

SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES PROSPECTUS

2027 | ACMG Annual Clinical Genetics Meeting

APRIL 13-17 • EXHIBIT DATES: APRIL 14-16
MINNEAPOLIS CONVENTION CENTER • MINNEAPOLIS, MN



Elevate your presence at the **2027 ACMG Annual Clinical Genetics Meeting** by connecting your brand with more than **3,000 genetics and genomics professionals** from around the world. Our comprehensive selection of sponsorship, branding, and advertising opportunities is designed to increase visibility, enhance engagement, and create meaningful connections with the professionals advancing the future of genomic medicine.

From digital promotions and attendee experiences to onsite branding and educational engagement opportunities, sponsors can create a memorable presence before, during, and after the meeting while supporting ACMG's mission to provide valuable resources, education, and networking experiences for the genetics and genomics community.

Maximize your visibility by committing early! Sponsors who secure opportunities during the booth application process may earn additional **Priority Points** toward booth assignment.

Sponsor Benefits

Sponsors and supporters receive the following benefits in addition to the benefits included with individual opportunities:

- Company logo, listing, and acknowledgment on the ACMG Annual Meeting website (available up to four months prior to the meeting)
- Company logo recognition on sponsor signage onsite
- Priority Points based on level of support toward booth assignment

ACMG Support Acceptance Policy

ACMG accepts educational and in-kind support from corporations, foundations, individuals, and other organizations only when such acceptance does not create a conflict of interest or compromise ACMG's objectivity, independence, priorities, or actions.

Support of services, events, or programs does not provide influence over educational content and does not imply ACMG approval or endorsement of an organization's policies, products, or services, whether funded by a single or multiple sources.

Corporate Partners Program



ACMG Foundation for
Genetic and Genomic Medicine
Better Health Through Genetics™

ACMG Foundation's Corporate Partners Program makes ACMG key initiatives possible. Corporate gifts support many of our annual programs by generously supplementing individual donations and other targeted grants. ACMG's clinical and laboratory practice guidelines, advocacy campaigns, continuing education programs, and the Foundation's work to steer medical students into the genetics and genomics field all depend on corporate support.

To discuss the ACMG Foundation Corporate Partners Program, contact ACMGF@ACMGFoundation.org or call (301) 718-9603.

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Education & Presentation Opportunities

ACMG recognizes the importance of providing exhibitors and corporate supporters with opportunities to engage attendees through educational and informational experiences. ACMG remains the sole provider of all official educational and scientific programming during the Annual Meeting, ensuring the integrity, independence, and quality of the scientific content.

The following opportunities are available for exhibitors, corporate supporters, and ACMG Foundation Corporate Partners to connect with attendees through approved educational and engagement formats during the ACMG Annual Clinical Genetics Meeting.

Abstract Presentations

If you are interested in submitting scientific abstracts, please visit the Abstracts page at acmgmeetings.net for more information.

Educational Grants

The ACMG Annual Clinical Genetics Meeting is the premier educational event for professionals advancing the science and practice of clinical genetics and genomics. The meeting delivers a comprehensive scientific program featuring more than 60 plenary sessions, concurrent educational sessions, and oral abstract presentations.

Educational grants play an important role in supporting the development and delivery of this high-quality educational program and ACMG welcomes grant support from organizations committed to advancing medical education and improving patient care through scientific exchange and professional learning.

As an ACCME-accredited provider, ACMG adheres to the ACCME Standards for Integrity and Independence in Accredited Continuing Education. Educational grant support is accepted only when it preserves the independence of the educational program and does not create a conflict of interest or influence educational content, faculty selection, or program development. Support of educational activities does not imply ACMG endorsement of any organization, product, or service.

For more information and to discuss educational grant opportunities please contact: education@acmg.net.

Industry Supported Satellite Symposia

Industry Supported Satellite Symposia provide additional educational opportunities for attendees during the ACMG Annual Clinical Genetics Meeting. These non-commercial, grant-supported educational sessions are held in conjunction with the meeting and are planned independently by commercial supporters, ACCME-accredited providers, medical education companies, and/or nonprofit organizations.

Satellite Symposia are not part of the official ACMG Annual Meeting programming. ACMG is not the accredited provider for any accredited industry supported satellite symposia; instead, if the symposium is accredited then the medical education company of record for those symposia is responsible for ensuring the integrity, independence, and quality of their scientific content.

Key Information:

- Symposia may be presented as either Accredited or Non-Accredited programs.
- Fees range from \$32,000–\$47,000.
- Symposia typically attract 75–250 attendees.
- Specific speaker requirements and guidelines apply and are available on the Industry
- Supported Satellite Symposium application page, located at acmgmeeting.net.

Applications are reviewed based on availability and compliance with ACMG requirements. Initial deadline to apply is September 4, 2026. Please refer to the Satellite Symposia section of the ACMG website for application details, deadlines, and current availability.





► The ACMG Foundation Corporate Partner Insights Sessions: \$6,500

The ACMG Foundation Corporate Partner Insights Sessions provide exclusive lunchtime engagement opportunities available to ACMG Foundation Corporate Partners. These one-hour sessions allow partners to connect with Annual Meeting attendees while sharing industry perspectives, emerging trends, innovations, and advancements in genomic medicine.

Designed to encourage meaningful dialogue between industry leaders and genetics professionals, these sessions provide a forum to discuss new technologies, products, best practices, and developments shaping the future of genomic medicine.

Corporate Partner Insights Sessions are commercially supported activities held in conjunction with the ACMG Annual Clinical Genetics Meeting. They are not part of the official ACMG educational programming and are not awarded educational credit by ACMG. Availability is limited. Application may be completed online when applying for booth space or at a later date via the Exhibit Services Center.

Session Details:

- Available exclusively to ACMG Foundation Corporate Partners
- One-hour lunchtime session
- Meeting room and standard audiovisual setup provided
- Capacity for approximately 150–200 attendees

The sponsoring company is responsible for:

- Ordering and payment of food and beverage
- Any upgrades to the standard audiovisual package
- Recording of the session, if desired
- Marketing the session and managing attendee RSVPs

All session content and materials must comply with ACMG requirements and applicable guidelines.

► Exhibit Theaters: \$5,500 per half hour time slot

8 slots per day available

Deadline to apply: December 18, 2026 (or when all slots are full)



Exhibit Theaters are 30-minute exhibitor presentations demonstrating products, techniques and services or providing updated research findings. Theaters are not designated for CME or CE credit and content may be promotional in nature. Exhibit Theaters are facilitated onsite by the presenting company.

- Attendance varies depending on topic.
- Must be an exhibitor to participate.
- Application may be done online when applying for booth space or at a later date via the Exhibit Services Center.
- Exhibit Theater time slots are often full prior to the published deadline.
- Companies may rent lead retrieval scanners from the approved supplier to capture attendee information.
- No food and beverage service allowed.

What's Included:

- Exhibit Theaters are set for 200 – 250 people and located inside the Exhibit Hall
- A/V (podium mic, large monitor, A/V technician and laser pointer)
- Listing on the ACMG Meeting Website, promotion in ACMG emails and in the mobile app
- Discounted mobile app alerts announcing Exhibit Theater presentations (discounted price \$600, limited availability)

➤ Innovation Spotlight Stage: \$5,500 per 30-minute time slot

Deadline to apply: December 18, 2026 (or when all slots are full)

6 slots available

Be among the first to introduce what's next in genetics and genomics. The Innovation Spotlight Stage is a new presentation opportunity designed specifically for companies unveiling **new products, emerging technologies, novel services, and innovative solutions** entering the marketplace.

While Exhibit Theaters provide a platform for exhibitors to showcase products, services, research, and company expertise, the Innovation Spotlight Stage offers a dedicated first-look experience focused exclusively on recent launches and future-forward advancements shaping the field of genetics and genomics.

Present your latest breakthrough through product launches, technology previews, live demonstrations, or presentations highlighting innovations designed to advance genomic medicine.

All content is subject to ACMG review and approval and must focus on new or recently introduced products, technologies, services, or concepts.

- Attendance varies depending on topic.
- Must be an exhibitor to participate.
- Application may be done online when applying for booth space or at a later date via the Exhibit Services Center.
- Innovation Spotlight Stage time slots are expected to fill prior to the published deadline.
- Companies may rent lead retrieval scanners from the approved supplier to capture attendee information.
- No food and beverage service allowed.

What's Included:

- 30-minute presentation opportunity
- Presentation space within the Innovation Spotlight Stage
- A/V (podium mic, large monitor, A/V technician and laser pointer)
- Listing on the ACMG Meeting website, mobile app, and promotional communications

Participation Requirements:

- Must be an ACMG exhibitor to participate
- Presentations must focus on new or recently launched innovations
- Presentation content is subject to ACMG review and approval



Exclusive & Signature Experiences

► The Gathering Place: \$8,500

★ EXCLUSIVE SPONSORSHIP ★



Welcome attendees to the heart of the ACMG Annual Clinical Genetics Meeting. Located at the entrance to the Minneapolis Convention Center, above the Information Center. The Gathering Place is a highly visible destination where attendees meet, relax, recharge, and connect throughout the meeting.

Featuring comfortable lounge seating and collaborative spaces, The Gathering Place serves as a central hub for networking between educational sessions and exhibit hall visits. As the exclusive sponsor, your brand will be prominently displayed in one of the meeting's high traffic areas, creating lasting visibility throughout the event.

Base sponsorship package includes prominent branded signage throughout the area and recognition on the meeting website. Additional enhancement opportunities are available, including branded charging stations, table clings, food and beverage. Contact ACMG Exhibits at acmgexhibits@acmg.net for more details and pricing information.

Braindate

Support one of the Annual Meeting's most engaging networking experiences by sponsoring **Braindate**, ACMG's peer-learning and connection platform. Braindate enables attendees to create and join participant-driven conversations focused on shared interests, challenges, and expertise, fostering meaningful one-on-one and small-group discussions throughout the meeting.

As a Braindate Sponsor, your organization will be recognized as a supporter of attendee connection, collaboration, and knowledge sharing within the genetics and genomics community.



1 Braindate Presenting Sponsor: \$25,000

Two Available

Includes:

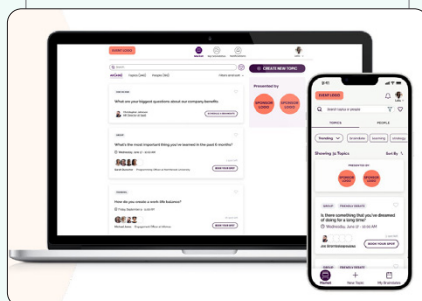
- Recognition throughout the Braindate Lounge with branded signage and graphics.
- Prominent company logo on the Braindate login splash page, as well as featured on the main navigation page and throughout the platform.
- Recognition in Braindate attendee communications, including welcome emails, notifications, reminders, and other Braindate communications
- Early access to the Braindate platform for registered sponsor employees
- Post-meeting analytics and sponsor report, including available impressions, clicks, participation and engagement data

2 Braindate Digital Experience Sponsor: \$15,000

Three Available

Includes:

- Company logo within designated areas of the Braindate platform
- Recognition in selected Braindate attendee communications
- Post-meeting analytics/report, where available



3 Braindate Topic Card Sponsor: \$3,500

Five Available

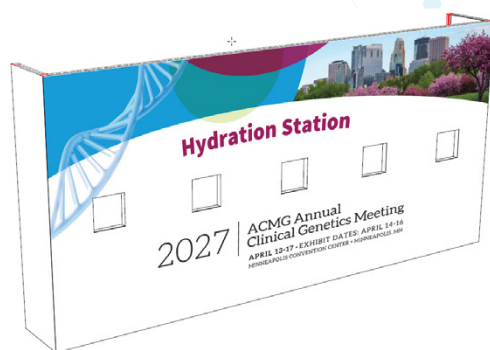
Gain visibility directly within the Braindate topic marketplace with a sponsored Topic Card. Topic Cards are displayed within the platform where attendees browse available conversations and content. *The topic should be subject to ACMG approval to ensure no sales pitch, focus group or other promotional things are listed.*

Includes:

- One sponsored Braindate Topic Card
- Custom graphic, tagline, call to action
- Link to an approved external webpage or destination within the Braindate platform
- Company/logo recognition on the sponsored card
- Placement within the Braindate topic marketplace
- Available engagement analytics for the sponsored card, such as impressions and clicks

► Hydration Station Sponsorship: \$15,000

★ EXCLUSIVE SPONSORSHIP ★



Keep attendees refreshed while creating a high-impact brand experience throughout the ACMG Annual Clinical Genetics Meeting. The Hydration Station is a new attendee amenity located on the Exhibit Hall floor, providing a convenient destination for attendees to refill, recharge, and reconnect throughout the meeting.

Featuring multiple water refill stations within a branded display, the Hydration Station offers a highly visible opportunity to associate your company with wellness, sustainability, and attendee engagement.

Includes:

- Company logo displayed on the Hydration Station within the Exhibit Hall
- Company logo recognition on designated built-in hydration stations throughout the Minneapolis Convention Center

Additional options: Sponsor may provide branded reusable water bottles distributed to attendees from the sponsor's booth. (Minimum quantity requirements apply)

Opening Reception Sponsorship Opportunities

Celebrate the official opening of the ACMG Annual Clinical Genetics Meeting with an opportunity to connect with attendees as the Exhibit and Poster Hall comes to life. The **Opening Reception** welcomes exhibitors and meeting participants for an evening of networking, conversation, and engagement throughout the Exhibit Hall.

Food stations and bars provided by ACMG are located throughout the reception area, creating multiple opportunities for sponsors to increase visibility and connect their brand with this highly anticipated attendee experience. Sponsorship recognition may include branded bars, napkins, signage, and additional attendee engagement opportunities.

► Platinum Exclusive Sponsor: \$75,000

★ EXCLUSIVE SPONSORSHIP ★

Own the opening night experience as the exclusive sponsor of the ACMG Annual Meeting Opening Reception. This premier opportunity provides maximum brand visibility and a unique association with one of the meeting's largest networking events.

Includes:

- Sponsor recognition on signage in key areas of the exhibit hall floor during reception
- Branding opportunities on reception elements (signage or floor decals at bars and food areas)
- Recognition in applicable meeting communications and promotional materials
- Opportunity for additional custom branding enhancements such as branded napkins, cups or promotional items (subject to ACMG approval)

► Gold Sponsors: \$30,000 each

Multiple Opportunities Available

Align your company with the excitement of the Opening Reception while connecting with attendees and exhibitors during this key networking event.

Includes:

- Sponsor recognition on signage in key areas of the exhibit hall floor during reception
- Branding opportunities on reception elements (signage or floor decals at bars and food areas)
- Recognition in applicable meeting communications and promotional materials



➤ Wellness Pavilion: \$18,000

★ EXCLUSIVE SPONSORSHIP ★



Support attendee well-being by sponsoring the Wellness Pavilion, a dedicated space where attendees can step away from the pace of the meeting to relax, recharge, and

reconnect. This popular destination provides attendees with opportunities to enjoy wellness-focused experiences, including therapy dog visits, seated massages, and foot massages throughout the meeting.

As the exclusive sponsor, your company will be recognized as a supporter of attendee wellness and engagement, creating a positive association with a highly valued meeting experience. Sponsor logo will be prominently displayed on the pavilion structure and recognition applicable in meeting materials and promotional channels. Sponsor may also provide logo bandanas for the therapy dogs.

➤ GENEius Challenge – A Jeopardy-style Game: \$16,500

★ EXCLUSIVE SPONSORSHIP ★



Support one of the ACMG Annual Clinical Genetics Meeting's most anticipated and engaging attendee competitions. The **GENEius Challenge** returns for its fourth year, bringing together genetics professionals-in-training to test their knowledge in an exciting, Jeopardy®-style competition.

Nine pre-qualified contestants compete in three live qualifying rounds held in the Learning Lounge within the Exhibit Hall. The winner of each qualifying round advances to the championship competition where the **GENEius Challenge Champion** is crowned, held on Friday evening prior to the Diagnostic Challenges/Dilemmas sessions.

Your sponsorship supports participant and winner prizes while aligning your organization with education, innovation, and the next generation of leaders in genetics and genomics. The sponsor will be acknowledged at the start of each round; the sponsor's logo will be displayed on the GENEius Challenge webpage, in marketing and on the counters used in the competition as well as in social media coverage. Opportunity for company personnel to have a 5-minute meet and greet with contestants each day and to present the Award to the Challenge winner.

➤ Exhibit Hall Meeting Suites: \$6,500–\$8,000

Exhibit Hall Meeting Suites are available in two sizes: 10'x10' and 10'x20'

Deadline to Apply: March 1, 2027



Exhibit Hall Meeting Suites are turn-key furnished rooms available for rent for companies interested in a conveniently located private meeting space during exhibit hours. These can be used for internal company meetings, client meetings or a place for private product demonstrations. These rooms will be available to rent for the duration of the show. **Access to these rooms will be available during show hours ONLY.**

Fee includes a hard wall system with company identification sign on the door, carpet, conference table and chairs, 6' skirted table, and wastebasket (meeting rooms do not include ceilings).

Add-ons such as electricity, audiovisual, internet, food and beverage are available at the expense of the exhibiting company and can be ordered through the Exhibitor Service Kit.

New Opportunity!

Upgrade your Meeting Suite! Branded signage and upgraded color graphics on outside walls, and premium furniture options are available at the expense of the exhibiting company and can be ordered through the Exhibitor Service Kit.

Applications are submitted online when applying for booth space or at a later date via the Exhibit Service Center. Space is limited and applications will be processed in the order they are received.

Attendee Experiences & Engagement

Exhibit Hall Lunch Sponsorship – Food Court

The **Exhibit Hall Lunch Sponsorship** allows companies to provide attendees with a convenient dining option while increasing visibility and encouraging traffic to participating exhibitor booths. Keep attendees engaged in the Exhibit Hall during the lunch hour while creating a valuable opportunity to connect with your target audience.

Sponsors can choose from multiple levels of engagement, including high-visibility branding opportunities and lunch vouchers distributed directly from your booth. This unique sponsorship keeps attendees in the Exhibit Hall, creates networking opportunities, and extends your company's presence beyond the booth space.



All Food Court Sponsorship Packages Include:

- Promotional signage throughout the Exhibit Hall featuring sponsor recognition
- Recognition in pre-meeting attendee communications
- Promotion through ACMG social media channels (as applicable)
- Mobile app push notification on Thursday and Friday

➤ Gold Package: \$22,500

Limited to 3 Companies

Includes:

- Sponsor recognition within the Food Court area
- Three branded table decals in the concession area
- 250 lunch vouchers per day featuring your company logo
(500 total vouchers; \$25 value each toward Food Court purchases)
- Distribute vouchers directly from your booth

➤ Silver Package: \$12,500

Limited to 5 Companies

Includes:

- Sponsor recognition within the Food Court area
- One branded table decal in the concession area
- 150 lunch vouchers per day featuring your company logo
(300 total vouchers; \$25 value each toward Food Court purchases)
- Distribute vouchers directly from your booth

➤ Food Court Lunch Vouchers

Only: \$3,000

Includes:

- 100 lunch vouchers featuring your company logo
- Distribute vouchers directly from your booth. (\$25 value each toward Food Court purchases)



➤ Photo Opp/Selfie Wall: \$8,500

★ EXCLUSIVE SPONSORSHIP ★

Create a memorable brand presence by sponsoring one of the Annual Meeting's most photographed destinations. The Photo Opp/Selfie Wall is the go-to spot for attendees looking to capture a memory of their conference experience. Attendees gather here to take photos, engage in conversations and create memories. This exclusive sponsorship places your brand alongside a graphic of the host city, creating repeated visibility both onsite and across social media.

➤ HeadShot Café™: \$17,500

★ EXCLUSIVE SPONSORSHIP ★



One of the Annual Meeting's most popular attendee experiences is the HeadShot Café™ which offers complimentary professional headshots, giving attendees an opportunity to refresh their professional profile while creating a memorable and highly trafficked destination within the Exhibit Hall.

This exclusive sponsorship offers exceptional brand visibility and meaningful engagement with genetics and genomics professionals. A professional photographer will be available during designated exhibit hall hours on Thursday and Friday to capture high-quality headshots for meeting attendees.

Sponsorship Includes:

- Exclusive sponsorship of the HeadShot Café™
- Sponsor recognition in promotional emails sent to registered attendees
- Company logo included in the email delivering attendees' digital headshots
- One tabletop sign within the HeadShot Café™
- Opportunity to display company brochures or promotional materials in the HeadShot Café™
- Opportunity for company representatives to welcome attendees and engage with participants as they arrive

➤ Networking Seating Sponsorship – MCC Mezzanine Level: \$2,500 per station

Located on the Mezzanine level of the Minneapolis Convention Center, the Networking Seating Sponsorships will provide inviting gathering areas where attendees can check their email, make phone calls between educational sessions, continue conversations, meet with colleagues, and engage between sessions.

Your company will be recognized as a supporter of attendee connection and collaboration while gaining visibility in a high-traffic networking environment.

Sponsorship Includes:

- Seating cubes
- One floor decal recognizing sponsor support

➤ Learning Lounge: \$7,500

★ EXCLUSIVE SPONSORSHIP ★



The popular Learning Lounge, located on the Exhibit Hall floor, provides attendees with an interactive environment to engage in

30-minute sessions focused on emerging topics, industry challenges, and updates in genetics and genomics. This dedicated learning and networking space encourages meaningful conversations and deeper engagement between attendees, speakers, and industry experts.

As the exclusive sponsor, your organization will be recognized as a supporter of attendee education and engagement. The sponsor may display a promotional video prior to each Learning Lounge session, providing an opportunity to connect your brand with attendees throughout the meeting.

The Learning Lounge also serves as the location for the **GENEius Challenge qualifying rounds**, providing additional visibility and attendee engagement opportunities.

Sponsorship Includes:

- Exclusive sponsorship recognition for the Learning Lounge
- Opportunity to display a short promotional video up to five minutes prior to each Learning Lounge session
- Recognition in applicable meeting materials and promotional channels

Branding Enhancement Opportunity:

- Sponsor logo placement on Learning Lounge walls is available for an additional fee.

➤ Exhibit Hall Benches and Seating with Floor Graphic in the Exhibit Hall: \$3,000 each



Provide attendees with a comfortable place to relax, recharge, and connect while maximizing your brand visibility throughout the Exhibit Hall. Strategically placed in main aisles and lounges, park benches create

natural gathering points where attendees pause, network, and engage with colleagues throughout the meeting.

➤ Exhibit Hall Table Decals: \$3,000

Five Table Decals



Extend your brand presence throughout the Exhibit Hall with custom table decals placed in attendee seating areas. These highly visible branding opportunities allow attendees to interact with your company message while taking a break, networking, or connecting with colleagues.

Table decals will be strategically placed on tables throughout the Exhibit Hall, providing repeated exposure during exhibit hours. **Note: Does not include tables located in the Food Court concession area.**

➤ Lactation Room: \$3,500

Two available

The Lactation Room will be a dedicated and private space for nursing mothers. Rooms will be dedicated and private spaces. Set with amenities that include comfortable seating, a table, electrical outlets, and a refrigerator for milk storage. Sponsoring this area says your company supports the hardworking moms attending the ACMG Meeting. The sponsor will be recognized on room signage and may place appropriate giveaways in the room.

➤ Refreshment Break Sponsorship: \$18,000 per break

Six opportunities available



Refreshment breaks are high-traffic experiences located in the Exhibit Hall or near the main meeting spaces, providing sponsors with meaningful visibility as attendees gather, network, and interact.

Refreshment Break Sponsorships provide a valuable opportunity to align your brand with attendee comfort, connection, and engagement while participants recharge between sessions.

Sponsorship Includes:

- Sponsor recognition at the selected refreshment break
- Sponsor signage displayed at break locations
- Opportunity to provide approved branded items such as coffee sleeves, napkins, or other attendee enhancements



Early Career & Workforce Development



► Fellow, Resident, Trainee, and Student Welcome Reception: \$20,000

★ EXCLUSIVE SPONSORSHIP ★

Support the next generation of genetics professionals by sponsoring the Fellow, Resident, Trainee & Student Welcome Reception. This popular event provides early-career professionals with an opportunity to connect with peers, learn more about ACMG, and engage with College leadership in a welcoming and informal setting. As the exclusive sponsor, your organization will be recognized as a supporter of professional development and the future of genetics and genomics.

Sponsorship Includes:

- Exclusive sponsorship recognition of the Welcome Reception
- Opportunity for a representative from the sponsoring company to provide brief welcome remarks
- Sponsor recognition during the event
- Recognition in applicable meeting materials and promotional channels



► Geneticist-in-Training Speed Mentoring: \$10,000

★ EXCLUSIVE SPONSORSHIP ★

Support the next generation of genetics professionals by sponsoring the Geneticist-in-Training Speed Mentoring sessions. Held twice during the Exhibit Hall hours on Thursday and Friday, this highly valued networking opportunity connects early-career professionals with experienced geneticists through a series of focused, one-on-one mentoring conversations (5 per hour).

Sponsorship Includes:

- Exclusive sponsorship recognition of the Geneticist-in-Training Speed Mentoring sessions
- Sponsor acknowledgment on signage and table identifiers throughout the Speed Mentoring area
- Opportunity for up to two approved company representatives to participate as mentors each day



► Career Pavilion/Job Boards: \$3,500

★ EXCLUSIVE SPONSORSHIP ★

Sponsor the ACMG Job Boards in the Career Pavilion. Sponsor may display brochures or other collateral by the job boards and will receive a 30-day premier online job listing in the ACMG Online Career Center.



Brand Visibility & Onsite Advertising

Escalator Clings



► Single Escalator: \$6,500

Two sides

► Complete Escalator Bank: \$11,500

Four sides

► Optional Floor Clings: \$3,000 per location

Top and/or bottom of the sponsored escalator

Floor clings are available only with the purchase of an escalator cling sponsorship and may not be purchased separately.

Increase brand awareness and capture their attention as attendees navigate the Minneapolis Convention Center. Your graphics are displayed on the eye-catching escalator banks. Cost includes production and installation.

Locations available:

- Elevator Banks to/from Mezzanine
- Elevator Banks from Skyway Hyatt

► Convention Center Wi-Fi: \$30,000

★ EXCLUSIVE SPONSORSHIP ★

Be at the forefront of attendees' connectivity throughout the meeting as they use lobby and meeting space Wi-Fi on a constant basis for all things digital: staying connected with their office and day-to-day business, accessing the meeting mobile app, utilizing social platforms, and participating in audience polling and Q&A with speakers in session rooms. Your company's name will be featured on the splash page for the Wi-Fi every time attendees and exhibitors go online.

► Hotel Guest Keycards: \$25,000

★ EXCLUSIVE SPONSORSHIP ★



Increase your visibility at attendee hotels with a custom message or logo on the hotel key card. Capture attention and maximize visibility as attendees use their room keys throughout

their stay, creating repeated brand exposure during the Annual Meeting.

► Power Charging Stations: \$5,000 each



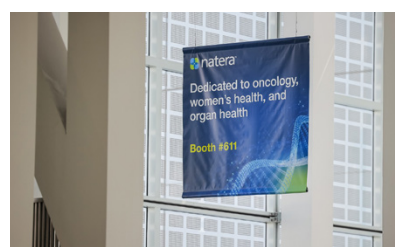
Keep attendees powered throughout the ACMG Annual Clinical Genetics Meeting while maximizing your brand visibility. Strategically placed in high-traffic areas throughout the Minneapolis Convention Center, these charging stations provide a valuable attendee amenity while delivering continuous exposure for your organization.

Each charging station is fully wrapped with your custom branding, ensuring your company remains top of mind as attendees recharge their devices

between sessions, meetings, and exhibit hall activities.

► Promotional Banners: \$7,500

Four available



Increase the opportunity to make your marketing and company stand out. Showcase your message on banners hung near the escalators on the Lower Mezzanine

Level of the Minneapolis Convention Center, overlooking the busy lobby area. These eye-catching placements won't be missed!

➤ Exhibit Hall Aisle Sign Sponsorship: \$5,000 per sign

Bundle opportunities available



Maximize your brand visibility throughout the Exhibit Hall with an Aisle Sign Sponsorship. Positioned at key intersections throughout the show floor, aisle signs help attendees navigate the exhibit space while providing your company with consistent exposure as participants explore the hall.

Your company logo will be prominently displayed on the bottom portion of the sponsored aisle directional sign,

creating a high-impact branding opportunity seen by attendees throughout their Exhibit Hall experience.

Sponsor multiple aisle signs and receive a bundled discount or ask about the **Exclusive Exhibit Hall Signage Package** for \$25,000, which provides comprehensive visibility across available signage opportunities.

Exhibit Hall Floor Clings

➤ Exhibit Hall Aisles (3'x3'): \$3,000 each

➤ Exhibit Hall Entrances (5'x5')

★ EXCLUSIVE SPONSORSHIP ★: \$10,000



Guide attendees directly to your booth with a high-impact Floor Cling Sponsorship. Custom-branded graphics placed on the Exhibit Hall floor create a unique opportunity to capture attention, increase brand visibility, and help attendees easily identify your booth location.

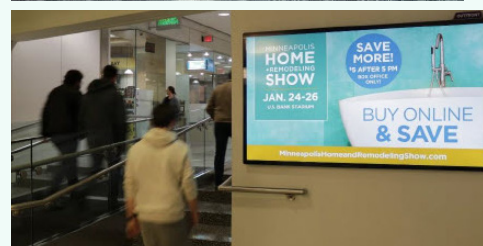
Floor clings may be placed at the entrance of your aisle or directly in front of your exhibit space, creating a memorable branded pathway that attendees will see throughout the meeting.

➤ Skyway Transit Media and Branded Signage

Extend your brand beyond the Exhibit Hall with high-impact advertising throughout the Minneapolis Skyway System. Connecting the **Hilton Minneapolis** and **Hyatt Regency Minneapolis** directly to the Minneapolis Convention Center, these climate-controlled walkways will be heavily traveled routes during the ACMG Annual Clinical Genetics Meeting.

Skyway Transit Media provides repeated exposure as attendees travel between their hotels, educational sessions, the Exhibit Hall, networking events, and downtown Minneapolis. Choose from a variety of high-impact branding opportunities, including wall graphics, backlit displays, floor clings, overhead signage, digital displays, columns, and door graphics.

Opportunity	Quantity	Price
Hilton Skyway Overhead Wall	1	\$3,500
Full Backlit Panels – Hilton Skyway	5	\$1,500 each
Full Backlit Panels – Hyatt Skyway	10	\$1,500 each
Upper Door Glass Panels – Convention Center to Hilton	1	\$3,000 each
Large Floor Cling – Hilton Entrance	1	\$4,000 each
Large Floor Cling – Hyatt Entrance	1	\$4,000 each
Directional Floor Clings – Hilton Skyway (set of 6)	1	\$5,000
Directional Floor Clings – Hyatt Skyway (set of 6)	1	\$5,000
Overhead Soffits (package of 6)	3	\$5,000 each
Hyatt Live Board Digital Display (1 Flip)		\$600 per flip
Orchestra Hall Digital Display (1 Flip)		\$600 per flip
Overhead Wayfinders (1 Flip)		\$600 per flip
Rotunda Columns – Hyatt/Convention Center	4 columns	\$5,000
Hyatt Convention Center Door Cling	1	\$1,500



Digital and Print Advertising Opportunities

► The Pocket Guide

The Pocket Guide provides attendees with important meeting information at their fingertips and is the only printed schedule at the meeting. The Pocket Guide will be distributed in the Registration area.



Ad specifications:

Trim size: 3.5" x 5"

Full page Ad: 3.75" x 5.25"
(includes bleed)

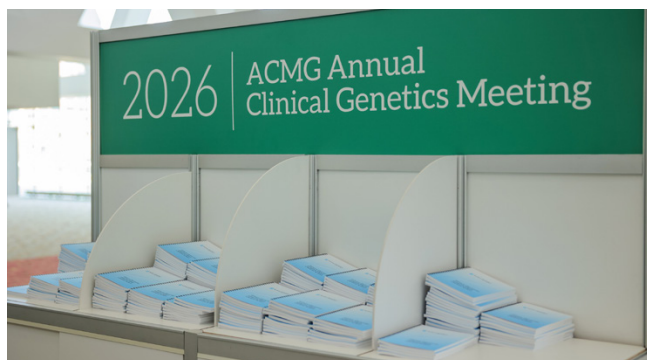
Ad placements:

Inside Front Cover: \$7,000

Inside Back Cover: \$7,000

Inside Full Page: \$6,500

► Conference Notebooks Sponsorship: \$12,500



Provide attendees with a useful meeting resource while creating lasting brand visibility. Branded notebooks are a practical amenity that attendees can use throughout the ACMG Annual Clinical Genetics Meeting and continue using long after the event concludes.

Made from recycled paper, these notebooks offer an environmentally conscious branding opportunity featuring your company logo and providing repeated exposure as attendees capture notes, ideas, and insights throughout the meeting.

Sponsorship Includes:

Custom-branded recycled paper notebooks featuring your company's graphics on the inside front and back covers of the notebooks. Distribution to ACMG Annual Meeting attendees from the registration area.

Mobile App Sponsorships and Advertising

ACMG provides attendees and exhibitors with a Mobile App to help them navigate the meeting. This on-the-go attendee resource allows attendees to participate in polls, send questions to the speakers, view abstracts and exhibitor listings, and the ability to interact with each other — all on their devices. This resource includes facility maps, the exhibit hall floor plan and connects your brand with attendees before and during the conference. ACMG attendee adoption rate is historically over 85% higher than the national tradeshow average.

► Mobile App Sponsorship • \$8,000

Seize this exclusive opportunity to feature your company logo on the splash screen each time the app is started or new data is loaded. A Promoted Notification will be included that will include a Subject Line (max 35 characters) plus a message (max 40 characters).

► Mobile App Banner Ad • \$3,500

Banner ads are a high visibility, popular and cost-effective way to increase brand awareness.

Ad is placed in rotation and appears on select screens that do not display educational content, in the app.

► Mobile App Promoted Notification • \$3,000

Reach attendees instantly with a Promoted Notification alert. Utilized to invite attendees to your booth, generate traffic, and promote a giveaway, they are brief notifications and reminders.

► Digital Showcase: \$1,500

ACMG does not share attendee or member lists, so we offer this valuable way to get visibility and reach attendees before the ACMG Annual Meeting begins! The Digital Showcase is a collection of exhibitor promotions and resources delivered to registered attendees by email.

Your clickable PDF insert, located on the ACMG Meeting website, will open to a full-page view — perfect for highlighting products, services, booth giveaways, or meeting specials. PDFs must be sent to ACMG for review and approval. Specifications will be provided to purchasers.

Digital Advertising and Banner Ads

Don't miss this chance to reach ACMG attendees before, during and after the meeting in ACMG's digital spaces with high-impact banner ad placements that will appear on acmgmeeting.net and in email messaging before, during and after the meeting. It's a great way to boost your visibility and drive engagement with your target audience. Ads will link to your preferred URL.

► Banner Ad: Meeting Website: \$7,500

Limited availability

Banner placement on select pages of the ACMG meeting website.



“What’s Happening in the Exhibit Hall” Promotional Email

Drive traffic to your booth before attendees arrive by participating in the “What’s Happening in the Exhibit Hall” promotional email, distributed to all registered ACMG Annual Clinical Genetics Meeting attendees prior to the meeting. This dedicated email highlights exhibit hall activities, new products, demonstrations, and featured exhibitors, helping attendees plan their time on the show floor and discover companies they won’t want to miss.

► Exclusive Email Banner Sponsor: \$5,000

Position your brand at the top of the email with an exclusive banner advertisement, providing maximum visibility before attendees review featured exhibitors and exhibit hall highlights.

► Featured Exhibitor: \$1,500

Limited to 8 Companies

Showcase your company with a featured listing designed to encourage attendees to visit your booth.

Featured listing includes:

- Company logo
- Booth number
- Up to a 50-word company description highlighting your products, services, or innovations

Distributed to all registered attendees prior to the meeting, this email helps attendees identify exhibitors they want to visit and plan their exhibit hall experience in advance.

► Registration Confirmation Email Banner: \$10,000

★ EXCLUSIVE SPONSORSHIP ★

Be the first sponsor attendees see after registering for the ACMG Annual Clinical Genetics Meeting. Your banner advertisement will be featured prominently in the official registration confirmation email sent to every registered attendee, providing immediate visibility at a key point in the attendee journey.

► “What to Know Before You Go” Email Banner: \$10,000

★ EXCLUSIVE SPONSORSHIP ★

Connect with attendees just before they arrive at the ACMG Annual Clinical Genetics Meeting. Your banner advertisement will be featured prominently in the official “What to Know Before You Go” email, delivering your message at a time when registered attendees are finalizing their plans and preparing for the meeting.

Monthly Update Email Banner

► \$7,500 – top of email position

► \$5,000 – secondary placement

This highly anticipated communication keeps potential and registered attendees informed about important meeting announcements, deadlines, and new opportunities, making it an ideal platform to reinforce your brand and drive traffic to your booth or website. You will have the opportunity to select the email send date and general audience.

Banner Ad in the Daily Highlights Email

► \$7,500 – top of email position

► \$5,000 – secondary placement

Land in attendees’ inboxes first thing each morning of the meeting. The Daily Highlights email promotes that day’s popular sessions and events.

Digital Retargeting Sponsorships

Campaign of:

► 50,000 impressions: \$6,000 per campaign

► 75,000 impressions: \$8,000 per campaign

► 100,000 impressions: \$12,000 per campaign

A unique and effective marketing opportunity for exhibitors and sponsors, the digital retargeting opportunity works by keeping track of people who visit ACMG sites via a cookie and then displaying your ads to them as they visit other sites online. The exhibitor/sponsor develops a set of 3 to 7 ads which will target our digital audiences wherever they go online. The campaign can run before, during, and/or after the meeting, depending on how many impressions are purchased.

► Exhibitor Directory Listing Upgrades

Elevate your brand presence and maximize your ROI by reaching attendees before the meeting even begins. The online at acmgmeeting.net and mobile app exhibitor directories are the complete resource for exhibitor information before, during and after the meeting. Upgrading your online exhibitor listing to Enhanced, Premier, or Elite will maximize your visibility and drive traffic to your booth.

Features	Basic Complementary	Enhanced \$700	Premier \$1,000
Contact Information (Website, Social Media, Booth Number)	✓	✓	✓
Product Categories	✓	✓	✓
Company Description	✓	✓	✓
Company Logo		✓	✓
Featured Exhibitor Listing			✓
Premier Placement in Search Results			
Highlighted Booth with Corner Peel			
Business Cards		2	4
Collateral		2	4
Product Gallery with Images and Descriptions		2	4
Product Gallery with Video and Descriptions			4

► Custom Sponsorships: Starting at \$10,000

Create a one-of-a-kind sponsorship experience tailored to your organization's goals. A **Custom Sponsorship** allows you to showcase your brand in a creative and meaningful way while connecting with attendees through a unique activation designed around your message, products, or services.

Whether you're looking to educate, engage, or create a memorable brand experience, we'll work with you to develop a sponsorship that aligns with your objectives and enhances the attendee experience.

Bring your vision to life and make a lasting impression at the 2027 ACMG Annual Clinical Genetics Meeting.
Contact acmgexhibits@acmg.net.