

# Support, Promotion and Advertising Application

# 2018

# ACMG Annual Clinical Genetics Meeting

APRIL 10-14 | EXHIBIT DATES: APRIL 11-13  
CHARLOTTE CONVENTION CENTER | CHARLOTTE, NC

Apply for sponsorships and advertising **online** or via **email, fax, or mail**.

[www.acmgmeeting.net](http://www.acmgmeeting.net)

**Email:** [jdahlroth@acmg.net](mailto:jdahlroth@acmg.net) • **Fax:** (703) 783-0501

**Mail:** ACMG Exhibits, 7101 Wisconsin Avenue, Suite 1101, Bethesda, MD 20814

Full payment or deposit will be required during the online application process. Applications received via fax or mail will be invoiced for the full payment upon receipt.

## Company Information

EXHIBITING COMPANY NAME: \_\_\_\_\_

CONTACT PERSON SUBMITTING APPLICATION: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE/PROVINCE: \_\_\_\_\_

ZIP/POSTAL CODE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## Educational Grants and Support Opportunities

### REFRESHMENT BREAKS

- Wednesday afternoon break (meeting rooms area) • \$10,000 \$ \_\_\_\_\_
- Thursday morning break in Exhibit Hall • \$14,000 \$ \_\_\_\_\_
- Thursday afternoon break in Exhibit Hall • \$14,000 \$ \_\_\_\_\_
- Friday morning break in Exhibit Hall • \$14,000 \$ \_\_\_\_\_
- Friday afternoon break (meeting rooms area) • \$14,000 \$ \_\_\_\_\_
- Saturday morning break (meeting rooms area) • \$9,000 \$ \_\_\_\_\_

### PROMOTIONAL AND SUPPORT ITEMS

- Conference Recording "Free Access" – *Exclusive* • \$25,000 \$ \_\_\_\_\_
- Conference Recording "Free Access" – *Shared sponsorship* (limit 2) • \$15,000 \$ \_\_\_\_\_
- ACMG Live Stream – *Exclusive* • \$25,000 \$ \_\_\_\_\_
- ACMG Live Stream – *Shared sponsorship* (limit 2) • \$15,000 \$ \_\_\_\_\_
- Registration tote bags • \$18,000 \$ \_\_\_\_\_
- Lanyards • \$10,000 \$ \_\_\_\_\_
- Notepads for registration bags • \$6,500 \$ \_\_\_\_\_
- Writing pens for registration bags • \$4,000 \$ \_\_\_\_\_
- Fellow, trainee and resident travel awards • \$2,500 \$ \_\_\_\_\_

### EVENT AND ROOM SPONSORSHIPS

- Genetic Counselors' Luncheon • \$12,000 \$ \_\_\_\_\_
- Trainee-Mentor luncheon • \$10,000 \$ \_\_\_\_\_
- Resident & Fellows Welcome Reception – *Exclusive* • \$9,000 \$ **SOLD**
- Trainee/Resident/Fellow lounge – *Exclusive* • \$8,000 \$ \_\_\_\_\_
- Diversity Breakfast • \$5,000 \$ \_\_\_\_\_
- Speaker Ready Room • \$3,000 \$ \_\_\_\_\_

### PROGRAM BOOK ADVERTISING

- Front inside cover (full page, 4-color) • \$6,000 \$ \_\_\_\_\_
- Back inside cover (full page, 4-color) • \$6,000 \$ \_\_\_\_\_
- Back cover (full page, 4-color) • \$8,000 \$ \_\_\_\_\_
- Full page inside (4-color) • \$3,200 \$ \_\_\_\_\_
- Half page inside (4-color) • \$2,000 \$ \_\_\_\_\_

## Event and Meeting Services Support Opportunities

Opening Reception – held in the Exhibit Hall:

- Exclusive • \$90,000 \$ \_\_\_\_\_
- Non-exclusive • \$10,000 \$ \_\_\_\_\_
- Convention Center WiFi • \$30,000 \$ \_\_\_\_\_
- Cyber Café – *Exclusive* • \$20,000 \$ \_\_\_\_\_
- Power Charging Stations/Lockers • \$8,000 ea. \$ \_\_\_\_\_
- Audience Response System • \$6,000 \$ \_\_\_\_\_
- Opening Reception Entertainment • \$5,000 \$ \_\_\_\_\_
- Learning Lounge (limit 2) • \$5,000 ea. \$ \_\_\_\_\_
- The Gathering Place – *Exclusive* • \$4,000 \$ \_\_\_\_\_
- Tech Bar – *Exclusive* • \$2,500 \$ \_\_\_\_\_
- Lunch Coupons • \$1,500 per 100 Coupons \$ \_\_\_\_\_

## Advertising and Promotional Opportunities

### PRE-MEETING: DIGITAL

- Cyber Café – *Exclusive* • \$20,000 \$ \_\_\_\_\_
- Registration Confirmation Email Banner Ad – *Exclusive* • \$6,000 \$ \_\_\_\_\_
- Digital Retargeting Sponsorships:
  - \$3,000 per campaign of 50,000 impressions \$ \_\_\_\_\_
  - \$4,000 per campaign of 75,000 impressions \$ \_\_\_\_\_
  - \$5,000 per campaign of 100,000 impressions \$ \_\_\_\_\_
- Final email – banner ad (limit one) • \$5,000 \$ \_\_\_\_\_
- Eposter Website Banner Ads • \$4,000 \$ \_\_\_\_\_
- Email promotion – banner ads • \$3,000 ea. \$ \_\_\_\_\_
- ACMG meeting website banner ads • \$2,500 ea. \$ \_\_\_\_\_
- Digital LCD screen advertisements • \$1,000/day \$ \_\_\_\_\_

### ON-SITE: PRINT

- Escalator Clings (All 4 inside sides of Exhibit Hall Entrance) • \$12,000 \$ \_\_\_\_\_
- Escalator Clings (All 4 inside sides in Session Rooms Area) • \$10,000 \$ \_\_\_\_\_
- Escalator Clings (Runner in Exhibit Hall Entrance) • \$5,000 \$ \_\_\_\_\_

– Continued on next page.

- Escalator Clings (Runner in Session Rooms Area) • \$4,000 .. \$ \_\_\_\_\_
- Stair Graphics – Full Stair placement • \$10,000 ..... \$ \_\_\_\_\_
- Stair Graphics – Partial Stair placement • \$7,500 ..... \$ \_\_\_\_\_
- Hotel guest room key cards • \$9,000 ..... \$ \_\_\_\_\_

**Advertising and Promotional Opportunities – continued**

**ON-SITE: PRINT – CONTINUED**

- Convention Center Banners • \$8,000 ea. .... \$ \_\_\_\_\_
- Exhibit Entrance Wall Clings • \$3,000–\$6,000 ea. .... \$ \_\_\_\_\_
- Exhibit Hall Window Clings:
  - A1–F1 locations • \$3,000 ea. .... \$ \_\_\_\_\_
  - A3–F3 locations • \$4,000 ea. .... \$ \_\_\_\_\_
  - A2–F2 locations • \$6,000 ea. .... \$ \_\_\_\_\_
- Registration bag inserts • \$4,500 per insert (limited to 6 companies) ..... \$ \_\_\_\_\_
- Aisle signs • \$2,000 ea. .... \$ \_\_\_\_\_
- Carpet Decals in Exhibit Hall • \$1,200 ea. .... \$ \_\_\_\_\_

**MOBILE APP ADVERTISING AND SPONSORSHIPS**

- Mobile app gold sponsorship • \$9,000 ..... \$ \_\_\_\_\_
- Mobile app silver sponsorship • \$5,000. .... \$ \_\_\_\_\_
- Mobile app banner ad and landing page • \$1,500 ea. .... \$ \_\_\_\_\_
- Mobile app Alerts (limited opportunities) • \$850 per alert .. \$ \_\_\_\_\_

**MAILING LISTS**

- Attendee mailing list – post-meeting list • \$650 ..... \$ \_\_\_\_\_
- Attendee mailing list – pre-meeting list • \$500. .... \$ \_\_\_\_\_

**TOTAL: \$**

**Payment Information**

**Credit card payment can be made if applying online.** If applying via mail, fax or email – ACMG will invoice company for amount due. ACMG’s Federal ID # is 52-1774227

**First Right of Refusal**

Right of first refusal goes to the 2017 sponsor. If the selected event or item is not available, you will be contacted to discuss other opportunities or the option to withdraw the application.

**Sponsorship or Advertising**

Sponsorship or advertising commitments that are cancelled 60 days prior to the meeting are subject to a 50% non-refundable fee of the total sponsorship amount. No refund for cancelled sponsorship or advertising commitments less than 60 days prior to the meeting.

Sponsorship and Advertising Application must be accompanied by payment in full. Online reservation of sponsorships is available at [www.acmgmeeting.net](http://www.acmgmeeting.net). Applications sent via fax, mail or email will be invoiced for amount due. Purchase orders will be accepted from federal and state agencies only. A \$50 processing fee will be charged for all returned checks. ACMG’s Federal ID # is 52-1774227.

**Logo Submission**

Please submit a file with corporate logo in jpg. format (for print use) and an EPS (Encapsulated Postscript) file in color (for online and on-site signage use) to [jdahlroth@acmg.net](mailto:jdahlroth@acmg.net) when submitting this form.

**Agreement**

Support of ACMG services, events or programs does not permit influence over content, nor does it imply ACMG approval or endorsement of an organization’s policies or products, whether a service, event or program is funded by single or multiple sources. ACMG will make all decisions regarding the disposition and disbursement of the funds from the Supporter (Commercial Interest). The Supporter will not require ACMG to accept advice or services concerning faculty, speakers or attendees or other education matters, including content, as conditions of receiving this event support. All commercial support associated with this activity will be given with the full knowledge and approval of ACMG.

The individual signing this contract is an authorized representative of the company with the full power and authority to sign and deliver this agreement. A signature on this application indicates understanding and agreement to comply with all policies terms and conditions in the ACMG Exhibit Prospectus including but not limited to the Exhibitor Terms and Conditions, and any others issued by ACMG regarding the Annual Clinical Genetics Meeting.

Companies selecting educational grants and support opportunities will be sent a Letter of Agreement upon commitment of support. This letter will be required and kept on file at ACMG as part of ACCME requirements.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_