



March 1-3, 2021

## A' La Carte Sponsorship of AGBT 21 Virtual

The Genome Partnership, organizers of the renowned Advances in Genome Biology and Technology (AGBT) meetings, welcomes your generous support as we bring together leading luminaries and change-makers of the life sciences and global biotech community.

- **Bids are due by Midnight, October 30, 2020** and a scan of your signed bid sheet should be emailed to Leisa at [leisaz@agbt.org](mailto:leisaz@agbt.org).

## AGBT Drives Booth Traffic AGBT 2021™

- Sponsor and Exhibitor Recognition on AGBT website
- Gamification within the platform – Attendees earn points for attending sponsor talks and by exploring exhibitor booths. Sponsors may provide a Gamification prize for additional recognition in the virtual lobby.
- Scheduled exhibitor hours encouraging attendee viewing
- Exhibitor listing PDF in Attendee Briefcases
- Access to tracking and metrics for virtual exhibit booth
- Exhibit booth will be On Demand for one year after the conference for continued attendee contact
- 2 complimentary registrations for booth personnel



## AGBT - A'La Carte Item Bid Sheet

One-Step Bidding Instructions: Winning bids pay the (unit price) times (the number of units requested).

Bid Deadline: October 30, 2020

VIRTUAL BRANDING				
Poster Session Sponsor (several)	Virtual Lab Sponsor (several)	Featured logo in General Session (several)	Announcement-in platform messaging	Briefcase Sponsor
Bid Amount ->				
Minimum Bid	na	\$7,500	na	na

The Company named below hereby agrees to pay The Genome Partnership for all items awarded to the Company in the A'La Carte Auction within 10 days. Your signed bid sheet combined with your winning bid is considered a legally binding contract for your organization to pay the full bid amount.

SIGNATURE: \_\_\_\_\_  
 PRINTED NAME: \_\_\_\_\_  
 YOUR COMPANY'S NAME: \_\_\_\_\_

### **Poster Session A 'La Carte Sponsor:**

- Sponsor the virtual poster session and you will have prime branding for up to three days. Highest bidder picks the day preferred

### **Virtual Lab A 'La Carte Sponsor:**

- We will provide the template for you to build and showcase your custom laboratory with your products. Engage with customers with live chat options

### **Featured General Session Logo:**

- Have your company logo and message featured inside the general session seen by all attendees on either day 1, 2, or 3. Or, pick multiple days to maximize your exposure

### **Announcement:**

- Send an alert notification that will be seen by everyone in the virtual environment

### **Briefcase Sponsor**

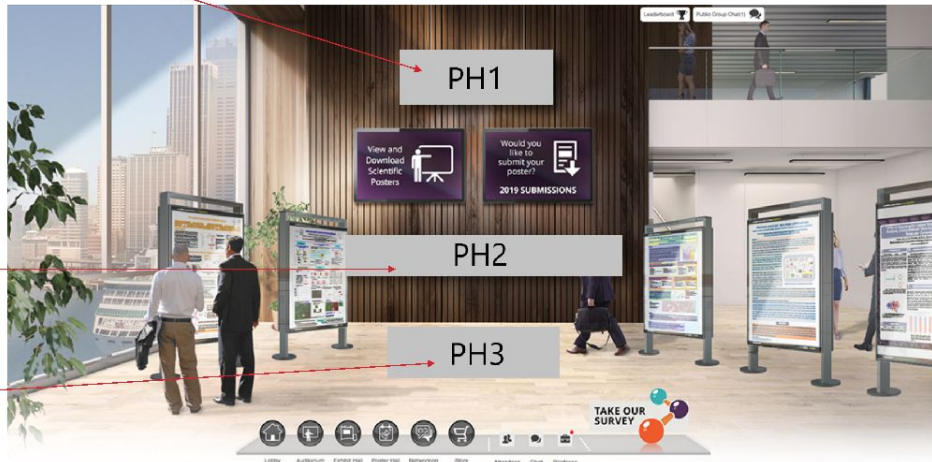
- Have your marketing materials placed in each attendee's briefcase prior to the start of the meeting!

[See examples below](#)

# Poster Hall



Featured Ad-See A 'La Carte  
bid sheet



Featured Ad

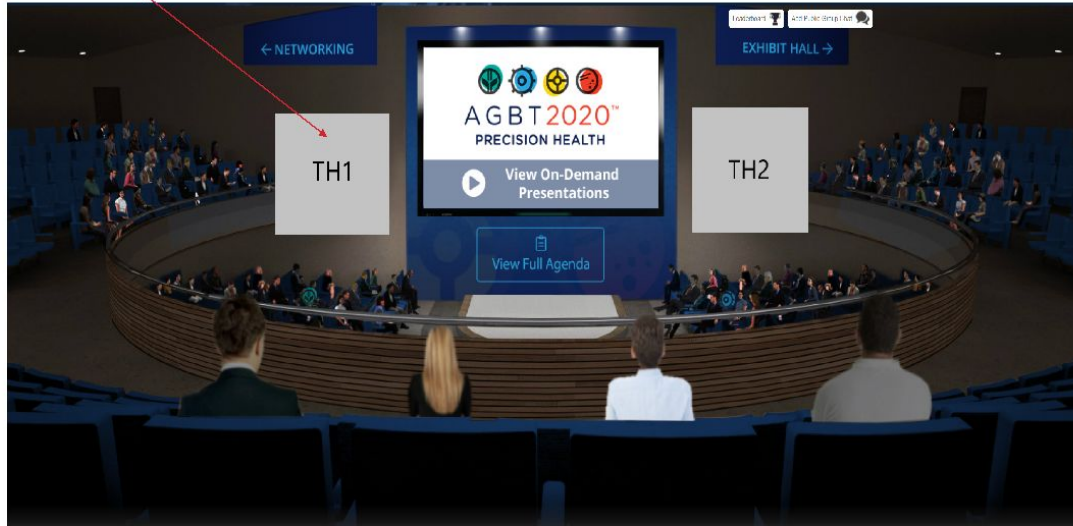
Featured Ad

# Virtual Lab



Featured LOGO-TH1 AND TH2 See A 'La Carte bid sheet

# Theater



# Exhibit Hall



# Broadcast Messages



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## Bidding Instructions

A scan of your signed bid sheet should be emailed to [leisaz@agbt.org](mailto:leisaz@agbt.org). 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).

## Winning Bids

Winning bidders will be contacted on or before November 6, 2020. Your signed bid sheet, combined with your winning bid, is considered as a legally binding contract for your organization to pay the full bid amount.