org.



SNUG 2025 TERMS AND CONDITIONS

APPLICATION AND ELIGIBILITY

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.

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 March 1, 2025, with the remaining balance due by April 2, 2025.

If final payment is not received by April 2, 2025, SNUG reserves the right to prohibit booth setup at the conference.

PAYMENT SUBMISSION

Your exhibit at the 2025 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 and around the globe.

- Send payment (checks payable to SNUG, Inc.) to SNUG Treasurer, Brenda Duff:

Brenda Duff
SNUG Treasurer
PO Box 73
Montgomery NY 12549

- For credit card payments go to <http://snuginconline.org/vendorregistration/>
- For more information on all exhibitor levels and sponsorships, please contact Kaitlyn Cramer at kaitlync@softcomputer.com

CANCELLATION

In the event that the exhibitor notifies SNUG of its intent to cancel the contract after acceptance but prior to April 2, 2025, a fifty percent (50%) refund of monies received will be given.

No refunds will be made on cancellations accepted after April 2. 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 their own risk and expense, all articles are to be exhibited. All shipments must be prepaid. Exhibitors are responsible for hotel shipping and handling fees. The address on crated shipments shall include the exhibitor's name/company and shall be shipped to:

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

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 adopted by SNUG from time to time. This contract shall be interpreted under the laws of the United States and the State of Florida.

SNUG CONFERENCE PROGRAM ADVERTISING

A .jpeg, .png or Adobe pdf file in CMYK color or black and white, and at least 300 DPI for printing is acceptable.

- Please email your logo or ad to Kaitlyn Cramer at kaitlync@softcomputer.com and contact her with any questions you may have.
- If the file is too large to e-mail, please contact Kaitlyn for instructions on accessing SCC's FTP site.
- **Platinum sponsorship includes a full-page ad* in the conference program.**
 - Maximum ad size is 8.75" tall x 5.75" wide.

CONFERENCE SESSIONS: All SNUG vendors are welcome to attend the SNUG 2025 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 2.

- **Gold sponsorship includes a half-page ad* in the conference program.**
 - Maximum ad size is 4.375" tall x 5.75" wide.
- **Silver sponsorship includes your logo* in the conference program.**
 - If you are a returning vendor and have not changed your logo from the previous year, please indicate you would favor us using the logo on file.

*Your ad and logo must be received no later than April 2 to ensure its inclusion in the SNUG 2025 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: _____