

**SCDM** Live

annual conference

# SPONSORSHIP & EXHIBITION OPPORTUNITIES

September 29 - October 2, 2024

Boston, MA



# WELCOME TO THE SCDM 2024 ANNUAL CONFERENCE!

## **SCDM is the world's leading advocate for the discipline of Clinical Data Management**

Founded in 1994, the Society for Clinical Data Management (SCDM) is going through an exciting time as technology is creating new possibilities for our discipline.

By integrating thought leadership, education, and advocacy – SCDM is shaping the future of Clinical Data Science.

To realize our ambitions, we need you to get involved and follow us on our path from Clinical Data Management to Clinical Data Science.

This conference will deliver key learning experiences where our Members, Partners, Thought Leaders and Organizations come together.

### **As an SCDM Annual Conference Sponsor, we will support you to:**

- Connect with your target audience both online and face to face
- Co-create new collaboration opportunities
- Generate leads and increase revenues
- Increase your visibility
- Collect data to give you an understanding of who you are reaching
- Position your company as a thought leader
- Obtain data insights on your Conference engagements
- Create direct connections and meaningful, long-term relationships

Thank you to all previous sponsors and exhibitors for making our Conference a success.

We acknowledge that we could not have achieved these results without your continued support.

For those considering sponsoring for the first time, we welcome you and will support you in achieving your objectives!

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Application form will be available shortly



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# SCDM ANNUAL CONFERENCE 2022 IN NUMBERS



**800+**  
People & Industry

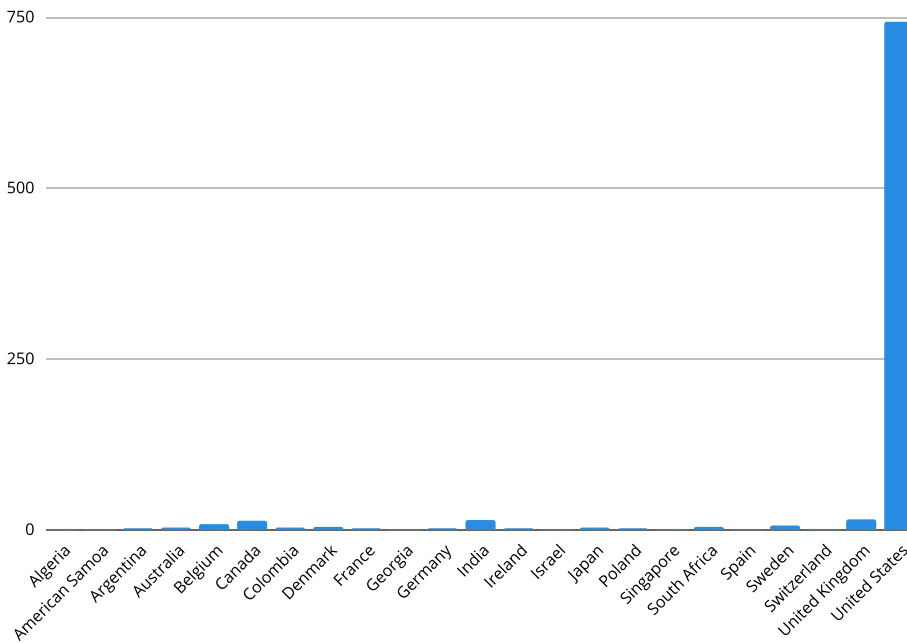


**100**  
Sessions



**200+**  
Speakers

## REGISTRATION: COUNTRY OVERVIEW



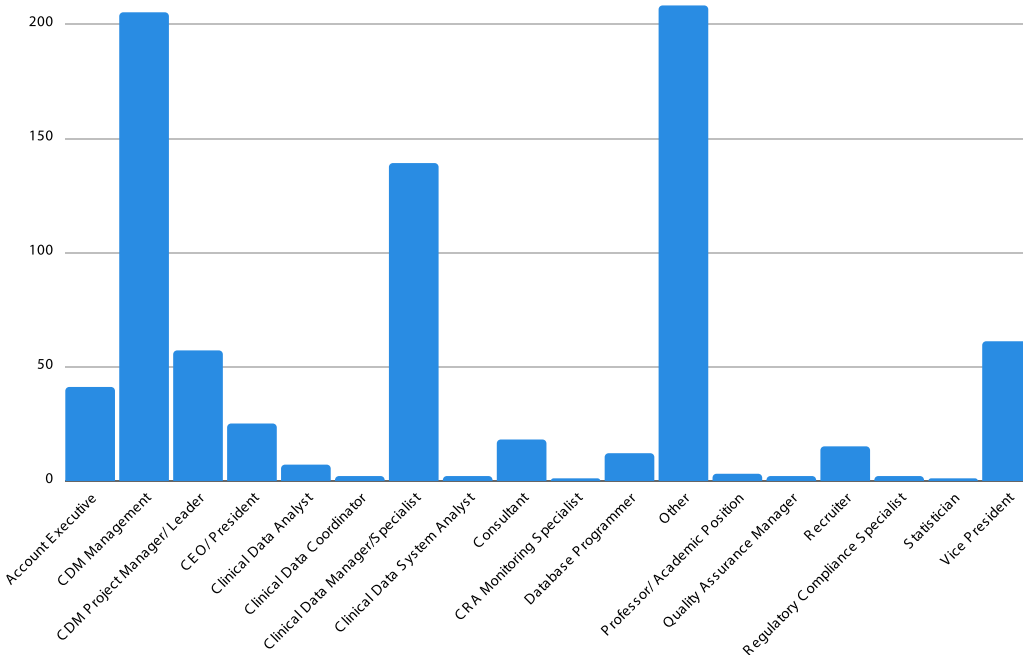
9-month period before the Conference:



### ANALYTICS:

- **54,686** users
- **54,582** new users
- **68,671** sessions
- **95,294** pageviews
- **1,928** pageviews on the Sponsors & Exhibitors page

## DELEGATE PROFILES



### SOCIAL MEDIA:

- **90,710** people reached,
- **4,412** people visited our Social media accounts

# BENEFITS OFFERED TO ALL SPONSORS AND EXHIBITORS

## Branding & Advertising

- A booth in the exhibit hall
- Listing in the conference app with your company logo, website link and company description
- Your company name displayed on a dedicated page of the event website
- Your company acknowledgment included in the Thank You Sponsors banner in Data Connections – November 2024 issue
- Your company acknowledgment on main conference signage and in looping slides prior to all sessions
- Pre-attendee and attendee list: name, title, organization, country, email (from participants who explicitly opt in)
  - o September 1, 2024
  - o October 2, 2024
  - o Post-Conference

## Exhibit & Registration

- Opportunity to register additional staff at the preferential rates
- Opportunity to rent Lead retrieval license to capture booth visitor information/ data
- Participation in the Promotional Giveaway Contest (traffic creation game - free)

Be part of our community with the **SCDM 2024 mobile app** !



# SPONSORSHIP OPPORTUNITIES

Keynote Sponsor \_\_\_\_\_ \$50,000  
EXCLUSIVE

## BRANDING & ADVERTISING

- Status as Keynote Speaker Sponsor
- Banner 650x275 px in the SCDM Newsletter «Data Connections» November 2024 issue
- Dedicated Pre- & post event push notification through the SCDM 2024 mobile app
- 30-minute Product Showcase (30 September or 1 October - date and timing to be confirmed by organizers)

Branding deliverables in vector files (EPS, PDF or AI) including PMS colors due by July 1, 2024

## EXHIBIT & REGISTRATION

- 2 x Exhibit Booths (10'x8' min.) – For a detailed description, [see page 15](#)
- 3 x Exhibit Hall Access Only Passes – Registration due by July 1, 2024
- 3 x Full Conference Passes – Registration due by July 1, 2024

### // KEYNOTE SESSION, TAKING PLACE ON MONDAY, 30<sup>TH</sup> SEPTEMBER 2024

- Sponsor recognition in all related marketing material
- Branding displayed during the Keynote Session
- Opportunity to introduce the Keynote Speaker (Max. 3 minutes)
- Opportunity for 2 company representatives to meet with the Keynote Speaker (together with the SCDM Chair) over coffee before or after the keynote speech, for a duration of max. 30 minutes



# SPONSORSHIP OPPORTUNITIES

Platinum Sponsor ————— \$35,000  
5 OPPORTUNITIES

## BRANDING & ADVERTISING

- Status as Platinum Sponsor
- 30-minute Product Showcase (30 September or 1 October - date and timing to be confirmed by organizers)

Branding deliverables in vector files (EPS, PDF or AI) including PMS colors due by July 1, 2024

## EXHIBIT & REGISTRATION

- 2 x Exhibit Booths (10'x8' min.) – For a detailed description, see page 15
- 3 x Exhibit Hall Access Only Passes – Registration due by July 1, 2024
- 3 x Full Conference Passes – Registration due by July 1, 2024

## A LA CARTE

One choice per Sponsor - First come, first served

### // OPENING RECEPTION

- Sponsor of the Opening Reception taking place on Sunday, 29 September in the Exhibit Hall-official AC kick-off
  - Sponsor recognition in all related marketing collateral
  - Opportunity to distribute promotional collateral during Reception on tables
  - Thank you by SCDM Chair or a 1-minute speech by your representative

OR

### // MOBILE APP

- Recognition as Mobile App sponsor in all related marketing collateral
- Logo on Mobile App opening splash screen

# SPONSORSHIP OPPORTUNITIES

Platinum Sponsor ————— \$35,000  
5 OPPORTUNITIES

## // NETWORKING RECEPTION

- Sponsor of the SCDM Networking Reception taking place on Tuesday, October 1<sup>st</sup> with 4 complimentary entrance tickets
  - Sponsor recognition in all related marketing collateral
  - Opportunity to offer small gift to participants
  - Thank you by SCDM Chair or a 1-minute speech by your representative
- If not confirmed yet, the Sponsor has the opportunity to obtain the 'Party Package Networking Reception' (see the Gold Sponsorship package) at the preferential rate of \$15,000. In addition to the preferential rate, this includes a push notification to the conference delegates on the day of the Networking Reception.

OR

## // CONFERENCE BAG SPONSOR

- Corporate logo on the conference bag
- Logo on 'Save the Date 2025'
- Thank you by SCDM Chair or a 1-minute speech by your representative
- Sponsor recognition in all related marketing collateral



# SPONSORSHIP OPPORTUNITIES

Platinum Sponsor ————— \$35,000  
5 OPPORTUNITIES

## // CONFERENCE REPORTING SPONSOR

Sponsor of the Conference Highlight Video and Report

- Sponsor of two Daily Highlight Videos (shown in the plenary session, during the morning of Conference Days 2 and 3)
- Sponsor of the Daily Highlight Report (three Reports in total), sent to the delegates' mailbox in the evening of each conference day
- Sponsor recognition in all related marketing collateral
- Recognition in one e-blast to the entire SCDM database, including the opportunity to share a key message and link
- Recognition on social media: one LinkedIn post – one Facebook post – one SCDM tweet
- Daily Highlight Report and Daily Highlight Video link sent to all congress delegates, with acknowledgement of the sponsor

# SPONSORSHIP OPPORTUNITIES

Gold Sponsor ————— \$25,000  
5 OPPORTUNITIES

## BRANDING & ADVERTISING

- Status as Gold Sponsor

Branding deliverables in vector files (EPS, PDF or AI) including PMS colors due by July 1, 2024

## EXHIBIT & REGISTRATION

- 1 x Exhibit Booth (10'x8' min.) – For a detailed description, see page 15
- 2 x Exhibit Hall Access Only Passes – Registration due by July 1, 2024
- 2 x Full Conference Passes – Registration due by July 1, 2024

## A LA CARTE

One choice per Sponsor - First come, first

### // LUNCHEES (Monday & Tuesday)

- Sponsor recognition in all related marketing collateral
- Opportunity to distribute promotional collateral during lunches
- Sponsor recognition on signage on catering stations

OR

### // AWARD RECEPTION

- Verbal recognition as sponsor at the award ceremony
- Branding displayed at the ceremony
- Thank you by SCDM Chair or a 1-minute speech by your representative

# SPONSORSHIP OPPORTUNITIES

Gold Sponsor ————— \$25,000  
5 OPPORTUNITIES

## // SCDM VOLUNTEER HAPPY HOUR

- Sponsor recognition in all related marketing collateral
- Opportunity to distribute promotional collateral
- Sponsor recognition on signage on catering stations
- Opportunity to offer small gift to participants
- Thank you by SCDM Chair or a 1-minute speech by your representative

OR

## // PARTY PACKAGE NETWORKING RECEPTION\*

- Sponsorship of entertainment after networking reception
- Sponsor Recognition in all related marketing collateral
- Sponsor logo displayed near the different networking activities
- Thank you by SCDM Chair or a 1-minute speech by your representative

\* = The party activities will start straight after the networking reception.

OR

## // END OF PROGRAMME SOCIAL GATHERING

- Sponsor recognition in all related marketing collateral
- Opportunity to distribute promotional collateral on tables during the Gathering
- Sponsor recognition on signage
- Thank you by SCDM Chair or a 1-minute speech by your representative

# SPONSORSHIP OPPORTUNITIES

**Silver Sponsor** ————— **\$15,000**  
**5 OPPORTUNITIES**

## BRANDING & ADVERTISING

- Status as Silver Sponsor

Branding deliverables in vector files (EPS, PDF or AI) including PMS colors due by July 1, 2024

## EXHIBIT & REGISTRATION

- 1 x Exhibit Booth (10'x8' min.) – For a detailed description, see page 15
- 2 x Exhibit Hall Access Only Passes – Registration due by July 1, 2024
- 1 x Full Conference Passes – Registration due by July 1, 2024

## A LA CARTE

One choice per Sponsor - First come, first served

### // SUNRISE AWAKENING (yoga, run/ walk, etc)

- Sponsor recognition in all related marketing collateral
- T-shirts with company logo to be provided to each participant
- The production cost of the T-shirts is included in the package rate

OR

### // CUSTOMIZED HOTEL KEY CARDS (one-color logo imprint)

- Sponsor recognition in all related marketing collateral
- Item to be produced by SCDM upon receipt of artwork from sponsor
- The production cost of the customized hotel key cards is included in the package rate

# SPONSORSHIP OPPORTUNITIES

Silver Sponsor ————— \$15,000  
5 OPPORTUNITIES

## // BREAKFASTS

- Sponsor recognition in all related marketing collateral
- Opportunity to distribute promotional collateral during breakfasts
- Sponsor recognition on signage on catering stations

OR

## // COFFEE BREAKS – DAY 1 (two breaks - AM & PM)

- Sponsor recognition in all related marketing collateral
- Opportunity to distribute promotional collateral during the coffee breaks
- Sponsor recognition on signage on catering stations

OR

## // COFFEE BREAKS – DAY 2 (two breaks - AM & PM)

- Sponsor recognition in all related marketing collateral
- Opportunity to distribute promotional collateral during the coffee breaks
- Sponsor recognition on signage on catering stations

# EXHIBITOR OPPORTUNITIES

## EXHIBIT PACKAGE

The exhibition part is the one place for you to showcase your products and company, as well as network and meet conference participants. Don't miss out!

### 10'X10' AND 10'X8' EXHIBIT SPACES

2 x Exhibit Hall Access Only Passes (Exhibit Hall & Opening Reception access only)

- Pre-attendee and attendee list: name, title, organization, country, email (from participants who explicitly opt in)
  - September 1, 2024
  - September 20, 2024
  - Post-Conference
- Your Company name, logo and link to your website will be displayed on a dedicated page of the event website and in the mobile app ensuring direct visibility to each visitor
- Booth equipment: 1 x 6' draped table, 2 x side chairs, 1 x wastebasket
- Lead retrieval accessible

NOTE: 10% discount applies on the second 10'x10' exhibit space

Within this package, you have two options for your booth design.

1. You can bring your own booth which you can place in front of the pipe and drape structure.
2. You can use the booth equipment, provided by SCDM (see above).

**Selection due by July 1, 2024**

## START-UP GALLERY

Whether you are a startup with an innovative solution for the CDM industry or a young company that would like to network with key industry representatives do not miss this chance! Strategically located near or in the exhibition hall, our Start-Up Gallery exhibitors receive a full complement of benefits to ensure maximum exposure.

### START-UP EXHIBIT SPACE

2 x Exhibit Hall Access Only Passes (Exhibit Hall & Opening Reception access only)

Pre-attendee and attendee list: name, title, organization, country, email (from participants who explicitly opt in)

- September 1, 2024
- September 20, 2024
- Post-Conference
- Your company name will be displayed on a dedicated page of the event website and in the mobile app ensuring direct visibility to each visitor
- Booth equipment: 1 x 6' draped table, 2 x side chairs,
- 1 x wastebasket

#### START-UP CRITERIA:

- Privately held company or academic spin-off, started less than 3 years ago or with less than 15 employees

OR

- Annual sales below \$2M

OR

- A registered non-profit organisation



## PRICING STRUCTURE

|   | Exhibit Package  | STARTUP Gallery  |
|---|--|--|
| Early reservation until April 6, 2024   | \$4,080 - 10'x8' booth<br><b>\$5,100 - 10'x10' booth</b> | \$1,680 - 10'x8' booth<br><b>\$2,100 - 10'x10' booth</b> |
| Regular reservation as of April 7, 2024 | \$5,680 - 10'x8' booth<br><b>\$7,100 - 10'x10' booth</b> | \$2,480 - 10'x8' booth<br><b>\$3,100 - 10'x10' booth</b> |



# SPONSORSHIP A LA CARTE

NOTE: Exhibiting is encouraged but not obligatory to be able to take advantage of these offers

## ENERGIZE ME!

- Networking Lounge Area
- Open for the duration of the conference
- 2 Opportunities
- Rate: \$7,000

The lounge allows attendees to network in a relaxed setting and to deepen their business conversations. This offers the perfect opportunity for your company to promote your latest solutions and innovations. The lounges are highly flexible options. Contact us to brainstorm on options to ensure you will get the most out of your lounge (additional charges may apply for added visibility).

## REFRESH ME!

- Ice Cream Cart/ Slushie Machine
- 2 opportunities (offering during the PM coffee break on Monday or Tuesday)
- Rate: \$5,500

Offer conference participants a refreshing treat to keep them cool under the Californian sun. Those succumbing to temptation, will benefit from an unforgettable experience.

## NOTEPADS & PENS

- Exclusive
- Rate: \$5,500

Take advantage of placing your company logo on notepads and pens distributed to all conference participants. The production cost of the notepads & pens including 1 x full colour logo imprint is included in the package rate.

## CONFERENCE LANYARDS

- Exclusive
- Value: \$7,000

Benefit from prime visibility by placing your company logo on the conference lanyards provided to every participant registered to the conference. The lanyards will be customized with the sponsor's logo as well as the SCDM 2023 Annual Conference logo. The production cost of the lanyards including 1 x one color logo imprint is included in the package rate.

# SPONSORSHIP A LA CARTE

NOTE: Exhibiting is encouraged but not obligatory to be able to take advantage of these offers

## GUEST ROOM AMENITY & ROOM DROP

- 3 opportunities (one each night)
- Rate: \$2,500

Reach out to the conference participants on peak nights with a personal momentum, presenting your company.

- Limited to 400 rooms and one per room (available nights are Sunday, Monday or Tuesday).
- Room drops will only be provided at the headquarters hotel, the Omni Boston Hotel at the Seaport)
- Items to be provided by the sponsor (subject to approval by SCDM).

## PRODUCT SHOWCASE

- Multiple opportunities
- Rate: \$5,000

Interested in showcasing your product? Sign up for your 30-minute session in our dedicated area located in the near proximity of the exhibit hall and invite your prospects! The room comes with audio visual equipment and seating.

- 30-minute session
- The Product Showcase rooms have a capacity of minimum 50 seats
- Deadline to provide speaker and moderator name and contact details including the title and description of product showcase:  
1 July 2024



## EXHIBIT FLOORPLAN

### Date

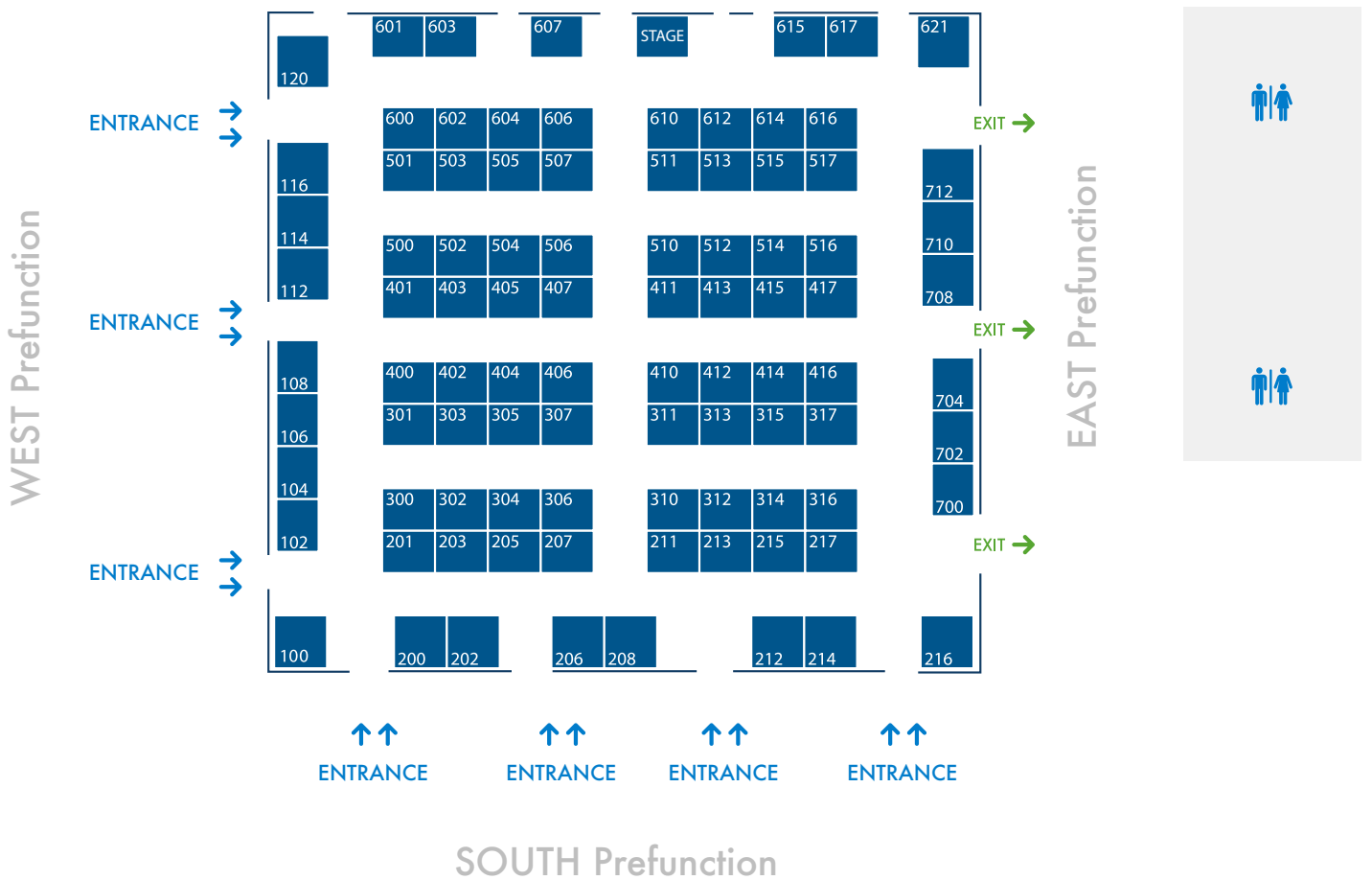
29 Sept -2 Oct, 2024

### Location

Boston, Massachusetts  
Omni Boston Hotel at the Seaport

### EXHIBIT HALL SCHEDULE (Subject to change)

| DAY & DATE           | OPENING HOURS        |
|----------------------|----------------------|
| Sunday, 29 September | 06:00 PM to 08:00 PM |
| Monday, 30 September | 10:30 AM to 06:00 PM |
| Tuesday, 1 October   | 10:00 AM to 03:30 PM |



**BECOME A SPONSOR OR AN EXHIBITOR AT THE SCDM 2024 ANNUAL CONFERENCE.**

YOU WILL BE ABLE TO BOOK AVAILABLE BOOTH AFTER SCDM 2023.