

# TAGC2020

THE ALLIED GENETICS CONFERENCE

## Exhibitor and Sponsorship Prospectus



[TAGC2020.org](https://TAGC2020.org)



**Gaylord  
National Resort  
& Convention Center**

April 22–26, 2020 | Metro Washington, DC

# THE ALLIED GENETICS CONFERENCE

## TAGC2020

### THE ALLIED GENETICS CONFERENCE

The Allied Genetics Conference (TAGC) is a unique conference that brings together multiple international biological research communities for a mix of topic-driven and community-specific oral and poster sessions, workshops, and exhibits where they can discover the latest products and services.

More than 4,000 attendees will meet April 22-26, 2020 in the DC Metro area to share the latest research in:

Cell Biology  
Developmental Genetics  
Disease Models and Aging  
Ethical, Legal, Social Issues  
Evolutionary and Population Genetics  
Gene Regulation

Genome Integrity  
Genomics and Systems Biology  
Intracellular Dynamics  
Neurogenetics  
New Technology and Resources  
Quantitative Genetics  
Training and Education

Don't miss the chance to meet your customers and reach out to new ones from across the biological research spectrum—all under one roof.

As well as topic-driven sessions, the meeting will include community sessions for researchers working on *C. elegans*, *Drosophila*, mammals, yeast, *Xenopus*, zebrafish, and population, evolutionary, and quantitative genetics as well as sessions for scientists researching humans, plants, and agricultural species.

Sponsors and exhibitors can engage attendees not only through the exhibits and event sponsorships, but also through new industry-focused scientific, collaboration, recruitment, and career sessions.

Be sure to take advantage of this unique conference by exhibiting or sponsoring!

## PARTICIPATING COMMUNITIES



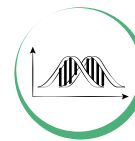
*C.elegans*  
Genetics



*Drosophila*  
Genetics



Mammalian  
Genetics



Population,  
Evolutionary &  
Quantitative Genetics



*Xenopus*  
Genetics



Yeast  
Genetics



Zebrafish  
Genetics

# GENETICS SOCIETY OF AMERICA



**We are an international community of biologists advancing the field of genetics.**

Founded in 1931, the Genetics Society of America (GSA) is a non-profit scientific society with more than 5,000 members in 50+ countries around the world. We advance biological research by supporting professional development of scientists, by communicating advances and fostering collaboration through scholarly publishing and conferences, and by advocating for science and for scientists.



Since 2012,  
we have brought  
together more than  
**25,000** scientists at  
[GSA conferences](#).

Since 1916,  
we have published more  
than **20,000** articles in our  
peer-reviewed journals  
*GENETICS* and  
*G3: Genes|Genomes|Genetics*.



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# WHO ATTENDS?

As a new meeting in 2016, over 3,000 researchers attended and 91% said they would attend this meeting again. For 2020, we expect attendance to be over 4,000.

In 2016:

- 3,015 scientific attendees registered
- 2,182 abstracts were submitted
- 98% visited the exhibits and posters

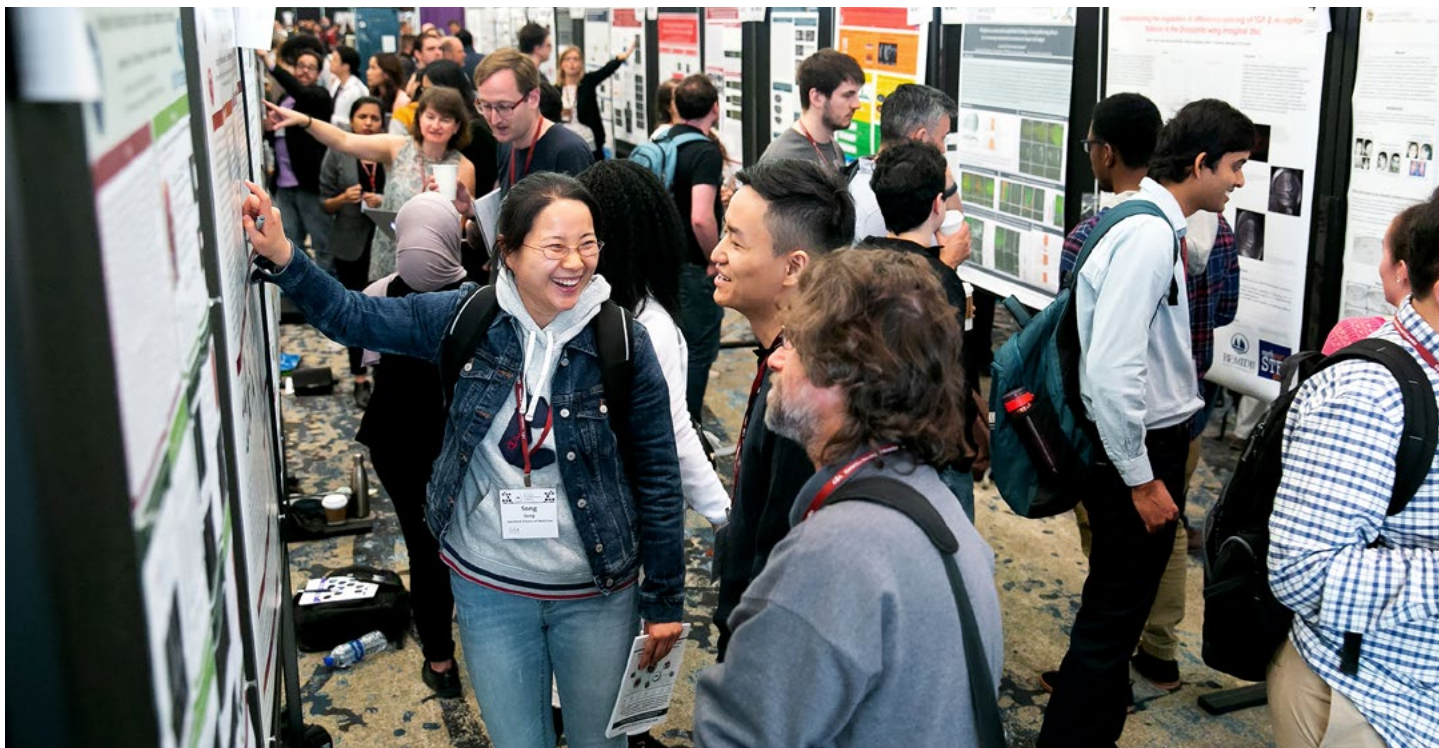
Our attendees constitute a highly-educated global market of scientific researchers in the field of genetics.

The attendees work at colleges and universities, government and private research institutes, laboratories, medical schools, corporate and industrial settings, and other institutions.

Our communities are known as early adopters (and developers) of new technology – they are always searching for new and improved methodological tools and resources.

44% of attendees found a product they would purchase or recommend for purchase by the person responsible for purchasing

83% either make recommendations or have full decision making authority



# PAST ATTENDEES

## Current Career Title

Academia and Research Institutes - Faculty (Dean, Department Chair, Professors)	31%
Academia and Research Institutes - Early Career (postdoc, graduate student)	58%
Academia and Research Institutes - Staff Scientist	4%
Academia and Research Institutes - Group Leader	4%
Other	3%

## Annual Lab Purchasing

Less than \$10,000	28%
\$10,000 - \$25,000	23%
\$25,001 - \$50,000	19%
\$50,001 - \$75,000	12%
\$75,001 - \$100,000	9%
More than \$100,000	9%

## Estimated 2020 Attendance by Community

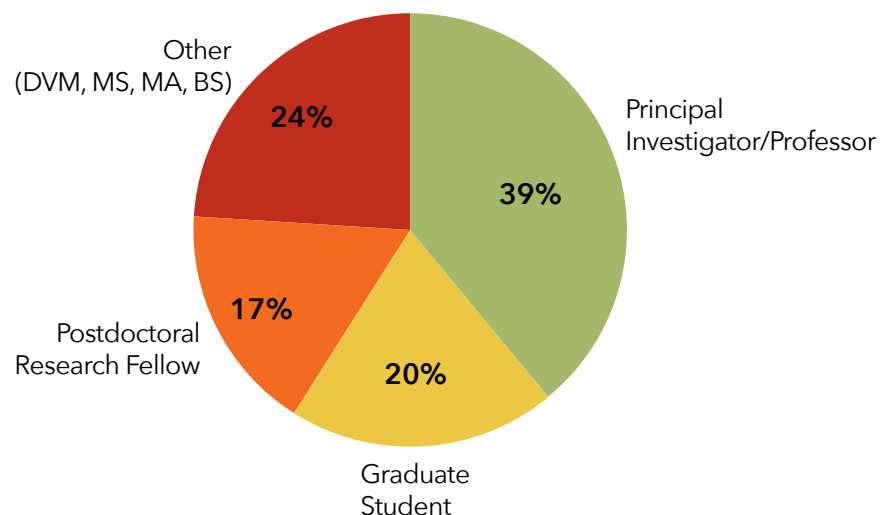
(based on 4,000 attendees)

<i>C. elegans</i>	425
<i>Drosophila</i>	1325
Mammalian	275
Population, Evolutionary, and Quantitative Genetics	600
<i>Xenopus</i> (new in 2020)	225
Yeast	425
Zebrafish	625
Others (plant, animal, human)	100

## Abstracts Submitted by Topic in 2016

Developmental Genetics	19%
Disease Models and Aging	21%
Evolutionary and Systems Biology	2%
Gene Regulation	13%
Genomics and Systems Biology	6%
Intracellular Dynamics	10%
New Technology and Resources	12%
Neurogenetics	6%
Professional Development and Education	2%
Quantitative Genetics	10%

## GSA Membership Top Professional Positions held



## Sample Represented Attendee Organizations

*\*based on TAGC 2016 attendee information*

Baylor College of Medicine  
Carnegie Institute of Science  
Center for Translational Cancer Research  
Centre for Biodiversity Dynamics  
Chinese Academy of Science  
CNRS, University of Paris  
Cornell University  
Duke University  
ETH Zurich  
Fred Hutchinson Cancer Research Center  
Goodman Cancer Research Centre  
Harvard University  
Howard Hughes Medical Institute  
Institute for Computational Medicine  
Institute for Frontier Science Initiative  
Institute for Research in Immunology and Cancer  
Institute of Cell Biology  
Institute of Genetics and Developmental Biology  
Institute of Hydrobiology  
Key Laboratory of Aquatic Biodiversity and Conservation  
Kyoto University  
Lewis-Sigler Institute for Integrative Genomics  
Massachusetts Institute of Technology  
Max Planck Institutes  
National Institute on Aging

National Cancer Institute  
National Institutes of Health  
Novartis Institutes of Biomedical Research  
National University of Singapore  
Princeton University  
Stanford University  
The Scripps Research Institute  
The Weizmann Institute of Science  
The Wenner-Gren Institute  
University College London  
University of Bern  
University of California, Berkeley  
University of Cambridge  
University of Chicago  
University of Edinburgh  
University of Melbourne  
University of Oxford  
University of Tokyo  
University of Toronto  
University of Zurich  
Utrecht University  
Weizmann Institute of Science  
Wellcome Trust Sanger Institute  
Yale University





# WHY EXHIBIT?

## Why Exhibit at The Allied Genetics Conference?

- **Interact with attendees** that have significant purchasing power for their labs.
- **Access the genetics research community** in one location at one time.
- **Showcase your products/services** through hands-on demonstrations and in-depth discussions on how you can support their research.
- **Recruit scientists** from multiple biological research communities who are interested in new career options.
- **Expand your network** through workshops, discussions, and social events that make it easy to interact meaningfully with attendees and representatives of key scientific organizations.
- **Influence a wide range of researchers** of all career stages and trajectories, including students, postdocs, new faculty, and jobseekers.
- **Show support** of current customers who may be giving a talk, presenting a poster, or hosting a workshop.
- **Reach new audiences** from communities that tend to be early adopters of new technologies

## TAGC 2020 Exhibit Hall will feature:

- Exclusive evening hours
- Scientific poster presentations surrounding the exhibits
- Discovery Stage – a forum to highlight innovative posters through Lightning Talks and select exhibitor presentations
- Food concessions with tables
- Charging stations
- Attendee networking lounges
- Remote broadcasts
- Opening mixer on Thursday Night
- Breaks in the Hall





# WHO SHOULD EXHIBIT?

Types of organizations that should exhibit:

- Agricultural research
- Antibody production services
- Automation and high-throughput technologies
- Behavioral research equipment
- Biomedical foundations
- Biological Solutions
- Biotechnology
- Cellular data recorders
- Chemicals
- Database Resource Groups
- DNA extraction and purification
- Education
- Genetic stock collections and maintenance
- Genome engineering
- Genome mapping technology
- Instrumentation
- Laboratory automation software and hardware

- Laboratory equipment and supplies
- Laboratory management software
- Large particle analysis and sorting
- Long read sequencing
- Metabolic screening and calorimetry
- Micro-injection transgenic services
- Microscopy
- Model organisms
- Molecular biology
- Next-generation sequencing
- Publishers
- Policy and advocacy groups
- Reagents providers
- Recruitment firms
- Research centers
- Training on ethical, legal and social issues and more!

Exposure  
through TAGC  
2020 is for anyone  
who wants to reach a wide  
variety of biological  
researchers.



# PAST EXHIBITORS & SUPPORTERS

Advanced Analytical Technologies, Inc.  
Alliance of Genome Resources  
AppCellTech Ltd.  
Aqua Schwarz GmbH  
Aquaneering  
Aquatic Enterprises Inc/Aquarius Fish Systems  
Archon Scientific  
Beckman Coulter Life Science  
BioTek Instruments, Inc.  
Bitplane, Inc.  
Carl Zeiss Microscopy, LLC  
CyVerse  
Darwin Chambers Company LLC  
Diagenode Inc.  
Dino-Lite Scopes (BigC)  
Drosophila Genomics Resource Center (DGRC)  
Drummond Scientific  
Dynalab Corp.  
Fine Science Tools  
FlyBase  
Gene Ontology and Monarch Initiative  
Gene Tools, LLC  
Genesee Scientific  
GenetiVision Corporation  
Hybrigenics Services SAS  
Illumina, Inc.  
INTAVIS Bioanalytical Instruments  
Integra Biosciences  
InterMine  
IWAKI Aquatic  
Knudra Transgenics  
LabExpress  
LabTIE  
LGC Biosearch Technologies  
Loligo Systems  
MACHEREY-NAGEL Inc.  
MilliporeSigma  
MoorAgar, Inc.  
Mouse Genome Informatics

Mutant Mouse Research & Resource Center (MMRRC)  
NASA Space Life Sciences  
National Science Foundation  
NemaMetrix Inc.  
NGX Bio  
NightSea  
Noldus Information Technology  
Novogene Corporation  
NuGEN Technologies, Inc.  
Pentair Aquatic Eco-Systems  
Percival Scientific, Inc.  
Rainbow Transgenic Flies, Inc.  
RAPiD Genomics, LLC  
Roboz Surgical Instrument Co  
Sable Systems International  
Saccharomyces Genome Database  
Skretting North America  
SoftGenetics  
SPEX SamplePrep, LLC  
Sunrise Science Products  
Taylor and Francis  
Techshot, Inc.  
Tecniplast USA  
The Company of Biologists  
Transnetyx, Inc  
Tritech Research  
Union Biometrica  
Vienna Drosophila Resource Center  
Viewpoint Life Sciences Inc.  
WellGenetics Inc.  
Wiki Education Foundation  
World Precision Instruments, Inc.  
WorldWide Life Sciences  
WormBase  
WPI Instruments  
ZFIN (Zebrafish Model Organism Database)  
ZIRC (Zebrafish International Resource Center)  
Zymo Research Corporation



# EXHIBIT HALL INFORMATION

## Exhibit Booth Package

The Exhibit Booth Package Includes:

- **Booth**
  - 10' x 10' booth space
  - Identification sign
  - 8' high back drape and side rails in show colors
  - Security when exhibits are closed
  - 1 copy of the meeting program book
- **Marketing**
  - Company name printed in the Onsite Program (distributed to all meeting attendees)
  - Company name, URL, 50-word description on the TAGC 2020 website and mobile app
  - Complimentary post-conference attendee list (mailing address only)
- **Registration**
  - 1 full conference registration
  - 2 exhibit hall only registrations
  - 4 complimentary guest one-day badges for exhibit hall only

### Commercial

Early Bird (before October 11, 2019): **\$3,400**

Standard (after October 11, 2019): **\$3,750**

### Non-profit

Early Bird (before October 11, 2019): **\$3,000**

Standard (after October 11, 2019): **\$3,350**

## Payment Terms

100% payment is required with the booth rental.

Checks must be in USD and payable to Genetics Society of America.

All international bank fees are the responsibility of the exhibitor.

## Cancellation Policy

GSA agrees that Exhibitor may cancel or reduce the amount of space applied for on this agreement in writing up to and including October 11, 2019 and that if it does so, GSA will charge a cancellation processing fee equal to 50% of the full price of exhibitor's booth space.

Any exhibitor who cancels or reduces their booth space after October 11, 2019 will forfeit 100% of the full price of exhibitor's booth space. Cancellation and reduction notices must be submitted in writing to Exhibits Manager.

## Terms and Conditions

All contract exhibitors must follow GSA's rules, regulations, and policies. These can be found at the last step of the online booth rental process.



# EXHIBIT HALL INFORMATION



## Installation

Thursday, April 23 8:00 a.m. – 2:00 p.m.  
Booth inspections at 2:00 p.m.

## Exhibit hall hours

Thursday, April 23 7:30 p.m. – 10:00 p.m. (Welcome Reception and poster presentations)  
Friday, April 24 4:15 p.m. – 7:30 p.m. (poster presentations 4:15 p.m. – 6:15 p.m.)  
Saturday, April 25 4:15 p.m. – 7:30 p.m. (poster presentations 4:15 p.m. – 6:15 p.m.)

## Dismantle

Saturday, April 25 7:30 p.m. – 11:00 p.m.

## Posters

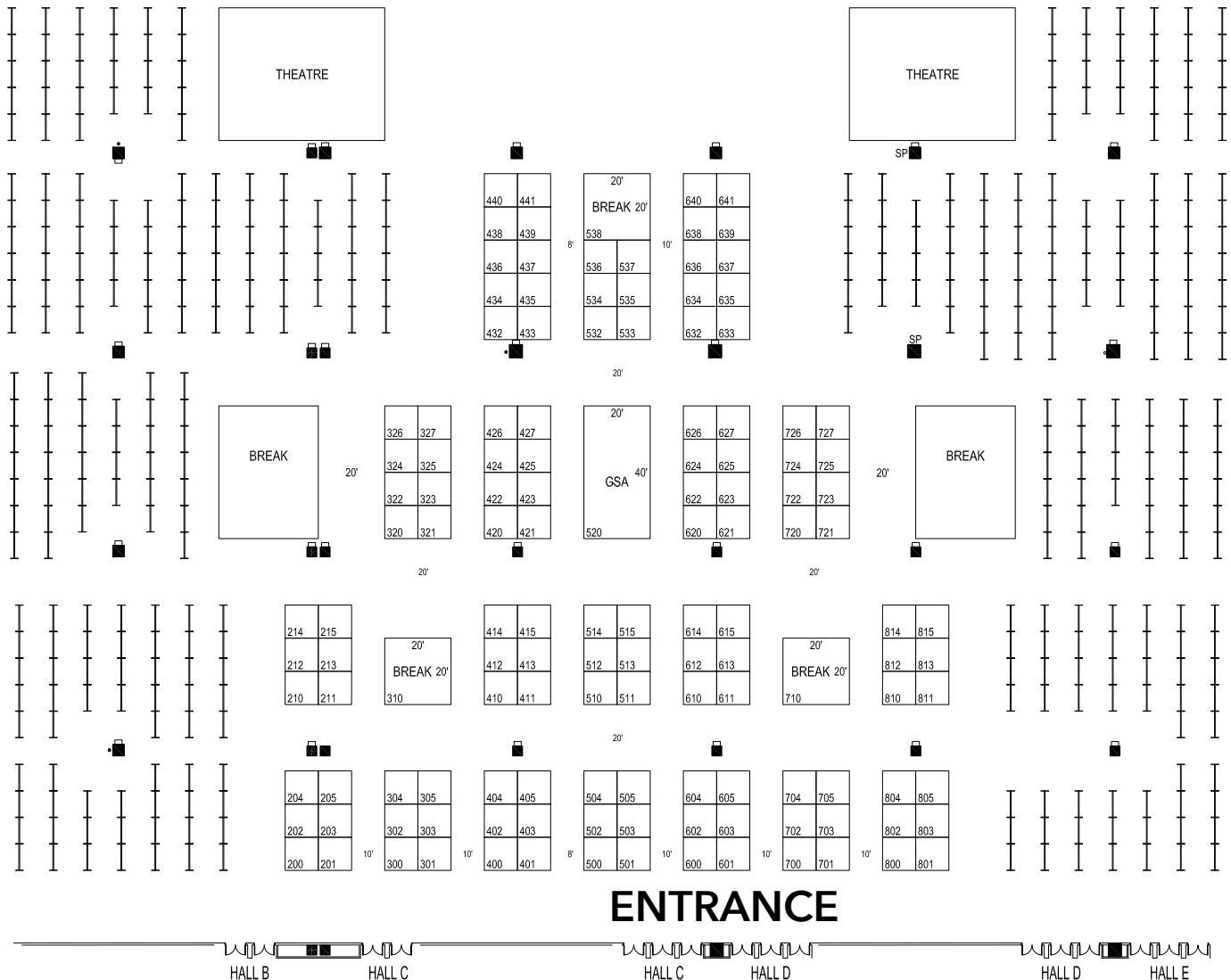
Scientific posters are an integral part of TAGC 2020 and will be presented in the exhibit hall.

## Poster presentations

Thursday, April 23 7:30 p.m. – 10:00 p.m. (Welcome Reception)  
Friday, April 24 4:15 p.m. – 6:15 p.m.  
Saturday, April 25 4:15 p.m. – 6:15 p.m.

See the preliminary conference [Schedule of Events](#) online.

Rent your booths today.



## How To Rent A Booth

1. Visit <https://www.eventscribe.com/2020/GSA/exhibitors/> to view the floor plan.
2. Select "Rent Booth".
3. Type your organization's name.
4. Verify or update the administrative booth sales contact information.
5. Indicate the booth you would like to rent.
6. Enter the payment information to submit payment.
7. An email confirmation of your contract submission will automatically be sent to the booth sales contact.

Through the online portal, you will also be able to download invoices, upload directory information, make payments, and include insurance information.

# SUPPORT, SPONSORSHIP, AND MARKETING OPPORTUNITIES

Select the perfect combination of opportunities that showcase your support of genetics research and enhance your presence and visibility at TAGC 2020.

- Maximize your brand exposure with educational sessions.
- Increase your booth traffic through targeted advertising options.
- Demonstrate your innovative products and services by hosting a presentation on the Discovery Stage, which will also feature lightning talks by attendees.

We offer multiple sponsorship opportunities, including:

- General Support
- Scientific Education
- Professional Development Events
- Brand Promotions
- Booth Traffic Generators
- Digital & Print Advertising



## General Support

All general support funds help support educational sessions and professional development activities for the 4,000 genetic researchers in attendance.

Your investment will be rewarded with recognition and access to all 4,000 attendees.

Contributions from foundations, governments, private, and commercial organizations provide important supplemental funding to support participation by scientists and students who may otherwise be unable to attend the meeting.

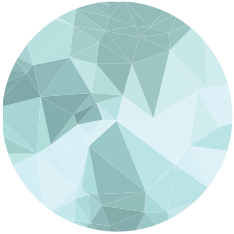
Support levels can be customized based upon your desired visibility and access.



# SPONSORSHIP AND MARKETING BENEFITS

## GSA values and recognizes multiple levels of support.

Once you have chosen the conference support, sponsorships, promotions, and advertising options that best fit your marketing strategy, sponsorships levels will be assigned based upon the final total and you will be recognized in the following manner.



### Platinum Sponsors

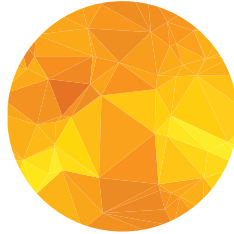
*Any options chosen that are equal to or greater than \$25,000*

- Logo and hyperlink on conference website
- Logo listing on pre-conference marketing, onsite signage, and mobile app
- Large onsite banner displaying logo
- 1 full-page advertisement in Onsite Program
- Complimentary pre-conference and post-conference registration list (mailing addresses only)
- 2 full conference registrations

### Gold Sponsors

*Any options chosen that are equal to or greater than \$15,000*

- Logo and hyperlink on conference website
- Logo listing on pre-conference marketing, onsite signage, and mobile app
- ½ page advertisement in Onsite Program
- Complimentary pre-conference and post-conference registration list (mailing addresses only)
- 1 full conference registration



### Silver Sponsors

*Any options chosen that are equal to or greater than \$10,000*

- Logo and hyperlink on conference website
- Logo listing on pre-conference marketing, onsite signage, and mobile app
- ½ page advertisement in Onsite program
- Complimentary post-conference registration list (mailing addresses only)

### Bronze Sponsors

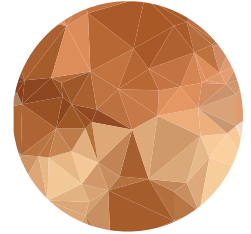
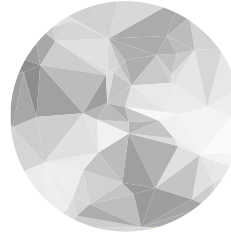
*Any options chosen that are equal to or greater than \$5,000*

- Logo and hyperlink on conference website
- Logo listing in all pre-conference marketing, onsite signage and mobile app

### Conference Contributors

*Any options chosen that are <\$5,000*

Text listing on onsite signage and conference website



# SCIENTIFIC EVENTS

## Keynote Sessions

**\$25,000**

One of the most exciting aspects of the meeting will be the Keynote Sessions that feature prominent scientists whose innovative work crosses system and disciplinary boundaries. A full listing of the Keynote Sessions and speakers can be found on our website. Ensure that your support is visible to all conference attendees.

### Exclusive sponsorship includes:

- Sponsorship acknowledgement (company name and logo) in all session marketing
- 5 VIP seats at the session
- Pop-up company banner at the entrance to the session
- Display company literature in meeting room

## Discovery Stage - Lightning Talks

**\$1,200 per session**

The Discovery Stage, located in the exhibit hall, is a high-visibility forum to highlight innovative posters through attendee Lightning Talks introduced by sponsors. Lightning Talks are popular two-minute poster previews presented by attendees to encourage visits to their full poster presentation. We expect the Discovery Stage to be the focal point of the exhibit hall.

### Sponsorship benefits include:

- Two minute introduction by sponsor.
- AV, including screen, projector, and podium microphone for your introduction
- Acknowledgment of sponsorship on GSA website, in Onsite Program, and mobile app



## Discovery Stage - Exhibitor Sessions

**\$5,000 per session**

Our Discovery Stage is also the ideal forum to host 20-minute educational sessions regarding your products or services to an interested audience of genetic researchers. You choose the speakers and topic to showcase to attendees.

### Exhibitor session benefits include:

- Ability to host a speaker/topic of your choosing
- AV, including screen, projector, and podium microphone - all ready for your presentation
- Acknowledgement of sponsorship
- Description of session with speakers on GSA website, in Onsite Program, and mobile app
- Logo and sponsorship acknowledgement on all signage for this area

## The Biotech Pipeline

1 of 5 sponsors \$1,500

This session will explore how discoveries move from the research setting through the industry pipeline to the marketplace. Attendees will hear how companies that use genetic technologies have integrated data science, engineering, optimization, and automation to move from discovery to product or clinical application. Need approval by GSA for participation.

### Session Format

- 5 talks from industry professionals
- Panel discussion featuring session speakers

### Sponsorship benefits include:

- Chance for company representative to serve as a panelist
- Sponsorship acknowledgement (company name and logo) in all marketing
- Display company literature in meeting room

## Genetic Technology in Agriculture

Exclusive sponsor \$5,000 or

1 of 5 sponsors \$1,500

This session is a unique forum for industry professionals, business executives, academic researchers, and government officials to learn about the latest advances in the use of genetic technology in agriculture. Topics include agricultural technologies, synthetic biology, crop production, industrial chemicals, food production and ingredients, and more.

### Session Format

- 8 scientific talks

### Sponsorship benefits include:

- Brief introduction by sponsor representative
- Sponsorship acknowledgement (company name and logo) in all marketing
- Display company literature in meeting room





# SOCIAL EVENTS

## GSA Awards Reception

**\$10,000 (limited to three)**

GSA will honor the 2019 and 2020 GSA Award Recipients for their outstanding contributions to the genetics community at a private event. Demonstrate your support for these outstanding scientists in person by supporting the Awards Reception. Estimated attendance: 100

**The recipients of the following awards will be recognized:**

- Thomas Hunt Morgan Medal
- Genetics Society of America Medal
- George W. Beadle Award
- Elizabeth W. Jones Award for Excellence in Education
- Edward Novitski Prize

**Benefits include:**

- Sponsorship acknowledgement (company name and logo) in all marketing
- Attendance by two company representatives
- Display company materials at event

## Editors' Social

**\$10,000 (limited to one)**

Reach high profile scientists at this 90-minute, invitation-only social event. Current and past *GENETICS* and *G3: Genes|Genomes|Genetics* editors will be in attendance, along with GSA Board members and authors. Estimated attendance: 200

**Exclusive benefits include:**

- Sponsorship acknowledgement (company name and logo) in all marketing
- Sponsor logo on event signage
- Attendance by two company representatives
- Display company materials at event

# GENETICS

**G3**   
Genes | Genomes | Genetics



# PROFESSIONAL DEVELOPMENT EVENTS

## New Faculty Forum

### Different Levels Available

Reach faculty who are setting up new labs and looking for connections with vendors. This one-day workshop is tailored for faculty within the first five years of their appointment and advanced postdocs planning to launch their own lab. Participants learn about strategies for managing a laboratory along with topics such as grant writing, budget management, mentoring, and teaching. The event includes a session on tips for negotiating and establishing relationships with vendors, as well as a networking social with more established investigators. Estimated attendance: 100

### **\$3,500 Sponsorship benefits include:**

- 30-minute talk by sponsor representative
- Sponsorship acknowledgement (company name and logo) in all marketing
- Lunch with attendees
- List of session attendees
- Display company materials on tables in meeting room

### **\$2,000 Sponsorship benefits include:**

- Brief remarks (5 minutes) by sponsor representative
- Sponsorship acknowledgement (company name and logo) in all marketing
- Lunch with attendees
- Display company materials on tables in meeting room

### **\$1,000 Sponsorship benefits include:**

- Sponsorship acknowledgement (company name and logo) in all marketing
- Lunch with attendees
- Display company materials on tables in meeting room

## Community, Connections, and Lunch

### **\$4,500 (limited to three)**

Get great exposure at this lunch event that aims to deepen connections across our scientific community. Attendees from all career stages will discuss the latest findings in the field and other topics. Each table will be moderated by both an up-and-coming and an established leader from our community. Estimated attendance: 200

### **Sponsorship benefits include:**

- Brief introduction by sponsor representative
- Sponsorship acknowledgement (company name and logo) in all marketing

## Industry Careers

### **Exclusive sponsor \$5,000 or 1 of 5 sponsors \$1,500**

During a breakout session, we will provide attendees a deeper understanding of the organizational structure of companies, various roles within organizations, how to prepare to transition into careers in industry, and more.

### **Session Talks**

- Understanding the industry pipeline
  - Biotech
  - Agriculture
- Data science in industry
- Bioprocessing
- Organizational decision making
- Careers in industry
  - Entrepreneurship and venture capitalism
  - Pharmaceutical industry
  - Agricultural industry
  - Start-up

### **Sponsorship benefits include:**

- Opportunity for sponsor representative to present
- Sponsorship acknowledgement (company name and logo) in all marketing

# PROFESSIONAL DEVELOPMENT EVENTS

## Recruitment Event

**Cost to participate: \$2,500**

This unique program gives organizations an opportunity to speak about their projects, goals, and values to an audience of early career scientists. The TAGC Recruitment Event is an ideal setting to stand out in the crowded recruiting landscape to identify qualified talent entering the job market. During this event, professionals from all sectors of the workforce will have the opportunity to meet with potential job candidates and to advertise employment opportunities within their organizations.

## GENETICS Peer Review Training Workshop

**\$3,500 (limited to one)**

Show your support for diversifying science by sponsoring this early career professional development program. This four-hour workshop introduces participants to the principles and best practices of scientific reviewing. Participants work in small groups, guided by a facilitator, to review a manuscript. These interactive activities are followed by time for each participant to individually draft a review, including a summary, and major and minor points. Participants are joined by a group of editors for a panel discussion on best practices, the role of the editor, reviewer workflow, determining journal fit, and assessing interest to readers. The session concludes with roundtable discussions among participants and editors. Estimated attendance: 100

### Exclusive benefits include:

- Brief introduction by sponsor representative
- Sponsorship acknowledgement (company name and logo) in all marketing
- Display company literature in meeting room

## Scientific Writing Workshop

**\$3,500 (limited to one)**

Reach early career scientists and help address a key training gap. In this four-hour workshop, graduate students and postdocs will explore topics relevant to scientific writing through a series of lectures and interactive sessions. Using their own datasets, participants will learn to create effective figures and tables. Using feedback from senior scientists and peers, attendees will edit and revise abstracts describing their work. Estimated attendance: 100

### Exclusive benefits include:

- Brief introduction by sponsor representative
- Sponsorship acknowledgement (company name and logo) in all marketing
- Display company literature in meeting room

## Publishing Q&A

**\$5,000 (limited to one)**

Help new authors navigate the maze of publishing decisions by sponsoring this roundtable and panel discussion event. This one-hour event brings together journal editors and early career scientists with questions about how to get published. Estimated attendance: 200

### Sponsor benefits include:

- Sponsorship acknowledgement (company name and logo) in all marketing
- Opportunity to participate in discussion panel
- Display company literature in meeting room

## Ask us about

- Science Communication Panel Discussion & Science Communicators MeetUp
- Advocacy on Capitol Hill Day
- Equity and Inclusion Event
- Grant Writing Workshop and other opportunities that will give you access to your target audience.



## Conference Lanyard

**\$15,000**

Place your logo on the official conference lanyard distributed to all attendees. Your color logo will appear with the TAGC logo on all lanyards. Great for visibility in ALL photos! Cost of lanyard is additional.



## Hotel Key Cards

**\$2,500 license**

Place your custom graphics and logo on hotel room key cards at the Gaylord National Harbor hotel. Please note that additional hotel and production fees apply. This fee is for the license only. Cost of key cards is additional.

## Charging Station Lounge

**\$10,000**

Provide attendees a quick “jump start” for their mobile devices, laptops, and tablets. Your company logo and custom advertising graphics will appear on a column wrap at the charging station located on the Exhibit Floor. You can also display literature on a special literature rack at this lounge.

## Community Hub

**\$2,500**

Community hubs will have beacons that give each community a gathering spot specific to their organism. Your logo will be prominently displayed at the top of the beacon, visible from far away.

## Booth Traffic Maximizers

**Exhibit Hall Aisle Signs - \$10,000**

Showcase your company logo on ALL Exhibit Hall aisle signs. These aisle signs are hung from the ceiling and are highly visible throughout the Exhibit Hall. They help attendees navigate the posters and exhibit booths.

**Column Wraps - \$5,000**

Showcase your custom advertisements with large column wraps located in high traffic areas throughout the conference. Each column wrap has four panels - your logos and text appears on the top two thirds of the panels, with the GSA logo at the top and bottom. Design and printing is additional.

# PRINT ADVERTISING

## Onsite Program Guide

Given to all attendees at registration, this Onsite Program lists the sessions, workshops, and posters.

<b>Back Cover</b>	\$5,000
<b>Inside Front Cover</b>	\$3,500
<b>1 full-page spread</b> (4 available)	\$2,500
<b>Divider Tabs</b> (dividing the session tracks; 8 available)	\$2,000
<b>Inside Back Cover</b>	\$2,000
<b>Inside Full color ad</b>	\$1,000
<b>Inside B/W ad</b>	\$750



## Wi-Fi Password

**\$7,500**

Make your company or product name the official TAGC wi-fi password!

## Banner Ads

### Confirmation Email Banner ad - \$5,000

Include your company banner advertisement and hyperlink in EVERY attendee confirmation email. Placement will be at the bottom of the page. Your message will reach all attendees in pre-conference marketing.

### "Know Before You Go" email Banner ad - \$5,000

Include your company banner advertisement and hyperlink in EVERY attendee "Know Before You Go" email. You will reach all attendees in pre-conference marketing. The email open rate is 250-350%, meaning most attendees view it more than once.

### The Allied Genetics Conference News e-newsletter Banner ad - \$2,000

Each month, GSA will send out an e-newsletter with meeting updates and program highlights. One exclusive banner ad in one issue. Seven issues available.

## Rotating Slideshow

### Company Spotlight - \$1,500

As attendees walk through the meeting space, a large screen will display important conference information. Add your slide to the mix to drive traffic to your booth or promote your company. Your company spotlight will consist of one slide showcasing your company, products, or services. This spotlight provides continual exposure to attendees as they go to scientific sessions.

## Viewing Station Slideshow

### Company Spotlight - \$1,000

Viewing stations will be outside of the scientific sessions so that attendees can watch sessions going on in other rooms. Your sponsor sign will be attached to the monitor outside of the room for the length of the conference.

## Mobile App

The Mobile App is a fantastic source of information on schedule, session descriptions, speakers, and exhibitors.

### Landing Page - \$7,500

The Mobile App Landing Page will be viewed by attendees every time they open the app. Your custom graphics and hyperlink of your choice will be displayed on this splash page.

### Banner Advertising - \$1,500 each banner location

Display your custom advertising on a banner inside the mobile app - multiple locations including educational sessions and exhibitor directory.

### Push Notifications - \$1,000 per push notification - only 2 available per day

Send out text alerts through the TAGC 2020 app. With 100 characters, you can remind attendees to stop by your booth.





# MEETING SPACE

## Small Meeting Rooms

**\$500 per 4-hour period**

Rent meeting room space for your private meetings with potential or current clients. These rooms can be used as hospitality suites or recruitment offices. Any food and beverages must be purchased through the hotel. Rooms have a maximum capacity of 20 people. Ask us about larger space for special events.

### Dates

- Thursday, April 23
- Friday, April 24
- Saturday, April 25

