



March 1-4, 2021 Orlando, Florida

2021 AGBT A' La Carte 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. We invite you to take part by participating in our a' la carte auction.

Bidding

Bidding Window

Bids are due by Midnight, Friday, October 23, 2020. Bids should be sent to leisaz@agbt.org. The bidding sheet is attached for your convenience. Feel free to bid for as many items as you would like. For example, if you would like to sponsor all of the breakfasts, write 3 in the box titled *number of units requested* and put the amount of your bid in the box above it. If you win, the bid will be multiplied by the number of units you requested.

Bidding Process

Highest bid wins. If more than one company bids the same number for the same item, the company that sends its bid in first will have priority. For example, the top four bids in category one will be awarded a prime function/meeting suite in the same area as our major sponsors. If there are duplicate bids, the company that sent its bid in first will be given priority. This is the same process that will be used for all categories.

Winning Bids

Winning bidders will be contacted by October 29, 2020 or sooner. Your signed bid sheet is considered a legally binding contract. Payment in full is expected by November 30, 2020. 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.

Strategy

Bidding for multiple items: If you wish to bid for multiple items, please indicate on the bid sheet whether:

- i.) The multiple bids are not contingent on each other (i.e., you bid for multiple items and hope to win them all such that if you win the first item, you still wish your bids for a second and third item to be counted independently), or
- ii) The multiple bids are contingent on each other (i.e., you bid for multiple items, but only wish to win one, such that if you win a first item, you want your bids for any additional items to be withdrawn). In this case, please indicate in the "notes field" in the bidding sheet which bids are contingent on each other, and the order of succession for the contingent multiple bids.

AGBT 2021 General Meeting - A'La Carte Bid Sheet

One-Step Bidding Instructions: Specify how many units of each item is requested and your unit price bid. Winning bids pay the (unit price) times (the number of units requested).
Bid Deadline: October 23, 2020 - Midnight Central Time

Meeting/Marketing Space					Named Sponsor - Events / Meals						Named Sponsor - Technology				Other				
Prime Function Room	Function Room	Board Room	Executive Suite	Deluxe Suite	Welcome Reception	Breakfast	Break	Pre-Con Workshop	Women's Network Event	Sponsor/Daytime Posters	Conf. App. Splash	Charging Station	Branded Light Tower	Conf. Wi-Fi	Conf Bag Insert	Room Drop	Cling	Water Station	Meeting Book Ad
Unit Price Bid Amount ->																			
Number Units Requested ->																			
Number of Items Available for Bid ⁽¹⁾	4	8	2	4	3	1	3	4	1	Several	1	1	1	1	Several	Several	Several	3	1
Registrations: Full Conf. or Sales/Marketing	5	5	5	3	2	6	4	4	3	-	2	2	2	2	-	-	-	-	-
Minimum Bid	na	na	na	na	na	na	na	na	na	6,000	na	na	na	na	\$ 5,000	\$ 5,000	\$ 5,000	\$ 4,000	\$ 5,000

Notes: ¹If multiple items, highest bid picks first; ²Available for a fee * Room Drop Sponsor rate does not include the cost of the item or the hotel delivery fee.

If you are bidding for multiple items, check one box indicating contingencies.

<- Our bids for multiple items **ARE NOT** contingent on one another. We hope to win each bid.

<- Some (or all) of our bids for multiple items **ARE** contingent on one another. We hope to win a bid in the following order.
 (once we win a higher priority bid, please withdraw our lower priority bids):

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 the sponsorship within 30 days.

SIGNATURE: _____
PRINTED NAME: _____
YOUR COMPANY'S NAME: _____

Description of Individual Commercial Sponsorship Items

Note: Marketing/sales registration includes hotel, AGBT sponsored meals, breaks, social events such as the opening and closing parties. It does not include access to scientific sessions.

1. Prime Function Room/Hospitality Suite –four hospitality suites available

Utilize one of the Hilton's function/breakout rooms for maximum exposure in a prime location. You'll be in the same area as our major sponsors with access to all of our attendees each day. In this exclusive space you will be able to boost branding, engage potential customers, network with all of our prominent attendees, hold informal meetings and social events. These rooms are not to be used for scheduled events that conflict with the AGBT Meeting program. **Please note that the AGBT meeting program includes all plenary and concurrent sessions, sponsor workshops, meals, and social events.** The highest bidder gets first choice of available rooms. A tie in winning bid goes to the earliest bidder. **The sponsorship of a Hospitality Suite guarantees you the opportunity to purchase up to five full conference or sales/marketing registrations or a combination of both. For example, you could choose to have 4 full registrations and 1 sales/marketing or all five badges registered as full access. It is up to you.** (\$3,254-full conference includes registration, 4 nights lodging, most meals, all scientific sessions and social events- (\$2,484 sales/marketing includes all of the above but does not include scientific sessions).

2. Function Room-eight available

We have secured eight other function rooms. They are located outside of the main sponsors' promenade. Breaks will not be in front of these rooms but they will be included in the passport to prizes event where we encourage our attendees to visit our sponsors and have their passport book stamped. If attendees visit at least 15 sponsors, they will be eligible to win great prizes. The grand prize is free registration to AGBT 2022! The highest bidder gets first choice of available rooms. A tie in winning bid goes to the earliest bidder. **The sponsorship of a function room guarantees you the opportunity to purchase up to five full conference or sales/marketing registrations or a combination of both.** (\$3,254-full conference includes registration, 4 nights lodging, most meals, all scientific sessions and social events- (\$2,484 sales/marketing includes all of the above but does not include scientific sessions). **See Alachua, Baker, Bay, Bradford, Brevard, Broward, Union and Taylor**
<https://www.hiltonbonnetcreek.com/meetings/capacity-charts-floor-plans>

3. Board Room-two available

De Soto (501 sq. ft.) And Duval (457 sq. ft.) are located in the sponsors' promenade. These rooms have board tables that fit up to 12. The tables and chairs cannot be removed. But, if you are looking to be in the heart of where the action is, these boardrooms could prove to be valuable real estate for marketing and branding plans. Breaks will be in front of these rooms and they will be included in the passport to prizes event where we encourage our attendees to visit our sponsors and have their passport book stamped. If attendees visit at least 15 sponsors, they will be eligible to win great prizes. The grand prize is free registration to AGBT 2022! The highest bidder gets first choice of available rooms. A tie in winning bid goes to the earliest bidder. **The sponsorship of De Soto and Duval guarantees you the opportunity to purchase up to five full conference or sales/marketing registrations or a combination of both.** (\$3,254-full conference includes registration, 4 nights lodging, most meals, all scientific sessions and social events- (\$2,484 sales/marketing includes all of the above but does not include scientific sessions).

4. Executive Suite-four available

For the sponsor looking to impress VIPs and future or current customers in a 2,080 sq. ft. spectacular setting, look no farther than one of only four Executive Suites. The suites boast stunning views and living rooms. There is a separate master bedroom, spacious parlor area, and conference/dining table for eight people, service kitchen and two 55-inch LCD TVs. **The sponsorship of an Executive Suite guarantees you the opportunity to purchase up three full conference or sales/marketing registrations or a combination of both.** (\$3,254-full conference includes registration, 4 nights lodging, most meals, all scientific sessions and social events- (\$2,484 sales/marketing includes all of the above but does not include scientific sessions).
<http://www.hiltonbonnetcreek.com/accommodations/suites/executive-suite>

5. ***Deluxe Suite-three available***

AGBT has reserved three deluxe suites at the Waldorf Astoria, which is on property and connects to our conference facility. These stylish suites are 945 SQ. FT. Each suite offers a separate living room with sofa, chairs, executive kitchenette, furnished balcony, and picturesque views overlooking the Waldorf Astoria Golf Course or Nature Preserve. **The sponsorship of a Deluxe Suite guarantees you the opportunity to purchase up to two attendee registrations** (\$3,254- includes registration, 4 nights lodging, most meals, all scientific sessions and social events- no increase over last year). Please see diagram on the last page of this packet so you will see where the Hilton, the meeting space, and the Waldorf Astoria are located in connection to each other.
<http://www.waldorfastoriaorlando.com/accommodations/suites/deluxe-suite/>

Be the Named Sponsor of AGBT's Meals and Breaks

1. ***Welcome Reception – one sponsorship unit available***

Be the exclusive sponsor of the most anticipated evening of the conference. All attendees converge to mingle with colleagues at what many consider AGBT'S Homecoming reception. You get to help kick-off the conference in a big way. As the sponsor of the Welcome Reception, your company logo will be prominently displayed on signage and you will have the opportunity to set up a table to greet attendees with information or memorable giveaways as they arrive. **This sponsorship guarantees you the opportunity to purchase up to six attendee and/or marketing/sales registrations or a combination of both.**

2. ***Breakfast - three sponsorship units available***

With this sponsorship you will not only have naming rights but you will be able to kick start every attendee's day with some fun digital interaction. As the breakfast sponsor, we will send out push notifications each morning and you can create the text promoting your brand. Your corporate logo will be prominently displayed on signage and you can set up a table to greet attendees as they arrive. You also have the ability to provide napkins or cups reinforcing your brand with all attendees. **The sponsorship of an a breakfast guarantees you the opportunity to purchase up four full conference or sales/marketing registrations or a combination of both.**

3. ***Morning and Afternoon Coffee / Tea / Smoothie / Snack Break - four sponsorship units available***

Get brand exposure while attendees refuel between sessions. We'll also do some fun push notifications before or during the breaks to reinforce your brand and make sure our attendees know the featured item of the break is *because of you!* These aren't the ordinary coffee breaks! Sponsor one of these breaks and your corporate logo will be prominently displayed where the attendees will be mingling and discussing presentations. You also have the ability to provide napkins and coffee cups with your logo reinforcing your brand with attendees. **The sponsorship of a break guarantees you the opportunity to purchase up four full conference or sales/marketing registrations or a combination of both.**

4. ***Pre-Conference Workshop– (This may be concurrent with several workshops participating)***

Get a jump-start with our high-level attendees by hosting a pre-conference workshop. **The sponsorship of the pre-conference workshop guarantees you the opportunity to purchase up three full conference or sales/marketing registrations or a combination of both. Please note AV is not included. The workshop must be completed by 4pm March 1, 2021.**

5. ***Women's Networking Event-several available***

Be one of the named sponsors of the heavily attended Women's Networking Event. All sponsors of this event will have their logos prominently displayed on signage or a monitor so everyone knows the event is happening because of your generosity. You will also have a table and the ability to brand napkins.

6. ***Named Sponsor of the daytime poster session-one available***

Be the named sponsor of the heavily attended daytime poster session. Showcase your logo, offer your own branded snacks, cups, and napkins and of course have an exclusive table with unfettered access to our attendees. **This sponsorship guarantees you the opportunity to purchase up to two attendee registrations.**

Be the Named Sponsor of an Item in AGBT's Technology Offering

1. Conference Wi-Fi

Be the exclusive sponsor of our conference Wi-Fi. Your company logo will be featured on large screens prior to all sessions as attendees are firing up their devices. Everyone will know the access to Wi-Fi is thanks to you! Talk about brand reinforcement! **This sponsorship guarantees you the right to purchase up to two full conference badges and 1 marketing badge.**

2. Conference APP Splash Page – one sponsorship unit available

Make a strong first impression by putting your brand front and center every time our conference APP is opened. Your logo or message covers the entire screen offering unparalleled visibility before, during, and long after the conference! **This sponsorship guarantees you the right to purchase up to two attendee registrations.**

3. Mobile Charging Station – one sponsorship unit available

Make every attendee happy while reinforcing your brand and message. Let's face it; with all the tweets and networking going on, it's only a matter of time before attendees need to charge their phones! Your sponsored charging station will be placed in a high traffic area for all to use and for your brand to be seen. **This sponsorship guarantees you the right to purchase up to two attendee registrations.**

4. Branded Light Tower – several sponsorship units available

Your company will be featured on large lighted towers that will really wow our attendees! **This sponsorship guarantees you the right to purchase up to two attendee registrations.**

Leverage Other Marketing Opportunities

1. Conference Bag inserts-\$5,000 minimum bid – several sponsorship units available

A limited number of slots are available to include a piece of literature or promotional item in the conference bag that is given to every conference attendee. Creative companies can really capitalize on this inexpensive branding opportunity with items to remember like portable cell phone chargers with your logo, or conference water bottles. (All items must be approved to avoid duplications).

2. Room Drop – \$5,000 minimum bid- several sponsorship units available

Indulge attendees with a late-night gourmet treat or item that will make them smile and think of your brand! The cost of this sponsorship does not include the per room hotel delivery fee or the cost of the item.

3. Cling- \$5,000 minimum bid-several sponsorship units available

Make a powerful impact by putting your brand front and center in a highly travelled area by clinging your message to a hotel elevator, column, or escalator used by every attendee. This sponsorship gives you the right to purchase a cling and place it in a high exposure part of the hotel. (Prices vary depending on the location).

4. Water Station

Have your brand featured inside the general session on watering stations set up near entrances and exits. You can even provide your own branded cups and napkins for the day you sponsor.

5. Meeting Book Ad-\$5,000 minimum bid

Showcase your company inside our meeting book with your full-page ad. Our meeting books contain most every abstract presented and its content is often referenced long after AGBT ends.