Major Sponsorship

The Genome Partnership, organizers of the renowned Advances in Genome Biology and Technology (AGBT) meetings, welcomes your generous support as we bring together leading genomic researchers, healthcare professionals, and healthcare industry stakeholders to advance the interface of genomics, medicine, and health.

All Major Sponsors will have the opportunity to have a talk in front of our high-level attendees in person. And, if you become a Major Sponsor of AGBT Precision Health, you can leverage your marketing dollars towards AGBT’s 25th Anniversary General Meeting next year by locking in badges without bidding.

Benefits of Major Sponsorship

- Showcase to key opinion leaders how your organization is poised to help shape the future of precision health as it transitions from initial case studies into the widely accepted standard of care in treating disease.
- Launch your brand, build visibility for your company, acquire new clients, and strengthen existing customer relationships in a competitive and rapidly growing marketplace.
- Highlight your commitment and demonstrate your support of genomic research at both AGBT Precision Health and AGBT General Meeting.

Major Sponsorship Auction - Bidding Instructions

Bidding Window

Bids are due by 11:59 pm Central Time on Tuesday, May 7th, 2024. A copy of your signed bid sheet should be emailed to precisionhealthmeeting@agbt.org. 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 leisaz@agbt.org.
**Bidding Process**

The bidding sheet is attached for your convenience. You will notice that we have 5 different levels of sponsorship. It is to your advantage to place a bid at each level to enhance your chances of winning. We will consider all of the Diamond level bids first, where the highest bidder will become the esteemed official Diamond Sponsor, and that organization’s name and bids will be removed from all remaining tiers. We then will evaluate the Emerald Sponsor bids, where the highest bidder will become the official Emerald Sponsor, and that organization’s name and bids will be removed from all remaining tiers. This process will continue until major sponsors have been selected for each sponsorship level.

**Winning Bids**

Winning bidders will be contacted on or before Tuesday, May 14, 2024. Your signed bid sheet, combined with your winning bid, is considered as a legally binding contract for your organization to pay the full bid amount.

**Bidding Tips**

If you are interested in obtaining the highest sponsorship level possible, you might consider strong bids for each of the sponsorship levels. Alternatively, if you envision a Ruby level sponsorship you might consider lower bids for the top few tiers, and the strongest bid for Ruby. In either case, it’s to your benefit to submit a bid for every tier.
# Precision Health Conference – Major Sponsor Bid Sheet

**Bid Deadline: May 7, 2024**

One-Step Bidding Instructions: Enter bids for every tier. Top Diamond bid chosen; winner’s name removed. Next, top bid for Emerald chosen name removed. Repeat.

<table>
<thead>
<tr>
<th>Selection Order</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bid Amount</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsorship Level</strong></td>
<td>Diamond</td>
<td>Emerald</td>
<td>Sapphire</td>
<td>Ruby 1</td>
<td>Ruby 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Prominence of Sponsor Talk</strong></th>
<th><strong>Premier 20-minute talk</strong></th>
<th><strong>15-minute talk</strong></th>
<th><strong>15-minute talk</strong></th>
<th><strong>12-minute talk</strong></th>
<th><strong>12-minute talk</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Exhibit Booth</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Logo on Pre-Meeting Email Sent to all Attendees</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Prominence of Company Logo on Website</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Company Logo in Main Meeting Area</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Online Meeting Book Ad</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Push Notification on Meeting App</td>
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<td>N/A</td>
<td>Included</td>
<td>N/A</td>
</tr>
<tr>
<td>Logo at Registration Desk</td>
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<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Logo on Conference Bag</td>
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<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Option to Book Board Room¹</td>
<td>1°</td>
<td>2°</td>
<td>3°</td>
<td>4°</td>
<td>5°</td>
</tr>
<tr>
<td>Choice of Sponsored Item on List One</td>
<td>1°</td>
<td>2°</td>
<td>3°</td>
<td>4°</td>
<td>5°</td>
</tr>
<tr>
<td>Number of Conference Bag Inserts¹</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Guaranteed Option to Purchase Full Conference Registration Badge for AGBT GM 25</td>
<td>3 Badges</td>
<td>2 Badges</td>
<td>2 Badges</td>
<td>1 Badge</td>
<td>1 Badge</td>
</tr>
</tbody>
</table>

**Notes:**
- ¹ Board Room - $3000 per day
- ¹ Conference Bag Insert – Sponsor supplies the item.

**List one Named Sponsor of:**
- Audio Visual
- Name Badge Lanyards
- Meeting Notebook & Pen
- Mobile App Splash Page
- Sept. 4° Dinner

The Company named below hereby agrees to pay The Genome Partnership for all items awarded to the Company in the Auction 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 Colorado, or health authorities within the jurisdiction of the Gaylord Rockies Resort & Convention Center 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 AGBT PH 24 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:**
Diamond Sponsorship

The Esteemed Diamond Sponsorship Includes:

- As the Diamond Sponsor, you will be acknowledged as the premier supporter of the meeting, with the highest priority of branding in all documentation on-site.
- The Diamond Sponsor will have the opportunity to host a 20-minute talk during the general session.
- Two complimentary exhibitor badges for booth personnel, does not include meals or scientific session.
- You’ll be first to have access to our attendee list with emails for those that opt in.
- You will have the option to have a complimentary 10x10 exhibit booth. Your onsite exhibit booth is in the same room as the posters, encouraging quality interaction with meeting attendees.
- You will receive recognition as the Diamond Sponsor on AGBT’s website and on a pre-meeting email sent to all attendees.
- Your company logo will be prominently displayed in the main meeting area.
- You will have the opportunity to include one full-page advertisement in the on-line program book.
- You will have the ability to push out two breaking news alerts on the meeting APP.
- Your name/logo will be prominently displayed on our meeting gift and your brand will be highlighted at the registration desk.
- First option to book a Board Room for $300 per day.
- You will have the opportunity to include up to (2) inserts in each meeting bag. You will supply the inserts.
- As the Diamond Sponsor, you have first choice of one of the following sponsorship items:
  - Audio/Visual Branding
  - Name Badge Lanyards
  - Meeting Notebook & Pen
  - Mobile App Splash Page
  - Sept. 4th Dinner

*Guaranteed option to purchase three full conference registration or marketing badges at AGBT GM 25 next February. No bidding necessary.
Emerald Sponsorship

This Premium Emerald Sponsorship Level Includes:

• Acknowledgment as our Emerald Sponsor with maximum branding and high-exposure opportunities.
• The Emerald Sponsor will have the opportunity to host a 15-minute talk during the general session.
• Two complimentary exhibitor badges for booth personnel, does not include meals or scientific session.
• You’ll have access to our attendee list with emails for those that opt in.
• You will have the option to have a complimentary 10x10 exhibit booth. Your onsite exhibit booth is in the same room as the posters, encouraging quality interaction with meeting attendees.
• You will receive recognition as the Emerald Sponsor on AGBT’s website and on a pre-meeting email sent to all attendees.
• Your company logo will be prominently displayed in the main meeting area.
• You will have the opportunity to include one full-page advertisement in the on-line program book.
• You will have the ability to push out one breaking news alert on the meeting APP.
• Second option to book a Board Room for $300 per day.
• You will have the opportunity to include 1 insert in each meeting bag. You will supply the inserts.
• As the Emerald Sponsor, you have second choice of one of the following sponsorship items:
  • Audio/Visual Branding
  • Name Badge Lanyards
  • Meeting Notebook & Pen
  • Mobile App Splash Page
  • Sept. 4th Dinner

*Guaranteed option to purchase two full conference registration or marketing badges at AGBT GM 25 next February. No bidding necessary.
Sapphire Sponsorship

This Prime Sapphire Sponsorship Level Includes:

- Acknowledgment as our Sapphire Sponsor with peak branding and high-visibility opportunities.
- The Sapphire Sponsor will have the opportunity to host a 15-minute talk during the general session.
- Two complimentary exhibitor badges for booth personnel, does not include meals or scientific session.
- You’ll have access to our attendee list with emails for those that opt in.
- You will have the option to have a complimentary 10x10 exhibit booth. Your onsite exhibit booth is in the same room as the posters, encouraging quality interaction with meeting attendees.
- You will receive recognition as the Sapphire Sponsor on AGBT’s website and on a pre-meeting email sent to all attendees.
- Your company logo will be prominently displayed in the main meeting area.
- You will have the opportunity to include one full-page advertisement in the on-line program book.
- Third option to book a Board Room for $300 per day.
- You will have the opportunity to include 1 insert in each meeting bag. You will supply the inserts.
- As the Sapphire Sponsor, you have third choice of one of the following sponsorship items:
  - Audio/Visual Branding
  - Name Badge Lanyards
  - Meeting Notebook & Pen
  - Mobile App Splash Page
  - Sept. 4th Dinner

*Guaranteed option to purchase two full conference registration or marketing badges at AGBT GM 25 next February. No bidding necessary.
Ruby 1 Level Sponsorship

This High-Value Ruby 1 Sponsorship Level Includes:

- Acknowledgment as our Ruby Sponsor with peak branding and high-visibility opportunities.
- The Ruby Sponsor will have the opportunity to host a 12-minute talk during the general session.
- Two complimentary exhibitor badges for booth personnel, does not include meals or scientific session.
- You’ll have access to our attendee list with emails for those that opt in.
- You will have the option to have a complimentary 10x10 exhibit booth. Your onsite exhibit booth is in the same room as the posters, encouraging quality interaction with meeting attendees.
- You will receive recognition as the Ruby Sponsor on AGBT’s website and on a pre-meeting email sent to all attendees.
- Your company logo will be prominently displayed in the main meeting area.
- You will have the opportunity to include one full-page advertisement in the on-line program book.
- Fourth option to book a Board Room for $300 per day.
- You will have the opportunity to include 1 insert in each meeting bag. You will supply the inserts.
- As the Ruby 1 Sponsor, you have fourth choice of one of the following sponsorship items:
  - Audio/Visual Branding
  - Name Badge Lanyards
  - Meeting Notebook & Pen
  - Mobile App Splash Page
  - Sept. 4\textsuperscript{th} Dinner

*Guaranteed option to purchase one full conference registration or marketing badge at AGBT GM 25 next February. No bidding necessary.
Ruby 2 Level Sponsorship

This High-Value Ruby 2 Sponsorship Level Includes:

- Acknowledgment as our Ruby Sponsor with peak branding and high-visibility opportunities.
- The Ruby Sponsor will have the opportunity to host a 12-minute talk during the general session.
- Two complimentary exhibitor badges for booth personnel, does not include meals or scientific session.
- You’ll have access to our attendee list with emails for those that opt in.
- You will have the option to have a complimentary 10x10 exhibit booth. Your onsite exhibit booth is in the same room as the posters, encouraging quality interaction with meeting attendees.
- You will receive recognition as the Ruby Sponsor on AGBT’s website and on a pre-meeting email sent to all attendees.
- Your company logo will be prominently displayed in the main meeting area.
- You will have the opportunity to include one full-page advertisement in the on-line program book.
- Fifth option to book a Board Room for $300 per day.
- You will have the opportunity to include 1 insert in each meeting bag. You will supply the inserts.
- As the Ruby 2 Sponsor, you have remaining option of one of the following sponsorship items:
  - Audio/Visual Branding
  - Name Badge Lanyards
  - Meeting Notebook & Pen
  - Mobile App Splash Page
  - Sept. 4th Dinner

*Guaranteed option to purchase one full conference registration or marketing badge at AGBT GM 25 next February. No bidding necessary.
Description of Sponsorship Items

10x10 Exhibit Booth
Enhance your quality interaction with conference attendees by reserving one of the limited 10x10 booths. Your booth reinforces your brand and your ability to network and build relationships. The booth cost is included in your sponsorship bid.

Audio Visual
Sponsor audiovisual and promote your company and its technology on giant screens in the general session by providing a slide to be displayed during breaks. Please note that the slide must be submitted in advance to leisaz@agbt.org for approval.

Conference Bag Insert
All in-person full badge registered attendees will receive a conference bag that could include your 8x10 or smaller piece of collateral, notepad, pen, sticky note, etc. Items are restricted to size and therefore need to be approved by Leisa Zigman, in advance.

Hospitality Suite
Utilize one of the Hilton’s function/breakout rooms for maximum exposure in a prime location. In this exclusive space, you will be able to 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, sponsor workshops, meals, and social events. The cost is $300 per day.

Meeting Gift
Take advantage of this great branding opportunity by having your logo displayed on the conference bag that will be given to all in-person, full scientific participants. This item is for the Diamond sponsor only.

Logo at Registration Desk
For the diamond sponsor only, you’ll have exclusive rights to have your company logo prominently displayed at the desk where each in-person attendee will go to pick up their conference materials.
Logo on Pre-Meeting Email Sent to all Attendees
What a great way to re-enforce your brand and let all attendees know you support AGBT and the latest advances in genomic medicine. As a major sponsor, your logo will appear in one email that all attendees receive.

Meeting APP Push Notifications and Alerts
Send out alerts and updates to connect and engage with attendees. Create a custom message to market your latest product and technology. Included for Diamond, Emerald and Sapphire sponsors. (Message is 140 characters)

Meeting Notebook & Pen
Sponsor the meeting notebook and pen and your company logo will be prominently displayed on the cover. The meeting notebook will be located on the tables during the general session.

Name Badge Lanyard
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.

Online Meeting Book
What a great way to get your brand out to all attendees! All major sponsors can submit a full page add to be included in the online meeting book.

September 4th Dinner
Maximize your company's exposure by sponsoring the Sept. 4th 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 have a table near the entrance to greet attendees and to hand out items.
EVENT SPACE ASSIGNMENT

Breakfast & Lunch Reception Space

Plenary
Adams B-D - 13,000 sf (28' ceiling)

Exhibits & Posters
Adams A - 12,000 sf (28' ceiling)

Reception Space

Registration

MEETING ROOMS
1, 2, 3, 6, 7, 8, 9

Speaker Ready Room (10)