



SNUG • 2027
THE LABORATORY ATLAS
MAPPING INTELLIGENCE. CONNECTING CARE.

Don't miss
SNUG 2027

April 18–22

**Vendor Prospectus &
Sponsorship Opportunities**

Engaging Conversations | Live Network Events | Interactive Demos

Clearwater Beach Marriott Resort on Sand Key | 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 open 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 2027 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.

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.

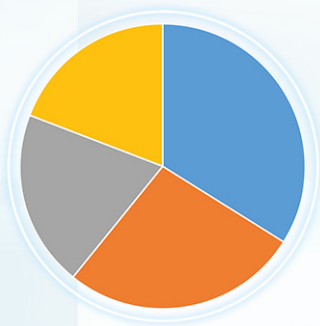
Networking Events

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



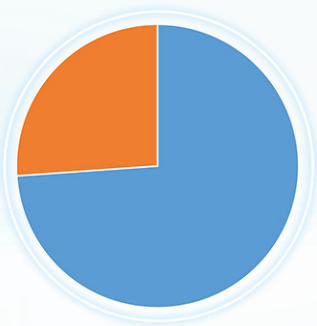
DEMOGRAPHICS

Your exhibit at the 2027 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.



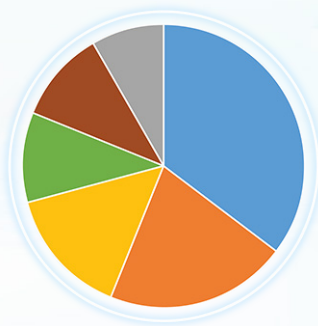
Institution Type

- 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%)



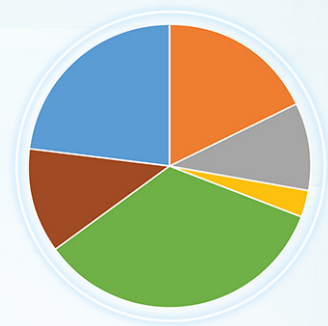
Organization Type

- Multisite (74%)
- Single site (26%)



Attendee Job Focus

- LIS (34%)
- Managers/Supervisors (20%)
- Analysts (14%)
- Executives/Directors (10%)
- Lab Scientists/Technologists (10%)
- IT/Engineering (8%)



Educational Categories

- Laboratory (18%)
- Management (10%)
- Microbiology (3%)
- Blood Bank (34%)
- Genetics (12%)
- LIS (23%)

EXHIBITOR LEVELS AND FEES

See below sponsorship opportunities for SNUG vendors!

Platinum Exhibitor Level _____ \$5,000

Includes:

- ★ Four (4) complimentary Tuesday lunches
- ★ Two (2) complete attendee SWAG sets
- ★ Company logo on snuginonline.org and logo + company description (150 words) in the SNUG online flipbook
- ★ Full page ad in the SNUG conference program
- ★ Attendee mailing list
- ★ Welcome Reception Flag
- ★ Approved conference session
- ★ Two (2) complimentary invitations to SCC's Client Appreciation Banquet

Join us as a Platinum Vendor by March 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 Tuesday lunches
- ★ One (1) complete attendee SWAG set
- ★ Company logo on snuginonline.org and logo + company description (50 words) in the SNUG online flipbook
- ★ Half page ad in the SNUG conference program
- ★ Attendee mailing list
- ★ Lunch Sponsorship

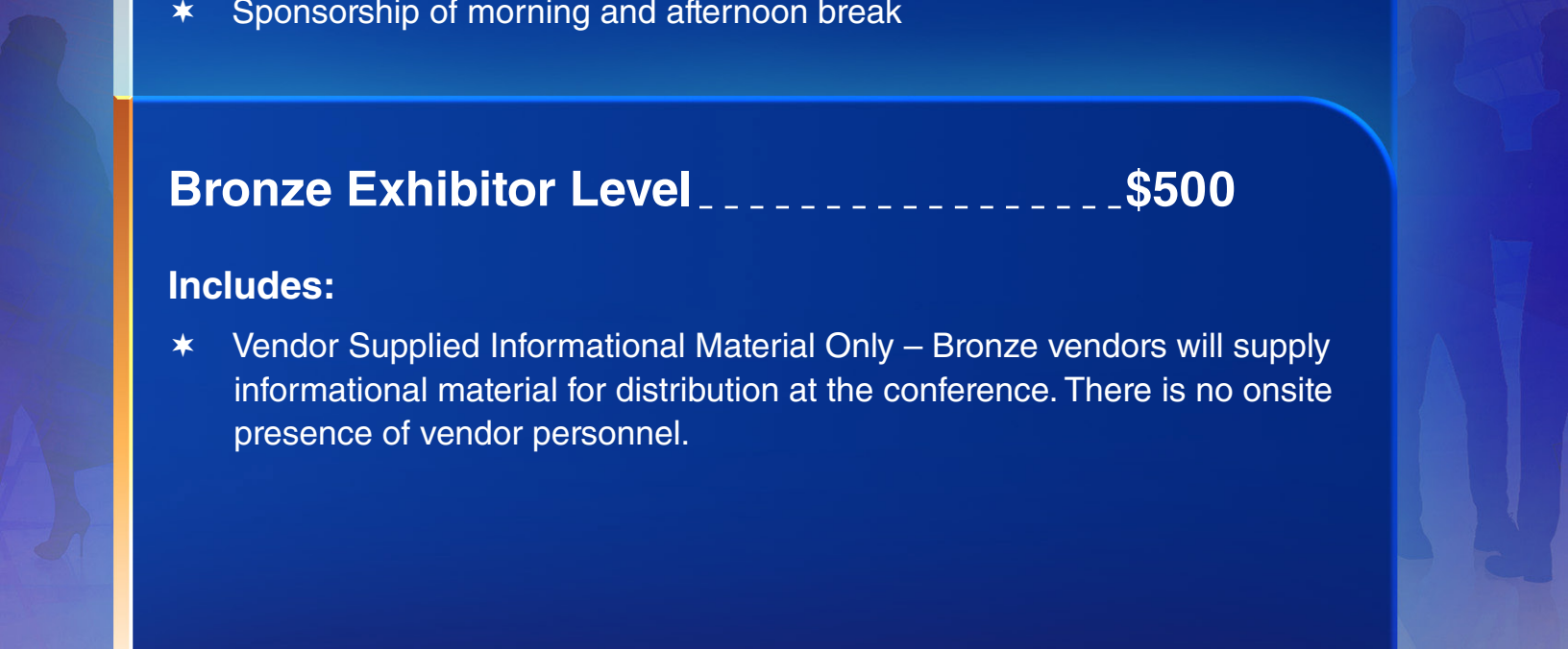
Silver Exhibitor Level _____ **\$1,000**

Includes:

- ★ Two (2) complimentary Tuesday lunches
- ★ Company logo on snuginonline.org and in the SNUG online flipbook
- ★ Company 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:

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 credit card payments go to <http://snuginconline.org/vendor-registration/>

IMPORTANT DATES AND DEADLINES

Booth deposit:	50% deposit due by February 1.	
Final payment due:	All monies must be received by March 2.	
Hotel room reservations:	Discounted hotel rate expires at 5:00 P.M. EDT on March 13.	
Company logo and description for flipbook:	Due by January 5.	
Program ad artwork:	Due by March 2.	
Exhibit set-up:	Monday, April 19	3:00 P.M. – 7:00 P.M.
Exhibit hours:	Tuesday, April 20	7:30 A.M. – 5:00 P.M.
	Wednesday, April 21	7:30 A.M. – 10:15 A.M.
Vendor Reception:	Tuesday, April 20	5:30 P.M. – 6:30 P.M.
Exhibit dismantle:	Wednesday, April 21	10:15 A.M. – 11:30 A.M.
SCC's Client Appreciation Banquet:	Wednesday, April 21	6:30 P.M. – 10:00 P.M.



SNUG 2027 VENDOR FAIR

We host 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.

Tuesday, April 20.....7:30 A.M. – 5:00 P.M.

Wednesday April 21.....7:30 A.M. – 10:15 A.M.



SNUG 2027 CONFERENCE-AT-A-GLANCE



Sunday, April 18

Welcome Reception

Monday, April 19—Wednesday April 21

Hands-on Lab Sessions

Monday, April 19—Thursday, April 22

General Sessions*

Tuesday, April 20

Vendor Game

Vendor Reception

Wednesday, April 21

SCC's Client Appreciation Banquet

***CONFERENCE SESSIONS:** All SNUG vendors are welcome to attend the SNUG 2027 conference sessions at the SNUG member rate of \$600 per attendee.

Please provide the names and titles of the session attendees no later than March 2nd.



SNUG 2027 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.

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

Tuesday, April 20.....5:30 P.M. – 6:30 P.M.



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 Sarah Doherty at sarahdo@softcomputer.com and contact her with any questions you may have.

If the file is too large to e-mail, please contact Sarah for instructions on accessing SCC's FTP site.

Platinum sponsorship	Full page ad 5.75" wide x 8.75" tall.
Gold sponsorship	Half page ad 5.75" wide x 4.375" tall.
Silver sponsorship	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 March 2 to ensure its inclusion in the SNUG 2027 conference program.



SNUG 2027 HOTEL INFORMATION

SNUG 2027 will be held at the Clearwater Beach Marriott Resort on Sand Key.

Recently renovated, all-suite Clearwater resort, provides you with an enviable location just minutes from the beach, Sand Key Park, and Clearwater Marine Aquarium.

The Marriott is offering the following guest room rates* for SNUG 2027:

1 Bedroom (1-2 persons) _____ \$309

* 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 Tuesday, March 16, 2027 at 5:00 P.M. EDT. Reservations made after this date and time will not be eligible for the discounted SNUG 2027 conference rates.

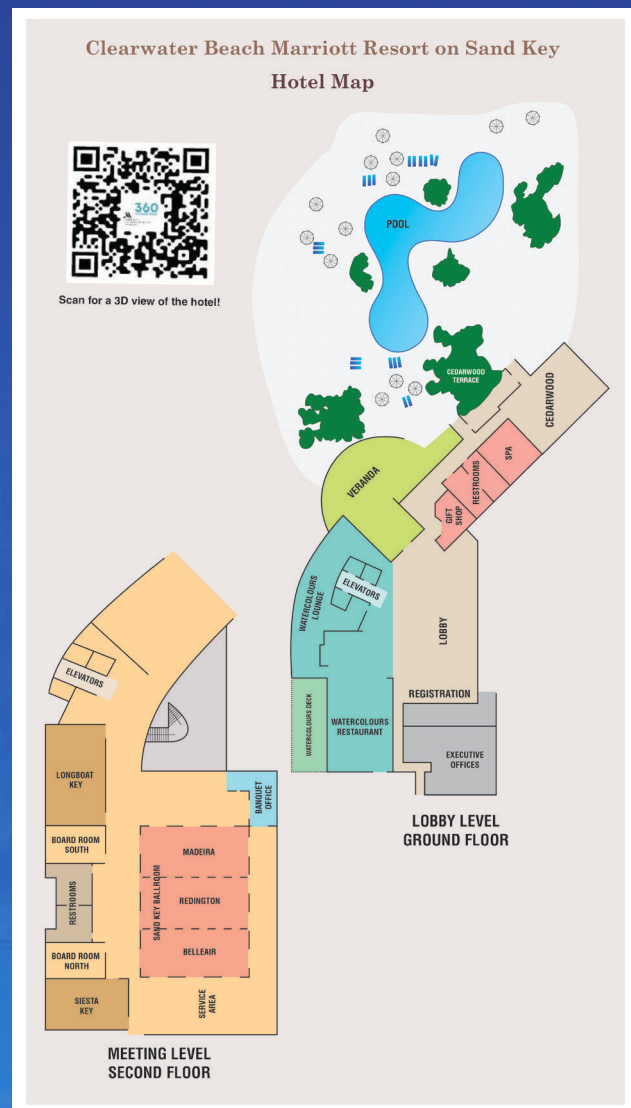
To make your room reservations

[CLICK HERE](#)

SNUG 2027 EVENT LOCATION LAYOUT

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, Tony Barnes, at tbarnes@cc.nih.gov.



SNUG 2027 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 DETAILS

- No exhibit space will be guaranteed until SNUG receives payment accompanied by a signed application.
Fifty percent (50%) of payment is due by February 1, 2027, with the remaining balance due by March 2, 2027.
If final payment is not received by March 2, 2027, SNUG reserves the right to prohibit booth setup at the conference.
- For credit card payments go to <https://www.snuginconline.org/vendor-registration/>
- For more information on all exhibitor levels and sponsorships, please contact Sarah Doherty at sarahdo@softcomputer.com

CANCELLATION

In the event that the exhibitor notifies SNUG of its intent to cancel the contract after acceptance but prior to March 1, 2027, a fifty percent (50%) refund of monies received will be given.

No refunds will be made on cancellations accepted after March 1. 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:

**Clearwater Beach Marriott Resort on Sand Key,
Attn: Exhibitor's Name / SNUG
1201 Gulf Blvd, Clearwater, 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.

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:** _____