



March 27 – 29, 2023 San Antonio, Texas

AGBT 2023 Agriculture Major Sponsorship

Advances in Genome Biology and Technology (AGBT) welcomes your generous support of our 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 23rd year) and AGBT Precision Health (7 years).

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

Bidding

Bidding Window

Bids are due by 11:59 CDT, November 17th, 2022. Bids should be sent to agriculturalmeeting@agbt.org. The bidding sheet is attached for your convenience. You will notice we have five 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 bids 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 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 on or before November 21st, 2022. 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 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: November 17th, 2023

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.

Selection Order	1	2	4	5	6
Bid Amount					
Sponsorship Level	Gold	Silver 1	Bronze 1	Bronze 2	Bronze 3
Prominence of Sponsor Talk	Premier 20 min Workshop	15 min Workshop	12 min Workshop	12 min Workshop	12 min Workshop
Choice of Hospitality Room	1 st pick	2 nd pick	3 rd pick	4 th pick	5 th pick
Exhibit Booth in Exhibit Hall	1 st pick	2 nd pick	3 rd pick	4 th pick	5 th pick
Logo on Pre-meeting Email Sent to all Attendees	Included	Included	Included	Included	Included
Prominence of Company Logo on Website	Included	Included	Included	Included	Included
Company Logo in Main Meeting Area	Included	Included	Included	Included	Included
On-line Program Book Ad	Included	Included	Included	Included	Included
Company Logo on Conference Item	Included	N/A	N/A	N/A	N/A
Logo at Registration Desk	Included	N/A	N/A	N/A	N/A
Conference App Banner	Included	Included	Included	Included	N/A
Number of App Push Notifications	2	2	1	1	1
Choice of Sponsored Item on List One	1 st & 2 nd	3 rd	4 th	5 th	6 th
Option to Book Board Room (Pre-Event) ¹	1 st	2 nd	3 rd	4 th	5 th
Option to Book Presidential Suite (Entire Event) ¹	1 st	2 nd	3 rd	4 th	5 th
Number of Conference Bag Inserts (sponsor provides insert)	2	1	1	1	1
Guaranteed Option to Purchase Two Full Conference Registration Badges for AGBT GM 24	2	2	2	1	1

Notes:
¹ Available for a fee
 Board Room - \$300 per day
 Presidential Suite - \$1,000 per night for three nights minimum

(List one) Named Sponsor of:
 Wine Reception/Posters Name Badge Lanyards Hotel Room Keys
 Branding at Welcome Dinner Meeting Notebook & Pen Audio Visual

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 Texas, or health authorities within the jurisdiction of the Hyatt Regency Hill Country Resort and Spa 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 Agricultural 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:

Billing Email & Address:

Gold Sponsorship

The Esteemed Gold Sponsorship includes:

- The highly desired opportunity to host an on-site 20-minute talk scheduled during the AGBT meeting program.
- First choice of function rooms to use as a hospitality suite for the duration of the meeting. Options: Fredericksburg A, B, C, D or E - G. See diagram below.
- Option to have complimentary exhibit booth in the exhibit hall.
- 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.
- Opportunity to include one full-page advertisement in the online program book.
- Your logo on conference item given to all full badge attendees.
- 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 & second choice of one of the following complimentary sponsorship items:
 - Wine and Poster Reception
 - Name Badge Lanyards
 - Meeting Notebook & Pen
 - Audio Visual
 - Hotel Room Keys
 - Welcome Dinner
- First option to utilize a board room for \$300 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 \$1,000 for a three-night minimum.
- The opportunity to include up to 2 inserts in each conference bag. (Please provide an advance picture of item or PDF copy of any inserts).

****Guaranteed option to purchase two full conference registration badges at AGBT 24 General Meeting. No bidding necessary.***

Silver 1 Sponsorship

This sponsorship level includes:

- The Silver Sponsor #1 will have the opportunity to host a 15-minute talk.
- Second choice of function rooms to use as a hospitality suite for the duration of the meeting. Options: Fredericksburg A, B, C, D or E - G. See diagram below.
- Option to have complimentary exhibit booth in the exhibit hall.
- 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.
- Opportunity to include one full-page advertisement in the online program book.
- 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 in the second 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
 - Welcome Dinner
- Second option to utilize a board room for \$300 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 \$1,000 for a three-night minimum.
- The opportunity to include up to 1 insert in each conference bag. (Please provide an advance picture of item or PDF copy of any inserts).

****Guaranteed option to purchase two full conference registration badges at AGBT 24 General Meeting. No bidding necessary.***

Bronze 1 Sponsorship

This sponsorship level includes:

- The Bronze 1 Sponsorship will have the opportunity to host a 12-minute talk.
- Third choice of function rooms to use as a hospitality suite for the duration of the meeting. Options: Fredericksburg A, B, C, D, or E - G. See diagram below.
- Option to have complimentary exhibit booth in the exhibit hall.
- 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.
- Opportunity to include one full-page advertisement in the online program book.
- 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 t-shirt and cappuccino).
- Your logo is featured on the main page of the conference APP top of the screen.
- Fourth choice of one of the following sponsorship items:
 - Wine and Poster Reception
 - Name Badge Lanyards
 - Meeting Notebook & Pen
 - Audio Visual
 - Hotel Room Keys
 - Welcome Dinner
- Third option to utilize a board room for \$300 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 \$1,000 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 24 General Meeting. No bidding necessary.***

Bronze 2 Sponsorship

This sponsorship level includes:

- The Bronze 2 Sponsorship will have the opportunity to host a 12-minute talk.
- Fourth choice of function rooms to use as a hospitality suite for the duration of the meeting. Options: Fredericksburg A, B, C, D or E - G. See diagram below.
- Option to have complimentary exhibit booth in the exhibit hall.
- 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.
- Opportunity to include one full-page advertisement in the online program book.
- 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 t-shirt and cappuccino).
- Your logo is featured on the main page of the conference APP top of the screen.
- Fifth choice of one of the following sponsorship items:
 - Wine and Poster Reception
 - Name Badge Lanyards
 - Meeting Notebook & Pen
 - Audio Visual
 - Hotel Room Keys
 - Welcome Dinner
- Fourth option to utilize a board room for \$300 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 \$1,000 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 24 General Meeting. No bidding necessary.***

Bronze 3 Sponsorship

This sponsorship level includes:

- The Bronze 3 Sponsorship will have the opportunity to host a 12-minute talk.
- Fifth choice of function rooms to use as a hospitality suite for the duration of the meeting. Options: Fredericksburg A, B, C, D or E - G. See diagram below.
- Option to have complimentary exhibit booth in the exhibit hall.
- 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.
- Opportunity to include one full-page advertisement in the online program book.
- 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 t-shirt and cappuccino).
- Sixth option of the following sponsorship items:
 - Wine and Poster Reception
 - Name Badge Lanyards
 - Meeting Notebook & Pen
 - Audio Visual
 - Hotel Room Keys
 - Welcome Dinner

- Fifth option to utilize a board room for \$300 per day.
- 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 per night is \$1,000 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

Hospitality Parlors are a great meeting space for private meetings. The cost is \$300 per day.

Complimentary Badges

Your sponsorship comes with two complimentary exhibitor badges. This category of badge is for support of your booth and/or hospitality suite and does not include lodging, meals, or scientific sessions. You may choose to upgrade these badges for an additional cost.

Conference Item

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

Conference Bag Insert

All *in-person*, full scientific attendees will receive a bag that could include your special item inside. 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.

Exhibit Booth

Enhance your quality interaction with conference attendees by reserving one of the limited 10X10 exhibit booths. Your booth reinforces your brand, and your ability to network and build relationships. With a booth you will be able to showcase your products. The booth includes a 8' high back wall drape, 3' high side rail drape, 7"x44" exhibitor identification sign indicating company name and booth number, one 6' x 30" high skirted table, two plastic side chairs and one wastebasket.

Hospitality Room

Utilize one of the Hyatt's break-out 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. Fredericksburg A, B, C, D or E - G. See diagram 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 reinforce 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.

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.

On-line Meeting Book Ad

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

Presidential Suite

Impress like no one else with this Presidential suite. Host meetings and social events in this 1699 sq.ft. suite. Features a separate living and dining areas and balcony. Please note that the cost of the Presidential Suite is not included in the sponsorship package. Cost per night is \$1,000 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. 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, 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.

Welcome Dinner

Maximize your company's exposure by sponsoring the Welcome 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 hand out items.

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.

Please note, additional sponsorship opportunities will be made available after Major Sponsors are announced.

