

# TAGC 24

BRINGING GENETICS TOGETHER



March 6–10, 2024 | Metro Washington, DC

GENETICS



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## TAGC At-A-Glance

The Allied Genetics Conference is ready to connect people, communities, and ideas! We're committed to making TAGC 2024 the best large-scale conference with small-size meeting interactions. How? By optimizing the conference-going experience for early career scientists, designing new opportunities for all participants, investing in cross-community topics and synergies, and integrating the best features of each community-specific meeting into the larger event. Join us at National Harbor for this one-of-a-kind event—everyone is welcome!



Maureen Barr



Harmit Malik



## Keynote Speakers

Needhi Bhalla  
*University of California, Santa Cruz*

Adrian Krainer  
*Cold Spring Harbor Laboratory*

Art Krieg  
*University of Massachusetts, Chan Medical School*

Beronda L. Montgomery  
*Grinnell College*

Alejandro Sánchez Alvarado  
*Stowers Institute for Medical Research*

Leslie B. Vosshall  
*Rockefeller University, Howard Hughes Medical Institute*

## Themes

Agriculture, Aquaculture, and Livestock Genetics | Chromosome Biology and Genome Integrity | Developmental Genetics | Disease Models and Aging | Ecological Genetics and Genomics | EvoDevo | Gene Regulation | Genomes and Genomics | Initiatives in Education and Diversity, Equity, and Inclusion | Intracellular Dynamics | Neurogenetics | Population and Evolutionary Genetics | Quantitative Genetics | Sex Differences in Biology and Disease | Technology, Resources and Tools | Translational Approaches, Stem Cells and Organoids

## QUESTIONS?

Contact GSA at [GSAexhibits@genetics-gsa.org](mailto:GSAexhibits@genetics-gsa.org) or 240-880-2002

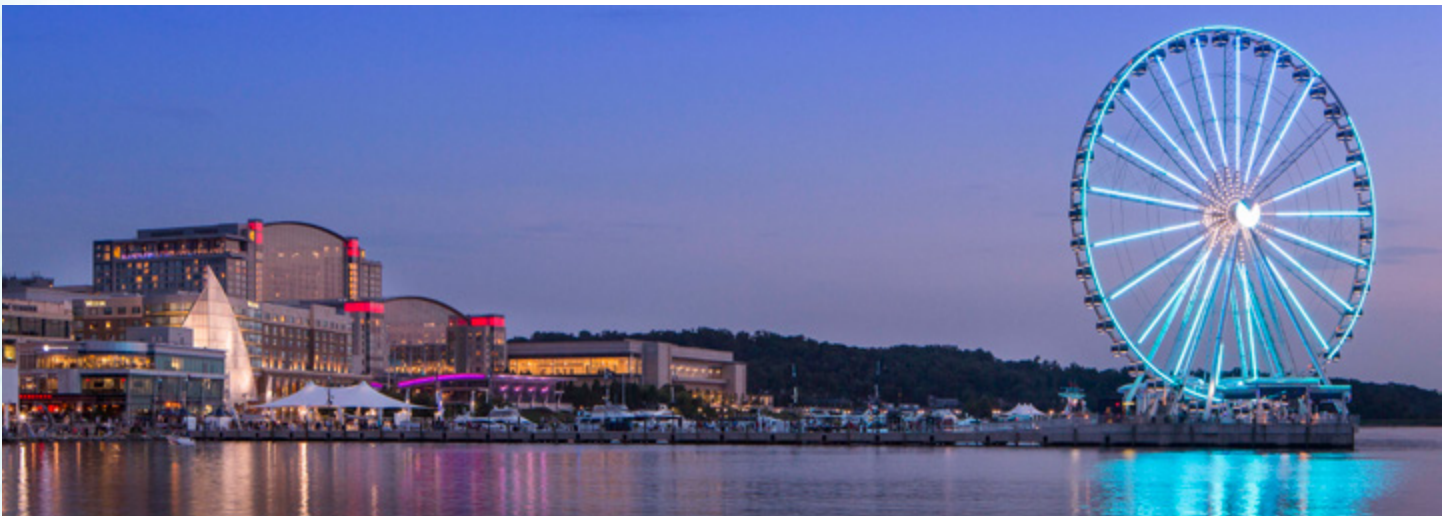
# ABOUT

## About the Conference

The Allied Genetics Conference (TAGC) is a unique conference that brings together scientists from multiple international biological research communities to share cutting-edge science, foster new collaborations, and strengthen existing relationships.

Several thousand attendees will meet **March 6-10, 2024** in the Washington, DC, Metro area to share the latest research in:

- Agriculture, aquaculture, and livestock genetics
- Chromosome biology and genome integrity
- Developmental genetics
- Disease models and aging
- Ecological genetics and genomics
- Evolutionary developmental biology
- Gene regulation
- Genomes and genomics
- Initiatives in education and diversity, equity, and inclusion
- Intracellular dynamics
- Neurogenetics
- Population and evolutionary genetics
- Sex differences in biology and disease
- Technology, resources, and tools
- Translational approaches, stem cells, and organoids



In addition to topic-driven sessions, the meeting will include community sessions for researchers working on *C. elegans*; *Drosophila*; mouse and rat; plants; *Xenopus*; yeast; zebrafish; and population, evolutionary, and quantitative genetics. Scientists who use a wide array of organisms across subfields of genetics and genomics will be in attendance.



*C. elegans*



*Drosophila*



Mouse and Rat



Plant



*Xenopus*



PEQG



Yeast



Zebrafish



And more!

TAGC 2024 is designed to shape the big picture, include diverse voices, and showcase the fundamental unity of biology—making it the perfect venue for sponsors and exhibitors to promote their brands, products, and services.

Build on existing relationships | Sell products and services to experienced researchers

Meet potential employees | Connect with decision makers and influencers

Establish contacts with international researchers across industries and career stages

## About the Society



The Genetics Society of America serves an international community of scientists who use genetics to make new discoveries and improve lives. 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 scientists. We seek to cultivate an inclusive, diverse research community that engages with the public, communicates the excitement and implications of discovery, and serves as an authoritative source of information.

## About the Venue

Gaylord National Resort & Convention Center is located in bustling National Harbor, just outside of Washington, DC. The hotel features plentiful dining options, shopping and entertainment, and convenient access to the nation's capital, all under a stunning 19-story tree-lined atrium overlooking the scenic Potomac River.

## Important Dates

### September 29, 2023

Abstract submission open

Conference registration open

### October 11, 2023

Early rate booth application deadline

### October 16, 2023

Exhibitor cancellation or reduction deadline to receive 50% refund

### November 9, 2023

Abstract submission deadline

Early conference registration deadline

### December 31, 2023

Advance rate booth application deadline

### January 17, 2024

Conference registration deadline

### February 1, 2024

Meeting app available to attendees

### February 14, 2024

Hotel reservation deadline

### March 6, 2024

Exhibit load-in

### March 7-9, 2024

Exhibits open

### March 9, 2024

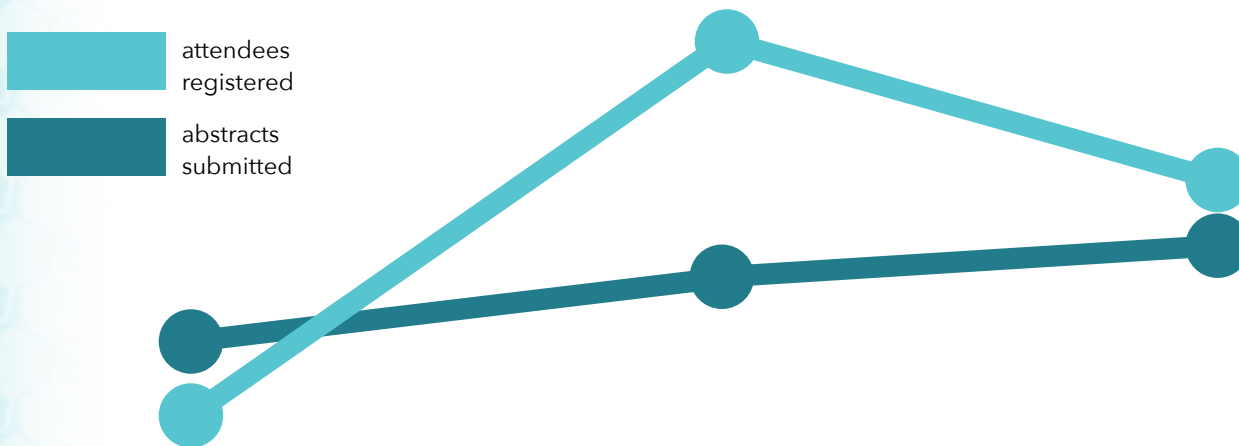
Exhibit load-out

## QUESTIONS?

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# WHO ATTENDS

At its launch in 2016, over 3,000 researchers attended TAGC, and 91 percent said they would attend this meeting again. In 2020, we anticipated over 4,000 attendees, but the COVID-19 emergency meant cancellation of the in-person event. We quickly transitioned to a virtual conference, and over 14,000 scientists from academia, industry, and the public registered to attend online.



## In 2016 (in-person):

- 3,015 attendees registered
- 2,182 abstracts submitted

## In 2020 (virtual):

- 14,578 attendees registered
- 2,202 abstracts submitted

## In 2024 (hybrid):

- 4,000 attendees expected
- 2,400 abstract submissions expected

Our attendees represent a highly-educated, global market of scientific researchers in the field of genetics and genomics. They work at colleges and universities, governments and private research institutes, laboratories, medical schools, corporate and industrial settings, and other institutions. Our communities are early adopters (and developers) of new technology—they are always searching for new and improved methodological tools and resources.



"Just loving #TAGC20! It's always amazing to step outside the comfort zone of our own research and get to know the outstanding works that so many other scientists are developing around the world! Thanks to everyone in the organization and to all the speakers, congratulations."

- *Letícia Magpali*

# WHO ATTENDS

## Past Attendee Data

### Number of countries represented



### Academia and Research Institutes

Faculty/PI - **3,435**

Graduate Student - **4,811**

Postdoc - **3,608**

Staff Scientist - **1,412**

Undergraduate Student - **1,312**

### Industry

Entrepreneur - **37**

Principal Investigator - **79**

Staff Scientist - **213**



### Attendees by model organism or topic



*C. elegans* - **1,927**



PEQG - **630**



*Drosophila* - **3,580**



*Xenopus* - **191**



Mouse and Rat - **3,281**



Yeast - **1,510**



Other - **2,064**



Zebrafish - **1,395**

**14,578**  
Total Registrants

### QUESTIONS?

Contact GSA at [GSAexhibits@genetics-gsa.org](mailto:GSAexhibits@genetics-gsa.org) or 240-880-2002

# WHY EXHIBIT



**Interact** with attendees who have significant purchasing power for their labs.

**Access** a diverse cross-section of the genetics research community in one location at one time.

**Showcase** your products or services through hands-on demonstrations and in-depth discussions on how you can support attendee 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 at different career stages and on different career trajectories, including students, postdocs, faculty, and jobseekers.

**Show support** for current customers who may give a talk, present a poster, or host a workshop.

**Reach** new audiences that are early adopters of new technologies.

“Genesee’s experience at the 2023 *Drosophila* Research Conference in Chicago was fantastic. The conference was very nicely organized, and there were plenty of resources available to ensure a smoothly run event. We had great engagement at our booth and were able to generate leads and collect data, making our time spent well worth it. It is always a great opportunity to connect with our customers on a more personable level, and we are looking forward to participating in TAGC24.”





## Past Exhibitors

Advanced Analytical Technologies, Inc.  
Alliance of Genome Resources  
AppCellTech, Ltd.  
Aqua Schwarz GmbH  
Aquaneering  
Aquatic Enterprises, Inc./Aquarius Fish Systems, Inc.  
Archon Scientific  
Beckman Coulter Life Science  
Bionano Genomics  
Bioplast Manufacturing  
BioTek Instruments, Inc.  
Bitplane, Inc.  
Bloomington Drosophila Stock Center  
Bruker  
Canadian Rare Diseases: Models and Mechanisms Network  
Canadian Science Publishing  
Career Development Resource Center  
Carl Zeiss Microscopy, LLC  
CyVerse  
Danio Lab  
Darwin Chambers Company, LLC  
Diagenode, Inc.  
Dino-Lite Scopes (BigC)  
Drosophila Genomics Resource Center  
Drummond Scientific  
Dynalab Corporation  
Edvotek  
Fine Science Tools  
FlyBase  
FlyTabs  
Gene Ontology and Monarch Initiative  
Gene Tools, LLC  
Genesee Scientific  
GenetiVision Corporation  
Genomics Education Partnership  
GenScript  
Hybrigenics Services SAS  
Illumina, Inc.  
Inscripta, Inc.  
INTAVIS Bioanalytical Instruments  
Integra Biosciences  
InterMine  
International Mouse Phenotyping Consortium  
IWAKI Aquatic  
JoVE  
Knudra Transgenics  
LabExpress  
LabTIE  
LGC Biosearch Technologies  
Loligo Systems  
MACHEREY-NAGEL, Inc.  
microPublication  
MilliporeSigma  
miniPCR bio  
Molecular Instruments  
Monarch Initiative  
MoorAgar, Inc.  
Mouse Genome Informatics  
Multidisciplinary Digital Publishing Institute  
Mutant Mouse Research & Resource Center  
NASA GeneLab Project  
NASA Space Life Sciences  
National Science Foundation  
NemaMetrix, Inc.  
Neogen  
NGX Bio  
NightSea  
NIH/ORIP Rodent Research and Resource Centers  
Noldus Information Technology  
Novogene Corporation  
NuGEN Technologies, Inc.  
Opentrons  
PacBio  
Pentair Aquatic Eco-Systems  
Percival Scientific, Inc.  
PerkinElmer  
Powers Scientific  
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  
SunnyBiotech Co., Ltd.  
Synbio Technologies  
Taylor and Francis  
Tecan Genomics  
Techshot, Inc.  
Teciplast USA  
The Company of Biologists  
The Jackson Laboratory  
Transnetyx, Inc.  
Tritech Research  
Undiagnosed Diseases Network  
Union Biometrica  
Vienna Drosophila Resource Center  
Viewpoint Life Sciences, Inc.  
wFluidx, Inc.  
WellGenetics, Inc.  
Wiki Education Foundation  
World Precision Instruments, Inc.  
WorldWide Life Sciences  
WormBase  
WPI Instruments  
Zantiks, Ltd.  
ZFIN (Zebrafish Model Organism Database)  
ZIRC (Zebrafish International Resource Center)  
Zymo Research Corporation



## QUESTIONS?

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# WHY EXHIBIT

## Who Should Exhibit?

TAGC attendees are looking for products and services to help every facet of their research. If your company offers anything involved in running a successful lab, you should plan to participate.

Relevant products and services  
Agricultural research services  
Antibody production services  
Automation and high-throughput technologies  
Behavioral research equipment  
Biomedical foundations  
Biotechnologies  
Database resources  
Genetic stock collections and maintenance  
Genome mapping technologies

Laboratory automation software and hardware  
Laboratory equipment, chemicals, and supplies  
Laboratory management software  
Large particle analysis and sorting equipment  
Metabolic screening and calorimetry equipment  
Micro-injection transgenic services  
Microscopy equipment

Model organism services  
Molecular biology services  
Next-generation sequencing equipment  
Publishers and scientific journals  
Policy and advocacy groups  
Reagent providers, including DNA extraction and purification kits  
Recruitment firms  
Research centers  
Training on ethical, legal and social issues  
...and more!



# EXHIBIT INFORMATION

Staff a booth in the exhibit hall for direct access to all attendees. Meet experienced researchers one-on-one and let them know how you can enhance their science or their career.

## Booth Package

Apply for your booth through October 11, 2023 to receive the early application rate! Advance rates take effect on October 12, 2023, and full rates take effect on January 1, 2024.

Booth Fee	Early	Advance	Full
Commercial	\$3,400	\$3,550	\$3,700
Non-profit	\$3,000	\$3,150	\$3,300

Each 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
- **Marketing**
  - Company name, URL, and a 50-word description on the TAGC mobile app
  - Company name printed in the Program Book (online PDF)
  - Lead retrieval app
- **Registration**
  - One full conference registration
  - Two exhibit hall-only registrations (additional booth personnel \$50 each)
  - One guest pass

*Note: Additional items such as carpeting, all furniture, lighting, internet service, cleaning, etc. are not included and must be purchased separately by the exhibitor.*

## Payment Terms

Full payment is required to rent an exhibit booth.

Payment can be made online through the GSA portal. Checks can be made payable to the Genetics Society of America in USD. Mail to: Genetics Society of America, 6120 Executive Boulevard, Suite 550, Rockville, MD 20852

## Cancellation Policy

GSA agrees that an exhibitor may cancel or reduce the amount of space applied for on this agreement in writing up to and including October 16, 2023, and that if it does so, GSA will charge a cancellation processing fee equal to 50 percent of the full price of exhibitor's booth space.

## QUESTIONS?

Contact GSA at [GSAexhibits@genetics-gsa.org](mailto:GSAexhibits@genetics-gsa.org) or 240-880-2002

# EXHIBIT INFORMATION

Any exhibitor who cancels or reduces their booth space after October 16, 2023, will forfeit 100 percent of the full price of the exhibitor's booth space. Cancellation and reduction notices must be submitted in writing to [gsaexhibits@genetics-gsa.org](mailto:gsaexhibits@genetics-gsa.org).

## Terms and Conditions

All contract exhibitors must follow GSA's Code of Conduct, rules, regulations, and policies. These can be found on the payment portal and on GSA's website.

## Exhibit Hall Features

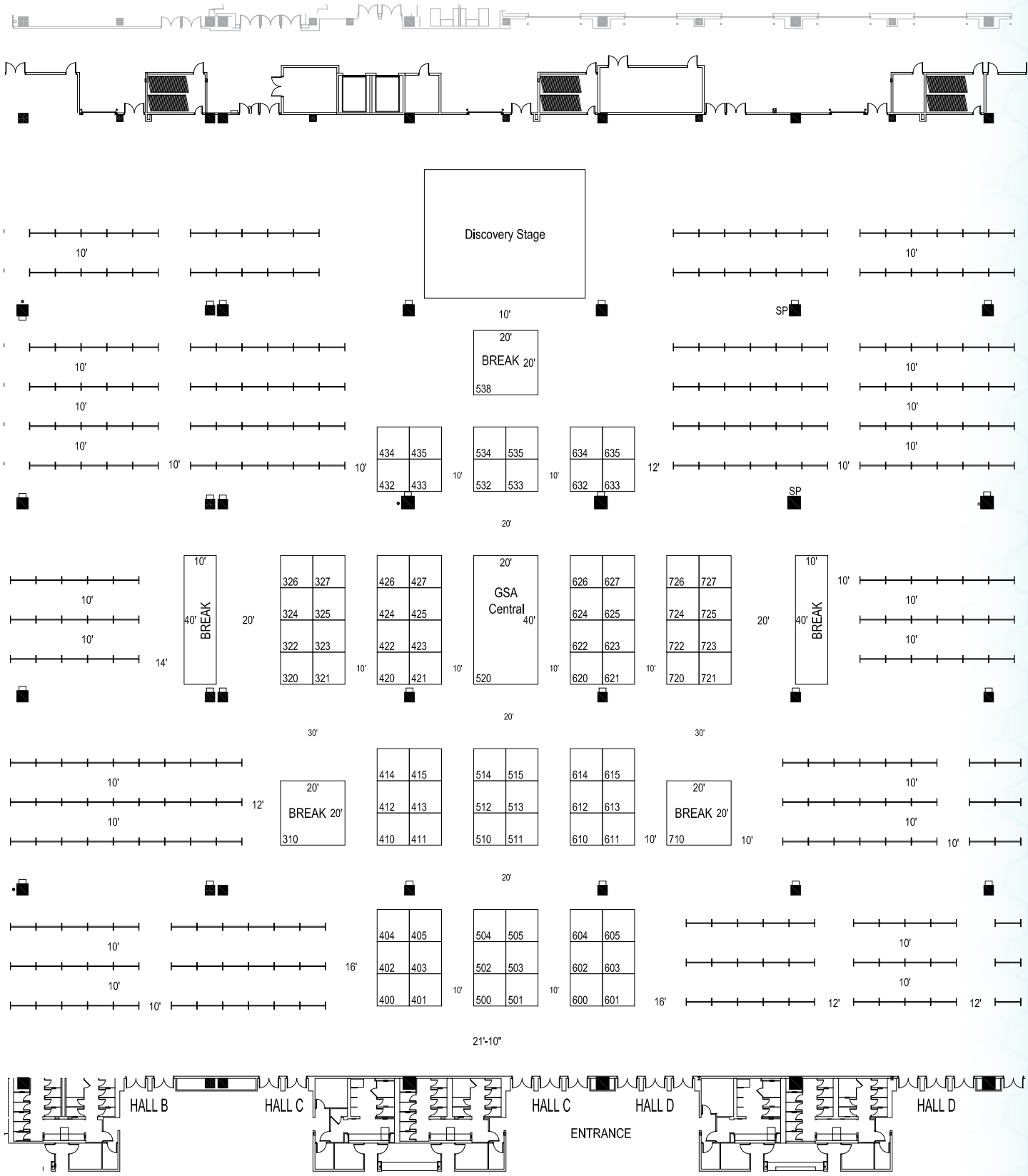
- Scientific poster presentations surrounding the exhibits
- Discovery Stage: a forum to highlight innovative posters through Lightning Talks and select exhibitor presentations
- Food concessions with tables
- Charging stations
- Attendee networking lounges
- Community mixers
- Scheduled breaks for attendees
- Scavenger hunt (see "Miscellaneous" options to participate)

## Exhibit Hall Schedule

Load-in	
<b>March 6, 2024</b>	8:00 a.m.–4:00 p.m. Booth inspection at 4:00 p.m.
Load-out	
<b>Saturday, March 9</b>	10:00 p.m.–12:00 a.m.
<b>Sunday, March 10</b>	8:00 a.m.–12:00 p.m.

Date	Exhibit Hours	Poster Presentations
<b>Thursday, March 7</b>	6:15 p.m.–10:15 p.m.	7:30 p.m.–10:00 p.m.
<b>Friday, March 8</b>	6:30 p.m.–10:30 p.m.	8:30 p.m.–10:30 p.m.
<b>Saturday, March 9</b>	6:00 p.m.–10:00 p.m.	8:00 p.m.–10:00 p.m.

# FLOORPLAN



**QUESTIONS?**  
 Contact GSA at [GSAexhibits@genetics-gsa.org](mailto:GSAexhibits@genetics-gsa.org) or 240-880-2002

# SPONSORSHIP BENEFITS

## GSA values and recognizes multiple levels of support.

Explore our wide-ranging conference support, sponsorship, promotion, and advertising options.

Level	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Logo and URL on website	✓	✓	✓	✓
Logo on pre-conference promotional emails (sent to 25K recipients)	✓	✓	✓	
Logo and listing in Mobile App	✓	✓	✓	✓
Ad in Program Book (PDF)	Full page	Half page	Half page	Quarter page
Recognition at Opening Plenary	✓	✓	✓	
Recognition in Program Book	✓	✓	✓	✓
10' x 10' exhibit booth	2	1		
Pre- or post-conference mailing list of registrants	✓	✓		
Conference registration	6	4	3	1
Rotating Banner ad in Mobile App	✓	✓		
Banner ad on GSA website (one month)	✓	✓		
Mobile app push notification	1			

# SPONSORSHIP OPPORTUNITIES

## Sponsorship Opportunities

Tailor your support for TAGC by selecting the combination of opportunities that best fits your organization's needs and budget. Each opportunity showcases your support of genetics research and enhances your visibility at TAGC.

- 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.

## General Support

The TAGC General Support Fund contributes to travel awards, childcare grants, DEI programming, educational sessions, and professional development activities for attendees.

General support contributions from foundations, governments, and private and commercial organizations provide critical supplemental funding that supports participation by scientists and students who may otherwise be unable to attend the meeting.

General support is the perfect option for organizations who want to remove barriers to participation and be widely recognized across the conference. Sponsor acknowledgement will be determined by the amount of support given. Ask about naming a travel award for your organization!

## QUESTIONS?

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# SPONSORSHIP OPPORTUNITIES

## Scientific Events

### Keynote Sessions

\$25,000 (*limit of four*)

One of the most exciting aspects of the meeting will be the Keynote Sessions that feature prominent scientists whose innovative work crosses model systems 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.

- Platinum level sponsorship benefits
- Acknowledgement of sponsorship in all session marketing
- Five VIP seats at the session
- Pop-up company banner at the entrance to the session
- Ability to display company literature in meeting room



### Discovery Stage Exhibitor Sessions

\$5,000 per session (*limit of 12*)

Our exhibit hall Discovery Stage is the ideal forum to host 20-minute educational sessions regarding your products or services to an interested audience of genetic researchers.

- Bronze sponsor benefits
- Ability to host a speaker/topic of your choosing
- AV, including screen, projector, and podium microphone
- Acknowledgement of sponsorship
- Description of session with speakers on conference website and in Program Book (PDF)
- Description of session with speakers on the mobile app

Exhibitor Sessions are available in 20 minute slots during the following times:

#### **Thursday, March 7**

12:45 p.m.–1:05 p.m.

6:15 p.m.–7:45 p.m.

#### **Friday, March 8**

12:45 p.m.–1:05 p.m.

6:30 p.m.–8:30 p.m.

#### **Saturday, March 9**

12:45 p.m.–1:05 p.m.

6:30 p.m.–8:00 p.m.



# SPONSORSHIP OPPORTUNITIES

## Industry Sessions

TAGC 2024 is excited to offer brand new sessions focused on genetics and genomics in an industry setting. Sponsoring an Industry Session puts your organization in front of attendees with an interest in industry science.

All Industry Session sponsorships include:

- A presentation at the session
- Acknowledgement of sponsorship in all session marketing
- Ability to display company literature in meeting room

### Novel Disease Models in Drug Development

**\$1,250 (limit of four)**

During this session, speakers will highlight genetic disease preclinical models that offer new opportunities in drug development. Speakers will discuss the use of different model organisms for a given therapeutic target, as well as the development of robust in vitro models of disease using primary patient cells, iPSCs, organoids, and 3D cultures.

#### Session Format

- Four talks from submitted abstracts
- Four talks from talks from industry professionals

### Topics in A.I. and Machine Learning

**\$1,500 (limit of four)**

This session will explore the ways in which artificial intelligence and machine learning are driving biotech and pharmaceutical drug discovery efforts. Hear from companies using AI and Machine Learning to power rational drug design, identify druggable targets, predict off-target effects, and explore biomarker development.

#### Session Format

- Four 30 minute talks from industry professionals

### Advances in Oligonucleotide Therapeutic Development

**\$1,500 (limit of four)**

Speakers will discuss recent advancements and limitations in oligo chemistry and delivery methods for a range of therapeutic indications. Topics will include translational application of chemical modifications to improve compound half-life and biodistribution, the use of nanocarriers and bioconjugates for effective delivery, and the development of novel RNA-targeted drug candidates with potential to treat a broad range of RNA-mediated diseases.

#### Session Format

- Four 30 minute talks from industry professionals



## QUESTIONS?

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# SPONSORSHIP OPPORTUNITIES

## Networking Events

### GSA Awards Reception

\$10,000 (*limit of one*)

GSA will hold a private event to honor the 2024 GSA Awards recipients for their outstanding contributions to the genetics community. Demonstrate your support for these outstanding scientists in person by supporting the exclusive Awards Reception.

Estimated attendance: 100

The recipients of the following awards will be recognized:

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

- Silver sponsorship benefits
- Acknowledgment of sponsorship at event and in all event marketing
- Attendance by four company representatives
- Ability to display company literature at event
- Acknowledgment in the Mobile App

### GSA Journals Editors' Social

\$10,000 (*limit of one*)

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

- Silver sponsorship benefits
- Acknowledgment of sponsorship at event and on event signage
- Attendance by four company representatives
- Ability to display company literature at event



# SPONSORSHIP OPPORTUNITIES

## Professional Development Events

### 3D Printing in the Lab

\$3,000 (*limit of one*)

This unique workshop will introduce educators, researchers, and science communicators to the wonders of 3D printing. During this workshop, participants will learn how to use 3D printer software and free 3D model resources. Workshop facilitators will showcase printable educational tools, such as anatomical models of organisms and molecules. Researchers will discover types of laboratory equipment which can be printed for a fraction of the standard cost. Estimated attendance: 175

Exclusive sponsorship benefit includes:

- Bring in your own company's printer for demonstrations
- Acknowledgment of sponsorship in all session marketing
- Ability to display company materials in meeting room



### Academic Writing Workshop

\$1,250 (*limit of two*)

Support the next generation of scientists by sponsoring this workshop that will cover the myriad of academic writing projects scientists work on, including grant proposals, manuscript sections, response letters to reviewers, job application statements, and more. The facilitator will cover best practices, and participants will have the opportunity to share at least one writing sample over the course of the workshop. Ultimately, participants will gain a better understanding of how to edit their own work to produce clear and engaging academic writing. Estimated attendance: 300

- Acknowledgment of sponsorship in all session marketing
- Ability to display company materials in meeting room

### Career Exploration Panel

\$1,750 (*limit of five*)

This discussion panel will showcase the broad options available to those with a PhD by hosting a panel of individuals following a variety of career paths. Career sectors highlighted may include academic research, industry research, biotech, science writing, science teaching, and academic administration. Estimated attendance: 200

- Company representative can serve on panel
- Acknowledgment of sponsorship in all session marketing
- Ability to display company or recruiting materials in meeting room

## QUESTIONS?

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# SPONSORSHIP OPPORTUNITIES

## Careers in Academia Panel

\$1,500 (*limit of five*)

This discussion panel will feature academic department heads and faculty who will discuss the academic job application process, hiring in academia from both sides of the application, and insights into the daily life of a faculty member. If your university is looking to hire, at any level, this is the perfect opportunity to get in front of possible job candidates. Estimated attendance: 200

- University representative can serve on panel
- Acknowledgement of sponsorship in all session marketing
- Ability to display company or recruiting materials in meeting room

## Reproducibility for Everyone

\$1,000 (*limit of three*)

Rigor and reproducibility are at the core of modern science and set apart scientific inquiry from pseudoscience. Several new initiatives and tools have been established to address barriers to reproducibility. This workshop introduces participants to reproducible workflows and a range of tools along the themes of organization, documentation, analysis, and dissemination. After a brief introduction to the topic of reproducibility, the workshop provides specific tips and tools useful in improving your daily research workflows. Covered topics will include the basics of data handling, wet lab protocol sharing platforms, code documentation with notebooks, workflow systems, version control, and best practices for small data sets and reagent sharing platforms. Estimated attendance: 200

- Acknowledgement of sponsorship in all session marketing
- Ability to display company or recruiting materials in meeting room



## Publishing Q&A

\$3,500 (*limit of three*)

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

- Company representative can participate in roundtable discussions
- Acknowledgement of sponsorship in all session marketing

# SPONSORSHIP OPPORTUNITIES

## Brand Promotions

Give your brand high visibility throughout TAGC 2024 by making sure your logo and graphics are wherever attendees are.



### Conference Lanyard

\$15,000 (limit of one)

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 the lanyard is additional. Includes Gold sponsorship benefits.

### Community Hub

\$2,500 (limit of one per community)

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.

Available community hubs:

*C. elegans* • *Drosophila* • Mouse and Rat • Plants  
• *Xenopus* • Yeast • Zebrafish • Population, Evolutionary, and Quantitative Genetics • Name your community hub!

## WiFi

### Wi-Fi Password

\$7,500 (limit of one)

Making your company or product name the official TAGC Wi-Fi password ensures that every attendee will know your name. Includes Bronze sponsorship benefits.

### Hotel Key Cards

\$2,500 license (limit of one)

Place your custom graphics and logo on hotel room key cards at the Gaylord National Harbor hotel. Additional hotel and production fees apply. Cost of the key cards is additional.

### Escalator clings

\$10,000 (limit of 2)

Showcase your company logo or new products on the escalator leading to the Exhibit Hall. The clings will be visible to the attendees as they go to and from the Exhibit Hall. Fee does not include printing of the cling wrap Includes Silver sponsorship benefits.

## QUESTIONS?

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# ADVERTISING OPPORTUNITIES

## Mobile App

The Mobile App is the go-to spot for attendees to find the conference schedule, session descriptions, and information on speakers and exhibitors.

Presence on the Mobile App puts you in front of all attendees, all the time.

## Landing Page

**\$7,500 (limit of one)**

The Mobile App Landing Page displays each time an attendee opens the app. Your custom graphics and URL will be displayed on this splash page. Includes Bronze sponsorship benefits.

## Banner Advertising

**\$1,500 each banner location (limit of 2)**

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

## Push Notifications

**\$1,200 per push notification (two per day)**

Send out text alerts to all attendees through the TAGC 2024 app. With 100 characters, you can remind attendees to stop by your booth or attend a Discovery Stage session. Preference for day is first come, first served.

## Program Book

The Program Book is available as an online PDF and lists the sessions, workshops, and posters. All ads are displayed in full color.

- First page - \$3,500
- Divider tabs between sessions (eight available) - \$2,000
- Last page - \$2,000
- Full page, internal - \$1,000
- Half page, internal - \$750
- Quarter page, internal - \$600

## Digital Advertising

### Confirmation Email Banner ad

**\$5,000 (limit of one)**

Include your company banner advertisement (including URL) in the footer of every attendee confirmation email. Your message will reach all attendees in pre-conference marketing. Includes Bronze sponsorship benefits.

### "Know Before You Go" email Banner ad

**\$5,000 (limit of one)**

Promote your organization with a banner advertisement (including URL) in every attendee "Know Before You Go" email. With an email open rate of almost 100 percent and with most attendees viewing the email more than once, you will reach all attendees in pre-conference marketing. Includes Bronze sponsorship benefits.

### Company Spotlight

**\$1,500 full slide (unlimited)**

Add a slide highlighting your organization's features to the rotation displayed prominently throughout the meeting. This spotlight provides continual exposure for your brand and can drive traffic to your booth.

### Viewing Station Slideshow

**\$1,000 (limit of nine)**

Viewing stations outside of scientific sessions allow attendees to watch other sessions. Your sponsor sign will be displayed on the viewing station for the length of the conference.

## Miscellaneous

### Scavenger Hunt Stop

\$2,500 (*limit of five*)

Make your booth a must-see feature in the exhibit hall by participating in the attendee Scavenger Hunt. Attendees will need to gather information from you to complete the Hunt, making you a top priority for interaction.

### Nursing Room Sponsor

\$1,500 (*limit of one*)

Show your support for parent scientists by sponsoring our Nursing Room. Your company logo will appear outside the room for the duration of the conference, and you can provide marketing materials for inside the room.

### Childcare Grant Sponsor

\$500 or more (*unlimited*)

Show your support for parent scientists by contributing to the fund for Child- and Dependent-Care grants. These funds are critical for making scientific conferences accessible to parents and caregivers. Your company logo will appear on the website, in the grant award letters, and in the program book.

### LMIC Registration Sponsor

\$500 or more (*unlimited*)

Help increase accessibility, strengthen the international connections between research communities, and build successful scientific careers across the world by providing funds to offer complimentary registration for attendees from low and middle income countries. Your support will be noted on the website and in the program book.

### Small Meeting Rooms

\$500 per four 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 and are available March 7th, 8th, and 9th. Ask us about larger spaces for special events.



## QUESTIONS?

Contact GSA at [GSAexhibits@genetics-gsa.org](mailto:GSAexhibits@genetics-gsa.org) or 240-880-2002

# TAGC 24

BRINGING GENETICS TOGETHER



*C. elegans*



*Drosophila*



Mouse and Rat



Plant



*Xenopus*



PEQG



Yeast



Zebrafish



And more!

Contact Anne Marie Mahoney at  
[gsaexhibits@genetics-gsa.org](mailto:gsaexhibits@genetics-gsa.org) to  
find a package that fits your budget.