



AGBT 2023™

February 6 - 9, 2023 Hollywood, Florida

AGBT 2023 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 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, a comprehensive description of the items up for auction, and a bidding sheet.

Bidding

Bidding Window

Bids are due by 11:59 pm CST, Tuesday, October 18, 2022. 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

The 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 25th, 2022, or sooner. Your signed bid sheet is considered a legally binding contract. Payment in full is expected within 45 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 contingent on each other (i.e., you bid for multiple items but only wish to win one, such that if you win the 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 multiple contingent 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 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.



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: 11:59 PM CST on October 18th, 2022

	Meeting/Marketing Space					Named Sponsor – Events/Meals						Other						
	Hospo Suite	Board Room	Pent-house	Presidential Suite	Corner Suite	Welcome Reception	Break-fast	Breaks	Pre-Con Workshop	Women’s Network Event	Sponsor Daytime Posters	Conf WiFi	Branded Cubes	Branded Towers	Room Drop	Conf. Bag Insert	Trans	Water-bottles
Unit Price Amount →																		
Number Units Requested →																		
Number of Items Available for Bid	6	2	1	2	15	1	3	3	1	8	1	1	2	1	3	Several	5	1
Option to Purchase Full Conference Registration	5	4	3	3	2	3	2	2	5	2	2	2	2	2	-	-	2	2
Minimum Bid	NA	NA	\$20K	\$17K	\$12K	NA	NA	NA	NA	NA	NA	NA	\$12K	\$12K	\$5K	\$7K	\$10K	\$10K

Notes: *If multiple items, highest bid picks first*

- ← 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 45 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 Diplomat 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:

Billing 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.

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

Hospitality Suite – six available:

Utilize one of the function/breakout rooms for maximum exposure in a prime location. You'll be in the same area as our major sponsors, with daily access to all attendees. Breaks will be in this area, and you can participate in the gamification event, where we encourage our attendees to visit our sponsors. In this exclusive space, you can boost branding, engage potential customers, network with all our prominent attendees, and 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, posters, sponsor workshops, meals, and social events.** The highest bidder gets the 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.** Includes access to the attendee list with email addresses of those who opt-in. **Note: only hospitality suites on the 3rd floor are available. All items received on the 3rd floor must not exceed 6'7" h x 2'10" w.**

Board Room – two available:

Suites 310 and 321 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. They will be included in the gamification event, where we encourage attendees to visit our sponsors. The grand prize is complimentary registration to AGBT 2024! The highest bidder gets the first choice of room. A tie in winning bid goes to the earliest bidder. **The sponsorship of Suite 310 and 321 guarantees the opportunity to purchase up to four full conference or sales/marketing registrations or a combination of both.** Includes access to the attendee list with email addresses of those who opt-in. **All items received on the 3rd floor must not exceed 6'7" h x 2'10" w.**

Penthouse – \$20K minimum bid – one available:

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 superior room includes a spacious living room, an entertainment wall, 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. Please note that 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.* **The sponsorship guarantees you the opportunity to purchase up to three full conference or sales/marketing registrations or a combination of both.** Includes access to the attendee list without the email addresses of those who opt-in.

Presidential Suite – \$17K minimum bid – two available:

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 consists of a secluded outdoor space. A 1550 sq. ft., Intracoastal view with a private balcony. Please note that your bid grants 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.* **The sponsorship guarantees you the opportunity to**

purchase up to three full conference or sales/marketing registrations or a combination of both. Includes access to the attendee list without the email addresses of those who opt-in.

Corner Suites - \$12K minimum bid - 15 sponsorship units available:

For the sponsor looking to impress VIPs and future or current customers in a 712 sq. ft. spectacular setting, look no farther than one of fifteen Corner Suites. With magnificent floor-to-ceiling windows, this oceanfront corner suite offers a private balcony and a spacious apartment-style layout. This room hosts a separate living lounge area with a sleep sofa and a vista-rich dining area. The king-sized bedroom offers its own sanctuary, with plush bedding, nautical accents, a 60" HDTV with Google Chromecast, and the quietude of a closed-off retreat-within-a-retreat. Please note that your bid grants exclusive rights to the suite but does not cover the \$ 400-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.* **The sponsorship of a Corner Suite guarantees the opportunity to purchase up to 2 full conference registrations or sales/marketing registrations, or a combination of both.** Includes access to a list of attendees who opt-in minus email addresses.

Be the Named Sponsor of AGBT's Meals and Breaks

Welcome Reception – one 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 meeting in a big way. As the exclusive sponsor, you will have the opportunity to set up a table to greet attendees with information or memorable giveaways as they arrive. You'll also have branding opportunities we can suggest to enhance your visibility. **The sponsorship of the Welcome Reception guarantees you the opportunity to purchase up to three full conference registrations or sales/marketing registrations, or a combination of both.**

Breakfast - three sponsorship units available:

As a breakfast sponsor, you will kick start every attendee's day with some fun digital interaction. Your team can create a 140-character message that we will send out via our conference app each morning. You can set up a table to greet attendees as they arrive. You also can provide napkins or cups, reinforcing your brand with all attendees. **The sponsorship of a breakfast guarantees you the opportunity to purchase up to two full conference or sales/marketing registrations or a combination of both.**

Breaks - three sponsorship units available:

Get brand exposure while attendees refuel between sessions. These aren't ordinary coffee breaks! Sponsor one of these breaks and your corporate logo will be prominently displayed where the attendees will mingle and discuss presentations. You also can provide napkins and coffee cups with your logo reinforcing your brand with attendees. And you'll be able to customize your company message promoting your brand, a new product, whatever you want...that we will send out via our conference app. (140-character limit). **The sponsorship of a break guarantees you the opportunity to purchase up to two full conference or sales/marketing registrations or a combination of both.**

Pre-Conference Workshop – one available:

Get a jump-start with our high-level attendees by hosting a pre-conference workshop on February 6th from 1 - 4 pm. 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; approx. \$9,500. The workshop must be completed by 4 pm on February 6th.

Women's Networking Event – eight sponsorship units available:

Be one of only eight named sponsors of the Women's Networking Event. The highest bidder will have the opportunity to provide napkins with your company logo. You'll be allowed to have a six-foot table to hand out swag at the event. **The Women's Networking Event sponsorship guarantees you the opportunity to purchase two full conference or sales/marketing registrations or a combination of both.** This year the WNE is scheduled to be held on the 33rd floor of the hotel. There is a large outdoor balcony overlooking the Atlantic Ocean and a beautiful indoor space for an elegant indoor/outdoor experience.

Named Sponsor of the daytime poster session - one available:

Be the named sponsor of the heavily attended daytime poster session Tuesday, February 7, from 1:30-3:00 pm. 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 two full conference or sales/marketing registrations or a combination of both.**

Leverage Other Marketing Opportunities...

Branded Towers or Cubes – \$12K minimum bid - three sponsorship units available:

We will place the towers and/or cubes in a high-volume area (cubes outside of the plenary session; tower outside of the poster session) so all attendees view your brand 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-\$7K 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, the list is endless! Printed materials are also accepted. All items must be approved so there are no duplications. (Please note that we will not accept food items)

Conference Wi-Fi – one available:

Be the exclusive sponsor of our conference Wi-Fi. Your company logo will be featured on large screens before all sessions as attendees fire up their devices. Everyone will know that 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.**

Room Drop – \$5K 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 \$4.00 per item in room delivery/\$1.50 under-the-door hotel delivery fee or the item's price.

Transportation – \$10K minimum bid - five sponsorship units available

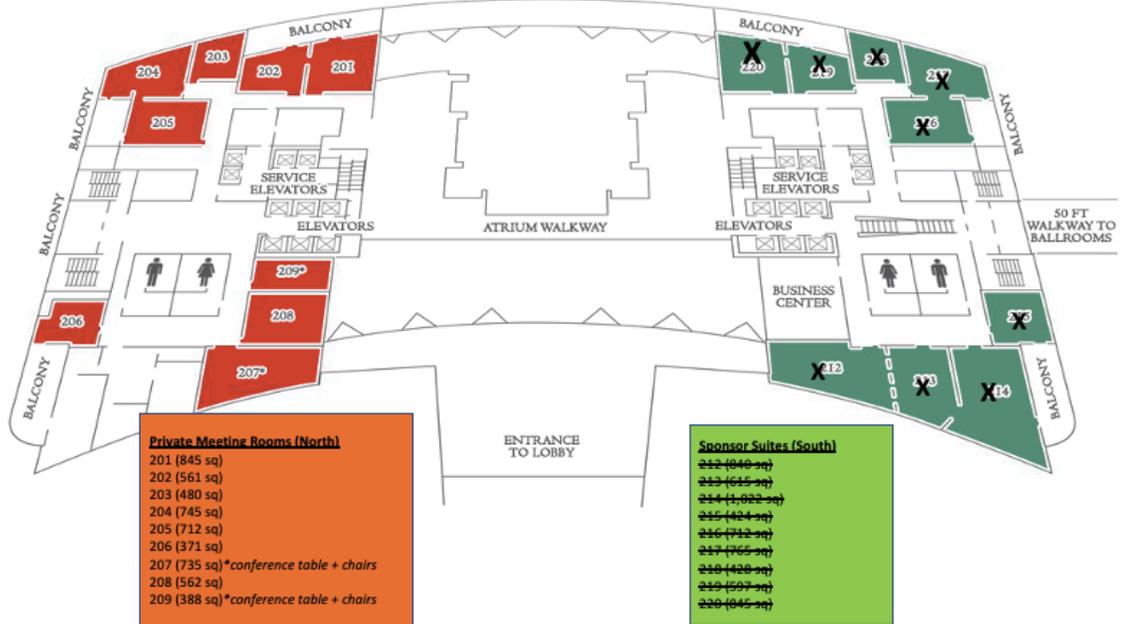
Have a captive audience as our shuttles transport attendees on the 25-minute drive from Fort Lauderdale – Hollywood International Airport or Miami International Airport to the Diplomat Hotel. You can provide a DVD with slides promoting your company, your products, your AGBT suite number, and more. With 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.**

Water bottle – \$10K minimum bid – one available

AGBT has been going green for several years by eliminating plastic water bottles at breaks and meal functions. New for AGBT 2023, we will encourage attendees to carry their water bottles and fill ‘er up instead of using the hotel’s plastic cups. With this sponsorship, your brand has the potential to be seen repeatedly during our meeting and long after AGBT ends. Your company logo will be featured in black next to the AGBT logo (imprint is 3”x3” inclusive of both logos) on the water bottle that will be handed out to all attendees. Bottles are re-fillable from onsite dispensers. **This sponsorship guarantees you the right to purchase up to two full conference or sales/marketing registrations or a combination of both.**



**THE DIPLOMAT HOTEL
2ND FLOOR
ATLANTIC OCEAN**





CONVENTION CENTER
3RD FLOOR

Gold & Silver Workshops/Concurrent Sessions (Cancer & Biology)
Great Hall 4-6

