

# 2022

## ACMG Annual Clinical Genetics Meeting

MARCH 22-26 • EXHIBIT DATES: MARCH 23-25

HYBRID EVENT | In-Person/Nashville, TN  
Digital/Livestream and OnDemand

# EXHIBIT & SPONSORSHIP PROSPECTUS



**COMMUNITY. CONTENT. CONNECTION.**

### Be a part of the premier educational event in clinical genetics and genomics.

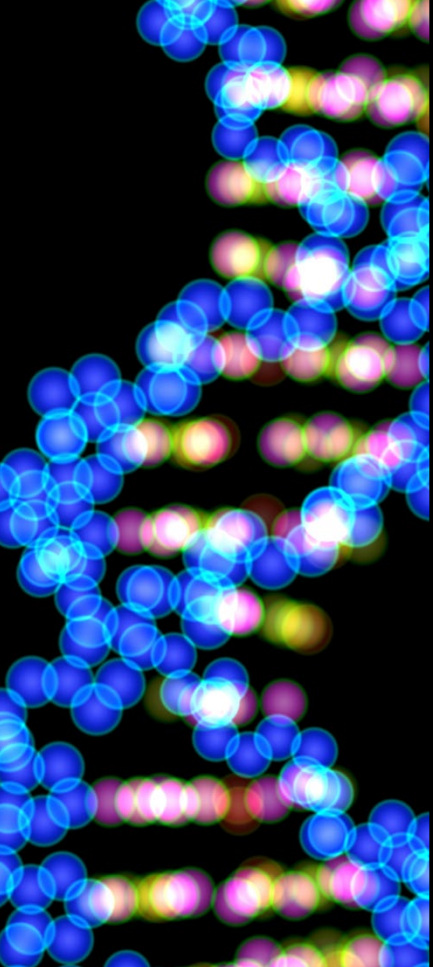
The American College of Medical Genetics and Genomics (ACMG) Annual Clinical Genetics Meeting connects over 2,500 members of the medical genetics and genomics community for four days of professional growth, education, networking, and collaboration. **The 2022 ACMG Annual Clinical Genetics Meeting will be held as a hybrid meeting, March 22-26 in Nashville, Tennessee and online.**

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 close to 200 companies in the exhibition and develop strategic partnerships with suppliers.

Medical and healthcare practitioners who are providing comprehensive diagnostic, management, and counseling services for patients with, or at risk for, genetically influenced health problems attend this important meeting. During three days of unparalleled access to key decision makers, your company will see medical and clinical geneticists, genetic counselors, nurses, dietitians, Physician Assistants and genetics trainees, fellows and residents, laboratory directors and technicians conducting genetic testing; researchers involved in the discovery of genetic disorders and treatments and physicians from related specialties, including pediatric, obstetrics, maternal fetal health, cancer, cardiology, neurology, and public health.

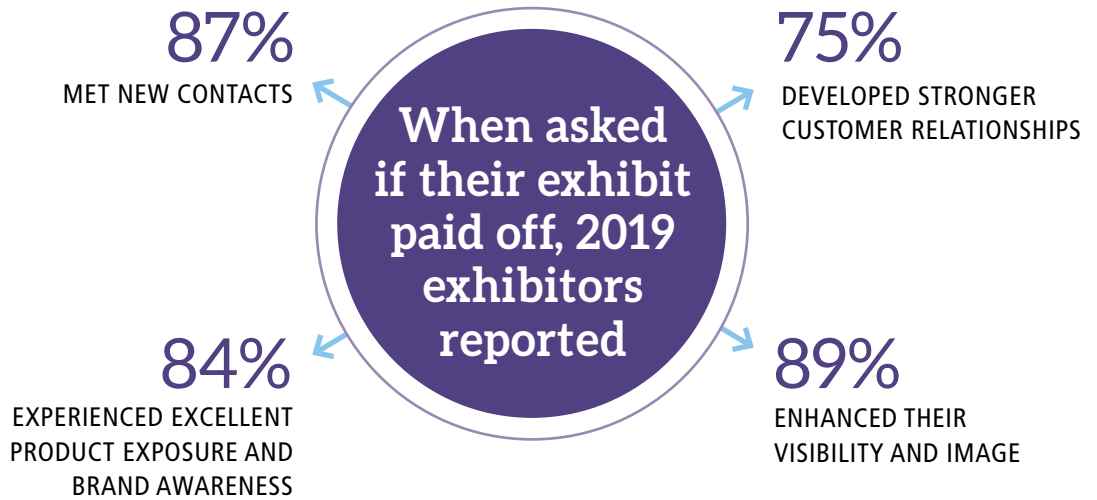
In this increasingly competitive market, gaining visibility and meeting with 2,500 key genetics decision makers, researchers, and corporate partners from around the world is an opportunity you cannot afford to miss. Space assignments for space applications received by December 17, 2021 will be made based on Priority Points.

**DON'T DELAY** — submit your application via mail, email or apply online at [www.acmgmeeting.net](http://www.acmgmeeting.net).



# Why Exhibit?

The ACMG Annual Meeting provides unparalleled opportunities for industry, advocacy groups, government agencies, academic institutions, and publishers to position their organization and showcase products and services to practitioners representing the entire genetics team.



## Contact Information:

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Fax: (703) 783-0501

[jdahlroth@acmg.net](mailto:jdahlroth@acmg.net)

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

## Meeting Sponsor:

**American College of Medical Genetics and Genomics**

7101 Wisconsin Avenue

Suite 1101

Bethesda, MD 20814

Tel: (301) 718-9603

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

## Convention Facility:

**Music City Center**

201 Rep. John Lewis Way S

Nashville, TN 37203

Tel: (615) 401-1400

[www.nashvillemusiccitycenter.com](http://www.nashvillemusiccitycenter.com)

# How ACMG Enhances Traffic to Your Booth

<b>9+ HOURS</b>	of unopposed exhibit time
<b>EDUCATIONAL FEATURES</b>	including Posters, Exhibit Theaters and Learning Lounges
<b>OPENING RECEPTION</b>	in the Exhibit Hall
<b>BREAKS &amp; LUNCHESES</b>	in the Exhibit Hall
<b>MARKETING AND SPONSORSHIP OPPORTUNITIES</b>	to create and build brand awareness
<b>ACMG CENTRAL LOCATION</b>	for member and attendee engagement, including photo ops, <i>Meet the Journal Editors</i> and more
<b>YOUR ONLINE BOOTH PROFILE</b>	providing continuous exposure from December through the meeting and beyond, and will be available for the remote attendees to view and contact exhibitors



# Continued Growth!

The ACMG Annual Meeting is growing all metrics, including number of attendees, number of exhibitors and number of abstracts submitted.

**THE LAST LIVE MEETING FOR ACMG HELD IN 2019 BROKE ALL PREVIOUS ATTENDANCE RECORDS, including:**

**32%** OF PARTICIPANTS WERE FIRST-TIME ATTENDEES

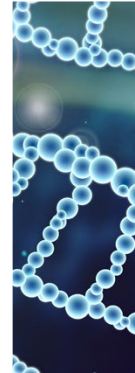
**10%** OF ATTENDEES CAME FROM OUTSIDE OF THE U.S.



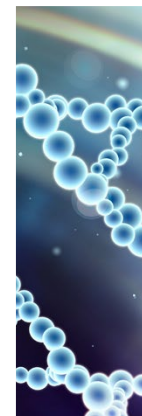
**2016**  
Tampa



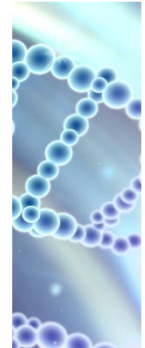
**2017**  
Phoenix



**2018**  
Charlotte



**2019**  
Seattle



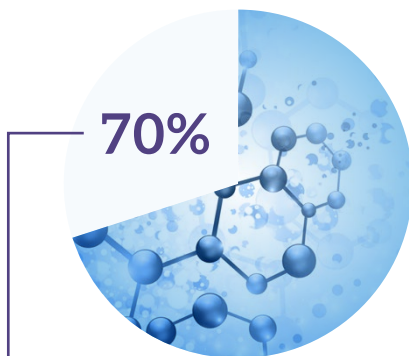
**2020**  
San Antonio\*

*\*Pre-cancellation of the in-person meeting.*

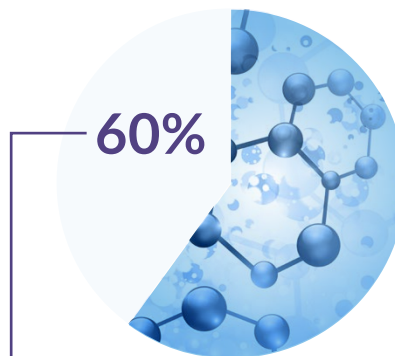


## About the Attendees

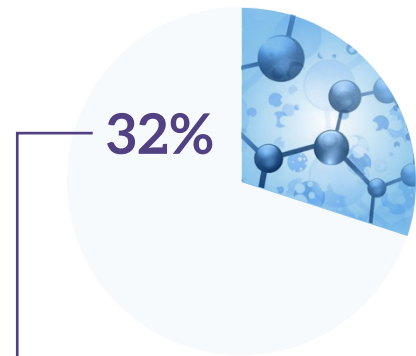
The 2019 ACMG meeting was attended by 2,952 professionals, with total attendance of 3,871 including online virtual attendees, exhibitor personnel, guests and press. (NOTE: The 2020 in-person meeting was cancelled due to COVID-19 and the 2021 Meeting was held in a virtual format.)



of the attendees rated the exhibits as "very good" or "excellent"



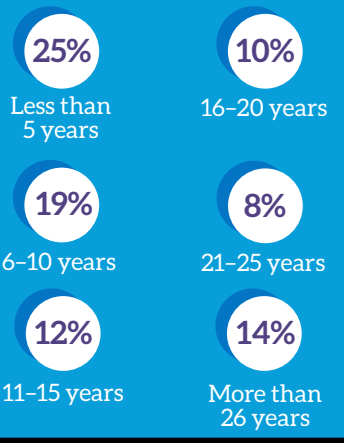
of attendees reported that they attend the meeting to discover new and emerging technologies and services



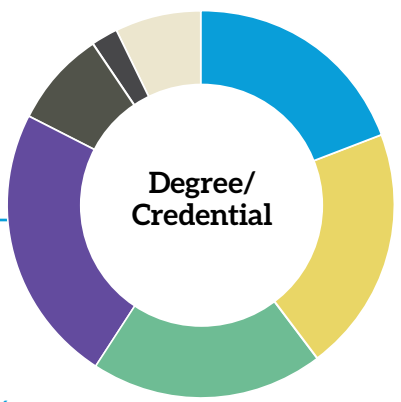
of the attendees were first-time attendees to the ACMG Meeting



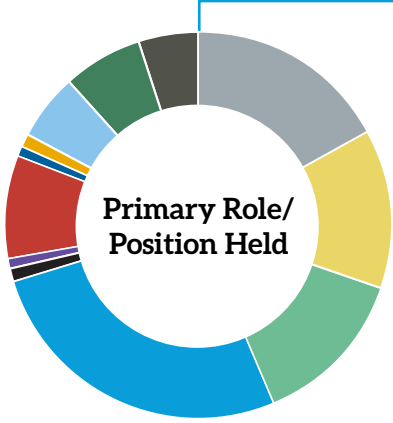
### Number of Years in Practice



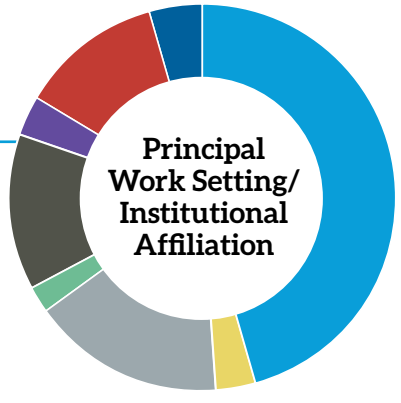
## Attendee Profiles



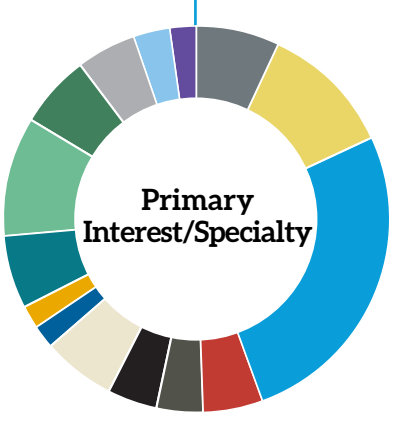
- 19% MD
- 20% MD, PhD
- 19% PhD
- 23% Master's Degree - CGC/Genetic Counseling
- 8% Master's Degree - Other (Education, Nursing, PA, Public Health)
- 2% MBA
- 7% Bachelor's Degree



- 18% Clinical Geneticist
  - 14% Physician - Other Specialty
  - 14% Laboratory Director/Supervisor
  - 28% Genetic Counselor
  - 1% Nurse/Nurse Practitioner
  - 1% Laboratory Technologist/Technician
  - 9% Corporate (Biotech/Pharma) Executive
  - 1% Public Health
  - 1% Policy/Advocacy
  - 6% Researcher
  - 7% Post-Doctoral Trainee/Resident/Fellow
  - 5% Student
- (0% Retired, not shown)



- 42% Academic Medical Center/University
- 3% Academic Laboratory
- 15% Commercial Laboratory
- 2% Managed Care Organization/HMO
- 12% Hospital
- 3% Government Agency (State/Federal - Nonmilitary)
- 11% Industry: Pharmaceutical/Biotechnology Company
- 4% Non-Profit Organization



- 7% Biochemical Genetics
- 11% Cancer Genetics
- 26% Clinical Genetics and Genomics
- 5% Cytogenetics
- 4% Molecular Genetic Pathology
- 4% Neurogenetics
- 6% Prenatal Genetics
- 2% Public Health Genetics
- 2% Maternal Fetal Medicine
- 6% Pediatrics
- 10% Genetic Counseling
- 6% Laboratory
- 5% Biotechnology/Pharmaceutical
- 3% Research
- 2% Education



# General Information



## Required Proof of Vaccination to Attend In Person

The 2022 ACMG Annual Clinical Genetics Meeting is being planned as in-person event with a digital component. In an effort to protect the health of ACMG meeting participants, ACMG staff, convention vendors and facility staff, **all meeting attendees and exhibitor personnel participating in person will be required to provide proof that they are fully vaccinated against COVID-19.**

ACMG will provide registered attendees and exhibitors with access to a private and secure platform to upload vaccination status. Attendees will be required to show their proof of vaccination when checking in to the meeting.

Please visit [www.acmgmeeting.net](http://www.acmgmeeting.net) for the following information and resources:

- List of 2020 Exhibitors (Pre-Cancellation of the Meeting)
- 2022 Floor Plan
- Exhibit Space Application and Contract
- Exhibit Terms and Conditions
- Exhibit Theater Application
- Exhibit Meeting Room Application

## Exhibit Dates and Hours

Wednesday, March 23 ..... 5:00 pm – 7:00 pm  
(Opening Reception in Exhibit Hall)

Thursday, March 24..... 9:30 am – 4:30 pm

Friday, March 25..... 10:00 am – 1:00 pm

ACMG reserves the right, without refund, to refuse to allow the placement or maintenance in the exhibition of any exhibit that does not in good faith substantially conform to the company description submitted for publication or which contains unrelated material(s). ACMG reserves the right to refuse applications of concerns not meeting standards required or expected. ACMG also reserves the right to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct and attire of persons, etc.

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 Installation/ Dismantle Dates and Hours

### INSTALLATION:

**Exhibitors must be set up by 4:00 pm, Wednesday, March 23** to allow for final exhibit hall preparation prior to the Opening Reception.

Tuesday, March 22 ..... 12:00 pm – 6:00 pm

Wednesday, March 23..... 8:00 am – 4:00 pm

NOTE: Larger exhibitors may be allowed early access to the exhibit hall for set up. Email request to [acmgmeeting@acmg.net](mailto:acmgmeeting@acmg.net).

### DISMANTLE:

Friday, March 25..... 1:00 pm – 8:00 pm





## Eligibility to Exhibit

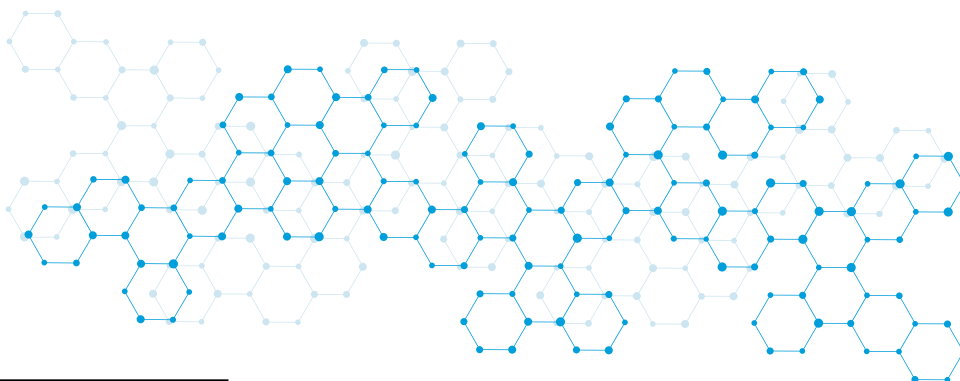
The purpose of the ACMG Annual Clinical Genetics Meeting and the accompanying exhibition is to further the education of professionals working in the field of medical genetics and genomics. ACMG reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit. Applications and proposed exhibits will be accepted or rejected based on criteria including, but not limited to, the products or services' professional or educational benefit to the attendees and direct relation to the practice

and advancement of genetics and genomics. Exhibit displays must be of an educational nature or provide practical application that emphasizes instruments, products, or services for use in teaching, research, treatment, or diagnosis in genetics and genomics; books or other publications in scientific fields of relevance to the interest of attendees; products or services consistent with the mission, purpose, and goals of ACMG; and spatial constraints in the exhibit hall.

Further, ACMG reserves the right, without refund, to refuse to allow the placement or continuation in the exhibition of any exhibit that

does not in good faith substantially conform to the company description submitted for publication or which contains unrelated material(s). ACMG also reserves the right to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct and attire of personnel, etc.

The receipt of your deposit and a reservation of a booth 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 Fees

All applications must be made online, and when applying online, a 50% deposit will be collected. Payment methods will include credit card, wire transfer and ACH Remittance. Space will not be assigned until deposit is paid.

Rates are per 10'×10' or 100 square foot space (multiple linear spaces and island spaces are available).

	Until January 31	Beginning February 1
<b>Commercial Companies</b>	\$4,100 (\$41/square foot)	\$4,500 (\$45/square foot)
<b>Non-Profit Organizations 1</b>	\$2,300 (\$23/square foot)	\$2,500 (\$25/square foot)
<i>Non-Profit Organizations 1 category includes 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.</i>		
<b>Non-Profit Organizations 2 (Associations and Government Agencies)</b>	\$785 (\$7.85/square foot)	\$785 (\$7.85/square foot)
<i>Non-Profit Associations and Government Agencies category includes membership/volunteer organizations and governmental agencies. Note: Non-profit organizations selling products or services should apply as Non-Profit 1 (see above).</i>		
<b>Advocacy Organizations: Family/Patient Advocacy Pavilion</b>		
• <b>Carpet Only</b>	\$785	\$785
• <b>Furnished</b> (carpet, one 6' draped table, two chairs, and one wastebasket)	\$1,000	\$1,000

### Family/Patient Advocacy Pavilion

A designated area for family and patient advocacy groups. This area will be carpeted by ACMG, and exhibitors in this category who are assigned to this Pavilion will have the option of a booth package with furnishings (for an additional fee).

*This area will be limited and when full, Advocacy organizations may be assigned to a different area on the floor, where the \$785 booth fee will apply.*

### EXHIBIT SPACE RENTAL INCLUDES:

- 8 ft. high draped back wall and 36" side drape (inline booths).
- 7"×44" booth identification sign with company name and booth number (inline booths).
- Six complimentary exhibit booth personnel badges per 10'×10' booth – allows entrance to exhibit hall during all installation, dismantle and regular exhibit hours, and admittance to Educational Sessions based upon seating availability. Entry permitted by badge only. (CE hours are not awarded).
- Exclusive opportunity to participate in a "Buyers Preview Shared Pack" pre-mailing to all attendees and ACMG's target mail list (total of approximately 5,000 professionals.)
- Booth location on maps on [www.acmgmeeting.net](http://www.acmgmeeting.net) and the Online Meeting Event Platform.
- Company listing, product description and product category listing in the online exhibitor directory on the ACMG Meeting website — [www.acmgmeeting.net](http://www.acmgmeeting.net) available approximately three (3) months pre-meeting and four (4) months post-meeting to be used as a reference by meeting attendees.
- Display unlimited Press Releases 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.
- Opportunity to upgrade the online exhibitor listing.



# Additional Exhibiting Opportunities

## START-UP PAVILION



Example of Start-up Pavilion Kiosk

Pavilion Fees:	Until January 31	After February 1
Start-up Pavilion Kiosk	\$2,000	\$2,300

The Start-up Pavilion will be a dedicated area in the exhibit hall for start-up companies and new market entrants looking to take their businesses to the next level at the ACMG Meeting and is sure to be a top destination for attendees, potential partners and investors interested in discovering the latest and newest products and services in the genetics and genomics space.

The Start-up Pavilion will provide a lower cost alternative via an all-inclusive, hassle-free turnkey kiosk package which includes company graphics, carpeting, electrical connectivity and company listings in all related marketing and promotional materials.

### Start-up Pavilion Qualifications:

- Start-up Pavilion Companies must be “start-up” firms, seeking either “Seed/Start-up” funding, introducing new products, and no larger than 100 employees.
- Companies must be independently-owned. They may not be subsidiaries of larger companies, or function as non-profits or divisions of government organizations.
- Companies must have been founded within the past five years.
- Companies may not have exhibited at more than two ACMG meetings in the past (2019 and previous meetings).

Availability in the Start-up Pavilion will be limited and available on a first-come/first-served basis. See floor plan for Start-up Pavilion area. **Note: When ordering booth space online select “Start-up Pavilion Space.”**

## CAREER FAIR

Career Fair Fees	Career Fair Booth
Companies exhibiting at the annual meeting	\$750 (additional)
Companies not exhibiting at the annual meeting	\$1,200

Join us for a Career Fair at the ACMG 2022 Annual Clinical Genetics Meeting, March 24 and 25 from 11:00 AM–1:00 PM in the Exhibit Hall. This event offers the opportunity for your organization to meet and recruit from a large pool of potential candidates for your available positions. The opportunity is available to every exhibitor category. Located in the Exhibit Hall, registered Annual meeting attendees may participate at no additional cost.

### Included in Career Fair Fee:

- 8' x 8' booth with one skirted 4' table, two side chairs, carpet and a wastebasket
- Two 3' side rails with drape
- Exhibit Booth ID sign
- Two Exhibitor badges
- Listing on the Career Fair webpage at [www.acmgmeeting.net](http://www.acmgmeeting.net)

Organizations participating in the Career Fair must purchase at least one ACMG Career Center posting package, see below for packages and rates. All participating organizations will receive member rates.

### ACMG Online Career Center Packages:

Note: The purchase of a Career Fair Space must include the purchase of an online posting package in the ACMG Career Center. Below are special member rates for basic postings PLUS **\$75 savings** on the enhancement. Once you’ve signed up for a Career Fair booth, you will then have access to the member-only Employee Job Posting rates for the ACMG Online Career Center.

30-day Posting	60-day Posting	90-day Posting
\$300	\$425	\$560
<i>Includes a featured Job Enhancement</i>	<i>Includes a featured Job Enhancement</i>	<i>Includes a featured Job Enhancement</i>





## ▣ PAYMENT TERMS

Application can be made online only. Detailed instructions are available at [www.acmgmeeting.net](http://www.acmgmeeting.net) in the "For Exhibitors" section.

A 50% deposit is required at the time of application. Payments can be made via credit card (Visa, MasterCard, Discover or American Express), Wire Transfer or ACH remittance. If paying by check, wire, or ACH remittance, payment must be received within ten (10) days of application. Applications will not be approved, and space will not be assigned until the deposit is received.

Checks should be made payable to the American College of Medical Genetics and Genomics (ACMG).

## WIRE INFORMATION AND ACH REMITTANCE

(Paper and electronic):

Bank of America  
7101 Wisconsin Ave., Suite 1101  
Bethesda, MD 20814

Routing number: 052001633  
Account number: 4460 4924 0744

## OR MAIL CHECK TO:

ACMG  
7101 Wisconsin Ave., Suite 1101  
Bethesda, MD 20814

Once assigned space, exhibitors will be invoiced for the balance due and payment will be due 30 days from invoice date, or no later than January 14, 2022. Full booth payment must be made for applications submitted after January 14, 2022.

## ▣ 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 January 21, 2022. 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 January 21, 2022. ACMG reserves the right to relocate exhibiting companies after downsizing and the right to resell any cancelled booth spaces.

# Assignment of Space

**Priority Point System:** Exhibitors earn priority points, and those points are used to assign exhibit space for companies that submit an application/contract on or prior to December 17, 2021. Applications (with the required deposit) received by the Priority Point Deadline will be sorted based on points accumulated, and assigned as follows:

- Priority points (highest to lowest);
- Tie-breaker – date of receipt and potentially location of competitors.

*NOTE: The Priority Point System rewards long time exhibitors and exhibitors who have provided a past or current level of support and sponsorship of the meeting or the ACMG Foundation. Exhibitors with a shorter history accrue points by submitting the application early, on the amount of square feet purchased and commitment to support of the upcoming meeting via sponsorship and other support opportunities.*

After applications for exhibit space received by the priority point deadline are assigned, the remaining applications will be assigned on a first-received, first-assigned basis, to the remaining space if any. The final floor plan with assigned space will be available in December at [www.acmgmeeting.net](http://www.acmgmeeting.net).

## Priority Points are accumulated as follows:

- 10 points for application received by December 17, 2021
- 5 points for each year exhibited since 2010
- 5 points for each 100 square feet reserved

The following points will be given for the following levels of sponsorship and advertising at the 2020 meeting (pre-cancellation commitments), the 2021 Virtual Meeting and/or the 2022 Annual Meeting if commitment is made at the time of booth space application:

- 10 points for support of \$5,000 or less
- 20 points for support between \$5,001–\$10,000
- 30 points for support between \$10,001–\$24,999
- 40 points for support between \$25,000–\$49,999
- 50 points for support between \$50,000–\$99,999
- 60 points for support of \$100,000 or more

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+);
- 60 points for Diamond Partner (giving level \$100,000+)
- 70 points for Diamond Champion Partner (giving level \$250,000+)

**Space Assignment Considerations:**

The initial booth assignment process is done via a Priority Point System.

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 the following factors in mind when selecting preferred booth space:

- Many companies have accumulated points over several years of exhibiting and/or support. First-time exhibitors or those with a short exhibiting history should make booth selections with this information in mind.
- Many organizations will apply for the same exhibit space. When noting your preferred booth location, do not concentrate all your choices in one area (see floor plan online at [www.acmgmeeting.net](http://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 of corner booths available.
- 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.

ACMG reserves the right to adjust 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.

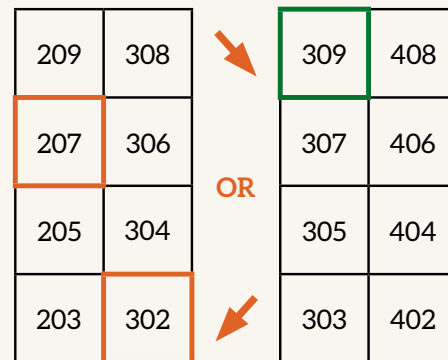
**MULTIPLE DIVISIONS**

Companies with several divisions may choose to average points 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.).

**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 three competitors on the Exhibit Space Contract/Application.

*NOTE: ACMG considers booths facing opposite directions or a location in the next aisle sufficient in avoiding a competitor. For example, the two booths in the 300 aisle in the diagram shown here would be considered an adequate distance from a competitor in the 200 aisle location.*



**CO-MARKETING**

If two or more companies wish to be assigned exhibit space adjacent to one another, each company must send an email after making the online application and explain the request, and copy the other company. The space assignment will then be made by averaging the companies’ points.





## Ancillary Meetings and In-Conjunction-With Events

ACMG recognizes that exhibitors and corporate supporters wish to reach attendees through educational formats. ACMG must adhere to ACCME guidelines and protect the College's standing as an ACCME provider. In keeping with this, ACMG will be the sole provider of all educational and scientific programming from Tuesday, March 22 through Saturday, March 26. The following opportunities are available to exhibitors, corporate supporters and industry during the ACMG Annual Meeting.

### ▣ EDUCATIONAL OPPORTUNITIES

#### Accredited Satellite Symposia and Non-Accredited Industry Workshops (\$30,000 minimum support)

Accredited Satellite Symposia and Non-Accredited Industry Workshops are 60- or 90-minute independently developed non-commercial scientific and 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. The symposia, while presented in conjunction with the ACMG Meeting, are not a part of the official ACMG educational program, the sessions and content are not certified by ACMG and ACMG does not provide ACCME approval.

*NOTE: Proposals to present Satellite Symposia were due in September 2021, and all time slots are full.*

#### Exhibit Theaters (\$3,600 per half hour time slot)

Exhibit Theaters are 30-minute exhibitor presentations demonstrating new and existing products, techniques, and services or provide up-to-date research findings. Theaters are not designated for CME credit and content may be promotional in nature. Exhibit Theaters are facilitated onsite by the presenting company – speakers and company representatives supporting the presentation should be at their theater and ready to present five minutes before they start. Exhibit Theaters are set for approximately 150 people, and attendance varies depending on topic.

*Only exhibitors with secured contracted exhibit space at the ACMG Annual Meeting are eligible to secure an Exhibit Theater time slot. Application may be done online when applying for booth space or at a later date via the Exhibitor Portal. NOTE: Exhibit Theater time slots are often full prior to the published deadline.*

**DEADLINE TO APPLY: JANUARY 14, 2022**

### ▣ SHARING/SUBLETTING SPACE

Subletting or sharing of contracted exhibit space is not allowed at any time. All signs, advertisements, publications, materials, products, and company representatives' badges must reflect the name of the contracted exhibiting company. Exhibitors may display only those products or services that they manufacture or regularly distribute. Any violation of these regulations may result in an immediate removal of the booth and materials in violation.

### ▣ 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 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.

### ▣ NO SHOW EXHIBITORS

Exhibiting companies that reserve exhibit space and do not provide ACMG with written notice of their inability to exhibit by March 21, 2022, will automatically be charged an additional lounge fee of \$500, and are still responsible for paying any unpaid exhibit fees.

## ■ ABSTRACT PRESENTATIONS

The presentation of the most advanced research and education is an essential feature and is fundamental to the ACMG Annual Clinical Genetics Meeting. Genetics professionals (ACMG members and non-members) are encouraged to submit abstracts for platform and poster presentations.

Detailed submission information can be found in the Program section of [www.acmgmeeting.net](http://www.acmgmeeting.net).

**ABSTRACT SUBMISSION DEADLINE:**  
**November 19, 2021, 11:59 PM, PST**

*NOTE: ACMG adheres to the Accreditation Council for Continuing Medical Education (ACCME) guidelines.*

*The ACCME Standards for Integrity and Independence in Accredited Continuing Education are designed to ensure that accredited continuing education serves the needs of patients and the public, is based on valid content, and is free from commercial influence. For the purposes of ACCME compliance, abstracts from industry and laboratories will be handled as follows:*

- **Platform Presentations:** Abstracts from industry for Platform Presentations will be scheduled together during non-accredited education offerings.
- **Poster Presentation:** Abstracts from industry will be accepted for poster presentation.

## ■ MEETING AND IN-CONJUNCTION-WITH EVENTS OPPORTUNITIES

- 10'×10' Room – Daily Fee: \$3,000
- 10'×10' Room – Full Show: \$5,000
- 10'×20' Room – Daily Fee: \$3,500
- 10'×20' Room – Full Show: \$6,000

### 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 audiovisual/internet and keyed access are available at the expense of the exhibiting company. For more information, see the Exhibit Floor Meeting Rooms in the For Exhibitors section of [www.acmgmeeting.net](http://www.acmgmeeting.net). Application may be

done online when applying for booth space or at a later date via the Exhibitor Portal.

**DEADLINE TO APPLY: February 16, 2022**

### Hospitality, Ancillary, and In-Conjunction-With Events

The ACMG Annual Clinical Genetics Meeting brings together over 2,500 genetics and genomics professional attendees. This presents an 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 ancillary meetings held in conjunction with the ACMG meeting must adhere to the guidelines, regardless of the meeting location. Detailed guidelines and a form to submit for approval are in the FOR EXHIBITORS section of [www.acmgmeeting.net](http://www.acmgmeeting.net). Application may be done online when applying for booth space or at a later date via the Exhibitor Portal.

**DEADLINE FOR REQUESTS: February 16, 2022**

All functions, such as internal company meetings, focus groups, committee meetings, university alumni events, and/or other types of events 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. 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. Events where attendees are invited may be held only during the following days and times:

Tuesday, March 22.....	12:00 PM – midnight
Wednesday, March 23.....	7:00 AM – 10:00 AM 7:30 PM – midnight
Thursday, March 24.....	7:00 PM – midnight
Friday, March 25.....	7:00 AM – 8:30 AM 7:00 PM – midnight
Saturday, March 26.....	12:30 PM – 5:00 PM

Other than the pre-approved Accredited Satellite Symposia and Non-Accredited Industry Workshops, which are industry-sponsored, ACMG will be the sole provider of all educational and scientific programming from Tuesday, March 22 through Saturday, March 26. Consequently, any ancillary meetings with an educational or scientific focus or intent are prohibited during the ACMG Annual Meeting.



## ■ EXHIBITOR REGISTRATION AND HOUSING

### Registration/Exhibitor Badges

All booth personnel working in rented exhibit space must be registered. Each exhibiting company is entitled to six (6) Exhibit Personnel Badges per 10'×10' space; four (4) badges for the Start-up Pavilion and two (2) badges for the Career Fair for your company for booth personnel and company employees. 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 at full capacity — this includes concurrent sessions, plenary sessions and Platform Presentations. Exhibit badges do not allow admittance to luncheons, Accredited Satellite Symposia and Non-Accredited Industry Workshops, Short Courses and other ticketed sessions.

CME credit can only be obtained if your personnel are registered as full attendees for the conference. **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. Registration fees and the link to the full registration site are located in the Registration Section of [www.acmgmeeting.net](http://www.acmgmeeting.net).**

## ■ EXHIBIT HALL ONLY PASSES

To maintain the professional value of the exhibition and ensure focus on the exhibits, access to the Exhibit Hall is limited to registered attendees. Exhibitors wishing to evaluate the meeting for future year participation should contact ACMG at [acmgmeeting@acmg.net](mailto:acmgmeeting@acmg.net) for registration options.

Online full conference attendee registration opened on October 1, 2021 at [www.acmgmeeting.net](http://www.acmgmeeting.net). Registration instructions for requesting Exhibit Personnel Badges and full registrations will be provided to exhibitors with booth confirmations after December 17, 2021.

## ■ HOTEL RESERVATIONS AND HOUSING

ACMG has secured blocks of rooms in several hotels convenient to the convention center. When exhibitors and attendees book within the official block, it gives ACMG negotiating power in future cities for better rates from convention center rental to hotel rates. Additionally, ACMG is contractually committed to a minimum number of guest rooms. To ensure that the College avoids penalties and attrition charges, please book your reservations in the ACMG block.

All reservations must be made through ACMG's Housing Partner – CMR (Convention Management Resources). Hotels will not accept direct reservations. Exhibiting companies must have already purchased booth space to make hotel reservations – the link to the hotel reservation system will be sent to exhibitors upon receipt of the application and/or in the booth assignment correspondence depending on when your application is received.

*Note: 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.*

Reservation requests are processed on a first-come, first-served basis and rooms will be available at the discounted group rates until March 2, 2022. 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.

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.

## Hotel Scam Alert!

CMR is the official hotel management company for the 2022 ACMG Meeting. Please be aware that you may be contacted by telephone or email by companies or hotels claiming to be the official 2022 ACMG Annual Meeting housing providers. 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 not. 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.

*NOTE: All official emails will come from an email address ending in [acmg.net](mailto:acmg.net) or [cmrus.com](http://cmrus.com).*

# Support, Promotion and Advertising Opportunities

## Increase Your Visibility at the 2022 ACMG Annual Meeting!

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.

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 over 2,000 genetics professionals in attendance and 1,000 genetics professionals participating remotely. Sponsorship and promotional opportunities increase each participating company's presence, support 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.

**Support, promotion and advertising opportunities are listed on the following pages.**

**Don't see what you are looking for? Contact [jdahlroth@acmg.net](mailto:jdahlroth@acmg.net) or 703-921-0333 to discuss.**

Annual Meeting supporters and sponsors will receive:

- Listing and acknowledgment on the ACMG meeting website up to four months prior to the meeting
- Acknowledgment on meeting signage
- Priority Points for booth assignments

**Reserve your opportunity by committing to a sponsorship opportunity early!** Apply for sponsorships at the same time as booth application.



## Showcase Thought Leadership

**Learning Lounges**

**\$5,000/per lounge**

**Exclusive Opportunity.** Sponsor logo will be placed on the walls of the Learning Lounge. Sponsor may run a promotional video five minutes before each Learning Lounge session begins. The extremely popular Learning Lounges are located on the Exhibit Hall floor and offer an opportunity for meeting attendees to experience 30-minute sessions on specific topics and serve as a knowledge den for deeper conversations on hot topics and challenges genetics professionals face.

**Exhibit Theaters**

**\$3,600/half-hour time slot**

**Add-Ons:**

**Video Recordings:** Add an option to have videos recorded and added to the online event platform for on-demand viewing: **\$5,000**

**Notification Alerts:** The online event platform will send Notification Alerts to all attendees both online and in-person. Discounted alert cost for Exhibit Theater presentations: **\$500**

**See page 11** and the For Exhibitors section of the website for a detailed description of Exhibit Theaters.

**Tech Bar**

**\$2,500**

**Exclusive Sponsorship.** This unique spotlight on technology is a hit with attendees and exhibitors. It affords the opportunity to meet with a technology expert for advice and to learn the latest trends and practical tech solutions.



# Increase Your Brand Awareness

## Opening Reception \$100,000

**Exclusive OR up to 10 companies at \$10,000/each**

This opening exhibits event, held in the Exhibit Hall, provides attendees an opportunity to mingle with exhibitors and is attended by all attendees and exhibitors, which 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.

## Convention Center WiFi \$30,000

**Exclusive Sponsorship.** 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 for the livestreamed sessions. An excellent opportunity to be visible to the 2,000 on-site attendees. Attendees will see the sponsor's launch page each time they log in.

## Refreshment Breaks See pricing below.

**Highly valued by attendees**

Wednesday Afternoon Break, Concurrent Session area .....	\$15,000
Thursday Morning Break in the Exhibit Hall .....	\$18,000
Thursday Afternoon Break in the Exhibit Hall .....	\$18,000
Friday Morning Break in the Exhibit Hall .....	\$18,000
Friday Afternoon Break, Concurrent Session area .....	\$18,000
Saturday Morning Break, General Session area .....	\$10,000

**Refreshments will be served** in the Exhibit Hall or outside the main meeting room. **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.

## Social Media Wall \$10,000

Social media engagement during the ACMG Annual Meeting is robust, earning more than 2.6 million impressions, and hundreds of social media posts will be shared using the #ACMGmtg22 hashtag on Twitter, Facebook and Instagram. Sponsor the physical wall at the onsite meeting and the social media page on the online meeting platform with embedded twitter feed. Your logo will be displayed on the social media wall and page and will also include (2) sponsored tweets during the meeting. All content and distribution dates are at the discretion of ACMG and subject to review.

## Hotel Guest Keycards \$10,000

**Exclusive Sponsorship.** 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.

## Cross-Channel Advertising \$7,000

Amplify your message with both pre-meeting marketing and onsite visibility. Place a banner in two (2) of the following locations.

**Pre-meeting options, select one:**

- A banner in an official monthly updates email to registered attendees (Final "what-to-know-before-you-go" email + \$3,000)
- Banner placement on select pages of the ACMG meeting website
- Exclusive Sponsorship.** Banner in the Registration confirmation email.

**Onsite options, select one:**

- Banner on online event platform
- Window cling or column wrap in high-traffic area
- Digital signage banner

Contact [pfreire@acmg.net](mailto:pfreire@acmg.net) to discuss options.

## Opening Reception Entertainment \$5,000

**Exclusive Sponsorship.** 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.

## The Gathering Place \$4,000

**Exclusive Sponsorship.** 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. "Selfie" photo stand will be located in this area. Sponsor's logo will be placed on signage in the area.

## Job Board Sponsorship \$3,000

Promote your company's logo and name alongside the official ACMG Job Boards. Sponsor can display promotional literature next to job board along with a premier job listing. Content subject to ACMG approval.

## Meeting Website Banner Ad \$2,500

Vertical banner advertisement displayed on multiple pages of the ACMG Meeting Website. Advertisements will be placed in rotation.

# Digital Signage

## Exhibit Hall Dormers \$15,000 each

Towering above the Level 3 Concourse, Exhibit Hall Dormers are the largest screens in Music City Center. 7' x 14' vertical displays are visible from the third and fourth floors as well as from the exterior on Demonbruen Street.

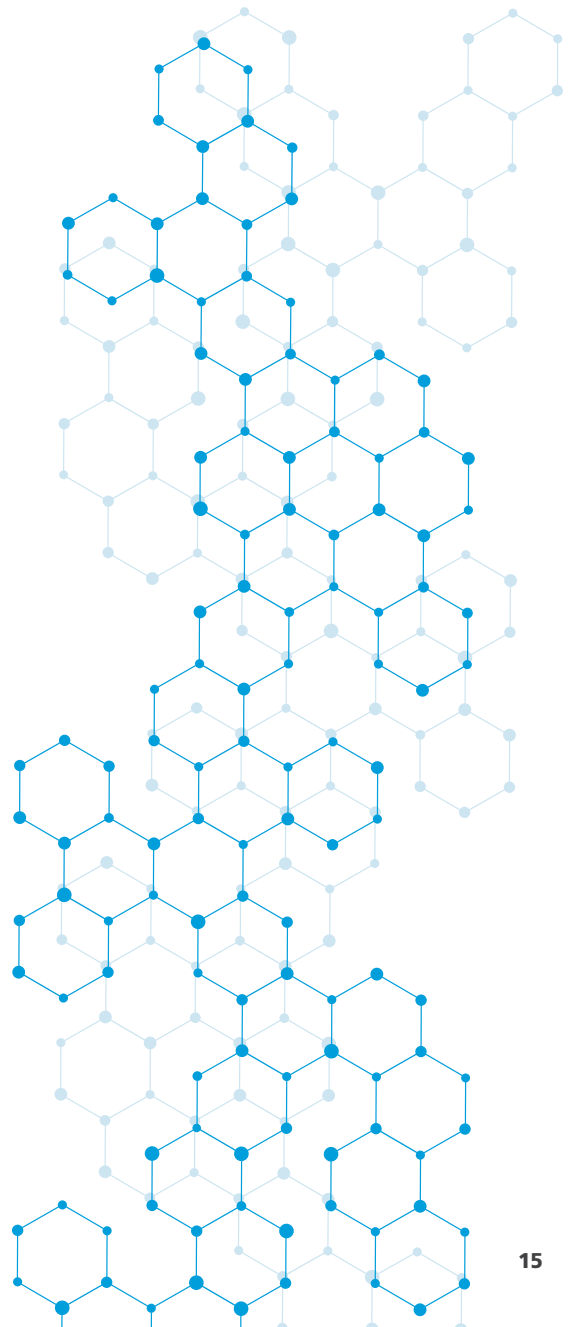
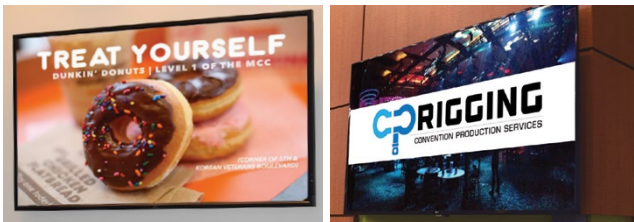


## expoVu LED Signage \$3,500

expoVu provides a lively presentation of images and graphics via brightly illuminated 2' wide x 7' tall, LED panels. . Transitioning in a continuous loop, these dynamic graphics effectively produce a compelling visual to attract attendees, increase booth traffic and create a buzz at the show. Each expoVu will feature only 10 companies. Each image will transition every eight seconds and be seen every two minutes on four screens placed in high traffic areas. Detailed ordering information and an order form is available in the For Exhibitors section of [www.acmgmeeting.net](http://www.acmgmeeting.net). Purchase is made directly with Expomarkit Media Group.

## 65" Displays \$10,000

There are several 65" High Definition displays throughout the Music City Center. These displays are strategically located adjacent to meeting areas, public spaces, entrances/exits and exhibit halls to help you reach your target audience.

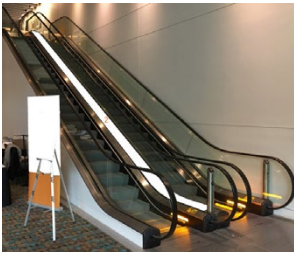


# Escalator Clings

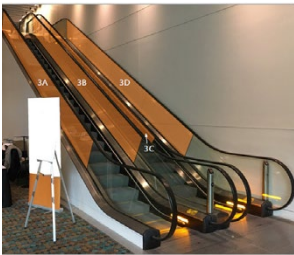
Place your logo or company message on the escalators of the Music City Convention Center. Cost includes production and installation.

## Escalator up to the Mezzanine Level

**Runner: Single-sided: \$4,000**  
(Runs in the middle of the two escalators.) Total of 1

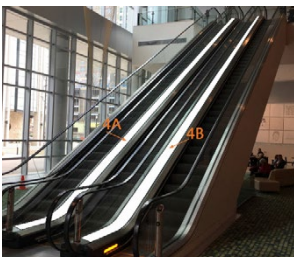


**Clings: Double- and single-sided: \$7,500 total**  
(3A, 3B are double sided; 3D is single-sided.) Total of 4

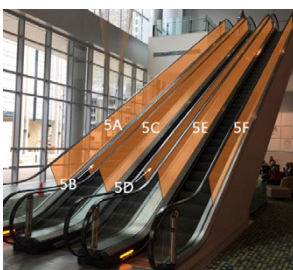


## Escalators up to Level 2; Level 3 and Level 4 (Rep. John Lewis Pkwy Avenue side of building)

**Runners: Single-sided: \$4,000 per runner, per floor.**  
(Floors may be purchased individually.)  
Total of 2 per escalator bank



**Clings: Double- or single-sided: \$5,000 per side, per floor.** (Floors may be purchased individually.)  
Total of 6 per escalator bank.

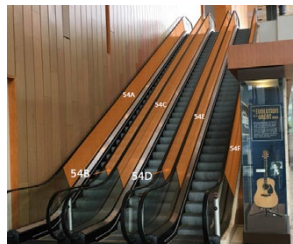


## Escalators up to Level 3 (Demonbruen side of building)

**Runners: Single-sided, Level 2 to Level 3: \$4,000 per runner.** Total of 2 per escalator bank.

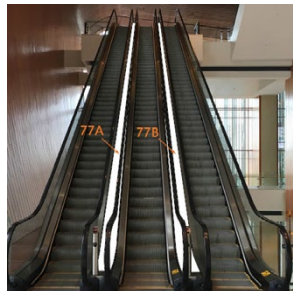


**Clings: Level 2 to Level 3: \$5,000 per side, per floor.**  
(54A single-sided. 54B - 54E single- or double-sided.) Total of 6

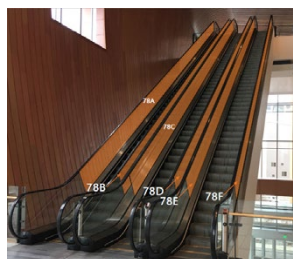


## Escalators up to Level 4 (Demonbruen side of building)

**Runners: Single-sided: \$5,000 per runner**  
Total of 2



**Clings. Single- or double-sided: \$7,000 per side, per floor.** Total of 6

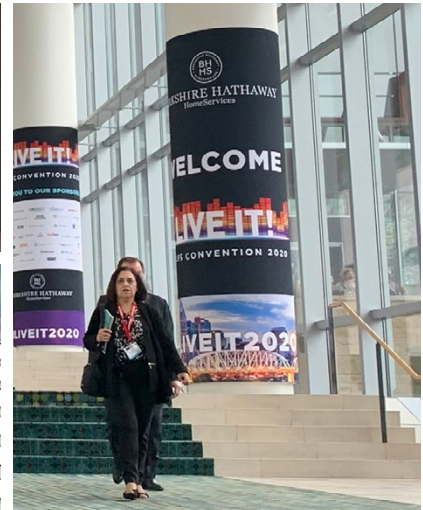
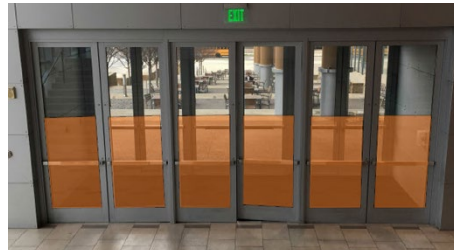




# High Visibility Signage

## Variable Pricing

Several areas within the Convention Center offer high visibility locations to provide messaging through signage. Opportunities include window and door clings, stair and column wraps. Contact [pfreire@acmg.net](mailto:pfreire@acmg.net) to discuss needs, budget, and potential locations.



## Exhibitor Listings and Description

### Complimentary To All Exhibitors

Exhibitor descriptions that appear online from December through July and will also be included in the online event platform for remote attendees to view.

## Online Exhibitor Listing Upgrades

Upgraded listing opportunities allow you to customize your online booth, making it more complete and more interesting to attendees. Enhanced listings create a content rich digital booth by adding promotional videos and additional collateral in addition to the product descriptions and product categories.

FEATURES:	BASIC (COMPLIMENTARY)	ENHANCED \$750	PREMIER \$1,200
Company Contact Information: Company Name, Corporate Address, Website, Booth Number	●	●	●
Company Logo	●	●	●
Social Media Links	●	●	●
Company Profile	750 words	1,500 words	2,500 words
Product and Service Categories	5	10	15
Press Releases		3	6
Document uploads		2	4
Video uploads		2	4
Highlighted Listing: Make your company standout with a highlighted listing		●	●
Premium Placement of Company Listing: Your listing will be placed at the top of the online exhibitor list and search results			●
Online Product Showcase: Engage attendees with detailed product descriptions along with full color images		2	4

## Enhance the Attendee Experience

Make your company memorable by adding to the attendee experience during the conference.

### Wellness Pavilion \$18,000

**Exclusive Sponsorship.** For the first time, ACMG is offering a Wellness Pavilion, which will include items such as: relaxation tips, wellness technology, smoothie blender bikes and therapy animals!

#### Wellness Activity Sponsorships:

**Smoothie Coupons: \$2,000 per 100 coupons**

To draw attendees to your booth, offer your booth visitors a coupon to redeem for a smoothie at the Wellness Pavilion.

**Yoga Classes: \$5,000 each day**

Sponsor morning yoga classes and provide your company an opportunity to promote wellness to meeting attendees.

### Power Charging Stations and Lockers \$8,000 each

**Multiple Sponsorships.** Sponsored mobile device charging stations will be 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.

### Trainee/Resident/Fellow Lounge \$8,000

**Exclusive Sponsorship.** The Trainee/Resident/Fellow Lounge will provide an opportunity for the 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 at a time.

### Conference Notebooks \$8,000

**Exclusive Sponsorship.** Attendees appreciate somewhere to take notes during the conference. These notebooks are made from recycled paper and can be branded with your company logo.

### Color-coded Wristbands \$6,000



**Exclusive Sponsorship.** Sponsor the wristbands attendees can wear to communicate their individual preferences and comfort levels with physical proximity and contact.

### Hand Sanitizer \$4,000

Staying healthy right now is everyone's priority. Feature your company name and/or logo on individual bottles of hand sanitizer distributed in high-traffic areas at the Music City Center.

## Access Your Target Audience

### Online Event Platform Sponsorships:

**Limited Opportunities.** An Online Event Platform will be utilized by all attendees (in-person and remote) to navigate the meeting and access information on speakers, sessions, abstracts, locations and interact with colleagues. The platform will be used for attendee chat, sending questions to speakers and as the vehicle for the livestreamed and on demand content.

**Banner Ad: \$3,500 each**

**Alerts: \$850 per alert**

### Digital Retargeting Sponsorships:

**Limited Opportunities.** ACMG offers a unique and effective marketing opportunity for exhibitors and 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 through 2021 digital campaigns. The exhibitor/sponsor develops a set of 3 to 7 ads which will target our digital audiences wherever they go online. For more information, contact [pfreire@acmg.net](mailto:pfreire@acmg.net).

**Campaign of 50,000 impressions: \$5,000 per campaign**

**Campaign of 75,000 impressions: \$7,500 per campaign**

**Campaign of 100,000 impressions: \$9,000 per campaign**

### Genetic Counselors Luncheon \$18,000

**Exclusive Sponsorship.** Attended by over 500 genetic counselors, this luncheon 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.

### Early Career Genetic Mentor Luncheon **\$12,000**

**Exclusive Sponsorship.** This lunch provides trainees, postdoctoral fellows and clinical fellows in the field of medical 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 and featured on walk-in slides.

### Fellow, Trainee & Resident Travel Awards **\$2,500 each**

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

### Diversity Breakfast **\$9,000**

**Exclusive Sponsorship.** To ensure that advances in genomics are translated into precise and individualized medical care for people 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 as well as for professionals interested in increasing diversity within the specialty.

## Drive Traffic to Your Booth

### Pocket Guide Advertising **\$5,000 – \$5,500**

The Pocket Guide replaces the printed Program Guide as we work towards a sustainable and green meeting. To provide attendees easy access to the schedule, the Pocket Guide will be distributed at the Registration Area. This will be the only printed schedule at the meeting, giving an overview of the sessions and activities each day.

#### **Ad Specifications:**

Trim size: 3.5" x 5"

Full Page Ad: 3.75" x 5.25" (include bleed)

#### **Ad Placements:**

- Front Cover (C1): **\$5,500**
- Inside Front Cover (C2): **\$5,500**
- Inside Back Cover (C3): **\$5,500**
- Outside Back Cover (C4): **\$5,500**
- Inside Full Page: **\$5,000**

### Pre-Meeting: Buyer's Preview Deck

**Starting at \$2,500**

#### **Official Pre-Show Mailer.** The Buyer's Preview Deck



(a pre-show mailing card deck) will be the official way to reach registered attendees and ACMG's targeted mail list before the meeting. This marketing opportunity will help you to increase sales, drive booth traffic and create brand awareness without the worry of creating, printing, and mailing of your piece. This very cost-effective method of reaching your target buyers will be provided to all 2022 exhibitors — all

you will need to do is provide logos and other marketing information. Detailed ordering information and an order form is available in the For Exhibitors section of [www.acmgmeeting.net](http://www.acmgmeeting.net). Purchase is made directly with Expomarkit Media Group. The Deck will be mailed to all pre-registered attendees and past meeting attendees (total of approximately 5,000) approximately 3 weeks before the meeting.

*Note: Individual mail lists will not be available for purchase — all pre-meeting mailers will go through the above service.*

### Aisle Signs **\$2,500 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' x 4' double-sided space at the base of hanging aisle signs in the Exhibit Hall.

### Carpet Decals (5' x 5') **\$2,000 each**

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.

### Lunch Coupons **\$1,500 per 100 coupons**

Give attendees an added reason to visit your booth by distributing Lunch Coupons (value \$10 towards purchase of concession lunch each day). Coupons feature your company logo. This is one of the most popular support items for attendees as it allows them a complimentary lunch. Your company benefits by driving attendees TO YOUR BOOTH plus they will remain in the exhibit hall during the lunch hour.



# Important Deadlines for Exhibitors

<b>November 19, 2021</b>	Abstract Submission deadline
<b>December 17, 2021</b>	Receive 10 Priority Points if Application to Exhibit is received by this date
<b>December 18, 2021</b>	Applications submitted after this date are assigned on a first-come, first-assigned basis to the space remaining, after the Priority Point assignment process is completed.
<b>December 22, 2021</b>	Early Bird Full Registration deadline
<b>January 2022</b>	Exhibitor Service Kit available
<b>January 14, 2022</b>	<ul style="list-style-type: none"><li>• Full Booth payment due</li><li>• Exhibit Theater Application deadline</li><li>• Applications received after this date must be accompanied by payment in full</li></ul>
<b>January 21, 2022</b>	Deadline to cancel or reduce booth size and receive partial refund
<b>February 1, 2022</b>	Late fees apply from this date
<b>February 4, 2022</b>	Final deadline to participate in the Buyer's Preview Deck
<b>February 9, 2022</b>	Advance Full Registration deadline
<b>February 10, 2022</b>	Late Full Registration fees apply
<b>February 11, 2022</b>	Rooming list deadline for group blocks
<b>February 16, 2022</b>	<ul style="list-style-type: none"><li>• Deadline to apply for Exhibit Floor Meeting Room</li><li>• Deadline to request meeting space for In-Conjunction-With meetings and events</li></ul>
<b>February 18, 2022</b>	Last day to release group blocks no longer needed
<b>February 21, 2022</b>	<ul style="list-style-type: none"><li>• Exhibitor Appointed Contractor Form and proof of insurance deadline</li><li>• Deadline to submit giveaway and drawing items for approval</li></ul>
<b>March 2, 2022</b>	Hotel reservation deadline
<b>March 10, 2022</b>	Hotel reservation cancellations received by this date will not receive a penalty of one night's room and tax
<b>March 22, 2022</b>	Exhibitor move-in begins
<b>March 23, 2022</b>	Exhibitor move-in completed by 4:00 PM; ACMG Exhibits open at 5:00 PM
<b>March 25, 2022</b>	Exhibitor move-out begins at 1:00 PM (close of Exhibits)

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