



April 15 – 17, 2024 Phoenix, Arizona

## **AGBT 2024 Agriculture Major Sponsorship**

Advances in Genome Biology and Technology (AGBT) welcomes your generous support of our premier agricultural genomics 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 is part of a family of prestigious genomics conferences including the AGBT General Meeting (now entering its 24<sup>th</sup> year) and AGBT Precision Health (8 years).

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

### **Bidding**

#### *Bidding Window*

**Bids are due by 11:59 CT, November 16, 2023.** Bids should be sent to [agriculturalmeeting@agbt.org](mailto: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 are 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 21, 2023. 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](mailto: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](mailto:sarahw@agbt.org).



# Agricultural Meeting – Major Sponsor Bid Sheet

**Bid Deadline: November 16, 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
<b>Prominence of Sponsor Talk</b>	<b>Premier 20 min Workshop</b>	<b>15 min Workshop</b>	<b>12 min Workshop</b>	<b>12 min Workshop</b>	<b>12 min Workshop</b>
Choice of Hospitality Room	1 <sup>st</sup> pick	2 <sup>nd</sup> pick	3 <sup>rd</sup> pick	4 <sup>th</sup> pick	5 <sup>th</sup> pick
Exhibit Booth in Exhibit Hall	1 <sup>st</sup> pick	2 <sup>nd</sup> pick	3 <sup>rd</sup> pick	4 <sup>th</sup> pick	5 <sup>th</sup> 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
Mobile App Workshop Ad	Included	Included	Included	Included	Included
Mobile App Banner	Included	N/A	N/A	N/A	N/A
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
Number of App Push Notifications	2	2	1	1	1
Choice of Sponsored Item on List One	1 <sup>st</sup> & 2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>
Option to Book Private Meeting Room <sup>1</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
Guaranteed Option to Purchase Full Conference	2	2	2	1	1
Registration Badges for AGBT GM 25					

**Notes:**  
<sup>1</sup> Available for a fee  
 Board Room - \$300 per day

**(List one) Named Sponsor of:**

Evening 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. 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 45 days from the date of notification of the meeting's cancellation.

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: Gala Monster, Eagle, Buzzard, Coyote & Rattle Snake. See the diagram below.
- Option to have a complimentary exhibit booth in the exhibit hall.
- As a major sponsor, your name/logo will be displayed in 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 the conference item (blanket – laser engraved logo) is given to all full-badge attendees.
- Your brand will be highlighted at the registration desk.
- Opportunity to have a mobile app workshop sponsor ad.
- 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 a t-shirt and cappuccino).
- First & second choice of one of the following complimentary sponsorship items:
  - Evening Poster Reception
  - Name Badge Lanyards
  - Meeting Notebook & Pen
  - Audio Visual
  - Hotel Room Keys
  - Welcome Dinner
- Your logo is exclusively posted on the mobile app banner.
- First option to utilize a board room for \$300 per day.

***\*Guaranteed option to purchase two full conference registration badges at our 25<sup>th</sup> Anniversary, AGBT '25 General Meeting. No bidding necessary.***

## ***Silver 1 Sponsorship***

### ***This sponsorship level includes:***

- The Silver 1 Sponsor will have the opportunity to host a 15-minute talk.
- Second choice function rooms to use as a hospitality suite for the duration of the meeting. Options: Gala Monster, Eagle, Buzzard, Coyote & Rattle Snake. See the diagram below.
- Option to have complimentary exhibit booth in the exhibit hall.
- Your logo is on pre-meeting emails and mobile app workshop sponsor ad.
- 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).
- Third choice of one of the following sponsorship items:

- Evening 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.

***\*Guaranteed option to purchase two full conference registration badges at our 25<sup>th</sup> Anniversary, AGBT '25 General Meeting AGBT '25 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: Gala Monster, Eagle, Buzzard, Coyote & Rattle Snake. See the diagram below.
- Option to have a complimentary exhibit booth in the exhibit hall.
- Your logo is on pre-meeting emails and mobile app workshop sponsor ad.
- 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).
- Fourth choice of one of the following sponsorship items:
  - Evening 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.

***\*Guaranteed option to purchase two full conference registration badges at our 25<sup>th</sup> Anniversary, AGBT '25 General Meeting AGBT '25 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.
- Third choice of function rooms to use as a hospitality suite for the duration of the meeting. Options: Gala Monster, Eagle, Buzzard, Coyote & Rattle Snake. See the diagram below.
- Option to have a complimentary exhibit booth in the exhibit hall.
- Your logo is on pre-meeting emails and mobile app workshop sponsor ad.
- 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).

- Fifth choice of one of the following sponsorship items:
  - Evening 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.

***\*Guaranteed option to purchase one full conference registration badges at our 25<sup>th</sup> Anniversary, AGBT '25 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: Gala Monster, Eagle, Buzzard, Coyote & Rattle Snake. See the diagram below.
- Option to have a complimentary exhibit booth in the exhibit hall.
- Your logo is on pre-meeting emails and mobile app workshop sponsor ad.
- 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:
  - Evening 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.

***\*Guaranteed option to purchase one full conference registration badges at our 25<sup>th</sup> Anniversary, AGBT '25 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 laser engraved on the blanket for each *in-person*, full-scientific attendee. (This item is for the Gold sponsor)

***Mobile 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.

***Mobile 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. (This item is for the Gold sponsor)

***Mobile App Workshop Sponsor Ad***

Have your ad in the app on your workshop page! Your personalized company ad will act as a powerful magnet, attracting potential new customers.

***Exhibit Booth***

Enhance your quality interaction with conference attendees by reserving one of the limited 10 X 10 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"x 44" 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 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. Gala Monster, Eagle, Buzzard, Coyote & Rattle Snake. See the diagram below.

***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.

### 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](mailto: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.

### Evening Poster Reception

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 a' la carte sponsorship opportunities are posted on agbt.org.**

