February 6 - 9, 2023 Hollywood, Florida

AGBT 2023 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 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, Tuesday, August 23, 2022.** 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 the gold level bids first. The highest bidder becomes the official Gold Sponsor, and that organization’s name and bid are 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 are removed from all remaining tiers. The stair step differences are spelled out 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 received first will be treated as the higher bidder.

*Winning Bids*

Winning bidders will be contacted by August 30, 2022, 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 the 4th and 1st quarters. The first payment of 75% of the balance is due October 14, 2022. The second payment for the remaining 25% is due January 6, 2023. 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 more robustly 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 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 Diplomat – Hollywood, Florida. Everyone interacting with AGBT attendees must be registered and credentialed through AGBT. Our credentialing process eliminates the ability to share name badges. New for 2023, staff badges will be eliminated and only Full Conference or Marketing Badges are available.

*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. To maintain this exclusivity, sponsors must not conduct any events outside of AGBT that 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 may 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: August 23rd, 2022**

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>
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<tbody>
<tr>
<td><strong>Bid Amount</strong></td>
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<tr>
<td><strong>Sponsorship Level</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>
<td>Bronze 3</td>
<td>Bronze 4</td>
<td>Bronze 5</td>
<td>Bronze 6</td>
<td>Bronze 7</td>
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<td>Bronze 9</td>
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<tr>
<td><strong>Prominence of Sponsor Workshop</strong></td>
<td>Premier 90 min. Workshop</td>
<td>1st pick 1 hour Workshop</td>
<td>2nd pick 1 hour Workshop</td>
<td>3rd pick 1 hour Workshop</td>
<td>1st pick 20 min Talk</td>
<td>2nd pick 20 min Talk</td>
<td>3rd pick 20 min Talk</td>
<td>4th pick 15 min Talk</td>
<td>5th pick 15 min Talk</td>
<td>6th pick 15 min Talk</td>
<td>7th pick 15 min Talk</td>
<td>8th pick 12 min Talk</td>
<td>9th pick 12 min Talk</td>
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<tr>
<td>Guaranteed Attendee Registration</td>
<td>32</td>
<td>27</td>
<td>24</td>
<td>21</td>
<td>18</td>
<td>16</td>
<td>13</td>
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<tr>
<td>Name on Conference Bags</td>
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<td>Logo at Registration Desk</td>
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<tr>
<td>Number of APP Push Notifications</td>
<td>2</td>
<td>1</td>
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<td>Name Position on Conference App Banner</td>
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<tr>
<td>Choice of Sponsored Item on List One</td>
<td>1st &amp; 2nd</td>
<td>3rd</td>
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<tr>
<td>Opt to Book Penthouse or Presidential Suite (Entire Event)</td>
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<td>2nd</td>
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<td>First Option for Private Meeting Space</td>
<td>1st</td>
<td>2nd</td>
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<tr>
<td>Choice of Hospitality Suites (21 to pick from)</td>
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<td>Meeting Book Ad</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
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<tr>
<td>Option to Brand with Clings</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
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<td>13th</td>
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<tr>
<td>Number of Conference Bag Inserts</td>
<td>Up to 2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>50% Off Exhibit Booth at AGBT 2023 Agricultural Meeting</td>
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</tbody>
</table>

**Notes:**

1. Available for a fee
2. Additional Attendee
3. Available for no additional fee

The Company named below hereby agrees to pay The Genome Partnership within 45 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 Diplomat Beach Resort 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 & Billing Address:**

**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 (cost is determined by menus) and split audiovisual (approx. $8,500 – per sponsor).
- The ability to purchase up to 32 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 registrations do not include scientific sessions. It does include meals, your workshop, and most social events. *New for 2023, staff/vendor badges have been eliminated.*
- Your logo is on the conference bag carried by every attendee.
- Your logo is prominently displayed at the Registration Desk.
- The ability to push out 2 Breaking News alerts on the conference APP – 140 characters max. (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 is featured on our conference APP scrolling banner.
- Prominent display of your company logo in the main meeting area.
- Recognition as the Gold Sponsor on the AGBT website.
- First and second choice of one of the following sponsorship items:
  - Audio Visual
  - Closing Dinner & Glow Party
  - Conference App Splash Page
  - Hotel Room Keys
  - Notebooks & Pens
  - Wine Reception/Posters
  - Lanyards
- First choice of a function room to use as a hospitality suite for the duration of the meeting. *Please note hospitality suites 310 – 321 have load-in/out restrictions. All items must fit through a 6ft 7 in x 2 ft 10 in door.*
- First option to reserve the Penthouse or Presidential Suite for the duration of the meeting. Please note that the cost of the Penthouse ($3,000 per night) or Presidential Suite ($2,500 per night) is not included in the sponsorship package. There is a 4-night minimum reservation. *If furniture or equipment is loaded in/out a Sunday through Thursday (five night) reservation is required.*
- First option to reserve a private meeting room. The cost is $500 per day.
- Opportunity to include one full-page advertisement in the online program book.
- First option to brand with clings. Cost is the sponsor’s responsibility and varies based on location and size.
- 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).

*50% discount on an exhibit booth at AGBT’s 2023 Agricultural Meeting ($2,500 value). In addition, if your company secures a Major Sponsorship for AGBT Ag, it will include one 4-night full conference badge ($2,000 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 split lunch with the Silver 2 Sponsor for workshop attendees (cost is determined by menus) and split audiovisual (approx. $8,500-per sponsor).
• The ability to purchase up to 27 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 registrations do not include scientific sessions. It does include meals, your workshop, and most social events. New for 2023, staff/vendor badges have been eliminated.

• The ability to push out 1 Breaking News alert 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 is featured on our conference APP scrolling banner, 140 characters max.

• Prominent display of your company logo in the main meeting area.

• Recognition as Silver Sponsor on the AGBT website.

• Third choice of one of the following sponsorship items:
  - Audio Visual
  - Closing Dinner & Glow Party
  - Conference App Splash Page
  - Hotel Room Keys
  - Notebooks & Pens
  - Wine Reception/Posters
  - Lanyards

• Second choice of a function room to use as a hospitality suite for the duration of the meeting. See the diagram below. Please note hospitality suites 310 – 321 have load-in/out restrictions. All items must fit through a 6ft 7 in x 2 ft 10 in door.

• Second option to brand walls with clings. Cost is the sponsor’s responsibility and depends on location and size.

• Second option to reserve the Penthouse or Presidential Suite for the duration of the meeting. Please note that the cost of the Penthouse ($3,000 per night) or Presidential Suite ($2,500 per night) is not included in the sponsorship package. There is a 4-night minimum reservation. If furniture or equipment is loaded in/out a Sunday through Thursday (five night) reservation is required.

• Second option reserve private meeting room. The cost is $500 per day.

• Opportunity to include one full-page advertisement in the online program book.

• The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*50% discount on an exhibit booth at AGBT’s 2023 Agricultural Meeting ($2,500 value). In addition, if your company secures a Major Sponsorship for AGBT Ag, it will include one 4-night full conference badge ($2,000 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 split lunch with the Silver 1 Sponsor for workshop attendees (cost is determined by menus) and split audiovisual (approx. $8,500 – per sponsor). The ability to purchase up to 24 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 registrations do not include scientific sessions. It does include meals, your workshop, and most social events. New for 2023, staff/vendor badges have been eliminated.

• The ability to push out 1 Breaking News alert on the conference APP, 140 characters max. (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.
• 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 & Glow Party
  • Conference App Splash Page
  • Hotel Room Keys
  • Notebooks & Pens
  • Wine Reception/Posters
  • Lanyards
• Third choice of a function room to use as a hospitality suite for the duration of the meeting. See the diagram below. *Please note hospitality suites 310 – 321 have load-in/out restrictions. All items must fit through a 6ft 7 in x 2 ft 10 in door.*
• Third option to brand walls with clings. Cost is the sponsor’s responsibility and depends on location and size.
• Third option to reserve the Penthouse or Presidential Suite for the duration of the meeting. Please note that the cost of the Penthouse ($3,000 per night) or Presidential Suite ($2,500 per night) is not included in the sponsorship package. There is a 4-night minimum reservation. *If furniture or equipment is loaded in/out a Sunday through Thursday (five night) reservation is required.*
• Third option to reserve a private meeting room. The cost is $500 per day.
• Opportunity to include one full-page advertisement in the online program book.
• The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*50% discount on an exhibit booth at AGBT’s 2023 Agricultural Meeting ($2,500 value). In addition, if your company secures a Major Sponsorship for AGBT Ag, it will include one 4-night full conference badge ($2,000 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 for workshop attendees (cost is determined by menus) and split audiovisual (approx. $8,500 – per sponsor).
• The ability to purchase up to 21 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 do not include scientific sessions. It does include meals, your workshop, and most social events. *New for 2023, staff/vendor badges have been eliminated.*
• The ability to push out 1 Breaking News alerts on the conference APP, 140 characters max. (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 Silver Sponsor on the AGBT website.
• Fifth choice of one of the following sponsorship items:
  • Audio Visual
  • Closing Dinner & Glow Party
  • Conference App Splash Page
  • Hotel Room Keys
- Notebooks & Pens
- Wine Reception/Posters
- Lanyards

- Fourth choice of a function room to use as a hospitality suite for the duration of the meeting. See diagram below. Please note hospitality suites 310 – 321 have load-in/out restrictions. All items must fit through a 6ft 7 in x 2 ft 10 in door.
- Fourth option to brand walls with clings. Cost is the sponsor's responsibility and depends on location and size.
- Fourth option to reserve the Penthouse or Presidential Suite for the duration of the meeting. Please note that the cost of the Penthouse ($3,000 per night) or Presidential Suite ($2,500 per night) is not included in the sponsorship package. There is a 4-night minimum reservation. If furniture or equipment is loaded in/out a Sunday through Thursday (five night) reservation is required.
- Fourth option to reserve a private meeting room. The cost is $500 per day.
- Opportunity to include one full-page advertisement in the online program book.
- The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*50% discount on an exhibit booth at AGBT's 2023 Agricultural Meeting ($2,500 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($2,000 value).

**Bronze Sponsorship (Level 1 and 2)**

This sponsorship level includes:

- The ability to increase your company's exposure during the AGBT meeting with dedicated mini workshops. As a Bronze 1 and 2 Sponsor, you will have first pick of a 20-minute talk timeslot.
- The ability to purchase 16 or 18 (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 registrations do not include scientific sessions. It does include meals, your workshop, and most social events. New for 2023, staff/vendor badges have been eliminated.
- Your logo featured on our conference APP scrolling banner – Bronze 1 only.
- 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 & seventh choice of one of the following sponsorship items:
  - Audio Visual
  - Closing Dinner & Glow Party
  - Conference App Splash Page
  - Hotel Room Keys
  - Notebooks & Pens
  - Wine Reception/Posters
  - Lanyards

- Fifth and sixth choice of a function room to use as a hospitality suite for the duration of the meeting. See diagram below. Please note hospitality suites 310 – 321 have load-in/out restrictions. All items must fit through a 6ft 7 in x 2 ft 10 in door.
• Fifth and sixth option to brand walls with clings. Cost is the sponsor’s responsibility and depends on location and size.
• Fifth and sixth option to reserve the Penthouse or Presidential Suite for the duration of the meeting. Please note that the cost of the Penthouse ($3,000 per night) or Presidential Suite ($2,500 per night) is not included in the sponsorship package. There is a 4-night minimum reservation. If furniture or equipment is loaded in/out a Sunday through Thursday (five night) reservation is required.
• Fifth and sixth option reserve private meeting room. The cost is $500 per day.
• Opportunity to include one full-page advertisement in the online program book.
• The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item).

*50% discount on an exhibit booth at AGBT’s 2023 Agricultural Meeting ($2,500 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($2,000 value).

Bronze Sponsorship (Level 3 to Level 9)

This sponsorship level includes:

• The ability to increase your company’s exposure during the AGBT meeting with dedicated talks. Bronze Sponsor 3 receives a 20-minute talk, Bronze 4-7 receive 15-minute talks, Bronze 8 and 9 receive 12-minute talks.
• The ability to purchase 6-13 (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 registrations does not include scientific sessions. It does include meals, your workshop, and most social events. New for 2023, staff/vendor badges have been eliminated.
• Prominent display of your company logo in the main meeting area.
• Recognition as a Bronze Sponsor on the AGBT website.
• Seventh - thirteenth choice of a function room to use as a hospitality suite for the duration of the meeting. See diagram below. Please note hospitality suites 310 – 321 have load-in/out restrictions. All items must fit through a 6ft 7 in x 2 ft 10 in door.
• Seventh – thirteenth option to brand walls with clings. Cost is the sponsor’s responsibility and depends on location and size.
• Seventh – thirteenth reserve private meeting room. The cost is $500 per day.
• Opportunity to include one full-page advertisement in the online program book.
• The opportunity to include 1 insert in each conference bag. (Please provide an advance PDF copy of any inserts or description of item)

*50% discount on an exhibit booth at AGBT’s 2023 Agricultural Meeting ($2,500 value). In addition, if your company secures a Major Sponsorship for AGBT Ag it will include one 4-night full conference badge ($2,000 value).

Description of Sponsorship Items

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

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.

**Conference Bags**
Only the Gold Sponsor can take advantage of this great branding opportunity by having their logo displayed on the conference bags that all full badge attendees receive.

**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.

**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 & Glow 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. – Let’s Glow Crazy!

**Hospitality Suite**
Utilize one of the Diplomat 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. Sponsors may 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. Please note hospitality suites 310 – 321 have load-in/out restrictions. All items must fit through a 6ft 7 in x 2 ft 10 in door. Dimensions for all hospitality suites will be sent once major sponsors are announced.

**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.

**Name Badge Lanyards**
Sponsor the name badge lanyard and see your company logo worn by every non-sponsor conference attendee. The badges are distributed at conference registration and must be worn by attendees at every conference event.

**Notepads & Pens**
Put your company logo on the notepads and pens that are used by the attendees throughout the conference and beyond.

**Penthouse**
This beach-luxe 2,550 square foot suite allows for comfort and luxury with spectacular ocean views - 2550 sq. ft., oceanfront view, private balcony. This exceptional room includes a spacious living room, an entertainment wall with a 60” HDTV and Google Chromecast, a dining table set for six, and a welcoming workspace and a study. The private king-size bedroom includes outdoor space. Includes a 2550 sq. ft., oceanfront view, and private balcony. Please note your bid grants you exclusive rights to the suite but does not cover the $3000 a night cost. A four-night minimum reservation is required. If furniture or equipment is loaded in/out a Sunday through Thursday (five night) reservation is required.

**Presidential Suite**
For the sponsor looking to impress VIPs and future or current customers in a 1500 sq. ft. private space, this suite is for you. This incredible suite includes a spacious living room, an entertainment wall featuring 60” HDTV with Google Chromecast, and a dining table set for six. The private king-size bedroom includes a secluded outdoor space. A 1550 sq. ft., Intracoastal view with a private balcony. Please note your bid grants you exclusive rights to the suite but does not cover
the $2,500 a night cost. A four-night minimum reservation is required. If furniture or equipment is loaded in/out a Sunday through Thursday (five night) reservation is required.

**Private Meeting Room**

Need space to hold private meetings – we have one for you! Rooms 201 through 209 are available for $500 per day and are available to the first 9 major sponsors that opt to reserve one. The room must be chosen when your hospitality suite is selected. This room is not an extra hospitality suite and is used for private meetings only. No entertainment inside or signage outside of the room is allowed.

**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, and split AV costs (approximately $8500 – per sponsor).

**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 that additional sponsorship opportunities will be made available after Major Sponsors are announced. In the à la carte auction, you can bid on more items to increase your badge count and visibility.*