AGBT 2022 A’ La Carte Sponsorships

The annual Advances in Genome Biology and Technology (AGBT) Conference, proudly organized by the Genome Partnership, 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 in the life sciences.

In the A ‘La Carte auction, there is only one round of bidding. Please find a description of the bidding and selection process, followed by a comprehensive description of the items up for auction, and a bidding sheet.

**Bidding**

**Bidding Window**

**Bids are due by Midnight, Friday, October 15, 2021.** Bids should be sent to generalmeeting@agbt.org. The bidding sheet is attached for your convenience. You will notice we have different items up for auction and each item can have multiple units available. Feel free to bid for as many items as you would like. For example, if you would like to sponsor all 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 three bids for breakfast will secure a breakfast sponsorship. 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 20th, 2021, or sooner. Your signed bid sheet is considered a legally binding contract. Payment in full is expected within 30 days of bid acceptance. 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.

**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 **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” on the bidding sheet which bids are contingent on each other, and the order of succession for the contingent multiple bids.

**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 and Waldorf Astoria. Everyone interacting with AGBT attendees must be registered and credentialed through AGBT. Our credentialing process eliminates the ability to share name badges.
## General Meeting – A’La Carte Sponsorship Items

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.

**Due: October 15th, 2021**

<table>
<thead>
<tr>
<th>Meeting/Marketing Space</th>
<th>Named Sponsor – Events / Meals</th>
<th>Tech</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospy Suite 600 – 900 sq ft</td>
<td>Hospy Suite 901 – 1200 sq ft</td>
<td>Board Room</td>
<td>Executive Suite</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Number of Items Available for Bid</td>
<td>5</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Option to Purchase Full Conference Registration</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum Bid</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

### Notes: If multiple items, highest bid picks first; Available for a fee

- 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 A’La Carte Auction within 10 days. This sheet combined with your signature is considered a legally binding contract for your organization to pay in full. Should the U.S. Centers for Disease Control and Prevention (CDC), the State of Florida, or health authorities within the jurisdiction of the Hilton Orlando 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: ____________________________

Billing Address: ____________________________
Description of Individual Commercial Sponsorship Items

Note: Full conference registration badge includes hotel, access to all scientific sessions, access to the sponsor promenade, AGBT sponsored meals, breaks, and social events such as the opening and closing parties.

Marketing registration badge includes hotel, access to the sponsor promenade, AGBT sponsored meals, breaks and social events. It does not include access to scientific sessions.

Vendor Staff Badge - A limited number of vendor staff badges are available to winners of a hospitality suite. These badges do not include hotel, scientific sessions, or meals. It only allows access to your hospitality suite. There is no access to any other meeting area for this type of badge holder.

Hospitality Suite 600 – 900 sq ft:

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 our attendees each day. Breaks will be in this area, and you will be able to participate in the gamification event where we encourage our attendees to visit our sponsors. In this exclusive space you will be able to boost branding, engage potential customers, network with all 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 for groups of more than 25. 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 registrations or sales/marketing registrations or a combination of both. For example, you could choose to have three full registrations and two sales/marketing, or all five badges registered as full access. It is up to you. As a hospitality suite sponsor you will have the ability to purchase up to 1 vendor staff badges (does not include lodging or meals). This is for staffing of your hospitality suite only. Includes access to attendee list with email addresses of those who opt in.

Hospitality Suite 901 – 1200 sq ft:

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 our attendees each day. Breaks will be in this area, and you will be able to participate in the gamification event where we encourage our attendees to visit our sponsors. In this exclusive space you will be able to boost branding, engage potential customers, network with all 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 for groups of more than 25. 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 registrations or sales/marketing registrations or a combination of both. As a hospitality suite sponsor you will have the ability to purchase up to 1 vendor staff badge (does not include lodging or meals). This is for staffing of your hospitality suite only. Includes access to attendee list with email addresses of those who opt in.

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 gamification event where we encourage our attendees to visit our sponsors. The grand prize is complimentary registration to AGBT 2023! The highest bidder gets first choice of room. 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 three full conference or sales/marketing registrations or a combination of both. As a board room sponsor you will have the ability
to purchase up to 1 vendor staff badge (does not include lodging or meals). This is for staffing of your hospitality suite only. Includes access to attendee list with email addresses of those who opt in.

**Executive Suite - three 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 42-inch LCD TVs. **The sponsorship of an Executive Suite guarantees you the opportunity to purchase up three full conference registrations or sales/marketing registrations or a combination of both.** Includes access to a list of attendees who opt in minus email address.  

**Be the Named Sponsor of AGBT’s Meals and Breaks**

**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. **The sponsorship of the Welcome Reception guarantees you the opportunity to purchase up to four full conference registrations or sales/marketing registrations or a combination of both.**

**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, you can create a 140 character message that we will send out via our conference app each morning. 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 a breakfast guarantees you the opportunity to purchase up to three full conference or sales/marketing registrations or a combination of both.**

**Breaks - three 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! Or you could customize your own message that we will send out via our conference app. 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 to three full conference or sales/marketing registrations or a combination of both.**

**Pre-Conference Workshop– one unit available:**

Get a jump-start with our high-level attendees by hosting a pre-conference workshop. This sponsorship comes with the opportunity to provide a conference bag insert. **The sponsorship of the pre-conference workshop guarantees you the opportunity to purchase up to five full conference or sales/marketing registrations or a combination of both.** Please note AV is not included. The workshop must be completed by 4pm.
Women’s Networking Event—several available:

Be one of the named sponsors of the Women’s Networking Event. The highest bidder will have the opportunity to provide napkins with your company logo. 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’ll be allowed to have a six-foot table to hand out swag at the event. The sponsorship of the Women’s Networking Event guarantees you the opportunity to purchase two full conference or sales/marketing registrations or a combination of both.

Named Sponsor of the daytime poster session—one available:

Be the named sponsor of the heavily attended daytime poster session, Monday, February 2, from 1:30-3:00pm. Showcase your logo, offer your own branded snacks, cups, and napkins, and of course have an exclusive table with unfettered access to our attendees. The sponsorship of the daytime poster session guarantees you the opportunity to purchase up to three full conference or sales/marketing registrations or a combination of both.

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

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 because you get to pick the password! Talk about brand reinforcement! This sponsorship guarantees you the right to purchase up to two full conference or sales/marketing registrations or a combination of both.

Leverage Other Marketing Opportunities...

Branded Towers or Cubes – two sponsorship unit available:

We will place the towers and/or cubes in a high-volume area so your brand is viewed by all attendees as they take a moment to relax between sessions! This sponsorship guarantees you the right to purchase up to two full conference or sales/marketing registrations or a combination of both.

Conference Bag Inserts—$5,000 minimum bid – several sponsorship units available:

All full registration 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. All items must be approved so there are no duplications.
**Room Drop – $3,000 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 $3.00 per item hotel delivery fee or the cost of the item. This sponsorship is for access only.

**Rights to Cling- $3000 minimum bid-several sponsorship units available:**

Put your brand front and center in a highly travelled area by clinging your message to a hotel elevator 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. The cost of branding is an additional expense.

**Transportation – Several**

Have a captive audience as our shuttles transport attendees on the 25-minute drive from Southwest Florida Regional Airport to the Hilton Orlando Bonnet Creek. You can provide a DVD with slides promoting your company, your products, your AGBT suite number, and more. With a 25-minute loop of your slides, you can be sure your message gets viewed multiple times before the meeting starts! Then, you can use the rest of the meeting to engage with potential new customers. This sponsorship guarantees you the right to purchase up to two full conference or sales/marketing registrations or a combination of both.