

Virtual Exhibit and Sponsorship Prospectus

GENETICS IN YOUR CLINIC: What You Can and Should Do Now

Applying the Latest Genetics Findings to Your Practice

Test. Interpret. Manage.

An ASHG Global Virtual Meeting | March 22, 2016



I N V I T A T I O N T O E X H I B I T

Dear Prospective Exhibitor,

You are invited to exhibit at the American Society of Human Genetics' inaugural virtual meeting on genetics in the clinic, March 22, 2016. As we learn more about the contribution of genetic and genomic factors to the origin, natural history, and treatment of human disease, clinicians are assuming more responsibility for ordering genetic tests for their patients. ASHG's virtual meeting program committee, chaired by ASHG past president Cynthia Casson Morton, has planned a full day of education for primary care physicians, nurses, physician assistants, genetic counselors, clinical geneticists, and other healthcare and science professionals. These physicians and other health professionals will learn from human genetics experts about:

- Genetic technologies currently available for use in the clinic
- The limitations of these technologies
- Information in personal and family histories that indicate a need for genetic testing
- How to interpret results in ways most useful to the patient
- When to refer to specialized genetic services

In addition, participants will be able to earn free CME and CEU credits, and obtain access to a Genetics Tool Kit that will include all meeting slide sets and other genetic testing resources.

The Exhibit Hall is an important addition to this virtual meeting, as your company can supply information, products, and services to this new stream of potential customers, as well as to your existing pool of professional prospects. Your expertise and range of services are integral in helping attendees learn the full spectrum of clinical genetic testing.

ASHG is pleased to be working with LabRoots, a leading producer of educational virtual events in science and healthcare, on our first virtual meeting. LabRoots specializes in connecting members to education they need and enabling collaboration - a mission that ASHG Annual Meeting attendees and exhibitors will recognize. LabRoots will tap into their membership of over one million people to bring this cutting-edge content curated by ASHG, the experts in genetics, to a global audience.

I look forward to working with you!

Sincerely,



Carrie A. Morin, CEM
Exhibits & Sponsorship Manager



BENEFITS OF VIRTUAL MEETING & EXHIBITS

Why a Virtual Meeting?

One of the American Society of Human Genetics' core aims is to provide forums for education in human genetics. The Annual Meeting is ASHG's premier forum to educate the scientific community, covering the very latest in genetic discoveries from basic and clinical research to translational topics and clinical application.

Now, ASHG has organized an opportunity to share information that health providers can apply *immediately*. At this virtual meeting, prominent human genetics specialists will present practical, actionable information on genetic testing in the clinic to a broad audience of healthcare and science professionals, including global participants. In addition, this free meeting will offer continuing education credits.

A virtual meeting can be enjoyed from the comfort of each attendee's desk at work or home. There are no hours spent traveling or hotel rooms, just the look and feel of a first-rate conference with world renowned experts. This virtual format also allows you, as the vendor, to be more accessible. Attendees don't have to trek to the exhibit hall and find your booth to speak with you when your booth is already crowded. Plus, after the live meeting has concluded, all sessions and booths will remain online and accessible for months to come.

Exhibit Hall Example



Why a Virtual Booth?

- Full booth metrics supplied - visitor information captured, including job title, institution, AND email.
It's like automatic lead retrieval without the scanner!
- Each exhibitor receives the opt-in mailing list - meaning attendees have chosen to receive information from exhibitors. This list has the potential to increase your database of contacts by hundreds, potentially thousands, of names.
- There is no cost for travel or shipping; in fact, this doesn't require any travel or time out of the office!
- There are fewer moving parts - you won't have to organize flights, hotels, booth schedules, lunch breaks, or badges. You do most of your work up front in designing your booth, then interact with attendees the day of, and follow up. All without leaving the office.
- Exhibitors have the opportunity to network with peers and prospective customers via booth interactions and the networking lounge.
- Exhibitors continue to receive benefits after the meeting: the program will be available on-demand for several months after the live broadcast, including the exhibit hall and its resources.



VIRTUAL BOOTH PRICING & INFORMATION

All exhibitors receive easy-to-use analytics and reports of booth visitors with contact information – including email! Each booth allows you to interact with attendees via live Q&A, group chat, Twitter feeds, other social media widgets, and more.

Custom booth includes:

\$3,000

- Choice of booth template design and background
- Company logo and slogan
- Information kiosk to include some or all:
 - o About Us
 - o Visitor Survey
 - o Prize Giveaway
 - o Forums
 - o Web Links
 - o Company Website
 - o Presentations
 - o Videos
 - o Literature
 - o Newsletter
 - o Contact Info
- Booth video screen to play videos or a static image
- Communication Kiosk with contact information for your rep or booth chat, plus social media
- Booth representative - interact live with booth visitors
- Hotspot images and links (up to five) such as:
 - o Custom images
 - o Product images
- Posters on booth walls
- Popup text
- Scrolling message under company logo and slogan
- Booth greeting as a video, image/animation with audio, or virtual host video

What is a Hotspot? A hotspot is a customized booth feature, like a product image, that prompts rollover text and/or link to an external information page. Hotspots are visually appealing and get your product in front of your booth visitors.

Custom booth sample: standard booth and background, custom video greeter, custom HOTSPOTS



Custom booth with standard background and video



How Do I Build My Virtual Booth?

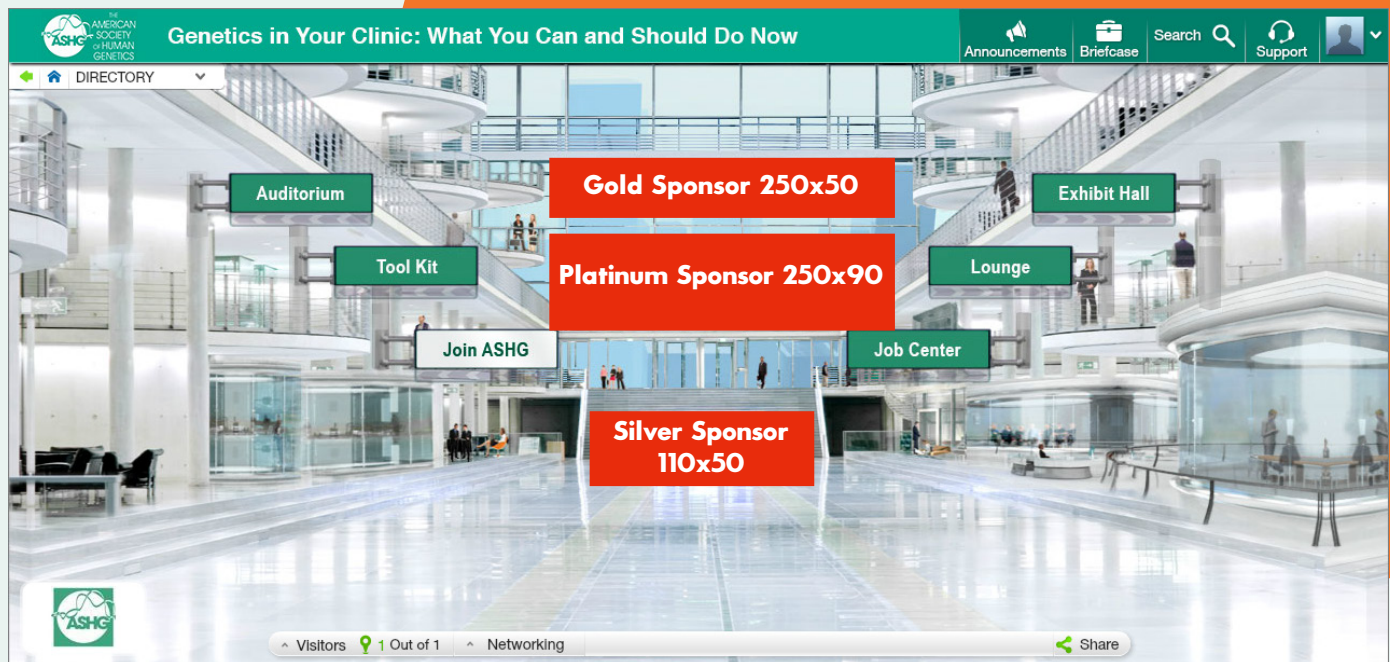
- LabRoots assigns a booth production associate to the exhibitor.
- Booth kick-off meeting is scheduled to discuss virtual booth capabilities and requirements.
- Exhibitor completes the Booth Grid, a step-by-step document on how to consolidate booth content and choose a booth template.
- Exhibitors send booth digital assets.
- LabRoots booth production associate builds the booth and provides login details to review the booth environment for review, edits, and final approval.

SPONSORSHIP OF ASHG VIRTUAL MEETING: MAXIMIZE YOUR PRESENCE!

Place your brand front and center at this exciting virtual meeting. Sponsorship opportunities include prominent branding locations - some exclusive - and booth space. LabRoots and ASHG will be sending emails out to more than 130,000 prospects: primary care physicians, clinical researchers, medical geneticists, nurses, PAs, and so many more. Your products and services will reach these professionals in an environment where they are thinking about innovation, new technologies, and ways to improve their own services and qualifications.

Platinum Sponsor: \$10,000

- Top-billed logo on landing page of microsite
- Ad banner in Virtual Lobby (250w x 90h)
- Prominent logo on all marketing emails sent to 130,000 contacts
- **EXCLUSIVE Logo on Genetics Tool Kit page!**
- Up to 20 assets in the Genetics Tool Kit
- Logo in Networking Lounge
- Complete registration list, including email addresses (estimated to be approximately 8,000 - 10,000 contacts)
- Five pop-up announcements during breaks between speakers
- Three custom virtual booths with hotspots and links in prime location



Gold Sponsor: \$6,500

- Logo on landing page of microsite
- Ad banner in Virtual Lobby (250w x 50h)
- Logo on all marketing emails sent to 130,000 contacts
- Up to 10 assets in Genetics Tool Kit
- Logo in Networking Lounge
- Complete registration list, including email addresses (estimated to be approximately 8-10,000 contacts)
- Three pop-up announcements during breaks between speakers
- Two custom virtual booths with hotspots and links in prime location

Silver Sponsor: \$5,000

- Logo on landing page of microsite
- Ad banner in Virtual Lobby (110w x 50h)
- Logo on all marketing emails sent to 130,000 contacts
- Up to three assets in Genetics Tool Kit
- Complete registration list, including email addresses (estimated to be approximately 8-10,000 contacts)
- One pop-up announcement during break between speakers
- One custom virtual booth with hotspots and links in prime location

Ready To Sign Up?

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UPCOMING ASHG MEETINGS

ASHG 2016

October 18-22 • Vancouver, BC, Canada

www.ashg.org/2016meeting

ASHG 2017

October 17-21 • Orlando



www.ashg.org

Questions?

Contact Carrie Morin: cmorin@ashg.org