



March 1-4, 2021 Orlando, Florida

## **2021 AGBT Major Sponsorship**

The annual Advances in Genome Biology and Technology (AGBT) Conference is considered one of the most sought-after venues to showcase your company and your products to a focused audience made up of top global leaders, visionaries, and decision makers. Sponsorship levels consist of one Gold Sponsor, three Silver Sponsors, and (up to) nine Bronze Sponsors.

### **Bidding**

#### *Bidding Window*

**Bids are due by Midnight, Thursday, September 17, 2020.** Bids should be sent to [leisaz@agbt.org](mailto:leisaz@agbt.org). The bidding sheet is attached for your convenience. You will notice we have different levels of sponsorship opportunities. Each level increases your exposure to our attendees.

#### *Bidding Process*

We will consider all of the Gold level bids first. The highest bidder becomes the official Gold Sponsor and that organization's name and bid is removed from all remaining tiers. We then move on to Silver #1. The highest bidder on this tier becomes the official Silver #1 Sponsor and that organization's name and bid is removed from all remaining tiers. The stair step differences are spelled out in detail below on the bidding instruction sheet. We will repeat this process until all sponsorships are filled. If any bids are of equal amount, the bid that was received first will be treated as the higher bidder.

#### *Winning Bids*

Winning bidders will be contacted by September 22, 2020 or sooner. Your bid is considered a legally binding contract. While payment in full is preferred, winning sponsors have the option to split payments (75/25) over 4th and 1st quarters. The first Payment of 75% of the balance is due November 3, 2020. The second

payment for the remaining 25% is due January 6, 2021. You will receive an e-mail confirmation that your bid has been received. If you do not receive this confirmation within 24 hours, please contact [leisaz@agbt.org](mailto:leisaz@agbt.org) . Should there be another wave of Covid19, and The Genome Partnership's board of directors cancels the meeting, you will receive a full refund within 30 days of the decision being announced.

#### *Bidding Tips*

If you were interested in the highest sponsorship level, you might consider strong bids across the top. Alternatively, if you envision bronze level exposure you would bid lower on top and stronger in the Bronze grouping. It is to your benefit to submit a bid for every tier. This not only increases your chances of winning, but you might just end up with even greater exposure and ROI. Some sponsors bid the same number across the board while others incorporate a stair-step strategy.

#### **Attendee Limits**

Keeping a healthy balance between industry attendees, non-profit research institutes and commercial organizations has always been a key component of AGBT's success. Everyone interacting with AGBT attendees must be registered and credentialed through AGBT.

#### **Sponsor Workshops**

Conducting an AGBT workshop is a privilege reserved for our Major Sponsors and the workshops are scheduled during exclusive time slots in the AGBT meeting program. In order to maintain this exclusivity, sponsors must not conduct any events outside of AGBT that would compete with the AGBT meeting program. **Please note that the AGBT meeting program includes all plenary and concurrent sessions, posters, sponsor workshops, meals, and social events.** Sponsors will be able to host small, informal gatherings of 25 or fewer attendees in their designated suites and rooms during the AGBT program. If you have any questions regarding this policy, please contact Leisa Zigman, [leisaz@agbt.org](mailto:leisaz@agbt.org)

**AGBT21- Major Sponsor Bid Sheet**

**One-Step Bidding Instructions:** Enter bids for every tier. Top Gold bid chosen, winner's name removed. Next, top bid for Silver #1 chosen, name removed. Repeat.

Selection Order->	1	2	3	4	5	6	7	8	9	10	11	12	13
Bid Amount->													
<b>Bids Due: Midnight, September 17, 2020</b>													
<u>Level</u>	Gold	Silver #1	Silver #2	Silver #3	Bronze 1	Bronze 2	Bronze 3	Bronze 4	Bronze 5	Bronze 6	Bronze 7	Bronze 8	Bronze 9
<i>Prominence of Sponsor Workshop</i>	Premier 90 Minute Workshop	1st pick 1 hr Workshop	2nd pick 1 hr Workshop	3rd pick 1 hr Workshop	1st pick 20 min Workshop	2nd pick 20 min Workshop	3rd pick 20 min Workshop	4th pick 15 min Workshop	5th pick 15 min Workshop	6th pick 15 min Workshop	7th pick 15 min Workshop	8th pick 12 min Lightening	9th pick 12 min Lightening
Guaranteed Attendee Registration <sup>(1, 2)</sup>	20	18	16	14	12	11	10	9	8	7	6	5	4
Guaranteed Sales/Marketing <sup>(1, 2)</sup>	10	8	7	6	5	4	3	3	3	2	2	2	2
Vendor Staff <sup>(1, 2)</sup>	3	2	2	2	2	2	2	1	1	1	1	1	1
Workshop Length	90 minutes	1 hour	1 hour	1 hour	20 min	20 min	20 min	15 min	15 min	15 min	15 min	12 min	12 min
Name on Conference Bags	Included	-	-	-	-	-	-	-	-	-	-	-	-
Logo at Registration Desk	Included	-	-	-	-	-	-	-	-	-	-	-	-
Number of APP Push Notifications <sup>3</sup>	2	1	1	1	-	-	-	-	-	-	-	-	-
Name Position on Conference APP <sup>3</sup>	1st	2nd	3rd	4th	-	-	-	-	-	-	-	-	-
Meeting Book Advertisement <sup>3</sup>	1	1	1	1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Choice of Sponsored Item on List One <sup>3</sup>	1st	2nd	3rd	4th	5th	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Choice of Sponsored Item on List Two <sup>3</sup>	1st	2nd	3rd	4th	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Choice of Hospitality Room <sup>3</sup>	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Option to Presidential Suite (Entire Event) <sup>1</sup>	1st	2nd	3rd	4th	5th	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Option to Brand with Clings	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
Conference Bag Inserts <sup>3</sup>	Up to 2	1	1	1	1	1	1	1	1	1	1	1	1

**Workshop Sessions:**

- 1 Gold 2-hour Workshop
- 3 Silver 1-hr Workshops
- 9 Bronze workshops,

**(List one) Named Sponsor of:**

- Wine Reception/Posters
- Closing Dinner Party
- Hotel Room Keys
- Badge Holders
- Notepads & Pens

**(List Two) Named Sponsor of:**

- Audiovisual
- Mobile Charging Station
- Meeting Book
- Pocket Agenda

**Notes:** <sup>1</sup> Available for a fee; <sup>2</sup> Additional Attendee/Marketing Slots (As Available); <sup>3</sup> Available for no additional fee

The Company named below hereby agrees to pay The Genome Partnership for all items awarded to the company in the auction. Your signed bid sheet combined with your winning bid is considered a legally binding contract for your organization to pay the full bid amount. If the Board of Directors of The Genome Partnership, organizers of the meeting, cancels the conference you will receive a full refund of your sponsorship within 30 days.

**SIGNATURE:** \_\_\_\_\_

**PRINTED NAME:** \_\_\_\_\_

**YOUR COMPANY'S NAME:** \_\_\_\_\_

## Gold Sponsorship

### **The Esteemed Gold Sponsorship includes:**

- The highly desired opportunity to organize the Premier Sponsor Workshop, an on-site 90-minute event scheduled during the period of peak attendance in the AGBT meeting program (*Please note that the sponsor will be required to provide lunch for workshop attendees and split audiovisual*).
- The ability to purchase up to 20 attendee registrations (\$3,254) includes registration, 4 nights lodging at the host hotel, most meals, all scientific sessions and social events.
- The ability to purchase up to 10 marketing/sales registrations (\$2,484) **Please note that marketing/sales registrations does not include scientific sessions. It does include meals, your workshop and most social events.**
- The ability to purchase up to 3 vendor staff badges (\$1,349) does not include lodging or meals. This is for staffing of your hospitality suite, workshop, or social event only.
- The ability to push out 2 Breaking News alerts on the conference APP. (For example, Alert: TGP workshop starting in 15 minutes, or come now to TGP's hospitality suite for the first look at our new technology.
- Your logo featured on our conference APP scrolling banner, 1<sup>st</sup> position.
- Prominent display of your company logo in the main meeting area.
- Recognition as the Gold Sponsor on AGBT's website.
- The opportunity to include up to (2) inserts in each conference bag. (Please provide an advance PDF copy of any inserts).
- The opportunity to include one advertisement in the program book. (Please note in an effort to be greener we will only print the number of books requested).
- Your logo on the conference bag carried by every attendee.

- First choice of one of the following sponsorship items:

❖ **Wine and Poster Reception**

❖ **Closing Dinner Party**  
❖ **Hotel Room Keys**

❖ **Badge Holders**  
❖ **Notepads & Pens**

- First choice of one of the following sponsorship items:

❖ **Audiovisual**  
❖ **Charging Station**

❖ **Meeting Book**  
❖ **Pocket Agenda**

First choice of a function room to use as a hospitality suite for the duration of the meeting.

First option to reserve the 2800 sq. ft. Presidential Suite for the duration of the meeting. To learn more:

<https://www.hiltonbonnetcreek.com/accommodations/suites/presidential-suite>

Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is \$5k a night, 3 night minimum.

## Silver Sponsorship #1

### ***This sponsorship level includes:***

- The first choice of a prime 1-hour Silver Sponsor workshop. *Please note that the sponsor will be required to provide lunch or dessert depending on the time of workshop and split audiovisual.*
  - The ability to purchase up to 18 attendee registrations (\$3,254) includes registration, 4 nights lodging, most meals, all scientific sessions and social events.
  - The ability to purchase up to 8 marketing/sales registrations (\$2,484) **Please note that marketing/sales registrations does not include scientific sessions. It does include meals, your workshop and most social events.**
  - The ability to purchase up to 2 vendor staff (\$1,349) does not include lodging or meals. This is for staffing of your hospitality suite, workshop, or social event only.
  - The ability to push out 1 Breaking News alert on the conference APP. (For example, Alert: TGP workshop starting in 15 minutes or come now to TGP's hospitality suite for the first look at our new technology.
  - Your logo on Conference APP scrolling banner 2nd position.
  - Prominent display of your company logo in the main meeting area.
  - Recognition as the Silver Sponsor on the AGBT website.
  - The opportunity to include up to (1) insert in each conference bag.
  - The opportunity to include one advertisement in the program book. (Please note in an effort to be greener we will only print the number of books requested).
- Second choice of one of the following sponsorship items:

❖ **Wine and Poster Reception**

❖ **Closing Dinner Party**  
❖ **Hotel Room Keys**

❖ **Badge Holders**  
❖ **Notepads & Pens**

- Second choice of one of the following sponsorship items:

❖ **Audiovisual**  
❖ **Charging Station**

❖ **Meeting Book**  
❖ **Pocket Agenda**

Second choice of a function room to use as a hospitality suite for the duration of the meeting.

Second option to reserve the 2800 sq. ft. Presidential Suite for the duration of the meeting. To learn more:

<https://www.hiltonbonnetcreek.com/accommodations/suites/presidential-suite>

Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is \$5k a night, 3 night minimum.

## Silver Sponsorship #2

### ***This sponsorship level includes:***

- The second choice of a prime 1-hour Silver Sponsor workshop. *Please note that the sponsor will be required to provide lunch or dessert depending on the time of the workshop and split audiovisual.*
- The ability to purchase up to 16 attendee registrations (\$3,254) includes registration, 4 nights lodging, most meals, all scientific sessions and social events.
- The ability to purchase up to 7 marketing/sales registrations (\$2,484) **Please note that marketing/sales registrations does not include scientific sessions. It does include meals, your workshop and most social events.**
- The ability to purchase up to 2 vendor staff (\$1,349) does not include lodging or meals. This is for staffing of your hospitality suite, workshop, or social event only.
- The ability to push out 1 Breaking News alert on the conference APP. (For example, Alert: TGP workshop starting in 15 minutes or come now to TGP's hospitality suite for the first look at our new technology.
- Your logo on Conference APP main page scrolling banner 3<sup>rd</sup> position.
- Prominent display of your company logo in the main meeting area.
- Recognition as the Silver Sponsor on the AGBT website.
- The opportunity to include up to (1) insert in each conference bag.
- The opportunity to include one advertisement in the program book. (Please note in an effort to be greener we will only print the number of books requested).
  
- Third choice of one of the following sponsorship items:
  - ❖ **Wine and Poster Reception**
  - ❖ **Closing Dinner Party**
  - ❖ **Hotel Room Keys**
  - ❖ **Badge Holders**
  - ❖ **Notepads & Pens**
  
- Third choice of one of the following sponsorship items:
  - ❖ **Audiovisual**
  - ❖ **Meeting Book**
  - ❖ **Charging Station**
  - ❖ **Pocket Agenda**

Third choice of a function room to use as a hospitality suite for the duration of the meeting.

Third option to reserve the 2800 sq. ft. Presidential Suite for the duration of the meeting. To learn more:

<https://www.hiltonbonnetcreek.com/accommodations/suites/presidential-suite>

Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is \$5k a night, 3 night minimum.

## Silver Sponsorship #3

### ***This sponsorship level includes:***

- The remaining prime 1-hour Silver Sponsor workshop. *Please note that the sponsor will be required to provide lunch or dessert depending on the time of the workshop and split audiovisual.*
- The ability to purchase up to 14 attendee registrations (\$3,254) includes registration, 4 nights lodging, most meals, all scientific sessions and social events.
- The ability to purchase up to 6 marketing/sales registrations (\$2,484) **Please note that marketing/sales registrations does not include scientific sessions. It does include meals, your workshop and most social events).**
- The ability to purchase up to 2 vendor staff (\$1,349) does not include lodging or meals. This is for staffing of your hospitality suite, workshop, or social event only).
- The ability to push out 1 Breaking News alert on the conference APP. (For example, Alert: TGP workshop starting in 15 minutes, or, come now to TGP's hospitality suite for the first look at our new technology.
- Your logo on Conference APP main page scrolling banner 4<sup>th</sup> position.
- Prominent display of your company logo in the main meeting area.
- Recognition as the Silver Sponsor on the AGBT website.
- The opportunity to include up to (1) insert in each conference bag.
- The opportunity to include one advertisement in the program book. (Please note in an effort to be greener we will only print the number of books requested).

- Fourth choice of one of the following sponsorship items:

❖ **Wine and Poster Reception**

❖ **Closing Dinner Party**  
❖ **Hotel Room Keys**

❖ **Badge Holders**  
❖ **Notepads & Pens**

- Fourth choice of one of the following sponsorship items:

❖ **Audiovisual**  
❖ **Charging Station**

❖ **Meeting Book**  
❖ **Pocket Agenda**

Fourth choice of a function room to use as a hospitality suite for the duration of the meeting.

Fourth option to reserve the 2800 sq. ft. Presidential Suite for the duration of the meeting. To learn more:

<https://www.hiltonbonnetcreek.com/accommodations/suites/presidential-suite>

Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is \$5k a night, 3 night minimum.

## Bronze Sponsorship (Level 1 to Level 9)

### ***These sponsorship levels include:***

- The ability to increase your company's exposure during the AGBT meeting with dedicated mini-workshops. Bronze sponsors 1-3 enjoy 20-minute presentations with Bronze 1 picking its preferred time slot first. Bronze 4-7 receive 15-minute presentations, Bronze 8 and 9 receive 12-minute talks.
- The ability to purchase up to 17 registrations depending on sponsorship level. Full registrations (\$3,254) includes registration, 4 nights lodging, most meals, all scientific sessions and social events. The cost for marketing/sales

registration is (\$2,484) **Please note that marketing/sales registrations does not include scientific sessions. It does include meals, your workshop and most social events.**

- The ability to purchase up to 1 or 2 vendor staff (\$1,349, depending on level of sponsorship. Please note that this badge does not include lodging or meals. This is for staffing of your hospitality suite, workshop, or social event only.
- Prominent display of your company logo in the main meeting area.
- Recognition as a Bronze Sponsor on the AGBT website.
- The opportunity to include up to (1) insert in each conference bag. duration of the meeting.

5-13th choice of function room to use as a hospitality suite for the duration of the meeting.

5-13th option to reserve the 2800 sq. ft. Presidential Suite for the duration of the meeting. To learn more:

<https://www.hiltonbonnetcreek.com/accommodations/suites/presidential-suite>

Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is \$5k a night, 3 night minimum.

## ***Description of Sponsorship Items***

### ***Audiovisual***

Promote your company on all of the big screens in the main meeting hall by providing up to two slides to be displayed during the breaks in the plenary sessions. Please note that the slides must be submitted in advance for approval.

### ***Conference Bags***

Only the Gold Sponsor can take advantage of this great branding opportunity by having its logo displayed on the conference bags that are carried by attendees throughout the meeting.

### ***Conference APP Push Notifications and Alerts***

Send out alerts & updates to connect and engage with attendees. Create a custom message encouraging attendees to come to your workshop, hospitality suite, or check out your profile to learn more about your brand.

### ***Conference APP Banner***

Your company logo is posted at the top of the screen. Attendees can tap on your advertisement and be driven directly to your website to learn more about your company. Gold and Silver will have their logo on the top of the main page. Gold is in the 1<sup>st</sup> position followed by Silver 1,2 & 3.

### ***Dinner Theme Party***

Maximize your company's exposure by sponsoring the dinner and theme party that concludes the conference. Your company logo will be prominently displayed on signage. You can also augment your exposure with a themed photo booth, keepsakes and other options we are happy to suggest.

### ***Hospitality Suite***

Utilize one of the Hilton Bonnet Creek function rooms to hold informal meetings, product demonstrations, social events and more for the duration of the meeting. Please note that these rooms are not to be used for scheduled events that conflict with the AGBT meeting program.

### ***Hotel Room Keys***

Promote your company with customized room keys distributed to every conference attendee. Your brand and logo will be seen multiple times a day for the duration of the conference.

### ***Meeting Book***

Sponsor the meeting book and place your company logo on the cover. Please note, in an effort to be greener, we are only printing the number of books requested by attendees.



**Notepads & Pens**

Put your company logo on the notepads that are used by the attendees throughout the conference and beyond.

**Pocket Agenda**

Place your company logo on the front of the pocket agenda that is distributed in the conference bags and viewed frequently throughout the meeting by attendees.

**Registration Desk**

Display your company logo prominently at the desk where each attendee will go to pick up their conference materials, this high visibility branding opportunity is available to the Gold sponsor only.

**Bronze Sponsor Session**

To enable smaller companies to increase their exposure at the meeting, AGBT dedicates a session for sponsoring companies to conduct 12, 15 and 20-minute mini-workshops.

**Vendor Workshop**

Promote the release of a new product or conduct a workshop for current and prospective customers. Please note that the sponsoring company will be required to provide lunch or coffee/dessert/snacks for the workshop attendees depending on the scheduled time of the workshop.

**Badge Holders**

Sponsor the badge holders and see your company logo worn by every conference attendee. The badges are distributed at conference registration and must be worn by attendees at every conference event.

**Wine and Poster Reception**

The wine reception enables attendees to sample an assortment of wines and cheeses while taking in the poster presentations and interacting with fellow attendees. As the sponsor, your company logo will be prominently displayed on signage and you will have the opportunity to set up a table to greet the attendees. Sponsors can elect to brand napkins.

***\*Please note, additional sponsorship opportunities will be made available after Major Sponsors are announced. In the a 'la carte auction you can bid on additional items to increase your badge count and visibility.***