



2018

ACMG Annual Clinical Genetics Meeting

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

2018 Exhibitor Bulletin #1

January 2018 – 2018 ACMG Exhibitor Update

We are happy to report that as of the Early Bird Registration deadline registration is running 12% ahead of the same time last year – so we are looking forward to another record breaking ACMG Annual Clinical Genetics Meeting!

The meeting is just a few months away and we hope you are gearing up for the meeting with marketing plans that will help to maximize your visibility at the meeting. The following information is provided to assist you in your logistical and marketing planning.

Exhibitor Service Kit

The Exhibitor Service Kit is now accessible through the Exhibitor Console. Log into the console using your company password to view the Kit and start placing your orders. The following are the official service contractors for the meeting. If you are contacted by any other company they are not authorized to contact ACMG exhibitors, so please do not place any orders through these poacher type companies.

Freeman – Official General Service Contractor (Material handling, set up/dismantle services and labor, booth furnishings and accessories, carpet, rental booths, signs, exhibit transportation, rigging cleaning)

Freeman AV – AV and Computer Rental

Charlotte Convention Center – Booth Security, Catering, Electric, Plumbing/Air

SmartCity/Charlotte Convention Center – Internet, Telephone

TMI – Tradeshow Multimedia Inc. – Lead Retrieval

TLC National Floral – Floral

Event Photography of North America Corp (EPNAC) –Photography

Rainprotection – Exhibitor Insurance

CMR – Hotel Reservations and Housing

Support and Promotion Opportunities

As an exhibitor, you can promote your products and services at the premier event for medical and clinical genetics professionals. The integration of support into an exhibiting plan is proven to empower exhibitors to reach their entire target audience, and in doing so, maximize the number of qualified buyers and customers who are attracted to the booth. Support opportunities increase your company's visibility, and help ACMG provide attendees with valuable meeting resources and essentials such as coffee breaks, registration materials, Wi-Fi and much more. Click [here](#) to view the Sponsorship Gallery which highlights all the available sponsorship and promotion opportunities and allows you to purchase online.

This year, we have added some *new* support and promotional opportunities to the “*tried and true*” – all are sure to help you increase your ROI while enhancing the attendee experience. Take some time to consider these and be sure to review the full listing of opportunities online.



NEW FOR 2018!

Digital Marketing Sponsorships

ACMG is offering a valuable new marketing opportunity for exhibitors/sponsors. This digital retargeting opportunity works by keeping track of people who visit ACMG sites via a cookie, and displaying your ads to them as they visit other sites online. ACMG has created and tracked audiences through our site visitors, and 2017 and 2018 digital campaigns. Last year through our retargeting campaign there were nearly 750 first time attendees, many of whom learned about the meeting via an ad they saw while searching the internet. To participate, the sponsor develops a set of 3 - 7 ads, which will target our digital audiences (approximately 10,000 genetics professionals) wherever they go online. There are varying levels of participation:

- \$3,000 per campaign of 50,000 impressions;*
- \$4,000 per campaign of 75,000 impressions;*
- \$5,000 per campaign of 100,000 impressions*

This opportunity will be limited to no more than seven companies – so let us know right away so we can get you started on this exciting marketing campaign!

Large LCD screen advertisements

LCD large screens will be placed in the registration concourse of the Convention Center to allow exhibitors to place static ads, promotional videos and messages to promote traffic to your booth. Cost: \$1,000 per day

ACMGLive

ACMG began streaming 2-3 sessions per day from the meeting across the globe in 2017. By being the sponsor of ACMGLive your company name will be featured as the ACMGLive stream partner at the start of each day's streams and during breaks in streaming. Excellent opportunity to reach attendees who are participating as distance learners. This opportunity is available as an exclusive sponsorship at \$25,000 or up to two sponsors at \$15,000 each.

Opening Reception Entertainment

A highlight of the meeting – sponsor the entertainment that welcomes the attendees into the exhibit hall for the Opening Reception. Always a crowd pleaser and a great visibility opportunity. Sponsor signage will be posted at the entrance to the hall, and where the entertainment takes place. Cost: \$5,000.

TRIED AND TRUE!

Many of the tried and true sponsorship are still available. This sampling offer great visibility and are sure to increase your interaction with attendees:

- Registration Tote Bags: \$18,000
- Refreshment Breaks - \$9,000 - \$14,000
- Genetic Counselors' Luncheon - \$12,000
- Speaker Ready Room - \$3,000
- Opening Reception – \$90,000

- Lunch Coupons - \$1,500 per 100 Coupons
- Convention Center WiFi - \$30,000
- Trainee/Resident/Fellow Travel Awards - \$2,500 each
- The Gathering Place - \$400

Visit www.acmgmeeting.net for the complete list of sponsorships, promotion and advertising opportunities.

Reserve your opportunity by committing early! For more information, please contact Christina Rayzis, ACMG Exhibit Management Consultant at crayzis@acmg.net

Social Media Promotion



Tweeting about the ACMG Annual Meeting? Use our official hashtag #ACMGMtg18. Visit the Annual Meeting LinkedIn page for announcements and discussions related to the ACMG Annual Meeting.

Promote your participation via your social media channels. Download these **"We're Exhibiting"** images and share on your social media accounts with **#ACMGMtg18** and let everyone know you will be exhibiting at the meeting. Images can be downloaded from the [Social Media](#) page of the For Exhibitors section of www.acmgmeeting.net.

For Twitter:



For your Facebook cover:



For your Facebook Feed:



Questions?

If you any questions or need assistance along the way as you prepare for the meeting, please contact Christina Rayzis, ACMG Exhibit Management Consultant – 310-402-5901 or via email at crazzis@acmg.net