February 28-March 3, 2022 Bonnet Creek, Florida

AGBT 2022 Major Sponsorships

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, Wednesday, September 15, 2021. Bids should be sent to generalmeeting@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 21, 2021 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 October 21, 2021. The second payment for the remaining 25% is due January 3, 2022. 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 sarahw@agbt.org.

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. We have 900 rooms at the host hotel, the Hilton Orlando Bonnet Creek. Everyone interacting with AGBT attendees must be registered and credentialed through AGBT. Our credentialing process eliminates the ability to share name badges.

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 Sarah Waller at sarahw@agbt.org.
# General Meeting – Major Sponsor Bid Sheet

**Bid Deadline: September 15th, 2021**

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.

<table>
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<tr>
<th>Selection Order</th>
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<tbody>
<tr>
<td><strong>Bid Amount</strong></td>
<td>Gold</td>
<td>Silver 1</td>
<td>Silver 2</td>
<td>Silver 3</td>
<td>Bronze 1</td>
<td>Bronze 2</td>
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<td><strong>Prominence of Sponsor Workshop</strong></td>
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<td>Guaranteed Attendee Registration 1&lt;sup&gt;3&lt;/sup&gt;</td>
<td>30</td>
<td>26</td>
<td>23</td>
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<td>Vendor Staff Registration&lt;sup&gt;1&lt;/sup&gt;</td>
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<td>Name on Conference Bags&lt;sup&gt;3&lt;/sup&gt;</td>
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<td>Logo at Registration Desk&lt;sup&gt;2&lt;/sup&gt;</td>
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<td>Number of APP Push Notifications&lt;sup&gt;3&lt;/sup&gt;</td>
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<td>Name Position on Conference App Banner&lt;sup&gt;3&lt;/sup&gt;</td>
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<tr>
<td>Choice of Sponsored Item on List One&lt;sup&gt;1&lt;/sup&gt;</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; &amp; 2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
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<td>Title Sponsorship of Presidential Suite (Entire Event)&lt;sup&gt;1&lt;/sup&gt;</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
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<td>Choice of Hospitality Suites (20 to pick from)&lt;sup&gt;3&lt;/sup&gt;</td>
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<tr>
<td>Number of Conference Bag Inserts&lt;sup&gt;3&lt;/sup&gt;</td>
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<td>Complimentary Exhibit Booth at AGBT 2022 Agricultural Meeting&lt;sup&gt;3&lt;/sup&gt;</td>
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**Notes:**
1. Available for a fee
2. Additional Attendee
3. Available for no additional fee

(List one) **Named Sponsor of:**
- Wine Reception/Posters
- Closing Dinner Party
- Conference App Splash Page
- Pocket Agenda
- Notepads & Pens
- Hotel Room Keys
- Audio Visual

The Company named below hereby agrees to pay The Genome Partnership within 30 days. This signed bid sheet combined with your winning bid is considered a legally binding contract for your organization to pay the full bid amount. Should the U.S. Centers for Disease Control and Prevention (CDC), the State of Florida, or health authorities within the jurisdiction of the Hilton Bonnet Creek Hotel issue travel alerts or warnings recommending against non-essential travel to the state and or the hotel’s location prior to the start of the General meeting and should TGP’s board of directors cancel the meeting as a result, TGP will issue a complete refund to the sponsor within 30 days.

**Signature:**

**Printed Name:**

**Company Name:**

**Email:**
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 30 attendee and/or marketing registrations. Attendee badges include 3, 4 or 5 nights lodging (depending on the package purchased) at the host hotel; most meals, all scientific sessions, and social events. 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 (does not include lodging or meals). This is for staffing of your hospitality suite, workshop, or social event only.
- Your logo on the conference bag carried by every attendee.
- Prominent display of your logo at the Registration Desk.
- 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, 1st position.
- Prominent display of your company logo in the main meeting area.
- Recognition as the Gold Sponsor on the AGBT website.
- First choice of one of the following sponsorship items:
  - Audio Visual
  - Closing Dinner Party
  - Conference App Splash Page
  - Hotel Room Keys
  - Notebooks & Pens
  - Pocket Agenda
  - Wine Reception/Posters

- First choice of a function room to use as a hospitality suite for the duration of the meeting. Please note that due to construction, the patios may not be available for use. See diagram below.
- First option to brand with clings. Cost depends on location and size.
- First option to reserve the Presidential Suite for the duration of the meeting. Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is $3,500 a night, 3 nights minimum. With an option to purchase a connecting room for $300 a night, 3 nights minimum.
- The opportunity to include up to (2) inserts in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*Complimentary exhibit booth at AGBT’s 2022 Inaugural Agricultural Meeting ($5,000 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($3,000 value).
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 26 attendee and/or marketing registrations. Attendee badges include 3, 4 or 5 nights lodging (depending on the package purchased) at the host hotel, most meals, all scientific sessions, and social events. 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 badges (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 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, 2nd position.
- Prominent display of your company logo in the main meeting area.
- Recognition as the Silver Sponsor on the AGBT website.
- Third choice of one of the following sponsorship items:
  - Audio Visual
  - Closing Dinner Party
  - Conference App Splash Page
  - Hotel Room Keys
  - Notebooks & Pens
  - Pocket Agenda
  - Wine Reception/Posters

- Second choice of a function room to use as a hospitality suite for the duration of the meeting. Please note that due to construction, the patios may not be available for use. See diagram below.
- Second option to brand walls with clings. Cost depends on location and size.
- Second option to reserve the Presidential Suite for the duration of the meeting. Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is $3,500 a night, 3 nights minimum. With an option to purchase a connecting room for $300 a night, 3 nights minimum.
- The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*Complimentary exhibit booth at AGBT’s 2022 Inaugural Agricultural Meeting ($5,000 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($3,000 value).
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 workshop and split audiovisual.*
- The ability to purchase up to 23 attendee and/or marketing registrations. Attendee badges include 3, 4 or 5 nights lodging (depending on the package purchased) at the host hotel, most meals, all scientific sessions, and social events. 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 badges (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 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, 3rd position.
- Prominent display of your company logo in the main meeting area.
- Recognition as the Silver Sponsor on the AGBT website.
- Fourth choice of one of the following sponsorship items:
  - Audio Visual
  - Closing Dinner Party
  - Conference App Splash Page
  - Hotel Room Keys
  - Notebooks & Pens
  - Pocket Agenda
  - Wine Reception/Posters
- Third choice of a function room to use as a hospitality suite for the duration of the meeting. Please note that due to construction, the patios may not be available for use. See diagram below.
- Third option to brand walls with clings. Cost depends on location and size.
- Third option to reserve the Presidential Suite for the duration of the meeting. Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is $3,500 a night, 3 nights minimum. With an option to purchase a connecting room for $300 a night, 3 nights minimum.
- The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*Complimentary exhibit booth at AGBT's 2022 Inaugural Agricultural Meeting ($5,000 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($3,000 value).
Silver Sponsorship #3

This sponsorship level includes:

- The third 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 20 attendee and/or marketing registrations. Attendee badges include 3, 4 or 5 nights lodging (depending on the package purchased) at the host hotel, most meals, all scientific sessions, and social events. 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 badges (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 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, 4th position.
- Prominent display of your company logo in the main meeting area.
- Recognition as the Silver Sponsor on the AGBT website.
- Fifth choice of one of the following sponsorship items:
  - Audio Visual
  - Closing Dinner Party
  - Conference App Splash Page
  - Hotel Room Keys
  - Notebooks & Pens
  - Pocket Agenda
  - Wine Reception/Posters

- Fourth choice of a function room to use as a hospitality suite for the duration of the meeting. Please note that due to construction the patios may not be available for use. See diagram below.
- Fourth option to brand walls with clings. Cost depends on location and size.
- Fourth option to reserve the Presidential Suite for the duration of the meeting. Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is $3,500 a night, 3 nights minimum. With an option to purchase a connecting room for $300 a night, 3 nights minimum.
- The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*Complimentary exhibit booth at AGBT’s 2022 Inaugural Agricultural Meeting ($5,000 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($3,000 value).*
**Bronze Sponsorship #1**

*This sponsorship level includes:*

- The ability to increase your company’s exposure during the AGBT meeting with dedicated mini-workshops. As a Bronze 1 sponsor you will have first pick of a 20-minute talk timeslot.
- The ability to purchase up to 17 attendee and/or marketing registrations. Attendee badges include 3, 4 or 5 nights lodging (depending on the package purchased) at the host hotel, most meals, all scientific sessions, and social events. 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 badges (does not include lodging or meals). This is for staffing of your hospitality suite, workshop, or social event only.
- Your logo featured on our conference APP scrolling banner, 5th position.
- Prominent display of your company logo in the main meeting area.
- Recognition as a Bronze Sponsor on the AGBT website.
- The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).
- Sixth choice of one of the following sponsorship items:
  - Audio Visual
  - Closing Dinner Party
  - Conference App Splash Page
  - Hotel Room Keys
  - Notebooks & Pens
  - Pocket Agenda
  - Wine Reception/Posters

- Fifth choice of a function room to use as a hospitality suite for the duration of the meeting. Please note that due to construction, the patios may not be available for use. See diagram below.
- Fifth option to brand walls with clings. Cost depends on location and size.
- Fifth option to reserve the Presidential Suite for the duration of the meeting. Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost is $3,500 a night, 3 nights minimum. With an option to purchase a connecting room for $300 a night, 3 nights minimum.
- The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*Complimentary exhibit booth at AGBT’s 2022 Inaugural Agricultural Meeting ($5,000 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($3,000 value).*
Bronze Sponsorship (Level 2 to Level 9)

This sponsorship level includes:

- The ability to increase your company’s exposure during the AGBT meeting with dedicated talks. Bronze sponsors 2 & 3 enjoy 20-minute talks with Bronze 1 picking its preferred time slot first. Bronze 4-7 receive 15-minute talks, Bronze 8 and 9 receive 12-minute talks.
- The ability to purchase 5-15 (depending on sponsorship level) attendee and/or marketing registrations. Attendee badges include 3, 4 or 5 nights lodging (depending on the package purchased) at the host hotel, most meals, all scientific sessions, and social events. 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 1-2 vendor staff badges (depending on sponsorship level). 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.
- Sixth - ninth choice of a function room to use as a hospitality suite for the duration of the meeting. See diagram below.
- Sixth - ninth option to brand walls with clings. Cost depends on location and size.
- The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item)

*Complimentary exhibit booth at AGBT’s 2022 Inaugural Agricultural Meeting ($5,000 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($3,000 value).

Description of Sponsorship Items

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

Conference Bags
Only the Gold Sponsor can take advantage of this great branding opportunity by having their 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 1st position followed by Silver 1, 2, 3 & Bronze 1.

Conference APP Splash Page
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 APP opening screen, offering unparalleled visibility before, during, and long after the conference!

Closing Dinner Party
Maximize your company's exposure by sponsoring the dinner 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 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. See diagram below.

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.

Notepads & Pens
Put your company logo on the notepads and pens 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.

Presidential Suite
For the sponsor looking to impress VIP’s and future or current customers in a 2,870 sq. ft. private living space, this suite is for you. The presidential suite includes one king bed, master bathroom, foyer half bath, two 55-inch LCD televisions, service kitchen and dining/conference table for eight. Please note your bid grants you exclusive rights to the suite but does not cover the $3,500 a night cost. A three-night minimum reservation is required. You have the option of purchasing a two-queen bed connector for $300 a night.
**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.

**Sponsor Workshop**
The Gold and Silver Sponsors can utilize this longer format to 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.

**Bronze Sponsor Talk**
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 talks.

**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 à la carte auction you can bid on additional items to increase your badge count and visibility.*
Frosted windows only outside the Bonnet Creek West Foyer. Rest open for natural light.