AGBT 2024 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 CT, Tuesday, October 10, 2023.** 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 16, 2023, 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 *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items but only wish to win one, such that if you win a first item, you want your bids for any additional items to be withdrawn).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 1000 rooms at the host hotel, Caribe Royale – Orlando, Florida. Everyone interacting with AGBT attendees must be registered and credentialed through AGBT. Our credentialing process eliminates the ability to share name badges. The sharing of badges hurts not only AGBT but the entire community. If an organization attempts to share a name badge or violates our sponsorship guidelines, that organization will be deemed a company in bad standing.
## General Meeting – A’ La Carte Sponsorship Items

**One-Step Bidding Instructions:** Specify how many units of each item are requested and your unit price bid. Winning bids pay the unit price times the number of units requested.

### Due: 11:59 PM CT on October 10th, 2023

<table>
<thead>
<tr>
<th>Meeting/Marketing Space</th>
<th>Named Sponsor – Events/Meals</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoop Suite</td>
<td>Floridan/Grande Suite</td>
<td>Villa</td>
</tr>
<tr>
<td>Number Units Requested</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Number of Items Available for Bid</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Minimum Bid</td>
<td>NA</td>
<td>$12K</td>
</tr>
</tbody>
</table>

### 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:

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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 30 days. This sheet combined with your signature is considered a legally binding contract for your organization to pay in full. In the event that The Genome Partnership is unable to hold the meeting for any reason, including but not limited to acts of nature, government regulations, civil disturbances, or any other unforeseen circumstances beyond its reasonable control, TGP shall provide a full refund to your organization within 30 days from the date of notification of the meeting’s cancellation.

**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 dinners.

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

**Hospitality Suite - 9 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 our 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. We strongly advise each company to personally visit the hotel and conduct its own measurements to ensure precision, especially when it comes to load-in considerations and large machines.

**Floridian/Grande Suite – (Caribe’s version of Presidential Suite) $12K minimum bid – 3 available**

For the sponsor looking to host meetings and events in a private area of the hotel, the Floridian/Grande Suite is for you. Upon entering, you will be greeted by a well-appointed living area complete with a sofa, two armchairs, and 1950’s era artwork. Adjacent to this space is a dining space that seats up to 8—perfect for a meeting or networking event. The dining area also features a 55” HD television, two mini-refrigerators, a coffee maker, and a sink. The living room consists of a sofa with built-in electrical and USB outlets and a 75-inch HD television with casting capabilities. Beyond this, you will find a private king-sized bedroom with an ensuite bath. Here you’ll find another HD flatscreen television and views of the resort’s waterfall pool. Sponsorship does not include the $2,000-a-night reservation. A four-night minimum reservation is required. Includes access to a list of attendees who opt-in minus email addresses. If furniture or equipment is loaded in/out, a Sunday through Thursday (five-night), reservation is required. The sponsorship of the Floridian or Grande Suite guarantees you the opportunity to purchase up to two full conference registrations or sales/marketing registrations or a combination of both.

**Two Bedroom Private Villa – $12K minimum bid - 10 available**

Discover the perfect location for sponsors seeking a convenient meeting space near the conference center. Villas are designed to provide a blend of comfort and functionality for your important meetings and corporate events. As you step inside this two-bedroom private Villa, you'll be greeted by a welcoming dining area and kitchen. The living room consists of a sofa with a television. Beyond this, you will find a private king-sized bedroom with an ensuite bath. Sponsorship does not include the $2,000-a-night reservation. A four-night minimum reservation is required. This sponsorship includes access to the highly prized list of attendees who opt-in, minus email addresses. The highest bidder gets the first choice of Villa. Villas are located on three floors. The sponsorship of the two-bedroom private Villa guarantees you the opportunity to purchase up to two full conference registrations or sales/marketing registrations or a combination of both.

Villa door dimension is 32” w x 78” h. Floors 2 – 5 elevator door dimension is 83” h x 41” w x 49” d and weight capacity is 2,500 lbs.
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, and you’ll 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 be able to kick start every attendee’s day with some fun digital interaction. You 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, or 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 5 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. $8,500. The workshop must be completed by 4 pm on February 5.

Women’s Networking Event – eleven sponsorship units available:

Be one of the named sponsors of the Women’s Networking Event. The highest bidder will have the opportunity to provide napkins and cups 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.

Named Sponsor of the daytime poster session - one available:

Be the named sponsor of the heavily attended daytime poster session Tuesday, February 6, from 1:30-3:30 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.

Host Special Event - $12K minimum bid - ten sponsorship units available:
Are you ready to create a memorable experience for your valued stakeholders while building stronger brand relationships? We have the perfect event space. In fact, we have several! Just think about the lasting impression you’ll be able to create showcasing your company during the designated times and spaces outlined below. In addition, AGBT must approve all logistics surrounding the special event. Please note that the February 7th option to host a large event is either for the Stadium Club or The Grove. This avoids two large scale events taking place at the same time.

Stadium Club & Sky Box – Opening January 2024! This 9,000-sq. ft two-story entertainment destination is sure to make a splash. This venue is promoted as a high-tech nightclub that meets sports bar that meets VR. It features two bars, eight pro-level sports simulators, and an elevated level of fun. No additional fees for the use of screens. (capacity 500 - 550)
https://www.cariberoyalemeetings.com/stadium-club

- February 5th - 10:00 pm – 2:00 am - $25,000.00 F&B minimum
- February 6th - 5:00 pm to 7:15 pm - $25,000.00 F&B minimum
- February 7th - 9:30 pm – 2:00 am - $25,000.00 F&B minimum

Sundeck (Porte cochere/foyer as weather backup) This casual poolside outdoor venue is the perfect spot to gather away from the conference to relax and unwind after sessions. (capacity 300 for Sundeck/ 100 for Porte Cochere/Foyer)

- February 6th - 5:00 pm to 7:15 pm - $4,000 F&B minimum

Calypso’s
This open-air ambiance blends Latin and Caribbean influences with poolside relaxation; Calypso’s is a retreat offering everything from frozen drinks to savory bites and creative plates. Existing screens can be used at no additional expense. (capacity 150)

- February 6th - 5:00 pm - 7:15 pm - $10,000 F&B minimum

The Grove – Opening Fall 2023! (Caribbean Ballroom as weather backup) This brand new 20,000-square-foot outdoor event lawn can host a large social event, band, or something unique that will set your brand and company apart. The space is next to the conference area and a short walk from the hotel. (capacity 1000)

- February 6th - 5:00 pm to 7:15 pm
- February 7th - 9:30 pm – 12:00 am

Rum Bar
A lounge-like bar centered around an extensive selection of BARCARDI Rum, this is an ideal locale to relax and network. (capacity 100)

- February 5th - 10:00 pm to 12:00 am - $6,500 F&B minimum
- February 6th - 5:00 pm to 7:15 pm - $6,500 F&B minimum
- February 7th – 9:30 pm to 12:00 am - $6,500 F&B minimum

Leverage Other Marketing Opportunities...

V Shaped Backlit Tower – $12K minimum bid - two sponsorship units available:
The towers will be placed in the hallway outside of the plenary room, so your brand is viewed by all attendees as they take a moment to relax between sessions! Towers are 3’ wide x 8’ tall and shaped in a V. This sponsorship guarantees you the right to purchase up to two full conference or sales/marketing registrations or a combination of both.
Conference Wi-Fi - $12K minimum bid

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 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.

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 $3.00 per item in room delivery/$2.00 under-the-door hotel delivery fee or the cost of the item.

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, notebook or tech organizer, the list is endless! Printed materials are also accepted. All items must be approved so there are no duplications.

Lounge Area – $10K minimum bid – two available

Elevate your sponsorship experience by becoming the exclusive sponsor of our lounge area located in the sponsor promenade and outside of the concurrent sessions, visible to every attendee, every day! By sponsoring the lounge area, you’ll position your brand at the heart of the event, where attendees gather, connect and engage. It’s not only an excellent way to enhance your brand’s visibility but also a gesture that demonstrates your commitment to providing a comfortable and inviting space for event attendees. With a minimum bid of just $10,000, this sponsorship offers exceptional visibility and brand exposure. Each lounge is thoughtfully designed for comfort, and connectivity, making it the perfect space for networking, relaxation, and productive discussions.

This sponsorship package includes:

- Two comfortable couches
- Four stylish chairs
- Four end tables
- Two branded charging coffee tables
- One branded charging high table with six chairs
Water bottle – $10K minimum bid – one available

AGBT is green and eliminating plastic water bottles at all breaks and meal functions. Back for AGBT 2024, you can have your company logo with the AGBT logo (imprint is 3”x 3” inclusive of both logos) on the water bottle that will be handed out to all attendees. Bottles are re-fillable from onsite dispensers.