

2018

ACMG Annual Clinical Genetics Meeting

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

EXHIBIT & SPONSORSHIP PROSPECTUS



American College of Medical
Genetics and Genomics

Translating Genes Into Health®

Sponsored by the
American College of Medical Genetics and Genomics

Held in conjunction with the
49th Annual March of Dimes Clinical Genetics Conference



Plan now to exhibit at the premier educational event in clinical genetics and genomics.

The American College of Medical Genetics and Genomics (ACMG) Annual Clinical Genetics Meeting brings together professionals from around the world that include the entire genetics team — medical and clinical geneticists, genetic counselors, nurses and Physician Assistants, and laboratory directors and technicians conducting genetic testing; researchers involved in the discovery of genetic disorders and treatments. Additional attendees include pediatric, obstetric, maternal fetal specialists, dietitians, research professionals, genetics trainees, fellows and residents, public health professionals and all medical practitioners who are providing comprehensive diagnostic, management and counseling services for patients with, or at risk for, genetically-influenced health problems.

Genetics professionals attend the ACMG Annual Meeting to learn from the leading experts in the field, network and engage with industry experts, evaluate the innovative products and services displayed by over 200 companies in the exhibition and develop strategic partnerships with suppliers. The ACMG Annual Meeting continues year after year to increase in registrations, exhibitors, abstracts and educational offerings. In 2017 there was a 12% increase in attendance.

The ACMG Annual Clinical Genetics Meeting provides unparalleled opportunities to position your organization and showcase your products and services to the leaders in the field of genetics and genomics. In this increasingly competitive market, gaining visibility and meeting with close to 3,000 key decision makers, researchers, and corporate partners from around the world is an opportunity you cannot afford to miss.

Space assignments for space applications received by November 17, 2017 will be made based on Priority Points. Don't delay — submit your application via mail, email or online at www.acmgmeeting.net.

● CONTACT INFORMATION:

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(301) 718-9603
www.acmg.net

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Charlotte Convention Center
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Charlotte, NC 28202
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www.charlotteconventionctr.com

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When asked if their exhibit paid off the 2017 exhibitors reported:

94%

MET THEIR EXHIBITING OBJECTIVES

86%

EXPERIENCED ENHANCED VISIBILITY AND IMAGE

85%

MADE NEW CONTACTS

74%

DEVELOPED STRONGER CUSTOMER RELATIONSHIPS

73%

EXPERIENCED POSITIVE PRODUCT EXPOSURE AND BRAND AWARENESS

Why Exhibit?

98% of attendees at the 2017 meeting reported visiting the Exhibit Hall, and **79%** of them rated the exhibits as very good or excellent. Our attendees are interested in meeting you and seeing what you have to offer!

- **Interact** with influential decision makers in genetics, genomics and related specialties from around the world
- **Develop** and strengthen name recognition for your products, services and brand
- **Enhance** your organization's image
- **Generate** lucrative, highly targeted business leads

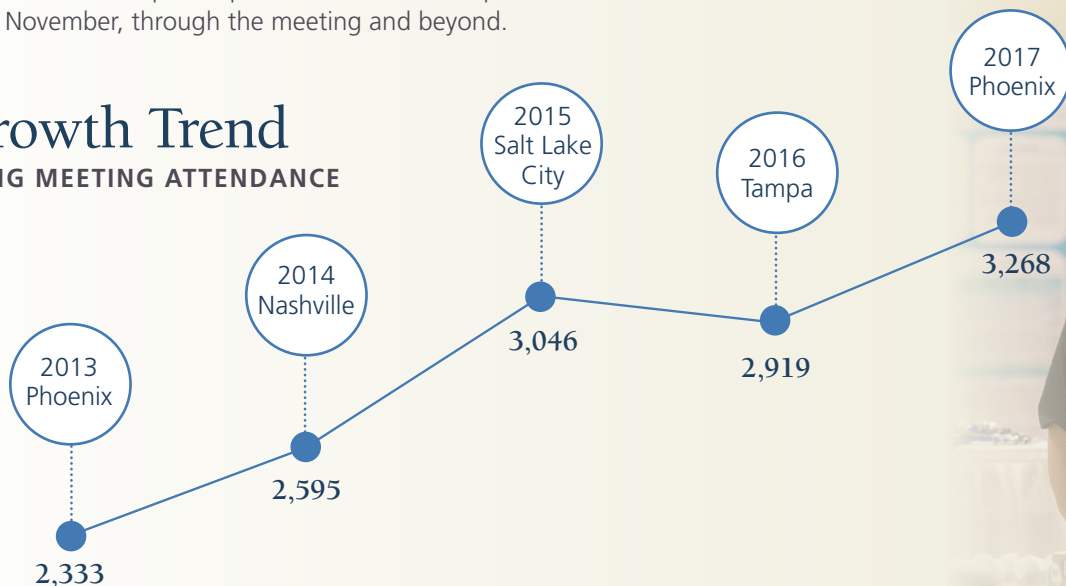
Your online booth profile provides continuous exposure from November, through the meeting and beyond.

How ACMG Enhances Traffic to Your Booth

- **9 hours of unopposed exhibit time**
- **Opening Reception** in the Exhibit Hall
- **Educational features** including Posters, Exhibit Theaters and Learning Lounges
- **Breaks and lunches** in the Exhibit Hall
- **Marketing and sponsorship opportunities** to create and build brand awareness

Growth Trend

ACMG MEETING ATTENDANCE





About the Attendees

The 2017 ACMG meeting was attended by 2,491 professional attendees, with total attendance of 3,268 including exhibitor personnel, guests and press.

32% FIRST TIME ATTENDEES

68% RETURNING ATTENDEES

Highest Degree Held

Highest Degree Held	Percent
MD	24%
PhD	24%
MD/ PhD	9%
DO	2%
PharmD	1%
Master's Degree – Genetic Counseling	26%
Master's Degree – Nursing	1%
Master's of Public Health	1%
Master's – Other	5%
MBA	1%
RN / BSN	1%
Bachelor's Degree	6%
Other	2%

Primary Interest or Specialty

Primary Interest or Specialty	Percent
Biochemical Genetics	7%
Cancer Genetics	7%
Clinical Genetics	33%
Cytogenetics	6%
Genetic Counseling	18%
Maternal Fetal Medicine	2%
Molecular Genetics	18%
Obstetrics and Gynecology	1%
Pediatrics	5%
Other	5%

Number of Years in Practice

Number of Years in Practice	Percent
Less than 5 years	30%
6–10 years	17%
11–15 years	13%
16–20 years	9%
21–25 years	9%
More than 26 years	13%
Not applicable	10%

Primary Role/Position Held

Primary Role/Position Held	Percent
Clinical Geneticist	20%
Pediatric Physician	1%
Obstetric Physician	1%
Physician, other specialty	3%
Laboratory Director/Supervisor	17%
Genetic Counselor	28%
Nurse/Nurse Practitioner	1%
Educator	2%
Researcher	7%
Public Health	1%
Laboratory Technologist/Technician	1%
Corporate (Biotech/Pharma) Executive	2%
Fellow/Post Doctoral Trainee/Resident	8%
Student	3%
Other	4%

Principal Work Setting/ Institutional Affiliation

Principal Work Setting/ Institutional Affiliation	Percent
Academic Medical Center/University	43%
Managed care organization/HMO	2%
Medical practice – single specialty	2%
Medical practice – multiple specialty	2%
Commercial laboratory	17%
Pharmaceutical/Biotechnology Company	10%
Government agency (State/Federal-Nonmilitary)	3%
Consulting (group or self employed)	1%
Hospital	11%
U.S. military	1%
Non Profit organization	5%
Other	3%

Exhibit Space Information and Guidelines

EXHIBIT DATES AND HOURS

Wednesday, April 11 (Opening Reception in Exhibit Hall)	5:30 pm – 7:30 pm
Thursday, April 12	9:30 am – 4:30 pm
Friday, April 13	9:30 am – 1:00 pm

EXHIBIT INSTALLATION/DISMANTLE DATES AND HOURS

● INSTALLATION:

Tuesday, April 10	12:00 pm – 6:00 pm
Wednesday, April 11	8:00 am – 4:00 pm

Exhibitors must be set up by 4:00 pm, Wednesday, April 11 to allow for final exhibit hall preparation prior to the Opening Reception.

● DISMANTLE:

Friday, April 13	1:00 pm – 8:00 pm
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EXHIBIT SPACE FEES

Current floor plan is available at www.acmgmeeting.net

Rates are per 10'×10' or 100 square foot space (multiple linear spaces and island space also available and are calculated using the following rates):

Commercial Companies	\$3,800
Non-Profit Organizations	\$2,100 ¹
Advocacy Organizations, Associations and Government Agencies	\$750 ²

¹ Non-Profit Organizations category include academic or medical center affiliated laboratories, programs and publishers that hold non-profit status or any other “not for profit entity” that sells a product or service to the professional attendees or their institutions.

NOTE: Academic labs owned and managed by for-profit entities must pay the Commercial Company booth rate.

² Advocacy Organizations, Associations and Government Agencies category include family/patient advocacy groups, membership/volunteer organizations and governmental agencies.

NOTE: Non-profit organizations selling products or services should apply as Non-Profit 1 (see above).

● ELIGIBILITY TO EXHIBIT

All products and services exhibited must be directly related to the practice and advancement of genetics and genomics and the education of the ACMG professional attendees. ACMG has the right to withhold approval of exhibitor’s products and services that in its judgment do not further the educational, scientific or practice needs of its members and attendees. At the request of the ACMG, an exhibitor shall remove any product or service included in the display for which approval has not been given. The receipt of your deposit does not guarantee the assignment of exhibit space. If ACMG chooses not to or cannot assign your organization a space, a full refund of the deposit will be provided.

● EXHIBIT SPACE RENTAL INCLUDES:

- 8' high draped back wall and 36" side drape (inline booths).
- 7" x 44" booth identification sign with company name and booth number (inline booths).
- Six complimentary exhibit booth personnel badges per 10' x 10' booth – allows entrance to exhibit hall during all installation, dismantle and regular exhibit hours, and admittance to Educational Sessions and Oral Abstract Presentations based upon seating availability. Entry permitted by badge only. (CE hours are not awarded).
- Exclusive opportunity to rent pre-meeting and post-meeting attendee mailing lists.
- Company listing, product description and product category listing in the online exhibitor directory on the ACMG Meeting website – www.acmgmeeting.net available approximately six (6) months pre-meeting and four (4) months post-meeting to be used as a reference by meeting attendees.
- Company listing in the Meeting Mobile App – available approximately three (3) weeks pre-meeting and indefinitely post-meeting.
- Booth location on maps on www.acmgmeeting.net and the Mobile App.
- Publication of company name, address, phone and fax numbers, website address in the on-site Program Guide (for application/contracts and payment received by January 20, 2018, provided company has provided this information by that date).
- Post unlimited Press Releases on the meeting website and display in the onsite press room.
- Exclusive opportunity to host attendee hospitality events during specified times during the meeting.
- Exclusive opportunities to provide meeting support, promotion and advertising.
- Exclusive opportunity to rent Exhibit Hall Meeting Rooms.

PAYMENT TERMS

Application can be made on line or via the printed Exhibit Space Application. Detailed instructions are available at www.acmgmeeting.net in the "For Exhibitors" section.

A 50% deposit is required at the time of application. Payments can be made via check or credit card (Visa, MasterCard, Discover or American Express). Exhibitors applying online will be required to pay the deposit via credit card during application.

Checks should be made payable to the American College of Medical Genetics and Genomics (ACMG). Exhibitors faxing, emailing or mailing the exhibit space application will be invoiced for the deposit upon receipt. In order to remain PCI compliant, credit card information can be accepted online only and not via fax or email. Booth space will not be held or assigned without the full deposit.

Once assigned space, exhibitors will be invoiced for the balance due and payment will be due 30 days from invoice date. Full booth payment must accompany applications submitted after January 20, 2018.

CANCELLATION AND/OR REDUCTION OF SPACE

Cancellations of booth space, Exhibit Theaters and Sponsorships, or requests for reduction of space must be made in writing and received by ACMG at least 60 days prior to the meeting or no later than February 9, 2018. Cancellations received by that date will be subject to a 50% cancellation fee. No refunds will be given for space cancelled or reduced less than 60 days prior to the meeting or after February 10, 2018. ACMG reserves the right to relocate exhibiting company after downsizing and the right to resell any cancelled booth spaces.

● NO SHOW EXHIBITORS

Exhibiting companies that reserve exhibit space and do not provide ACMG with written notice of their inability to exhibit by April 9, 2018, will automatically be charged an additional lounge fee of \$500, and are still responsible for paying any unpaid exhibit fees.

ASSIGNMENT OF SPACE

● PRIORITY POINT SYSTEM

A Priority Point System is used to assign exhibit space for companies that submit an application/contract on or prior to November 17, 2017. Booth assignments for applications received after that date will be assigned to the remaining space, if any, in the order of date received.

To be assigned exhibit space via the Priority Point system, the Exhibit Space Application and Contract, and the deposit must be received on or prior to November 17, 2017. If two or more companies have the same number of points, they will be assigned in the order in which the applications are received, or based on booth size and/or location of competitors. No exhibit space is assigned until after the November 17 cut-off date for Priority Point accrual. After November 17 and the initial space assignment process, all remaining space will be assigned on a first-come, first-served basis to the space remaining. Contracts are accepted until all exhibit space is sold.

Priority Points are accumulated as follows:

5
POINTS

- for application received by November 17, 2017
- for each year exhibited since 2003
- for each 100 square feet reserved

10
POINTS

- for application received by October 27, 2017
- for ACMG Annual Meeting sponsorship, advertising or ACMG Foundation for Genetic and Genomic Medicine support of \$5,000 or less at the previous year meeting and the current year if commitment made at the time of booth space application.

20
POINTS

- for ACMG Annual Meeting sponsorship, advertising or ACMG Foundation for Genetic and Genomic Medicine support between \$5,001–\$10,000 at the previous year meeting and the current year if commitment made at the time of booth space application.

30
POINTS

- for ACMG Annual Meeting sponsorship, advertising or ACMG Foundation for Genetic and Genomic Medicine support between \$10,001–\$24,999 at the previous year meeting and the current year if commitment made at the time of booth space application.

40
POINTS

- for ACMG Annual Meeting sponsorship, advertising or ACMG Foundation for Genetic and Genomic Medicine support between \$25,000 – \$49,999 at the previous year meeting and the current year if commitment made at the time of booth space application.

50
POINTS

- for ACMG Annual Meeting sponsorship, advertising or ACMG Foundation for Genetic and Genomic Medicine support between \$50,000–\$99,999 at the previous year meeting and the current year if commitment made at the time of booth space application.

Additional points for companies designated as ACMG Foundation for Genetic and Genomic Medicine Corporate Partners

10 POINTS for Corporate Friend (giving level \$5,000 or less)

20 POINTS for Corporate Friend (giving level between \$5,001 and \$10,000)

30 POINTS for Silver Partner (giving level \$10,000+)

40 POINTS for Gold Partner (giving level \$25,000+)

50 POINTS for Platinum Partner (giving level \$50,000+); Diamond Partner (giving level \$100,000+) and Diamond Champion Partner (giving level \$250,000+)

● SPACE ASSIGNMENT CONSIDERATIONS

Every effort is made to assign booths in accordance with exhibitor's preference but no guarantee can be made as assignments depend on Priority Points, location of competitors and other requests. Please keep in mind that there are many organizations applying for the same exhibit space. When noting your preferred booth location, do not concentrate all of your choices in one area (see floor plan – online at www.acmgmeeting.net). Exhibitors will have a better opportunity of receiving a preferred booth if the choices are in different areas of the floor plan rather than adjacent to each other or in the same aisle. When selecting booth choices, keep in mind that requests for corner booths far exceed the number corner booths available. We recommend submitting your Application/ Contract early to ensure the best selection of available space. If at the time of making an assignment for a particular organization, the requested space(s) are no longer available, the next best space available will be assigned.

The point system for space assignment takes into consideration the company's exhibiting, corporate sponsorship, advertising history and ACMG Foundation support. Many companies have accumulated points for several years; therefore, it is unlikely that a relatively new exhibiting company would be able to obtain a booth at or near the entrance(s) to the Exhibit Hall, or a corner booth location. New exhibitors should make booth selections with this information in mind in order to maximize the chance of securing one of the preferred booth locations requested on the Exhibit Space Application/Contract.

ACMG reserves the right to make adjustments to the floor plan and/or reassign an exhibitor's location as deemed necessary for the overall good of the exhibition or for safety issues. Affected exhibitors will be consulted in such situations.

● MULTIPLE DIVISIONS

Companies with several divisions may choose to average points in order to be grouped together in the space assignment process. The process will allow each division to contract separately while maintaining their own identities (i.e. exhibit listing, badges, etc.)

● CO-MARKETING

If two or more companies wish to be assigned exhibit space adjacent to one another, each company must attach a cover letter to their Application/Contract for Exhibit Space, explain the request, and copy the other company. The space assignment will then be made by averaging the companies' points.

● MERGERS AND ACQUISITIONS

ACMG should be notified in writing that the acquisition or merger between companies has been completed and list the date of completion. Companies will have to select one company name to be used for all printed materials (badges, final program, etc.)

Companies that have merged with, been purchased by, or have purchased another company, may use the exhibit points from either company alone, whichever is more favorable, but not the combined points of both companies. Companies requesting a transfer of points must be "directly related" to an exhibiting company in order to inherit those points. A "directly related" company shall be defined as a company that is wholly owned by a subsidiary or one which has merged with another company.

● COMPETITORS

Requesting to avoid competitors, may affect booth space selection. For example, if the first choice in booth space is located near a competitor already assigned, the next best available space will be assigned. The more competitors you list, the more your booth assignment may be affected. Exhibitors are urged to list a maximum of five competitors on the Exhibit Space Contract/Application.

● SHARING/SUBLETTING SPACE

No part of any exhibit space assigned to an exhibitor may be reassigned, sublet or shared with another party. Exhibitors may display only those products or services that they manufacture or regularly distribute. This information must be included on the Application/Contract for exhibit space. Sharing of exhibit space is permitted only for divisions of the same company.

Additional Exhibitor Opportunities

● SATELLITE SYMPOSIA

\$28,000 MINIMUM SUPPORT

Satellite Symposia held in conjunction with the ACMG Annual Clinical Genetics Meeting are 90-minute independently developed non-commercial scientific sessions held as morning and/or evening sessions. Satellite Symposia are educational sessions presented with objectivity, balance and scientific rigor and not as promotional or marketing opportunities. The symposia are supported by commercial or not-for-profit entities to broaden the educational experience for meeting attendees. These programs are usually attended by 250-375 attendees. The symposia, while presented in conjunction with the ACMG Meeting, are not a part of the official ACMG educational program and the sessions and content are not certified by ACMG. ACMG recommends that Satellite Symposia be developed and approved for CME by an accredited ACCME provider.

NOTE: Proposals to present Satellite Symposia were due in August 2017— call the ACMG team at (703) 921-0333 to check availability of open time slots.

● EXHIBIT THEATERS

\$3,000 PER HALF HOUR TIME SLOT

Exhibit Theaters are one-half hour sessions presented by exhibiting companies, to showcase products, techniques, and/or services and demonstrate how a product or service is used in practical and/or clinical settings in theaters set up right on the exhibit floor. Theaters are set for approximately 150 people, and attendance varies depending on topic. Applications for Exhibit Theaters must be submitted no later than December 15, 2017. Proposed sessions are reviewed for approval and times are assigned on a first-come, first-served basis. Exhibit Theaters are not approved for CME credit. See the Exhibit Theater page in the *For Exhibitors* section of www.acmgmeeting.net for additional information and application form.

● EXHIBIT FLOOR MEETING ROOMS

A limited number of hard-walled flex units will be available for exhibitors. These rooms can be used for a company “war room,” a client meeting room, a place for private product demonstrations, or provide staff with flexibility and convenience when your booth is suddenly packed! These rooms will be available to rent for the duration of the show or in one day increments. Access to these rooms will be available during show hours ONLY. Space is limited and will be processed in the order they are received. Each room will be set with a table and chairs. Additional features, such as audio visual/internet and keyed access are available at the expense of the exhibiting company. For more information, pricing and the application form

see the Exhibit Floor Meeting Rooms in the *For Exhibitors* section of www.acmgmeeting.net.

[Deadline to apply – Feb. 9, 2018.](#)

● HOSPITALITY, IN-CONJUNCTION-WITH, AND ANCILLARY EVENTS

The 2018 ACMG Annual Clinical Genetics Meeting will bring together over 2,500 genetics and genomics professionals. This presents a prime opportunity for affiliates of ACMG – i.e. exhibitors, corporate supporters, ACMG members, patient groups and nonprofit organizations to hold meetings and events in connection with the ACMG Meeting.

All meetings, events, investigator’s meetings, focus groups, committee meetings, university alumni events, and/or other types of functions held in conjunction with the ACMG Annual Clinical Genetics Meeting by exhibiting companies and attendees, whether at ACMG meeting facilities or at outside venues must be approved by ACMG. Detailed guidelines, allowed times and a form to submit for approval are located in the *For Exhibitors* section of www.acmgmeeting.net. All ancillary meetings held in conjunction with the ACMG meeting must adhere to the guidelines, regardless of the meeting location. [Deadline for requests is February 9, 2018.](#)

Note: Other than the pre-approved Satellite Symposia held on Tuesday evening, Wednesday morning and Friday morning, which are industry sponsored, ACMG will be the sole provider of all educational and scientific programming from Tuesday, April 10, through Saturday, April 14. Consequently, any ancillary meetings with an educational or scientific focus or intent are strictly prohibited during the ACMG Annual meeting. Additionally, In-Conjunction-With Events that include the meeting attendees may not be held during official ACMG events, scientific sessions, oral abstract presentations, exhibits or poster presentations.

Exhibitor pre-conference staff meetings/orientations and internal corporate sales, business, or staff meetings that do not include meeting attendees may be held at any time.

2017 ACMG Annual Meeting Exhibitors

Join the prestigious list of exhibiting companies and organizations who participate in the ACMG Annual Meeting!
The following is a list of the exhibiting companies from the 2017 ACMG Meeting:

10X Genomics	AstraZeneca	GenomeWeb LLC	Pfizer
23andMe	Asuragen, Inc.	Gimmegene	Phoenix Children's Hospital
4p- Support Group	Baby's First Test	Global Genes	PierianDx
ADS BIOTEC	Baebies	Golden Helix, Inc.	POSSUMweb – MCRI
Agilent Technologies	Baylor Genetics	Greenwood Genetic Center	PreventionGenetics
Alexion Pharmaceuticals	BioDiscovery, Inc.	Horizon Pharma	Progenity
Allele Diagnostics	BioDot, Inc.	HudsonAlpha Clinical Services Lab	Progeny Genetics
Alnylam Pharmaceuticals	BioMarin Pharmaceutical Inc.	Human Longevity, Inc.	Promega US
Ambry Genetics	BioNano Genomics	Illumina, Inc.	Protalix
American Board of Medical Genetics and Genomics	BioView USA inc.	Integrated DNA Technologies, Inc.	Psyche Systems Corporation
American College of Medical Genetics and Genomics (ACMG)	Blueprint Genetics	Integrated Genetics	PTC Therapeutics, Inc.
American Society of Human Genetics	Bohring-Optiz Syndrome Foundation, Inc.	Interactive Biosoftware	QIAGEN Bioinformatics
Amicus Therapeutics	Canon BioMedical, Inc.	International Society for Prenatal Diagnosis	Quest Diagnostics Incorporated
Applied Spectral Imaging	Celeemics	Invitae	Rainbow Scientific, Inc./Genial Genetics
ArcherDX	CGC Genetics	Leica Biosystems	Ranomics
ARUP Laboratories	Cincinnati Children's Hospital	LexisNexis Risk Solutions	Recordati Rare Diseases
Association for Creatine Deficiencies	Citizens United for Research in Epilepsy (CURE)	Little People of America	Retrophin
Association of Public Health Laboratories (APHL)	City of Hope - Outreach Laboratories	Lumos Pharma	Retrophin Medical Affairs
	Claritas Genomics, Inc.	Macrogen Clinical Laboratory	Roche Sequencing Solutions
	ClinGen	MagBio Genomics, Inc.	Sampleinded
	Color Genomics	Mayo Medical Laboratories	Sanofi Genzyme
	Concert Genetics	MetaSystems Group, Inc.	Saphetor SA
	Congenica Ltd	Metis Genetics, LLC	Sarepta Therapeutics, Inc.
	Connective Tissue Gene Tests	MLabs-University of Michigan	SCC Soft Computer
	CooperGenomics – Reprogenetics, Recombine, and Genesis Genetics	MLD Foundation	SciGene
	Copan Diagnostics, Inc.	MNG Laboratories	Seattle Children's Hospital – PLUGS Program
	Coriell Institute for Medical Research	Mount Sinai Genetic Testing Laboratory	SeraCare Life Sciences
	Counsyl, Inc.	Natera	Shire
	Courtagen Life Sciences, Inc.	National Death Index	SoftGenetics
	Covaris	Nature Publishing Group	Sophia Genetics
	Cytogenes	NBSTRN/NCC	Springer Nature
	EdgeBio	NCBI's Medical Genetics and Human Variation Resources	Staff Icons, LLC
	EGL	Neurology Genetics Journal, American Academy of Neurology	Support Organization for Trisomy 18, T13 & Related Disorders
	Elsevier	NGLY1.org	Swift Biosciences
	emedgene Technologies LTD	Northwell Health/Cohen Children's Medical Center	TECHNIDATA
	EntroGen	Office of Rare Diseases Research – NCATS	The Community Health Clinic
	Envision Genomics	Omega Bio-tek	The Focus Foundation
	Enzo Life Sciences	Optra Health	The Journal of Precision Medicine
	Fabric Genomics	Oxford Gene Technology (OGT)	Thermo Fisher Scientific
	FDNA	Oxford University Press	ThinkGenetic, Inc.
	Fulgent Diagnostics	Partners Personalized Medicine Laboratory for Molecular Medicine (LMM)	UAB Medical Genetics Laboratory
	GBF Medical Group	Path-Tec	UCLA Clinical Genomics Center
	Geisinger Health System	Penn State Hershey Children's Hospital	Ultragenyx Pharmaceutical
	GeneDx	Perinatal Quality Foundation	Undiagnosed Diseases Network
	GeneInsight	PerkinElmer, Inc.	University of Chicago Genetic Services
	GeneReviews		UNMC Human Genetics Laboratory
	GeneTests.org		UW Medicine Center for Precision Diagnostics
	Genome Magazine		Variantix, Inc.
	GENOMENON		WuXi NextCODE

Exhibitor Registration and Housing

● REGISTRATION/EXHIBITOR BADGES

Each exhibiting company is entitled to six (6) badges per 10'x10' space for exhibit booth personnel. Exhibit Personnel Badges allow entrance to the exhibit hall during open exhibit hours and set up and dismantle hours. Exhibit Personnel (with an exhibit badge) can attend non-ticketed educational sessions that are not full in capacity – this includes concurrent sessions, plenary sessions, Oral Platforms. CME credit can only be obtained if your personnel are registered as a full attendee for the conference. Exhibit company representatives who wish to obtain CE credit and/or who attend the meeting for the purposes of attending sessions AND accruing CE credit must register in full for the meeting and pay the appropriate registration fee.

Online full conference attendee registration will open in October 2017 at www.acmgmeeting.net. Registration instructions for Booth Personnel and full registrations will be provided to exhibitors with booth confirmations.

● HOTEL RESERVATIONS AND HOUSING

ACMG has secured blocks of rooms in the several hotels convenient to the convention center. Visit the Hotel Reservation page at www.acmgmeeting.net for a list of the hotels and rates.

All reservations must be made through ACMG's Housing Partner – CMR (Convention Management Resources). Hotels will not accept direct reservations. Housing will open at www.acmgmeeting.net in October 2017. Exhibiting companies must have already purchased booth space in order to make hotel reservations – the link to the hotel reservation system will be e-mailed to all exhibiting companies when housing opens, upon receipt of the application and/or in the booth assignment correspondence depending on when your application is received.

Exhibit company staff registering as full registrants will book their hotel rooms through a separate site using their registration confirmation number and their reservations should not be made through the exhibit block and exhibitor housing site.

Each hotel participating in the official ACMG room block has set aside a portion of the room block for exhibitor use. These rooms have been set aside to ensure that exhibitors have the opportunity to reserve sleeping rooms as well as meeting or hospitality space in the hotels of their choice. Group Reservations for sleeping rooms will be limited to ten (10) rooms. Should your group require additional rooms, please complete the online form on the Hotel Reservations page of the meeting website. Reservation requests are processed on a first-come, first-served basis and rooms will be available at the discounted group rates until March 2, 2018. Requests received after the deadline, or after the room blocks are filled, are subject to rate and space availability and may not be offered at the discounted group rate. The room block for this meeting frequently sells out prior to the cut-off date, so reservations should be made early – once the booth space is reserved.

Exhibitors are urged to book rooms only for the nights they will definitely need. Please closely review the exhibit hours and your staffing schedule before making hotel reservations.

ACMG is contractually committed to a minimum number of guest rooms. To assure the College avoids penalties and attrition charges, please book your reservations in the ACMG block.

AVOID SCAMS!

CMR is the official hotel management company for the 2018 ACMG Meeting. No other hotel management company or travel agency is authorized to place reservations on behalf of ACMG. While these companies may appear to be affiliated with the ACMG Meeting and the ACMG block they are no. ACMG and CMR cannot provide assistance in resolving any disputes. Should you be contacted by any agency other than CMR, please contact ACMG with their information so that we may follow up with these companies.



Support, Promotion and Advertising Opportunities

INCREASE YOUR VISIBILITY AT THE ACMG ANNUAL MEETING!

The ACMG Annual Clinical Genetics Meeting offers a wide-ranging selection of dynamic support opportunities to expand your competitive edge and increase your company's visibility among the nearly 2,500 genetics professionals attending this important meeting. Not only do sponsorship and promotional opportunities increase each participating company's image, support also helps ACMG provide attendees with valuable meeting resources and essentials. The integration of support, advertising and promotion into your exhibiting plan are proven activities that enable exhibitors to reach their entire target audience, and in so doing, maximize the percentage of qualified buyers and customers that are attracted to the booth.

Reserve your opportunity by committing to a sponsorship opportunity early! Sponsors will be listed on the ACMG Meeting website for up to four months prior to the meeting. In order to be listed in the on-site Program Guide, the sponsorship agreement form and payment must be received by February 9, 2018. First right of refusal for sponsorship and advertising placement will be given to the 2017 sponsor/advertiser of a particular service or event.

ACMG adheres to industry guidelines (e.g., the American Medical Association, the Accreditation Council for Continuing Medical Education, Council of Medical Specialty Societies, and the Office of the Inspector General) when working with outside funding to ensure independence and autonomy of both organizations, operate within our principles of medical ethics and acceptable medical practice, and subsidize both direct and indirect program costs.

Annual Meeting supporters and sponsors will receive:

- Listing and acknowledgement on the ACMG meeting website
- Listing and acknowledgement in the on-site Program Guide
- Acknowledgement on meeting signage
- Priority Points for booth assignments



● **EDUCATIONAL GRANTS AND SUPPORT OPPORTUNITIES**

The American College of Medical Genetics and Genomics (ACMG) accepts educational and in-kind support from corporations, foundations, individuals, and other organizations only if such acceptance would not pose a conflict of interest and in no way impair the ACMG’s objectivity, influence, priorities, and actions. 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.



Refreshment Breaks

Served in the exhibit hall or outside the main meeting room – refreshment break sponsorships are highly valued by attendees. Sponsor Signage will be placed at all break locations. Sponsors may provide appropriate branded items such as coffee sleeves or napkins for any break occurring in the exhibit hall.

- Wednesday Afternoon Break: General Session Area – **\$10,000**
- Thursday Morning Break: In the Exhibit Hall – **\$14,000**
- Thursday Afternoon Break: In the Exhibit Hall – **\$14,000**
- Friday Morning Break: In the Exhibit Hall – **\$14,000**
- Friday Afternoon Break: General Session Area – **\$14,000**
- Saturday Morning Break: General Session Area – **\$9,000**



Registration Tote Bags • Exclusive Sponsorship: \$18,000

Each registered attendee will receive the conference materials in this tote bag that they will carry throughout the meeting. To maintain ACCME compliance, company name only (no logo) will be imprinted on the tote bag. The sponsoring company may supply a printed piece for inclusion in the bag.



Writing Pens for Registration Bags • Exclusive Sponsorship: \$4,000

Pens with your company name will be included in all Registration Tote Bags. To maintain ACCME compliance, company name only (no logo) will be imprinted on the pens.



Notepads for Registration Bags • Exclusive Sponsorship: \$6,500

Writing pads with your company name will be included in all Registration Tote Bags. To maintain ACCME compliance, company name only (no logo) will be imprinted on the note pads.



Lanyards • Exclusive Sponsorship: \$10,000

Highlight your company name in front of every registered attendee on the lanyard which holds each meeting badge. To maintain ACCME compliance, company name only (no logo) will be imprinted on the lanyard.



**On Demand - Content Recording “Free Access” • Exclusive Sponsorship: \$25,000
Or Shared Sponsorship: \$15,000 (limit 2)**

Provide registered attendees Free Access to all the recordings of the conference. Each participating sponsor will receive a code to give out to anyone coming to their booth that will provide the attendee with Free Access to the OnDemand content. ACMG will promote the Free Access sponsor(s) and their booth number to all attendees in meeting materials. Exhibitors participating in this program at other meetings have report increased booth visits by five to ten times what they normally experience.



**ACMGLive • Exclusive Sponsorship: \$25,000
Or Shared Sponsorship: \$15,000 (limit 2)**

Your company will be featured as the ACMGLive Stream supporter at the start of each day’s streams and during the breaks in streaming. Excellent opportunity to reach attendees that are participating as distance learners.



Genetic Counselors' Luncheon • Exclusive Sponsorship: \$12,000

Attended by over 500 genetic counselors this lunch provides an educational session and networking opportunities for the counselors attending the meeting. The Sponsoring company will be recognized with signage outside the luncheon, featured on walk-in slides, and up to two people from your company will be invited to the luncheon. Your sponsorship will be further acknowledged with the company name printed on the ticket.



Trainee-Mentor Luncheon • Exclusive Sponsorship: \$10,000

This lunch provides trainees (graduate students, postdoctoral fellows and clinical fellows) in the field of human genetics the opportunity to meet and talk informally with senior members of the College about career options, goals, and professional opportunities and will draw about 200 attendees – trainees and mentors. The sponsoring company will be recognized with signage outside the luncheon, featured on walk-in slides. Your sponsorship will be further acknowledged with the company name printed on the ticket.



NEW Diversity Breakfast • Exclusive Sponsorship: \$5,000

To ensure that advances in genomics are translated into precise and individualized medical care for persons of all backgrounds, there is a need for a culturally diverse workforce of physicians and biomedical researchers. The purpose of this breakfast is to introduce early career scholars from underrepresented minority (URM) groups to the field of medical genetics and genomics, and to share information on training and career opportunities in the field. Introduced in 2017 this breakfast was attended by nearly 30 your professionals and will be presented in 2018 due to popular demand.



Speaker Ready Room • Exclusive Sponsorship: \$3,000

Exclusive sponsorship gives your organization an opportunity to provide the ACMG speakers — the leaders in the field of genetics and genomics with a resource area to review their presentations and meet with their peers in an uninterrupted and quiet environment.



Audience Response System • Exclusive Sponsorship: \$6,000

This interactive technology will enhance selected sessions and increases the educational value of the ACMG Annual Meeting. The sponsor's launch page will be displayed before/after responses are entered. Attendees responses are tallied immediately on key questions related to information being presented and are used to measure pre and post session learning.

● EVENT AND MEETING SERVICES SUPPORT OPPORTUNITIES

Increase your brand visibility — participate in these proven support opportunities which help to offer more value added services to attendees and ROI for supporting exhibitors.

■ In the Exhibit Hall



Opening Reception Held in the Exhibit Hall • Exclusive Sponsorship: \$90,000 Non-Exclusive – up to 9 companies at \$10,000 each

This opening exhibits event provides attendees an opportunity to mingle with exhibitors and is attended by all attendees and exhibitors and provides a great networking opportunity for all. Food and beverage stations are spread throughout the exhibition and every attempt to locate food stations near sponsoring companies' booths will be made. Sponsor Signage will be placed at all food stations. Sponsors may provide appropriate branded items such as napkins.



Opening Reception Entertainment • Exclusive Sponsorship: \$5,000

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.



Lunch Coupons • \$1,500 per 100 Coupons

Distribute \$10 coupons featuring your company logo to attendees and customers, to be used toward purchase of concession lunches served in the exhibit hall. One of the most popular support items for attendees as it allows them a complimentary lunch and exhibitors benefit as attendees remain in the exhibit area during the lunch hour.

■ At Registration and Attendee Gathering Spots

Cyber Café • Exclusive Sponsorship: \$20,000

Frequented by the ACMG attendees to check their email, complete meeting evaluations and online CE Self Reporting this frequently used area provides a high visibility sponsorship. Sponsors logo on each computer screen and on the Cyber Café structure. Company may provide branded promotional items, such as mouse pads, in the Cyber Café.



Convention Center WiFi • Exclusive Sponsorship: \$30,000

ACMG provides wireless internet throughout the convention center as a way for Annual Meeting attendees to stay connected with their office and day-to-day business while away from the office, to provide interaction in sessions with Audience Response and provide the support the Live Streamed sessions. An excellent opportunity to be visible to the 2,500 attendees. Attendees will see the sponsors launch page each time they log in.



Power Charging Stations and Lockers • Multiple opportunities: \$8,000 each

Sponsored mobile device charging stations will be located in high traffic locations in the Exhibit Hall or near your booth. These provide multiple branding opportunities and will highlight the ACMG Annual Meeting Twitter Feed screen. Your sponsorship of these won't be missed as attendees' power up their mobile devices and computers.

The Gathering Place • Exclusive opportunity: \$4,000

The Gathering Place is the hot spot at the ACMG meeting. An area with charging tables and comfortable seating it is where the attendees go to relax, connect and network. Sponsors logo will be placed on signage in the area.



Learning Lounges • Exclusive opportunity: \$5,000 per lounge

Introduced at the 2017 ACMG Meeting – the extremely popular Learning Lounges located on the Exhibit Hall floor offer an opportunity for meeting attendees to experience 30 minute sessions on specific topics, provide a place for attendees to post questions and challenges on a specific topic, and will serve as knowledge den for deeper conversations on hot topics and challenges genetics professionals face. Sponsors logo will be placed on signage in the area.



Tech Bar • Exclusive Sponsorship: \$2,500

Introduced in 2017 this unique spotlight on technology right on the show floor was a hit with attendees and exhibitors. Opportunity to meet with a technology expert for advice and to learn the latest trends and practical tech solutions Located right on the exhibit hall floor.



■ For Those In Training



Trainee, Resident, Fellow and Student Welcome Reception • Exclusive Sponsorship: ~~\$9,000~~ SOLD

Attended by over 150 trainees, residents, fellows, students and College leaders this reception provides an opportunity for these young professionals to start the meeting with a unique networking opportunity and to learn more about membership and leadership opportunities with the College. The Sponsoring company will be recognized with signage outside the reception, and up to two people from your company may attend the reception.



Trainee/Resident/Fellow Lounge • Exclusive Sponsorship: \$8,000

The Trainee/Resident/Fellow Lounge will provide an opportunity for the over 200 young professionals attending the meeting to come together to network with one another and the College's leadership. The sponsorship will provide daily refreshments for those that visit this resource area. Sponsor signage will be placed at the entrance to the area, and on refreshment tables in the lounge. Up to four sponsoring company representatives will be permitted access to the lounge.



Fellow, Trainee and Resident Travel Awards • \$2,500 each

These travel scholarships provide young professionals to attend the meeting with funds to defray travel and hotel expenses associated with attending the meeting. Attendance allows them to learn of the latest research and developments in the field and to meet with their colleagues to learn from their experiences. Sponsors will be acknowledged in the printed program and on the meeting website.

● ADVERTISING AND PROMOTIONAL OPPORTUNITIES

ACMG offers several promotional opportunities that are available to all exhibitors prior to the meeting, during the meeting and on post meeting communications when applicable.

■ Pre-Meeting Promotional Opportunities • DIGITAL

Attendees will explore the ACMG live "Exposition Hall" virtually prior to the meeting. There, your audience can view your booth location via an interactive floor plan, your company profile, booth description, logo and product category listing so that they can pre-plan and personalize their Exhibit Hall visits.

Online Exhibitor List and Interactive Floor Plan • Complimentary to all exhibitors

The ACMG Website will include the Exhibit List at the end of November, so exhibitors are encouraged to enter the booth description and company products in the Exhibitor Service Center as soon as they receive the log-in information with their booth assignment letter.



Digital Retargeting Sponsorships • LIMITED opportunities

\$3,000 per campaign of 50,000 impressions

\$4,000 per campaign of 75,000 impressions

\$5,000 per campaign of 100,000 impressions

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. The exhibitor/sponsor develops a set of 3-7 ads which will target our digital audiences wherever they go online. For more information contact jdahlroth@acmg.net.

ACMG Meeting Website Banner Ads • \$2,500 each

Banner ads linked to your company's website are available on the website that all attendees utilize to plan their meeting experience, register for the meeting or make hotel and travel arrangements. Ads will rotate on select meeting website pages and will be displayed one at a time. Ads are 205 pixels wide x 60 pixels high, and can include video.

Eposters Website Banner Ad • \$4,000 each

Eposters provide attendees and those unable to attend the meeting the opportunity to view the posters that have been uploaded by their authors in an interactive, fully searchable database with the ability to magnify the abstract content for detailed viewing, contact the author directly with comments and/or questions, bookmark abstracts for easy access on return visits, and much more. Display a linked banner ad with a company message, product name or logo on the 2018 ePoster site. The 2017 site has been viewed over 140,000 times.



Confirmation Email Banner • \$6,000

Display a banner on the confirmation email that goes to all registered attendees after their register. This will be a high visibility opportunity. Registration confirmations will begin in October so be sure to reserve this opportunity soon.

■ **ACMG Email Campaigns**



Email Promotion – Banner Ad • \$3,000 each

ACMG sends regular emails to registered attendees and potential attendees with meeting update announcements promoting the speakers, educational sessions, exhibitors, sponsors and other meeting highlights. These are sent to approximately 5,000 genetics professionals three to four times prior to the meeting. Linked banner ads may feature a company message, product name or logo and are prominently displayed in these emails. As ACMG does not release the emails of meeting attendees, the banner ads provide an excellent opportunity to increase your visibility with attendees and potential attendees. ACMG will provide measurements of past email performance.



Final Email – Banner Ad • Exclusive Opportunity: \$5,000

Display a linked banner ad with a company message, product name or logo to be displayed in the “Know Before You Go” email that is sent the week before the meeting to the over 2,500 registered attendees and includes important information attendees need to make their trip and meeting experience go smoothly. Position your organization in this highly visible opportunity so attendees have your company in mind as they make their final meeting plans. ACMG will provide measurements of past emails of clicks and opens to the sponsor.

■ **On-Site Advertising and Promotional Opportunities • PRINT**



Hotel Guest Room Key Cards • Exclusive Sponsorship: \$9,000

Promote your company and Exhibit Hall booth location to attendees throughout the meeting by sponsoring the hotel guest room key cards. Keys will be in use for the duration of the meeting, beginning Tuesday, for all rooms within the ACMG room block at the headquarter hotel and other properties.



Registration Bag Inserts • \$4,500 per insert (limit 6)

Registration bag inserts are a great opportunity to invite attendees to your booth, announce your booth participation or conference-related event. Your company will provide 2500 copies of the flyer or advertisement (no larger than 8 1/2 x 11, no more than one page) and ACMG will stuff them into the official registration bags. A limited number of bag inserts are permitted, so early reservation is encouraged. Artwork is subject to ACMG approval.

Aisle Signs • \$2,000 each

An opportunity for additional visibility from anywhere on the show floor. Drive traffic to your booth by prominently displaying your company logo, name, and booth number on one 2-foot x 4-foot double-sided space at the base of hanging aisle signs in the Exhibit Hall.

Convention Center Rail Banners • \$8,000 each (Limited availability.)

Vinyl banners will be hung in high traffic areas – between session rooms, registration and exhibit hall.

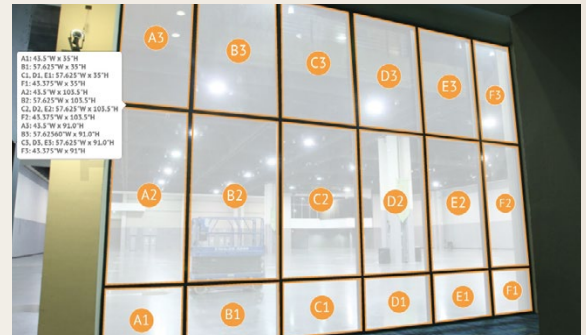
Exhibit Hall Window Clings

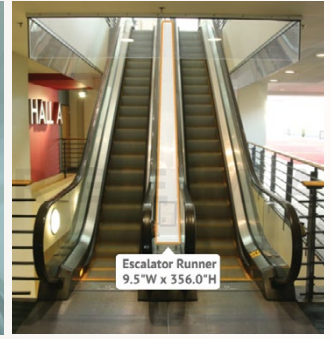
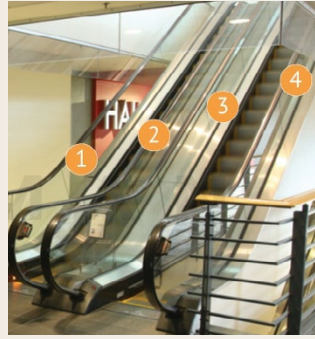
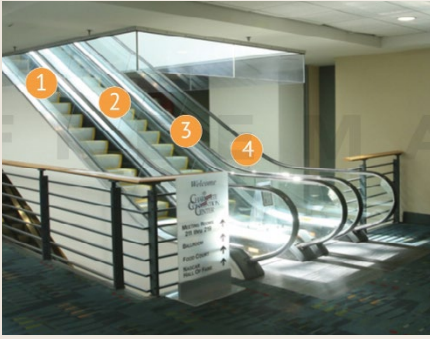
A1–F1 locations: \$3,000 each

A3–F3 locations: \$4,000 each

A2–F2 locations: \$6,000 each

Place your logo on the windows of the Exhibit Hall. Cost includes production and installation. Multiple placements may be ordered.





Escalators to Session Rooms and Ballrooms and to Exhibit Hall

Place your logo or company message on the escalators of the Charlotte Convention Center. Cost includes production and installation. Options include:

Session and Ballroom

- Escalator Runner: \$4,000
- Escalator Glass Sides: \$10,000, All 4 sides

Exhibit Hall

- Escalator Runner: \$5,000
- Escalator Glass Sides: \$12,000, All 4 sides

Carpet Decals

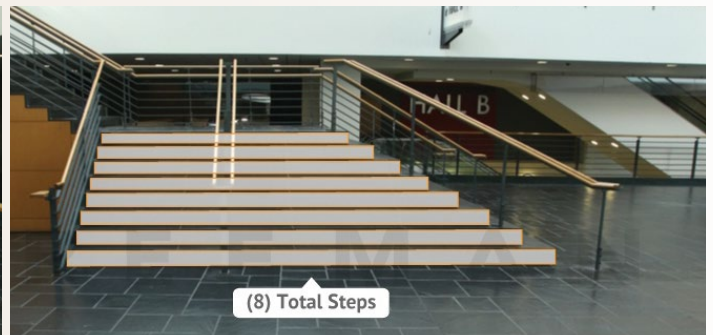
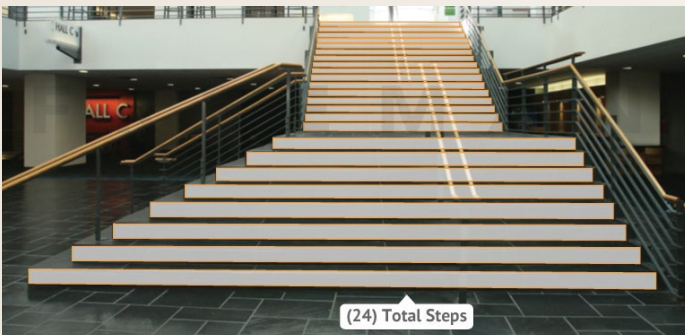
Exhibit Hall • \$1,200 each 5' x 5'

Place your company logo on the carpet in front of your booth or at the beginning of your aisle. Cost includes printing and installation. Locations to be approved by ACMG.

Stair Graphics

- NEW** Full stair placement: \$10,000
- Partial stair placement: \$7,500

Place your logo or company message on the on the Grand Stair case of the Charlotte Convention Center. Cost includes production and installation.



■ On-Site Advertising and Promotional Opportunities • DIGITAL

Power Charging Stations and Lockers • Multiple opportunities: \$8,000 each

Sponsored mobile device charging stations will be located throughout the meeting and session room areas and are a great way to build awareness among Annual Meeting attendees. These provide multiple branding opportunities and will highlight the ACMG Annual Meeting Twitter Feed screen. Your sponsorship of these won't be missed as attendees' power up their mobile devices and computers.



Large LCD screen advertisements • \$1,000 per day

Two LCD large screens will be placed in the registration concourse of the Convention Center to provide exhibitors to place static ads, promotional videos and messages to promote traffic to your booth.

■ Meeting Mobile App Sponsorship and Advertising Opportunities

ACMG provides attendees and exhibitors with a Mobile App that helps them navigate the meeting, speakers, abstracts, etc. and interact with colleagues.



Exhibitor Listings and Description • Complimentary to all exhibitors

Exhibitor descriptions that appear on line will also be included in the ACMG meeting mobile app. This will be available for attendees approximately three weeks prior to the start of the meeting.

Mobile App Gold Sponsorship • Exclusive Sponsorship: \$9,000

Gold sponsorship of the Mobile app features your company logo on the startup screen each time the app is opened and banner ads appear more frequently. Company is highlighted in listings and on the floor plan.

Mobile App Silver Sponsorship • Exclusive Sponsorship: \$5,000

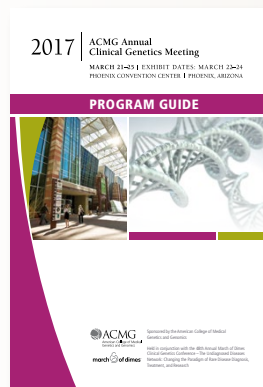
Silver sponsorship of the Mobile app provides your company with a weighted banner ad that rotates more often than regular banner ads. Company is highlighted in listings and on the floor plan.

Mobile App Banner Ad and Landing Page • \$2,500 each

Mobile App Alerts (limited opportunities) • \$850 per alert

■ Program Guide Advertisements

Advertising opportunities are available in the Program Guide distributed to attendees.



Advertising Rates and Specifications:

Placement	Ad Size (Width x Height)	Rate
Back Cover (4-color)	Full Page 6" x 9"	\$8,000
Inside Covers (4-color)	Full Page 6" x 9"	\$6,000
Inside Ads (4-color)	Full Page 6" x 9"	\$3,200
	Half Page 6" x 4.5"	\$2,000

Closing date:
January 31, 2018
Material due:
February 9, 2018

*Camera-ready art required.

■ Attendee Mailing Lists

Attendee Mailing List • \$500 pre-meeting; \$650 post-meeting

Exhibitors (only) may purchase the pre-meeting attendee mailing list to promote their program/company prior to the meeting, or the post-meeting attendee list to send a follow up mailing after the meeting. Pre-meeting list will contain approximately 1,800 names and be available after the March 2 Advance Registration Deadline. The post-meeting mail list (number of names will depend on final registration) will be available approximately 3 weeks after the meeting. An order form will be available on the ACMG meeting website and the Exhibitor Service Kit.

NOTE: ACMG does not release email addresses, the mail list contains mailing address only.

Get In Touch



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Meeting News and Conversations

#ACMGmtg18

