



March 1-3, 2021

Major 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.

Benefits of Major Sponsorship

- Host a virtual talk live and on demand to showcase your company, products, and services in front of the world's top genome science and technology researchers, leaders, and innovators
 - Complimentary virtual exhibit booth to host seminars and product launches and interact with new and existing customers for top five major sponsors
 - Bronze 2-9 will have the opportunity to purchase a virtual booth (\$2500). This is discounted \$1000 off the early bird rate.
 - Your logo on agbt.org and on three emails sent to all attendees in advance of our meeting
 - Company logo in our virtual lobby
 - Electronic copy of attendee list
 - Gamification to drive attendees to your talks and booth
 - Opportunity to send an item from our menu to attendees in our conference box mailed to all full meeting registrants in advance of AGBT
 - Access to the platform for one year to all registrants!
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- **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.

Major Sponsorship Auction - Bidding Instructions

Bidding Instructions

A scan of your signed bid sheet should be emailed to 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.

Bidding Process

The bidding sheet is attached for your convenience. You will notice that we have different levels of sponsorship. It is to your advantage to place a bid at each level to enhance your chances of winning. We will consider all of the Gold level bids first, where the highest bidder will become the esteemed official Gold Sponsor, and that organization's name and bids will be removed from all remaining tiers. We then will evaluate the Silver Sponsor bids, followed by Bronze. This process will continue until major sponsors have been selected for each sponsorship level.

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.

AGBT VIRTUAL -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 chosen, name removed. Repeat.

Bid Deadline: October 30, 2020

Selection Order ->	1	2	2	3	3	
Bid Amount ->						
Sponsorship Level ->	Gold	Silver 1	Silver 2	Silver 3	Bronze 1	Bronze 2-9
Prominence of Sponsor Virtual Talk	Premier 45 minute lunch talk	25 minute lunch talk	25 minute lunch talk	25 minute lunch talk	20 minute lunch talk	20 or 15 minute talk
Complimentary virtual exhibitor booth	Included	Included	Included	Included	Bronze 1 (included)	
Choice of logo in virtual lobby (rotating)	1st option	2nd -4th option	2nd -4th option	2nd -4th option	5th-option	6th-9th option
Primary logo placement on 3 email advertisements prior to event	Included	Included	Included	Included	Included	Included
Primary logo placement AGBT's website	Included	Included	Included	Included	Included	Included
Electronic copy of attendee list prior to event	Included	Included	Included	Included	Included	Included
Opportunity to submit a gamification prize	Included	Included	Included	Included	Included	Included
Opportunity to submit item for welcome box	Included	Included	Included	Included	Included	Included

Your signed bid sheet combined with your winning bid is considered a legally binding contract for your organization to pay the full bid amount by January 4, 2021.

SIGNATURE: _____

PRINTED NAME: _____

COMPANY NAME: _____

Gold Sponsor:

- As the Gold Sponsor, you will be acknowledged as the premier supporter of the meeting, with the highest priority of branding in all documentation and signage
- The Gold Sponsor will have the opportunity to host 45-minute lunchtime talk that will be available on-demand for a year
- Premier logo placement in the virtual lobby
- Premier logo placement on three emails sent to all of our attendees prior to the event. (One week prior, day prior, and day of)
- Premier logo placement on agbt.org
- You will receive an electronic copy of our attendees who opt-in to being contacted, prior to the event
- You will have the opportunity to provide a gamification prize which entices attendees to engage with your company by collecting points when they visit your booth or attend your talk
- You will have the opportunity to have a small branded item (menu of options available once sponsor is named) or postcard/flyer included in our conference welcome box being sent to all full meeting registrants who sign up by December 16, 2020

Silver Sponsors 1-3:

- Acknowledgment as one of three Silver Sponsors with maximum branding and high-exposure opportunities.
- The Silver Sponsor will have the opportunity to host a 25-minute lunchtime talk that will be available on demand for a year
- Logo in the virtual lobby
- You will have prime logo placement on three emails sent to all of our attendees prior to the event. (One week prior, day prior, and day of)
- You will have prime logo placement on agbt.org
- You will receive an electronic copy of our attendees who opt-in to being contacted, prior to the event
- You will have the opportunity to provide a gamification prize which entices attendees to engage with your company by collecting points when they visit your booth or attend your talk
- You will have the opportunity to have a small branded item (menu of options available once sponsor is named) or postcard/flyer included in our conference welcome box being sent to all full meeting registrants who sign up by December 16, 2020

Bronze Sponsors 1-9:

- Acknowledgment as one of our Bronze Sponsors with peak branding and high-visibility opportunities
- Bronze Sponsors 1-3 will have the opportunity to host a 20-minute talk
Bronze 4-9 receive a 15-minute talk
Bronze 1 also receives a complimentary virtual booth
Bronze 2-9 have the option to purchase a virtual booth for \$2500 (This is a \$1000 discount off of the early bird rate)
- Logo placement in the virtual lobby
- You will have your company logo on three emails sent to all of our attendees prior to the event. (One week prior, day prior, and day of)
- You will have logo placement on agbt.org
- You will receive an electronic copy of our attendees who opt-in to being contacted, prior to the event
- You will have the opportunity to provide a gamification prize which entices attendees to engage with your company by collecting points when they visit your booth or attend your talk
- You will have the opportunity to have a small branded item (menu of options available once sponsor is named) or postcard/flyer included in our conference welcome box being sent to all full meeting registrants who sign up by December 16, 2020

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				
<i>Poster Session Sponsor (several)</i>	<i>Virtual Lab Sponsor (several)</i>	<i>Featured logo in General Session (several)</i>	<i>Announcement-in platform messaging</i>	<i>Briefcase Sponsor</i>

Bid Amount ->

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Minimum Bid

na	\$7,500	na	na	na
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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 (see PowerPoint #5 for examples PH1-PH3)

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 (see PowerPoint #11)

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 (See PowerPoint slides #3 and #4 for examples)

Announcement:

- Send an alert notification that will be seen by everyone in the virtual environment (see PowerPoint #12)

Briefcase Sponsor

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

Virtual Booth Sponsorship

Engage with potential customers at your virtual booth that includes logos, images, videos, digital assets, online chat and customization options. See PowerPoints #8 and #9. Send back the attached exhibitor form to leisaz@agbt.org Early bird rate is \$3500 before January 4, 2021. Standard rate is \$5000.