



Exhibitor's Registration and Information

Southeast Regional User Group (SeRUG) 2023 Annual Conference
Orlando, Florida
May 9 – 12, 2023



SeRUG 2023 will help promote your organization in several ways

- Your company logo and/or name will be highly visible on conference digital and printed material; **Note:** *To assure inclusion of company information on conference digital material, requested **information must be received by deadline April 14, 2023***
- Please submit logos and company description via the online registration site. Contact **Shirley Shipp** (shirley.shipp@baycare.org) for logo and company description questions.
- Comprehensive exhibitor sponsorship booklet provided to all attendees
- Exhibitor fees contribute to door prize giveaways for attendees, additional door prizes for your booth are welcome.
- Exhibitor materials can be included in the attendee bags in addition to your display booth.

Pricing and Sponsorships

Sponsorship Levels

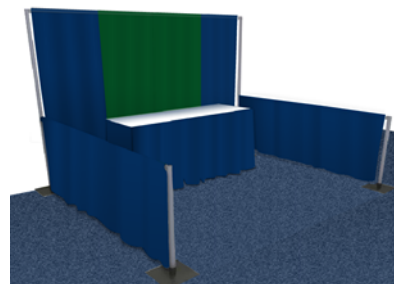
Level	Price	# Tables	# Attendees	#Speaker Slot	Digital Ad Size
Platinum	\$6,000	1	4	1 (1 hr. speaker session)	Full Page
Gold	\$4,500	1	3	n/a	1/2 Page
Sliver	\$3,500	1	2	n/a	1/4 Page
Single Registration	\$1,500	0	1	n/a	N/A
See below for additional sponsorship opportunities					

Please note: Speaker sessions will be scheduled as part of the conference agenda.

Sponsorship Benefits

All booth packages include:

- Electricity and internet access
- Networking opportunities
- Complimentary food during the opening reception and daily events
 - Breakfast
 - Lunch
 - Drinks and Snacks
 - Bash Ticket (Additional guest ticket available for purchase at \$75 each)
- Booth Dimensions: 8 ft. x 10 ft.
 - 8'H Navy and Green Backwall Drape
 - 3'H Navy Siderail Drape
 - 1 - 6' Navy Skirted Table
 - 2 - Side Chairs
 - 1 - Wastebasket
 - Standard Booth Identification Sign
 - The Exhibit Hall is carpeted.



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The additional sponsorships listed below are also available to SILVER level or above sponsors.

Please contact Shirley Shipp (Shirley.Shipp@baycare.org) or Tim Cain (Timothy.Cain@baycare.org) for details.

Other Sponsorship Options	Price	Prize Give-Away	Logo/Branding	Speaker Slot	Promotion
SR2023 Challenge	\$50	Yes	Logo on the card	n/a	Guarantee booth visits. Proceeds from this sponsorship are given away as an attendee prize.
Welcome Reception	\$3,500	Yes	Branding during the event	n/a	Digital promo ad running during the conference the day of the event
BASH	\$5,000	Yes	Branding during the event	n/a	Digital promo ad running during the conference the day of the event
Badge	\$2,500	No	Brand on Attendee Badges	n/a	Additional 1/4-page digital ad on website
Wine Down	\$3,000	Yes	Brand outside/ inside the room/printed ad	n/a	Digital promo ad running during the conference the day of the event. Additional 1/4-page digital ad on website
Lunch & Learn - Day 1	\$2,000	Yes	Brand outside/ inside the room/ Agenda	1 (20 Minute speaker session)	Digital promo ad running during the conference the day of the event
Lunch & Learn - Day 2	\$2,000	Yes	Brand outside/ inside the room/ Agenda	1 (20 Minute speaker session)	Digital promo ad running during the conference the day of the event
Classroom Sponsor - 1	\$1,500	No	Brand outside/ inside the room/ Agenda	n/a	Digital promo ad running in the classroom between sessions
Classroom Sponsor - 2	\$1,500	No	Brand outside/ inside the room/ Agenda	n/a	Digital promo ad running in the classroom between sessions
Classroom Sponsor - 3	\$1,500	No	Brand outside/ inside the room/ Agenda	n/a	Digital promo ad running in the classroom between sessions
Classroom Sponsor - 4	\$1,500	No	Brand outside/ inside the room/ Agenda	n/a	Digital promo ad running in the classroom between sessions
Exhibitor Show Case - Day 1	\$2,000	Yes	Brand outside/ inside the room/ Agenda	1 (20 Minute speaker session)	Digital promo ad running during the conference the day of the event
Exhibitor Show Case - Day 2	\$2,000	Yes	Brand outside/ inside the room/ Agenda	1 (20 Minute speaker session)	Digital promo ad running during the conference the day of the event

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Cancellation Policy

All SeRUG cancellations and refund requests must be sent in writing via e-mail or regular mail. Telephone requests will not be honored. If necessary, to cancel by USPS, please allow enough time for a delivery to be received by applicable deadline date.

USPS Mailing address:
Southeast Regional User Group
2655 Ulmerton Rd, STE 101
Clearwater, FL 33762

Email address: southeastrug@gmail.com

- Refunds will be assessed per the following:
 - A **50% refund** of registration or exhibitor fees minus a 5% of total cost processing fee will be provided for cancellations received between 60 to 31 days before the start date of the conference
 - **No refund** will be issued for cancellation requests received less than 30 days before the first day of the start of the conference.
- All requests must include the following information.
 - Requestor Name (first and last)
 - Requestor email address
 - Address (where refund check should be sent)
 - Date when conference registration was submitted
 - Conference registration Confirmation Number:
 - Name of proxy person (if registered by someone other than requestor)
 - Name of person or organization refund check should be made out to

NOTE: All information is required. Omitting information may result in a rejection of your request. If you have any questions regarding refund, please contact us at: southeastrug@gmail.com

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Registration Instructions

Complete the online registration at <https://cernerusers.workoutloud.com/Event/exhibitor-registration-southeast-regional-user-group-conference-2023>

Review the online exhibitor floor plan to determine booth availability and include your choice when registering.

Please be sure to include the following information when you register.

- Sponsorship level
- Booth preference (1st, 2nd and 3rd choice). **Booth assignment will be made once payment is received.**
- Representatives attending the conference need First Name, Last Name, Email, Title and Organization Name to register
- Any Optional Opportunities

Platinum Sponsors Only: Submit your Session Topic, Speaker, Email and Phone to Shirley Shipp (shirley.shipp@baycare.org) no later than **March 17, 2023**.

Organization Descriptions and Logos: Remember send your organization description and logo to Shirley Shipp (shirley.shipp@baycare.org) no later than **April 14, 2023**.

If you have questions, please contact: Shirley Shipp (shirley.shipp@baycare.org or 727-315-5102), Timothy Cain (timothy.cain@baycare.org or 727-315-5173).

Hotel Reservations

DoubleTree by Hilton Orlando at SeaWorld
10100 International Dr. Orlando, FL 32821
1-866-568-0896

Room Rate: \$139/per night

(The rate applies to hotel stays arriving on or after May 9, checking out by May 12, 2020)

Deadline: Reserve your room by **April 17, 2023**, to receive the conference rate!

[Group Rate Registration Code = CDTSRU](#)

Daily Activity Schedule

Exhibitors are welcome to attend all keynote presentations

Tuesday, May 9, 2023

- 09:00 AM – 04:00 PM Exhibitor Registration Open
- 09:00 AM – 04:00 PM Exhibitor Booth Setup
- 04:30 PM – 05:30 PM Keynote Presentation
- 05:30 PM – 07:00 PM Welcome Reception

Wednesday, May 10, 2023

- 07:00 AM - 05:00 PM Exhibitor Registration Open
- 09:00 AM - 10:00 AM Keynote Presentation
- 10:00 AM - 05:00 PM Exhibitor Area Open
- 10:30 AM - 10:45 AM Break
- 12:00 PM - 01:30 PM Lunch
- 02:30 PM - 02:45 PM Break

Thursday, May 11, 2023

- 07:00 AM - 04:00 PM Exhibitor Registration Open
- 09:00 AM - 10:00 AM Keynote Presentation
- 10:00 AM - 04:00 PM Exhibitor Area Open
- 10:30 AM - 10:45 AM Break
- 12:00 PM - 01:30 PM Lunch
- 02:30 PM - 02:45 PM Break
- 05:00 PM - 06:00 PM Pre-Bash Cocktail Reception
- 06:00 PM - 09:30 PM Bash
- Booth break-down may occur any time between 04:00 PM and 06:00 PM

Friday, May 12, 2023 – Exhibitor Area Closed

- 07:00 AM - 12:00 PM Exhibitor Registration Open
- 09:00 AM - 10:00 AM Keynote Presentation
- 10:30 AM - 10:45 AM Break
- Booth break-down may occur any time between 07:00 AM and 12:00 PM
- The exhibitor area must be vacated by 12:00 PM

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Exhibitor Materials for Attendee Bags

Exhibitors have the option to include their promotional materials in the attendee bags. If you would like to include your company's promotional items, please review the information below. This is only for items to be included in the conference bags and not for items to be given away at your booth. If you need to ship materials for your booth, please follow the instructions on the last page of this document.

- Include a quantity of 200
- All items must be received by April 17, 2023
- Items should be sent to:
Theresa Craft
8925 Cashella Court
Trinity, FL 34655

Shipping and Storage

Exhibitor shipping and storage will be managed by Alliance. Please use the exposition portal to address your shipping needs. Please contact Alliance directly for assistance.

Alliance Exposition Portal

<https://alliance-exposition.boomerecommerce.com/>

Contact Information

Alliance Exhibitor Services

ExhibitorAssistance@alliance-exposition.com

Phone: 888.528.2011

Important Deadline Dates

Date:	Description:
3/1/23	Platinum Sponsors Only, submit your session topic, and speaker information to Shirley Shipp
4/14/23	Submit company logo and description to Shirley Shipp
4/17/23	Deadline to have promotional items included in the swag bags sent to Theresa Craft
4/17/23	Deadline to complete hotel reservation
5/9/23	Exhibitor booth setup must be completed by 4:00 PM
5/11/23	Exhibitor booth break-down may start at 4:00 PM
5/12/23	Exhibitor area must be vacated by 12:00 PM