AGBT 2022 Agriculture Major Sponsorship

New meeting integrates genomics and agriculture to address 21st century challenges

Advances in Genome Biology and Technology (AGBT) welcomes your generous support of our inaugural Agricultural Meeting. AGBT Ag focuses on the global impact of breakthrough innovations made possible through agricultural genomics. This is the third global meeting organized by The Genome Partnership, a non-profit that advances research, promotes education and expands commerce in genome science and technology. AGBT Ag joins a family of prestigious genomics conferences including the AGBT General Meeting (now entering its 22nd year) and AGBT Precision Health (6 years).

Sponsorship is done through an auction process. There is only one round of bidding.

Bidding

Bidding Window

Bids are due by Midnight, October 20th, 2021. Bids should be sent to agriculturalmeeting@agbt.org. The bidding sheet is attached for your convenience. You will notice we have seven 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 clear and transparent 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 October 27, 2021 or sooner. Your bid is considered a legally binding contract. If you do not receive confirmation that we received your bid 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 a greater ROI. Some sponsors bid the same number across the board while others incorporate a stair-step strategy.

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. Hospitality Room sponsors will be able to host informal gatherings of up to 25 attendees in their designated suites and rooms during the AGBT program. If you have any questions regarding this policy, please contact Sarah Waller, sarahw@agbt.org.
# Agricultural Meeting – Major Sponsor Bid Sheet

**Bid Deadline: October 20th, 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>
<thead>
<tr>
<th>Selection Order</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bid Amount</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Sponsorship Level

### Prominence of Sponsor Talk

<table>
<thead>
<tr>
<th>Choice of Hospitality Room</th>
<th>Included</th>
<th>Included</th>
<th>Included</th>
<th>Included</th>
<th>Included</th>
<th>Included</th>
<th>Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Pre-meeting Email Sent to all Attendees</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Prominence of Company Logo on Website</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Company Logo in Main Meeting Area</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Logo on “Rise &amp; Shine with AGBT” Workout Shirt</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Company Logo on Conference Bag</td>
<td>Included</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Logo at Registration Desk</td>
<td>Included</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Number of App Push Notifications

| Number of App Push Notifications | 2 | 1 | 1 | 1 | 1 | 1 | 1 |

### Name Position on Conference App Banner

<table>
<thead>
<tr>
<th>Option to Book Board Room (Pre-Event)</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
<th>N/A</th>
<th>N/A</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option to Book Presidential Suite (Entire Event)</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
<td>5th</td>
<td>6th</td>
<td>7th</td>
</tr>
</tbody>
</table>

### Number of Conference Bag Inserts (sponsor provides insert)

| Guaranteed Option to Purchase Two Full Conference Registration Badges for AGBT GM 23 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

### Notes:
- Available for a fee
- Board Room - $500 per day
- Presidential Suite - $1,500 per night for three night minimum

## (List one) Named Sponsor of:

- Wine Reception/Posters
- Meeting Notebooks & Pen
- Audio Visual

- Name Badge Lanyards
- Branding at April 5th Dinner
- Branding at Closing Dinner

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 California, or health authorities within the jurisdiction of the Loews Coronado 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 Precision Health 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:**

**Email:**

**Company Name:**

**Billing Address:**
Gold Sponsorship

The Esteemed Gold Sponsorship includes:

• The highly desired opportunity to organize the Premier Sponsor Workshop, an on-site 1-hour event scheduled during the AGBT meeting program. Please note that the sponsoring company will be required to provide lunch or coffee/dessert/snacks and AV for the workshop attendees depending on the scheduled time of the workshop.
• First choice of function rooms to use as a hospitality suite for the duration of the meeting. Options: Avalon, Aurora, Britannia, Cambria, Lenore, Sovereign, Reliance, and Board Room. See diagrams below.
• As a major sponsor, your name/logo will be displayed on one pre-meeting email to all attendees.
• Recognition as a major sponsor on the AGBT website.
• Prominent display of your company logo in the main meeting area.
• Sponsor of “Rise & Shine with AGBT” with logo on workout shirt.
• Your logo on the conference bag carried by every attendee.
• Your brand will be highlighted 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 t-shirt and cappuccino).
• Your logo is featured on the main page of the conference APP top of the screen.
• First choice of one of the following complimentary sponsorship items:
  • Wine and Poster Reception
  • Name Badge Lanyards
  • Meeting Notebook & Pen
  • Audio Visual
  • Hotel Room Keys
  • April 5th Dinner
  • Closing Dinner
  • First option to utilize Marina Room (504) sq. ft. as a board room prior to the start of the Agricultural Meeting for $500 per day.
  • 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 per night is $1,500 for a three-night minimum
  • The opportunity to include up to 2 inserts in each conference bag. (Please provide an advance PDF copy of any inserts).

*Guaranteed option to purchase two full conference registration badges at AGBT 23 General Meeting. No bidding necessary.

Silver Sponsorship #1

This sponsorship level includes:

• The Silver Sponsor #1 will have the opportunity to host a 30-minute talk or fire-side chat. Please note that the sponsoring company will be required to provide lunch or coffee/dessert/snacks and AV for the workshop attendees depending on the scheduled time of the workshop.
• Second choice of Function Rooms to use as a hospitality suite for the duration of the meeting. Options: Avalon, Aurora, Britannia, Cambria, Lenore, Sovereign, Reliance and Board Room. See diagram below.
• As a major sponsor, your name/logo will be displayed on one pre-meeting email to all attendees.
• Recognition as a major sponsor on the AGBT website.
• Prominent display of your company logo in the main meeting area.
• Sponsor of “Rise & Shine with AGBT” with logo on t-shirt.
• 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 t-shirt and cappuccino).
• Your logo is featured on the main page of the conference APP top of the screen in the second position.
• Second choice of one of the following sponsorship items:
  - Wine and Poster Reception
  - Name Badge Lanyards
  - Meeting Notebook & Pen
  - Audio Visual
  - Hotel Room Keys
  - April 5th Dinner
  - Closing Dinner

• Second option to utilize Marina Room (504) sq. ft. as a board room prior to the start of the Agricultural Meeting for $500 per day.
• 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 per night is $1,500 for a three-night minimum.
• The opportunity to include up to 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts).

*Guaranteed option to purchase two full conference registration badges at AGBT 23 General Meeting. No bidding necessary.

Silver Sponsorship #2

This sponsorship level includes:

• The Silver Sponsor #2 will have the opportunity to host a 30-minute talk or fire-side chat during the general session. Please note that the sponsoring company will be required to provide lunch or coffee/dessert/snacks and AV for the workshop attendees depending on the scheduled time of the workshop.
• Third choice of Function Rooms to use as a hospitality suite for the duration of the meeting. Options: Avalon, Aurora, Britannia, Cambria, Lenore, Sovereign, Reliance, and Board Room. See diagram below.
• As a major sponsor, your name/logo will be displayed on one pre-meeting email to all attendees.
• Recognition as a major sponsor on the AGBT website.
• Prominent display of your company logo in the main meeting area.
• Sponsor of “Rise & Shine with AGBT” with logo on t-shirt.
• 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 t-shirt and cappuccino).
• Your logo is featured on the main page of the conference APP top of the screen in the third position.
• Third choice of one of the following sponsorship items:
  - Wine and Poster Reception
  - Name Badge Lanyards
  - Meeting Notebook & Pen
  - Audio Visual
  - Hotel Room Keys
  - April 5th Dinner
  - Closing Dinner

• Third option to utilize Marina Room (504) sq. ft. as a board room prior to the start of the Agricultural Meeting for $500 per day.
• 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 per night is $1,500 for a three-night minimum.
• The opportunity to include up to 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts).
*Guaranteed option to purchase two full conference registration badges at AGBT 23 General Meeting. No bidding necessary.

**Bronze Sponsorship #1**

*This sponsorship level includes:*

- The Bronze Sponsor #1 will have the opportunity to host a 20-minute talk or fire-side chat during the general session.
- Fourth choice of Function Rooms to use as a hospitality suite for the duration of the meeting. Options: Avalon, Aurora, Britannia, Cambria, Lenore, Sovereign, Reliance, and Board Room. See diagram below.
- As a major sponsor, your name/logo will be displayed on one pre-meeting email to all attendees.
- Recognition as the Bronze #1 Sponsor on the AGBT website.
- Prominent display of your company logo in the main meeting area.
- 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 t-shirt and cappuccino).
- Your logo is featured on the main page of the conference APP top of the screen in the fourth position.
- Fourth choice of one of the following sponsorship items:
  - Wine and Poster Reception
  - Name Badge Lanyards
  - Meeting Notebook & Pen
  - Audio Visual
  - Hotel Room Keys
  - April 5th Dinner
  - Closing Dinner

- Fourth option to utilize Marina Room (504) sq. ft. as a board room prior to the start of the Agricultural Meeting for $500 per day.
- 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 per night is $1,500 for a three-night minimum.
- The opportunity to include up to 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts).

*Guaranteed option to purchase two full conference registration badges at AGBT 23 General Meeting. No bidding necessary.

**Bronze Sponsorship #2 - #4**

*This sponsorship level includes:*

- The Bronze Sponsor #2 - #4 will have the opportunity to host a 20-minute talk or fire-side chat during the general session.
- Fifth, sixth & seventh choice of Function Rooms to use as a hospitality suite for the duration of the meeting. Options: Avalon, Aurora, Britannia, Cambria, Lenore, Sovereign, Reliance, and Board Room. See diagram below.
- As a major sponsor, your name/logo will be displayed on one pre-meeting email to all attendees.
- Recognition as a major sponsor on the AGBT website.
- Prominent display of your company logo in the main meeting area.
- 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 t-shirt and cappuccino).
- Fifth, sixth & seventh choice of one of the following sponsorship items:
• Fifth, sixth & seventh option to utilize Marina Room (504) sq. ft. as a board room prior to the start of the Agricultural Meeting for $500 per day.
• Fifth, sixth & seventh 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 per night is $1,500 for a three-night minimum.
• The opportunity to include up to 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts).

*Guaranteed option to purchase one full conference registration badges at AGBT 23 General Meeting. No bidding necessary.

**Description of Sponsorship Items**

**Audiovisual**
Promote your company on giant screens of 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 to sarahw@agbt.org for approval.

**Board Room**
The Marina Room is a great for meeting space prior to the start of the program. The cost is $500 per day. See room dimensions below.

**Conference Bags**
Take advantage of this great branding opportunity by having your logo displayed on the attendee item given to all in-person, full scientific participants. This item is for the Gold sponsor only.

**Conference Bag Insert**
All in-person attendees will receive a conference bag that could include your special item inside. Whether it’s hand sanitizer featuring your logo, USB light or tech organizer we have an amazing list of items to choose from. And, we’ve negotiated great items at all price points that should align with your budget. Choose from our curated list or supply your own memorable item. Printed materials are also accepted.

**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 Main Page Banner**
The main page banner has maximum visibility and is seen every time the APP is launched. 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. Each sponsor’s logo is up for .05 seconds with Gold in the 1st position followed by Silver 1, 2 & Bronze 1.

**April 5th Dinner & Closing Dinner**
Maximize your company’s exposure by sponsoring one dinner. 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. You may also have a table near the entrance to greet attendees and to hand out items.

**Hospitality Room**
Utilize one of the Loews Coronado’s 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. Aurora, Britannia, Cambria, Lenore, Sovereign, Reliance and Board Room. See diagram on page 9 for room dimensions.

**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.

**Logo on Pre-Meeting Email Sent to all Attendees**
What a great way to re-enforce your brand and let all attendees know you support AGBT and the latest advances in agriculture genomics. As a major sponsor, your logo will appear in one email that all attendees receive.

**Meeting Notebook & Pen**
Put your company logo on the notebooks and pens that are used by the attendees throughout the conference and beyond. The notebook will be embossed and the pen will be white.

**Morning Activity**
Rise and Shine with AGBT as we help attendees kick start their day with yoga, spinning or a guided walk. Each attendee that signs up will receive a workout shirt to commemorate our inaugural event and your logo will have a marquee spot on the back (this is not an exclusive opportunity and top logo placement goes in order of sponsorship).

**Name Badge Lanyard**
Sponsor the name badge lanyard 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.

**Presidential Suite**
Impress like no one else with this Presidential suite. Host meetings and social events in this 1750 sq.ft. suite. The three furnished balconies with panoramic views of the bay and San Diego skyline offer just a hint of the glamour that lies within. This is the most luxurious suite, ideal for entertaining and includes a Peloton bike. Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost per night is $1,500 for a three-night minimum.
**Registration Desk**
Display your company logo prominently at the desk where each attendee will go to pick up their conference materials. (This is exclusive for the gold sponsor)

**Sponsor Workshop**
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. 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. (AV is not included) To maintain this exclusivity, sponsors must not conduct any events outside of AGBT that would compete with the meeting program. **Please note that the AGBT meeting program includes all plenary sessions, 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 hospitality room during the AGBT program. If you have any questions regarding this policy, please contact Sarahw@agbt.org.

**Website**
As a major sponsor, your logo will appear on agbt.org.

**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 distribute the wine at their table or have it distributed by the hotel staff.

**Please note, additional sponsorship opportunities will be made available after Major Sponsors are announced.**
Hospitality Suites:
Aurora – 1023 Sq. Ft.
Britannia – 1044 Sq. Ft.
Boardroom – 580 Sq. Ft.
Cambria – 1044 Sq. Ft.
Lenore – 748 Sq. Ft.
Reliance – 600 Sq. Ft.
Sovereign – 900 Sq. Ft.