

2026

ACMG Annual Clinical Genetics Meeting

MARCH 10-14 • EXHIBIT DATES: MARCH 11-13
BALTIMORE CONVENTION CENTER • BALTIMORE, MD



EXHIBIT & SPONSORSHIP PROSPECTUS

Secure your spot at the 2026 ACMG Annual Meeting – *Where Genetics Meets Innovation*

The American College of Medical Genetics and Genomics (ACMG) invites you to exhibit at the **2026 ACMG Annual Clinical Genetics Meeting, March 10-14** (exhibit dates March 11-13) at the Baltimore Convention Center in Baltimore, Maryland.

The ACMG Annual Meeting is where the entire genetics and genomics team gather, including medical and clinical geneticists, laboratorians, physicians from related specialties, genetic counselors, nurse practitioners, Physician Associates, dietitians, variant scientists and geneticists-in-training. Genetics professionals attend this essential meeting to learn, network and engage with industry experts, evaluate the innovative products and services displayed in the exhibition and develop strategic partnerships with suppliers. Scientific content will include new discoveries in genetic disorders, rare diseases, genome sequencing, genetic therapies and best practices in genetic counseling. The three-day exhibition offers exceptional access to key decision makers in genetics and genomics.

Apply online today! The ACMG Annual Meeting provides a “can’t miss” opportunity for industry, academic and commercial laboratories, academic institutions, advocacy groups, government agencies, recruiters and publishers to position their organization and showcase products and services to practitioners representing the entire genetics team.

Assignments for Space applications received by November 17, 2025, will be made based on Priority Points.

Contents

| | |
|---|----|
| Why Exhibit at the ACMG Meeting? | 1 |
| Attendee Demographics | 3 |
| Exhibit Space Fees | 5 |
| Start-Up Pavilion | 6 |
| Career Pavilion | 6 |
| Exhibitor Registration..... | 11 |
| Hotel Reservations | 12 |
| Important Deadlines | 13 |
| Support, Promotion and Advertising Opportunities | 14 |
| Thought Leadership – Exhibitor Presentation Opportunities | 15 |
| Branding Opportunities..... | 17 |
| Exhibit Hall Branding Opportunities | 19 |
| Enhance the Attendee Experience | 20 |
| Opening Reception Opportunities | 21 |
| Early Career Professional Support | 22 |
| Print Advertising Opportunities | 24 |
| Mobile App Sponsorships and Advertising..... | 24 |
| Digital Advertising and Banner Ads..... | 25 |
| Digital Retargeting Sponsorships | 25 |
| Exhibitor Directory Listing Upgrades | 26 |
| Booth Display Guidelines..... | 27 |
| Exhibitor Terms & Conditions | 28 |



Why Exhibit at the ACMG Meeting?

ACMG is globally recognized and respected as a leading provider of quality content and resources. As the medical genetics industry's premier gathering place for information exchange and networking the meeting provides unparalleled opportunities for industry, academic and corporate laboratories, advocacy groups, government agencies and publishers to position their organization and showcase products and services to genetics professionals from around the world. In these unparalleled times, the products and services you deliver are essential contributors to the breakthroughs that are changing lives.

The ACMG Annual Meeting hosts 3,000+ genetic and genomic professionals from around the globe, representing every aspect of the clinical genetics industry. The exhibit and poster hall showcases the latest breakthroughs in clinical genetics and genomic medicine, genetic testing technologies and bioinformatics tools, plus family/patient advocacy groups, educational resources and learning opportunities throughout.

As an exhibitor at the ACMG Annual Clinical Genetics Meeting your company can expect to:

- **Gain a competitive advantage** as a leader in genetics and genomics by being present at the most well-respected clinical genetics meeting to be held in 2026.
- **Build company and product exposure** and brand awareness.
- Engage directly with your target audience, decision-makers, and influencers.
- **Establish and maintain a presence** in the genetics and genomics marketplace.
- **Increase visibility** by introducing and featuring products, services, new advances and therapeutics to the experts in the field of genetics and genomics.
- **Gain valuable insights** into the challenges, needs, and interests of genetics and genomics professionals.

How ACMG drives traffic to the exhibit and poster hall:

- **8 hours of unopposed exhibit time.**
- **Opening Reception** on Wednesday evening.
- **Food and Beverage breaks** and concession lunches in the exhibit hall.
- **Interactive educational opportunities** including Posters, Exhibit Theaters, Learning Lounge.
- **GENEius Challenge** qualifying rounds.
- **Speed Mentoring** sessions.
- **ACMG Booth** in the exhibit hall for member and attendee engagement including photo ops, meet the journal editors and the annual celebration of "Medical Genetics Awareness Week".



CONTACT INFORMATION:

Jane Dahlroth, CEM, CMP Senior
Director of Meetings & Exhibits
American College of Medical Genetics
and Genomics
(240) 204-9649 • jdahlroth@acmg.net

MEETING SPONSOR:

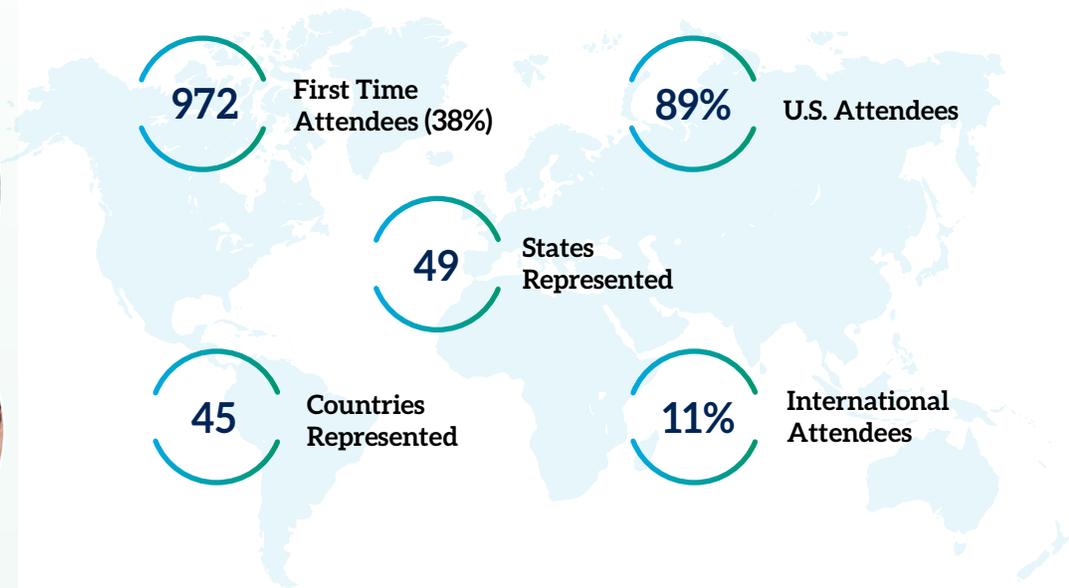
American College of Medical Genetics
and Genomics
7101 Wisconsin Avenue, Suite 1101
Bethesda, MD 20814
(301) 718-9603 • acmg.net

CONVENTION FACILITY:

Baltimore Convention Center
One West Pratt Street
Baltimore, Maryland 21201
(410) 649-7000 • bccenter.org



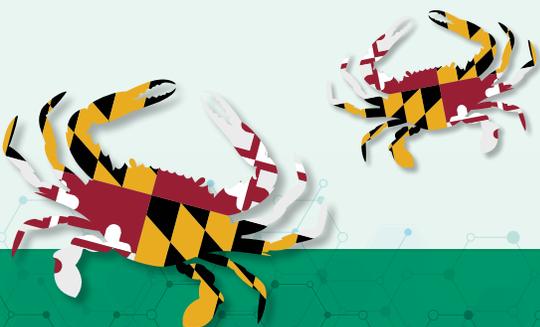
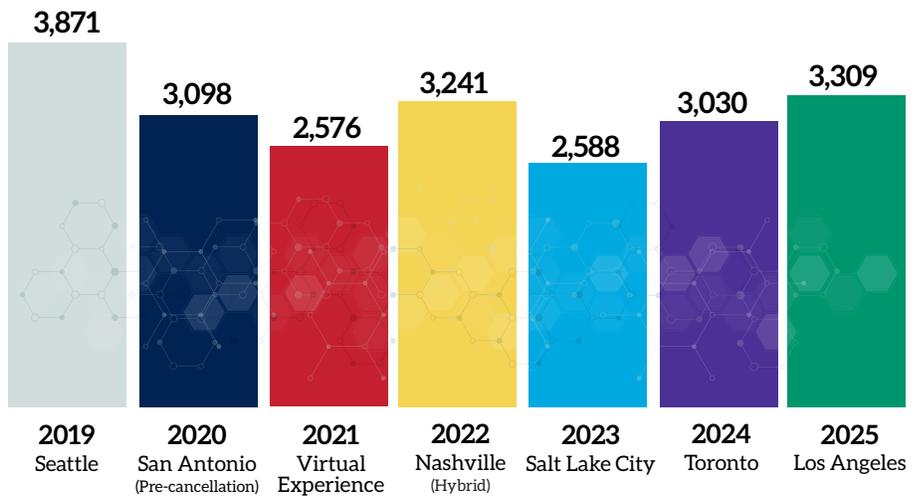
Attendance By The Numbers



2025 ACMG Annual Meeting Registration Breakdown



ACMG Annual Meeting Attendance Through the Years (2019 to 2025)



Attendee Demographics

(Based on 2025 meeting attendance)

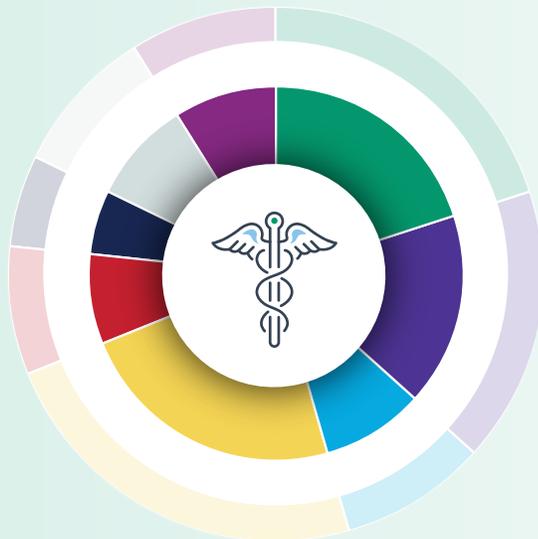
Workplace Setting



- 37% Academic Medical Center/University
- 7% Academic Laboratory
- 13% Commercial Laboratory
- 12% Commercial (Pharmaceutical, Biotechnology, Software, etc.)
- 3% Government Agency
- 15% Hospital
- 5% Medical Practice or Consulting



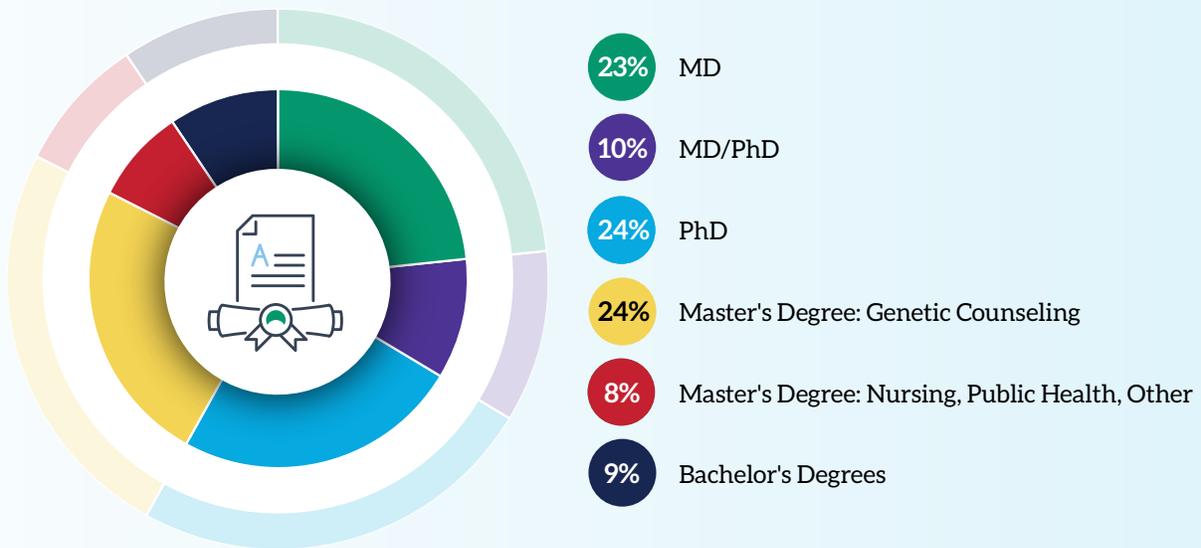
Positions Held



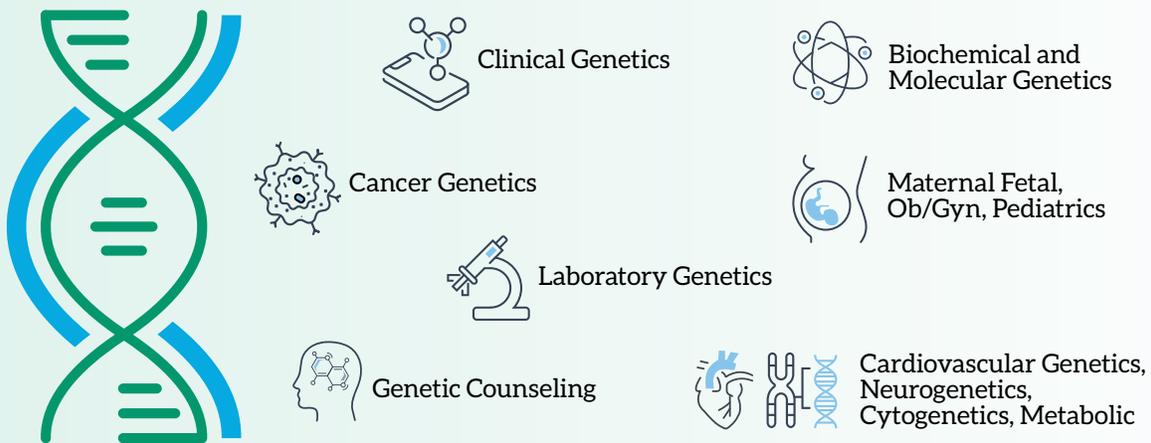
- 18% Clinical Geneticist
- 15% Laboratory Director/Supervisor
- 8% Corporate (Biotech/Pharma) Executive
- 21% Genetic Counselor
- 7% Researcher
- 5% Ob/Gyn, Pediatrics, Other specialties
- 8% Trainee, Resident, Fellow
- 8% Student



Attendees Hold the Following Degrees



Attendees Are Actively Involved in These Practice Areas



2025 ACMG Net Promoter Score

The **Net Promoter Score (NPS)** is considered the gold standard of customer experience metrics, providing a clear snapshot of overall satisfaction. According to NPS benchmarks, ACMG’s scores from both attendees and exhibitors are well above average, reflecting strong loyalty and a positive overall experience.

2025 Attendee NPS: **70** 2025 Exhibitor NPS: **50**



Net Promoter Score Analysis

Exhibit Space Fees

All applications must be made online, and when applying online, a 50% deposit will be collected. **The preferred payment method is ACH remittance or Wire Transfer.** For credit card payments (Visa, MasterCard, Discover or American Express) a processing fee may be added to the booth amount.

Space will not be assigned until the deposit is paid.

| | UNTIL JANUARY 30, 2026 | AFTER JANUARY 31, 2026 |
|--|---------------------------|---------------------------|
| COMMERCIAL COMPANIES | | |
| 10'x10' inline | \$4,500 | \$4,900 |
| 10'x10' corner | \$4,700 | \$5,100 |
| 10'x20' inline | \$9,000 | \$9,400 |
| 10'x20' inline + corner | \$9,200 | \$9,600 |
| 10'x20' corner + corner | \$9,400 | \$9,800 |
| 20'x20' island | \$18,800 | \$19,200 |
| 20'x30' island | \$27,800 | \$28,200 |
| NON-PROFIT ORGANIZATIONS 1* | | |
| 10'x10' inline | \$2,700 | \$3,100 |
| 10'x10' corner | \$2,900 | \$3,300 |
| 10'x20' inline | \$5,400 | \$5,800 |
| 10'x20' corner | \$5,800 | \$6,200 |
| 10'x20' inline + corner | \$6,000 | \$6,400 |
| NON-PROFIT ORGANIZATIONS 2** (Associations and Government Agencies) | | |
| 10'x10' inline | \$1,100 | \$1,300 |
| FAMILY/PATIENT ADVOCACY*** | | |
| 10'x10' inline, Carpet only | \$1,050 | \$1,250 |
| 10'x10' inline, Furnished | \$1,300 | \$1,500 |
| START-UP PAVILION (see page 6 for full description) | | |
| See below for more info. | \$3,000 | \$3,500 |
| CAREER FAIR (see page 6 for full description) | | |
| See below for more info. | Exhibitor \$600 | Non Exhibitor \$900 |

***Non-profit Organizations 1:** Academic or medical center affiliated laboratories, programs and publishers that hold non-profit status or any other “not for profit entity” that sell 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.

****Non-profit Organizations 2:** Professional associations and government agencies. Note: Non-profit organizations selling products or services should apply as Non-Profit 1 (see above).

*****Family/Patient Advocacy Pavilion:** A designated area for family and patient advocacy groups. This area will be carpeted by ACMG. Exhibitors in this category and assigned to the Pavilion have the option of purchasing a booth package with furnishings for an additional fee (furnishings will include 1 6' draped table, 2 chairs, 1 waste basket and carpet). Note: This area will be limited and when full, Advocacy organizations may be assigned to a different area on the floor, where the \$1,100/\$1,300 booth fees will apply, and the furnished booth option will not be available.

Exhibit Hall Open

Wednesday, March 11

5:00 PM – 7:00 PM

(Opening Reception in Exhibit Hall)

Thursday, March 12

10:00 AM – 4:30 PM

Friday, March 13

9:30 AM – 1:00 PM

Exhibit Installation/ Dismantle

Exhibitors must be set up by 4:00 PM, Wednesday, March 11, to allow for final exhibit hall preparation prior to the Opening Reception.

Installation:

Tuesday, March 10

12:00 PM – 6:00 PM

Wednesday, March 11

8:00 AM – 4:00 PM

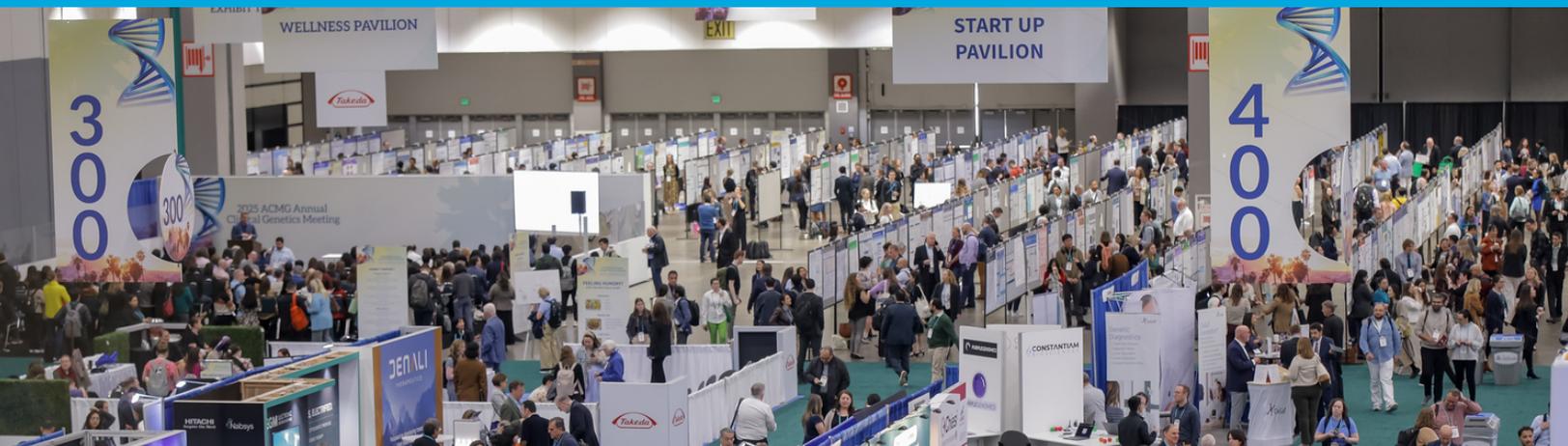
NOTE: Exhibitors with booths 400 net square feet or larger may be allowed early access to the exhibit hall for set up. Email request to acmgexhibits@acmg.net.

Dismantle:

Friday, March 23

1:00 PM – 8:00 PM

Dismantling or tear down of exhibits before the official close of the exhibition, Friday, March 13 at 1:00 PM is PROHIBITED and will result in a loss of points for space assignment for the 2027 meeting.



Start-Up Pavilion

The Start-Up Pavilion is a designated area in the ACMG exhibition hall where emerging companies can showcase their products and services, connect with potential investors and partners, and gain visibility within the industry. This pavilion offers a cost-effective way for startups to participate in the ACMG meeting. Each company is provided with an all-inclusive kiosk that includes company graphics, carpeting, electrical connectivity, and company listings in all related promotional and attendee materials. This area draws attendees, potential partners, and investors eager to explore the latest products and services in the genetics and genomics field.

Availability in the Start-up Pavilion will be limited and allocated 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.”

Qualifications:

- Companies must be “start-up” firms targeting specific funding stages (seed, Series A, etc.) or introducing new products or services in the genetic and genomic industry.
- 100 or less employees.
- Companies must be independently owned, not subsidiaries of larger corporations or as non-profits or divisions of government organizations.
- Companies must have been founded within the past three years.
- Companies may not have exhibited at more than two ACMG meetings in the past. (i.e. the 2024 and 2025 meetings)

Career Pavilion

The Career Pavilion will be a dedicated area in the ACMG Exhibit Hall. Tables will be available for exhibitors and organizations to promote your organization and meet and recruit from a large pool of potential candidates for your available positions. The opportunity is available to every exhibitor category. Registered Annual meeting attendees will participate at no additional cost. Job search resources, job boards and the online ACMG Career Center will be in the Pavilion. Tables and chairs for meetings will be provided.

Tables to be staffed March 12 and 13 from 10:00 AM – 1:00 PM in the Exhibit Hall.

Fees: Exhibitor: \$600 / Non-Exhibitor \$900

Included in Fee:

- one skirted 4' table, two side chairs, carpet and a wastebasket
- Two Exhibitor badges
- Listing on the Career Pavilion webpage at acmgmeeting.net

Organizations participating in the Career Pavilion must purchase at least one ACMG Career Center posting package and will receive member rates for basic postings **PLUS** \$75 savings on the enhancement. Once you’ve signed up for the Career Pavilion, you will then have access to the member-only Employee Job Posting rates for the ACMG Online Career Center to select your package and pay the fee.

| 30-DAY POSTING | 60-DAY POSTING | 90-DAY POSTING |
|----------------|----------------|----------------|
| \$300 | \$425 | \$560 |

Exhibit Space Rental Includes:

- **Inline booths:** 8 ft. high draped back wall and 36" side drape in show colors, 7"x44" booth identification sign with company name and booth number.
- Aisle carpeting in show color.
- **Commercial and Non-Profit Exhibits:** Six complimentary exhibit booth personnel badges per 10'x10' booth.
- **Start-Up Pavilion:** Four complimentary exhibit booth personnel badges per kiosk.
- **Career Pavilion exhibits:** Two complimentary exhibit booth personnel badges per booth.
- Complimentary Exhibit Booth Personnel badges allow entrance to the exhibit hall during all installation, dismantle and regular exhibit hours. Admittance to educational sessions is allowed, but CE credits cannot be awarded to those registered as Exhibit Booth Personnel. **Additional badges \$75 each.**
- Company listing, booth location product description and product category listing in the online exhibitor directory on acmgmeeting.net – three (3) months pre-meeting and four (4) months post-meeting and the meeting mobile app three (3) weeks pre-meeting and one year post meeting.
- Exhibit floor perimeter security when exhibits are closed.
- Unlimited Press Releases in the onsite press room.
- Host attendee hospitality and social events during specified times during the meeting.
- Opportunities to provide meeting support, promotion and advertising.
- Exclusive opportunity to rent Exhibit Hall Meeting Suites for private business and client meetings.
- Additional opportunities including Industry Supported Satellite Symposia and Exhibit Theaters based on availability.

NOTE: Carpet, tables, chairs, electricity, computer, AV equipment and internet access are not included in the booth fee. These services and furnishings can be ordered through the Exhibitor Service Kit. All exhibit booth spaces in the Exhibit Hall must be carpeted or covered with appropriate flooring (bare floors are not permitted).
NOTE: Patient/Family Advocacy Pavilion and the Start-Up Pavilion offer package options as outlined above.

Eligibility to Exhibit

The ACMG Annual Clinical Genetics Meeting aims to showcase exhibits that advance the field of medical genetics and genomics. To ensure a high-quality experience for attendees, ACMG carefully vets all exhibit applications. Accepted exhibits must provide products and services that relate directly to genetics and genomics, practical tools or resources, educational resources for genetics professionals, and align with ACMG's mission.

ACMG reserves the right to reject exhibit applications that don't meet the above criteria or that reflect poorly on the meeting's character. This includes displays featuring unrelated products like TENS units, LED skincare, cosmetics, or handheld massagers, and any other non-genetics related products. While a deposit payment is required with applications, it doesn't guarantee acceptance for booth assignment. If applicant does not qualify, ACMG will provide a full refund. This rigorous selection process ensures that the exhibit hall remains a valuable resource for genetics professionals seeking cutting-edge information and tools in their field.

Payment Terms

Applications to exhibit are made online through ACMG's Exhibitor Portal. Detailed instructions are available at acmgmeeting.net in the Exhibitor/Sponsor section.

All applications must be made online, and when applying online, a 50% deposit will be collected.

A 50% deposit is required at the time of application. The preferred payment method is ACH remittance or Wire Transfer. *For credit card payments (Visa, MasterCard, Discover or American Express) a processing fee may be added to the booth amount.* When paying by ACH remittance or wire, payment must be received within ten (10) days of application submission. Applications will not be approved, and space will not be assigned until the deposit is received.

Final Payment

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 9, 2026. Full booth payment must be made with applications submitted after January 9, 2026.

Cancellation and/or Reduction of Space

Cancellations of booth space, Exhibit Theaters, Exhibit Hall Suites 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 9, 2026. Cancellations and reduction of space requests received by that date will be subject to a 50% cancellation fee. All cancellations and/or downsizes are subject to the 100% fee after this date and no refunds will be given. ACMG reserves the right to relocate exhibiting companies after downsizing and the right to resell any cancelled booth spaces.

No Show Exhibitors

Exhibiting companies that reserve exhibit space and do not provide ACMG with written notice of their inability to exhibit by March 9, 2026, will automatically be charged an additional lounge fee of \$500, and are still responsible for paying any unpaid exhibit fees.

Assignment of Space

ACMG assigns booths based on a Priority Point System for applications received by November 17, 2015.

Companies' cumulative total includes points for exhibiting history, booth size and meeting sponsorship or ACMG Foundation support in 2025 and/or 2026.

This system rewards long-time exhibitors and those who have provided meeting or ACMG Foundation support. Exhibitors with a shorter history accrue points on the amount of square feet purchased, commitment to support the upcoming meeting via sponsorship and support opportunities and by submitting the application by the points deadline.

Applications (with the required deposit) received by the Priority Point Deadline are arranged based on points accumulated and then assigned from highest to lowest priority points. For those companies with the same priority point total, the date of receipt and location of competitors are considered when assignments are made.

Priority Points are accumulated as follows:

- 10 points for applications received by November 17, 2025
- 5 points for each year exhibited since 2016
- 5 points for each 100 square feet reserved

Meeting sponsorship and advertising activity at the 2025 meeting and/or the 2026 Annual Meeting if commitment is made at the time of booth space application:

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

2025–2026 ACMG Foundation Corporate Partners:

- Friend Partner (giving level under \$25,000): 10 points
- Silver Partner (giving level \$25,000 – \$49,999): 20 points
- Gold Partner (giving level \$50,000 – \$99,999): 30 points
- Platinum Partner (giving level \$100,000 – \$250,000): 40 points
- Diamond Partner (giving level \$250,000+): 80 points

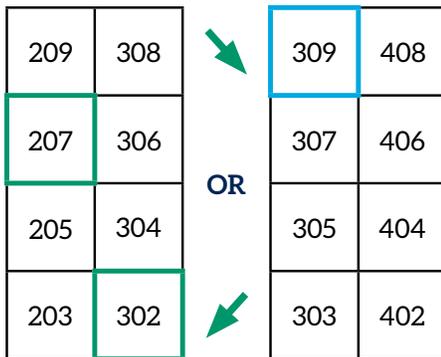
Once applications for exhibit space received by the priority point deadline have been assigned, the remaining applications or those received after the deadline, are assigned on a first-received, first-assigned basis, to the remaining space if any. The floor plan with assigned space will be available in December 2025 at acmgmeeting.net.

Space Assignment Considerations

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 (for applications received by the deadline), location of competitors and other requests. Please keep the following factors in mind when selecting preferred booth space:

- ACMG reserves the right to adjust the floor plan and/or reassign locations as deemed necessary for the overall good of the exhibition or for safety issues. Affected exhibitors will be consulted in such situations.
- Companies with several years of exhibiting and/or support may have a high number of priority points. First-time exhibitors or those with a short exhibiting history should make booth selections with this in mind.
- During the booth assignment process, if the requested space(s) is no longer available, the next best space available will be assigned.

- Do not concentrate all booth choices in one area. Exhibitors have a better chance of receiving a preferred booth if the choices are in different areas of the floor plan (see floor plan online at acmgmeeting.net.)
- Requesting to avoid competitors may affect booth space selection. 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. 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 below would be considered an adequate distance from each other, or a competitor in the 200 aisle location.



Multiple Divisions, Co-Marketing, Mergers and Acquisitions:

- Companies with several divisions may choose to average points to be grouped together in the space assignment process to allow each division to contract separately while maintaining their own identities (i.e., exhibit listing, badges, etc.).
- If companies wish to be assigned exhibit space adjacent to one another, each company must submit this request via email and copy the other company. The space assignment will then be made by averaging the companies’ points if both applications are received before the Priority Points deadline. (For applications submitted separately and after the Points deadline, every attempt will be made to accommodate such requests.)
- Notify ACMG in writing when an acquisition or merger between companies has been completed. List the date of completion and the new (if applicable) 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.

Sharing/Subletting Space:

Subletting or sharing of contracted exhibit space is not allowed. 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.



Ancillary Meetings, Hospitality and In-Conjunction-With Events

The ACMG Annual Clinical Genetics Meeting brings together nearly 3,000 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 conjunction with the ACMG Meeting.

Ancillary, hospitality and In-Conjunction-With meetings and events held during the ACMG meeting must adhere to ACMG guidelines, regardless of the meeting location. Detailed guidelines and a form to submit for approval are in the EXHIBIT/SPONSOR section of acmgmeeting.net.

Events where attendees are invited may be held only during the following days and times:

Tuesday, March 10 12:00 PM – midnight

Wednesday, March 11 6:00 AM – 7:30 AM • 7:30 PM – midnight

Thursday, March 12 6:00 AM – 7:30 AM • 6:30 PM – midnight

Friday, March 13 6:00 AM – 7:30 AM • 7:30 PM – midnight

Exhibitor pre-conference staff meetings, orientations and internal corporate sales, business, or meetings that do not include meeting attendees may be held at any time.

Please apply online – Deadline for Requests: February 12, 2026

Exhibit Hall Meeting Suites: \$6,000 – \$7,500

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

Deadline to Apply: February 4, 2026



Exhibit Hall Meeting Suites are turn-key furnished rooms available on a rental basis 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. Applications are submitted online when applying for booth space or at a later date via the Exhibitor Portal.

Fee includes a hard wall system with company sign on the door, carpet, conference table and chairs, 6' skirted table and wastebasket (rooms do not have ceilings). Add-ons such as electricity, audiovisual, internet and food and beverage are available at the expense of the exhibiting company and can be ordered through the Exhibitor Service Kit.

Space is limited and applications will be processed in the order they are received. For more information, see the Exhibit Hall Meeting Suites page in the Exhibit/Sponsor section of acmgmeeting.net.

Exhibitor Registration

Registration instructions for requesting Exhibit Personnel Badges and full registrations will be provided to exhibitors with booth confirmations in December 2025.



Exhibit Booth Personnel Badges

All booth personnel working in rented exhibit space must be registered. Each exhibiting company is entitled to the following Exhibit Personnel Badges for your booth personnel and company employees who will staff the booth.

- Six (6) Exhibit Personnel Badges per 10'x10' regular exhibit space
- Four (4) Exhibit Personnel Badges for the Start-up Pavilion
- Two (2) Exhibit Personnel Badges for the Career Pavilion
- Additional Exhibit Personnel Badges over the above allotments: **\$75/badge**

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 educational sessions including concurrent sessions, plenary sessions and Platform Presentations. *Exhibit booth personnel are NOT eligible for CME or CE.*

Exhibit Company Full Conference Registrations:

Company representatives who wish to obtain CE credit and/or attend the meeting for the purpose 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 acmgmeeting.net.

Company personnel who are registered to attend sessions who will also work in the booth should request “exhibitor credentials” when picking up their badge so that they can access the hall when it is closed to attendees (i.e., during set up, dismantle and before exhibits open each day). Additionally, exhibit company staff registering as full registrants will book their hotel rooms through the attendee hotel reservation site using their registration confirmation number. Their room reservations should not be made in the exhibit block through the exhibitor housing site.

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 acmgexhibits@acmg.net for registration options.

Online full conference attendee registration opens in October 2025 at acmgmeeting.net.

Health and Safety

The 2026 ACMG Annual Clinical Genetics Meeting is being planned as in-person event and will maintain event safety protocols, following the current guidance from relevant government bodies and the CDC. Updates will be provided prior to the meeting if necessary. The safety and comfort of attendees remains our priority. ACMG has adopted a personal responsibility approach for meeting attendees, exhibitors, vendors, and staff and it is the expectation that all participants are considerate of colleagues and industry partners by practicing prudent and best practices for the health and safety of all attendees including testing when appropriate, taking recommended actions when symptomatic or having tested positive, and wearing a mask if you choose.

Hotel Reservations

ACMG has secured blocks of rooms at reduced rates in several hotels convenient to the convention center. **The Hilton Baltimore Inner Harbor** will serve as the headquarter hotel, the other official hotels are listed on the ACMG Meeting website. To ensure that the College avoids penalties and attrition charges, please book your reservations in the ACMG block. Exhibitors who book outside of the official ACMG housing block may lose Priority Points.

- Detailed information on the hotel booking process is outlined on the ACMG Website.
- Exhibiting companies must have already purchased booth space to make hotel reservations — the link to the hotel reservation system will be provided upon receipt of the application and/or in the booth assignment correspondence depending on date of receipt of the application.
- All reservations must be made through ACMG’s Housing Partner – CMR (Convention Management Resources).
- Hotels will not accept direct reservations.
- The room block for this meeting frequently sells out prior to the cut-off date, so reservations should be made early.
- Exhibitors are urged to book rooms only for the nights they will definitely use. Closely review the exhibit hours and your staffing schedule before making hotel reservations.

The Hotel Reservation Deadline is February 25, 2026. Group Reservations for sleeping rooms will be limited to ten (10) rooms. Should your group require additional rooms, please complete the online form provided on the housing reservation site.



⚠ Hotel Reservation and Mail List Scams: The Government and Business Impersonation Rule, which targets scammers who impersonate businesses and government entities, went into effect on April 1, 2024. You can report impersonation scams (such as hotel reservation scams and email list sale scams) to the FTC here <https://reportfraud.ftc.gov/#/>.

⚠ Housing Scams: CMR is the official housing and hotel management company for the 2026 ACMG Meeting. While you may be contacted by other companies or hotels claiming to be the official ACMG housing provider, they are not. Please utilize the ACMG Meeting Website as your source for all information on registration, hotels and meeting services.

⚠ Mail List Scams: ACMG does not rent, sell, share or give away member or attendee lists or contact information. ACMG members, meeting attendees and exhibitors may be contacted by companies that falsely claim to have ACMG member/meeting attendee lists. These offers are scams.



2026

ACMG Annual Clinical Genetics Meeting

MARCH 10-14 • EXHIBIT DATES: MARCH 11-13
BALTIMORE CONVENTION CENTER • BALTIMORE, MD

IMPORTANT DEADLINES

| | |
|-------------------|--|
| September 4, 2025 | Preliminary Educational Satellite Symposia application deadline. |
| October 1, 2025 | <ul style="list-style-type: none"> • Proposal Submission Opens • Full Conference Registration and Housing Opens |
| November 14, 2025 | Abstract submission deadline |
| November 17, 2025 | Priority Point deadline |
| November 17, 2025 | Booth space 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 |
| December 2025 | Booth assignments sent, exhibitor personnel registration and housing opens |
| December 1, 2025 | Exhibit Theater submission deadline |
| December 10, 2025 | Abstract Acceptance/Rejection sent |
| December 17, 2025 | Early Bird deadline for Full Registration |
| January 2026 | Exhibitor Service Kit available |
| January 9, 2026 | Deadline to cancel or reduce booth size, sponsorships, Theaters, etc. and receive partial refund Full Booth payment due. Applications received after this date must include payment in full |
| January 30, 2026 | Last day to pay regular booth fees. Late fees apply from 2/1 Rooming list deadline for group blocks (10+ rooms) |
| January 30, 2026 | Rooming list deadline for group blocks (10+ rooms) |
| February 4, 2026 | Advance Full Registration deadline |
| February 4, 2026 | <ul style="list-style-type: none"> • Exhibitor Appointed Contractor Form and proof of insurance deadline • Deadline to submit giveaway and drawing items for approval • Deadline to request meeting space for Ancillary, Hospitality and In-conjunction with meetings and events • Deadline to apply for Exhibit Hall Meeting Rooms • Island Booth Renderings (preferably digital format) with dimensions due • See the Exhibitor Service Kit for service vendor deadlines |
| February 5, 2026 | Late Fees for full registration deadline apply |
| February 10, 2026 | Registration cancellation deadline – partial refund prior to this date |
| February 17, 2026 | Housing deadline |
| February 25, 2026 | Last day to make, change, or cancel a reservation with CMR. Hotel reservation cancellation received by this date will not be charged a deposit of one night's room and tax |
| March 10, 2026 | Exhibit Hall move-in begins |
| March 11, 2026 | <ul style="list-style-type: none"> • Exhibit Hall move-in completed by 4:00 PM • ACMG Exhibits open at 5:00 PM |
| March 13, 2026 | Exhibit Hall move-out begins at 1:00 PM (close of Exhibits) |





Support, Promotion and Advertising Opportunities

Maximize your visibility at the 2026 ACMG Annual Meeting with the over 3,000 genetics and genomics professionals attending the meeting. Our selection of dynamic support opportunities is designed to expand your competitive edge and provide you with enhanced brand recognition, assisting ACMG in providing attendees with valuable resources and experiences before and during the meeting. Sponsorships and promotional opportunities not only accentuate each participating company's presence, they also provide attendees with valuable meeting resources and are sure to maximize the percentage of qualified buyers and customers attracted to your booth. Reserve your opportunity by committing early! Apply for sponsorships during the booth application process and receive Priority Points.

Sponsors and supporters receive the following benefits in addition to the benefits many individual opportunities provide.

- Logo, listing, and acknowledgment on the ACMG meeting website up to four months prior to the meeting.
- Company logo on sponsor recognition signage.
- Priority Points based on level of support for booth assignment.

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 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.

Don't see what you are looking for?

Contact jdahlroth@acmg.net or 240-204-9649 to discuss.

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.



Thought Leadership – Exhibitor Presentation Opportunities

ACMG recognizes that exhibitors and corporate supporters wish to reach attendees through educational formats. ACMG must adhere to ACCME guidelines to 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 10 through Saturday, March 14. The following opportunities are available to exhibitors, corporate supporters and industry during the ACMG Annual Meeting.

■ Industry Supported Satellite Symposia

Industry Supported Satellite Symposia will be offered on Tuesday afternoon and evening, and Wednesday morning and provide additional educational opportunities for attendees. Satellite Symposia are non-commercial, grant-supported educational sessions held in conjunction with the meeting and planned solely by commercial supporters, ACCME providers, medical education companies and/ or non-profit organizations. They are not part of the official ACMG meeting programming and are not awarded educational credit by ACMG.

- Symposia may be presented as either Accredited or Non-Accredited.
- Fees range from \$30,000 - \$45,000.
- Symposia are usually attended by 75 – 250 attendees.
- Initial Deadline to apply for Industry Supported Satellite Symposia was September 3, 2025. Check ACMG regarding availability or refer to the Satellite Symposia information in the Exhibit/Sponsor section of www.acmgmeeting.net.

■ ACMG Foundation Corporate Partner Insights Sessions

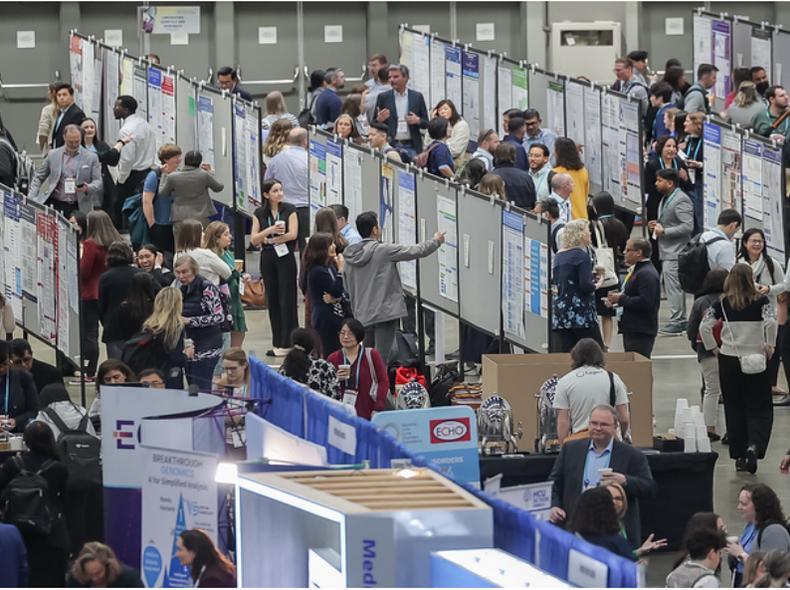
(Limited opportunity available to ACMG Foundation Corporate Partners ONLY)

The ACMG Foundation Corporate Partner Insights Sessions are lunchtime sessions available exclusively to ACMG Foundation's Corporate Partners. These one-hour sessions will provide Partners with the opportunity to delve into the latest industry trends, innovations, and developments. Engage and network with ACMG attendees and provide them with valuable insights in the ever-evolving landscape of genomic medicine. Whether it's exploring cutting-edge technologies and new products, or sharing best practices, these sessions aim to foster collaboration between Industry and genetics professionals. These sessions are commercially supported activities held in conjunction with the ACMG Meeting. They are not awarded educational credit by ACMG.

Cost: \$6,000 per company for meeting room and AV pre-set. An estimated 150-200 attendees can be accommodated for each session. *The sponsoring company is responsible for:*

- *the ordering of and payment for F&B to be served*
- *any upgrades to the standard AV set*
- *recording the session, if desired*
- *marketing the session and receiving attendance RSVPs.*





■ Abstract Presentations

The presentation of advanced research and education is an essential feature of and 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. 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, presents learners with accurate, balanced, scientifically justified recommendations and create a clear, unbridgeable separation between accredited continuing education and marketing and sales.

For the purposes of ACCME compliance, abstracts from industry and laboratories will be presented as follows:

Platform Presentations: Abstracts from industry accepted as Platform Presentations will be scheduled together during non-accredited educational time slots.

Poster Presentations: Abstracts from industry will be accepted for poster presentation.



■ Exhibit Theaters

\$5,000 per half hour time slot * Deadline to apply: December 1, 2025 (or when all slots are full)

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 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 Exhibitor Portal.
- Exhibit Theater time slots are often full prior to the published deadline.
- Companies may rent lead retrieval scanners 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 (lavalier, podium mic, screen and projector, 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)

Branding Opportunities

Escalator Clings:

- \$5,500 (one escalator – 2 sides)
- \$11,000 (entire escalator bank – 4 sides)

Increase brand awareness and capture their attention as attendees enter the Baltimore Convention Center and travel up to the registration area or down to the Exhibit Hall. Your graphics are displayed on the eye-catching escalator banks. Cost includes production and installation.

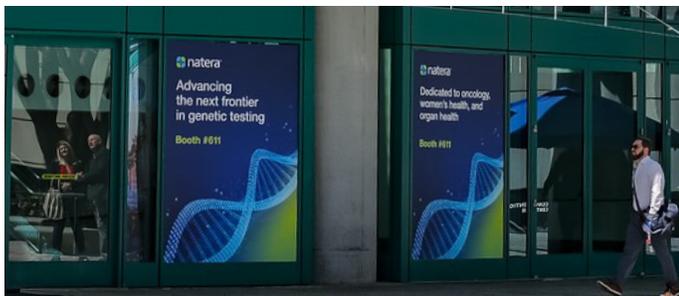
Locations available:

- Front entrance at Pratt Street Lobby
- Pratt Street Lobby to the Exhibit Hall
- Charles Street Lobby entrance



Window/Door Clings • \$6,000 each

Grab your customers' attention daily by placing your company logo and booth number on lobby doors and windows located on the main level Pratt Street entrance and at Level 100 – Charles Street Lobby entrance.



Lobby Entrance Floor decals • \$10,000 each

Welcome attendees to the meeting and promote your brand and booth number with a floor decal in the entrance to the Baltimore Convention Center. This high-profile opportunity will be sure to capture your customers' attention as they enter the convention center. Sponsorship includes production and installation.



Convention Center Wi-Fi • \$20,000

★ 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 ★



Place your branding directly in the hands of attendees as they check into their hotel with a custom message or logo on the keycard. Capture attention and provide

maximum exposure as the keys are used multiple times each day – every time attendees enter or leave their rooms. They are the first thing they receive upon check-in and the last item they use before heading home.

■ The Gathering Place • \$8,000

★ EXCLUSIVE SPONSORSHIP ★

The Gathering Place is *the* hot spot at the ACMG meeting. An area with charging tables and comfortable seating, it's where attendees go to relax, connect and recharge. Sponsor's logo will be placed on signage or glass panels in the area.



■ Photo Opp/Selfie Wall • \$8,000

★ EXCLUSIVE SPONSORSHIP ★

The Photo Opp/Selfie Wall is the go-to spot for attendees looking to capture their conference experience. Attendees gather here to take photos, engage in conversations and create memories. Their connection is your branding opportunity.



■ Power Charging Stations • \$8,000 each



Promote your company brand on highly visible and frequently used charging stations placed in high-traffic locations throughout the convention center. These stations are wrapped with the sponsor's choice of design. Design specifications are provided. Alternatively, choose high-top charging tables to be placed in the area where breaks are served, for plenty of visibility. Pricing and options available on request.

Contact jcohen@acmg.net to learn more.

■ GENEius Challenge – A Jeopardy-style Game • \$15,000

★ EXCLUSIVE SPONSORSHIP ★

The popular GENEius Challenge returns for the third year. This is an exciting opportunity for Geneticists-in-training to test their knowledge in a Jeopardy-style competition. The top nine contestants pre-qualified competitors go head-to-head in one of three live Jeopardy-style qualifying rounds in the Exhibit Hall. The winner of each round competes in the final round of the GENEius Challenge Award on Saturday morning before the start of the Closing Plenary Session. Support will fund prizes for competitors and winners. 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 Branding Opportunities

■ HeadShot Café™ • \$15,000 ★ EXCLUSIVE SPONSORSHIP ★

The HeadShot Café™ is a high energy sponsorship opportunity, with incredible attendee engagement. Impress attendees by sponsoring this feature at the annual meeting — they will be lining up! A professional photographer will be available on Thursday March 12 and Friday March 13 during exhibit hours to take professional headshots. Sponsor benefits will include:



- Recognition in email blasts promoting the Headshot Café™ sent to all meeting registrants.
- Sponsor logo in the email attendees receive with their headshot.
- Signage within the Headshot Café™.
- Place brochures or other collateral at the Headshot Café™.
- Position company personnel in the Headshot Café™ to greet new arrivals and obtain contact information from each attendee.

■ Learning Lounge • \$6,500 ★ EXCLUSIVE SPONSORSHIP ★



The popular Learning Lounge located on the Exhibit Hall floor offers an opportunity for meeting attendees to experience 30-minute sessions on specific topics and serves as a space for deeper conversations on hot topics, challenges or updates. Offered as an exclusive opportunity, the sponsors' logo will be placed on the walls of the Learning Lounge. The sponsor may run a promotional video five minutes before each Learning Lounge session begins. Additionally, this is the location of the GENEius Challenge qualifying rounds.

■ Branded Park Benches and Floor Graphic • \$5,000 each



Place your branding on the park benches. Benches are placed in the main traffic aisles of the exhibit hall floor, ensuring that attendees see the branding as they walk through the exhibition. Benches provide a place for attendees to rest and are a great traffic draw for attendee networking.

■ Aisle Signs • \$5,000 each

An opportunity for high visibility from anywhere on the show floor, increase brand awareness and drive traffic to your booth. Your company's logo is affixed to the bottom of the aisle directional sign(s) in the Exhibit Hall. With one or more aisle signs your exposure increases as attendees navigate



the hall. Interested in two aisles or more? Ask us about a bundled discount.

■ Carpet Decals (3'x3') • \$3,000 each



Drive traffic to your booth with customized graphics that adhere to the show floor carpet and mark the path to your exhibit. This high-profile opportunity will be sure to draw attention as attendees can't miss your company's brand on these floor clings that mark the beginning of your aisle or are placed in front of your booth.

■ Job Boards • \$3,000 ★ EXCLUSIVE SPONSORSHIP ★

Sponsor the ACMG Job Boards in the Career Fair 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.





Enhance the Attendee Experience

■ Thursday and Friday Exhibit Hall Lunch Sponsorship – Food Court

Dish out brand exposure and savor connections with attendees in this prime networking hotspot. Food Court sponsors can select high level sponsorships that include multiple touchpoints with attendees or purchase individual packets of coupons. Your company benefits by driving attendees TO YOUR BOOTH plus they will remain in the exhibit hall during the lunch hour.

- Promotional signage in the exhibit hall (includes sponsor logos)
- Promotion in pre-meeting communication with attendees (including sponsor logos)
- Promotion on ACMG social media channels (includes sponsor logos)
- Mobile app push notification on Thursday and Friday

■ GOLD PACKAGE • \$20,000

Limited to five companies

Sponsorship acknowledgement in the Food Court; **250 Lunch Vouchers** (featuring your logo and with a value of \$20 towards purchases in the Food Court) **each day** to give out at your booth for a total of 500 coupons.

■ SILVER PACKAGE • \$10,000

Limited to ten companies

Sponsorship acknowledgement in the Food Court; **150 Lunch Vouchers** (featuring your logo and with a value of \$20 towards purchases in the Food Court) **each day** to give out at your booth for a total of 300 coupons.

■ FOOD COURT LUNCH VOUCHERS ONLY • \$2,500 100 Vouchers

Distribute lunch vouchers (featuring your logo and with a value of \$20 towards purchases in the Food Court) from your booth.

■ Refreshment Breaks • \$18,000 each *Six (6) opportunities*

Sponsoring refreshment break(s) provides a prime opportunity for brand exposure and positive association with attendee well-being, comfort and enjoyment. Served in the exhibit hall or outside the main meeting rooms, refreshment break sponsorships are highly valued by attendees. Sponsor signage will be placed at all break locations. Sponsors may provide appropriate branded items such as coffee sleeves or napkins for any break. Refreshment breaks always draw a crowd!



■ Diagnostic Challenges Sessions • \$15,000 *Educational Grant*

The popular Friday evening sessions draw nearly every attendee for an evening of learning and networking. Educational grant support will fund beverages and snacks. Contact acmgexhibits@acmg.net for more information and the grant application process.

Opening Reception Opportunities

The exhibit and poster hall open on Wednesday night for an Opening Reception attended by exhibitors and all attendees. Food stations and bars provided by ACMG are located throughout the area during the reception. Multiple sponsorship opportunities are available and recognition will include but is not limited to branded bars, napkins, and signage throughout the reception.

■ Platinum Exclusive Sponsor • \$100,000

■ Gold Sponsors • \$25,000 each

Multiple sponsorship opportunities available

Or draw attendees to your booth by providing Food and Beverage within your booth space. Booth must be able to accommodate the food and beverage within your space (10'x20' or larger):

■ In-Booth Food • \$5,000 plus direct catering charges (Exhibitor can select items)

■ In-Booth Wine and Beer • \$8,000 plus direct catering and bartender charges (Exhibitor can select items)



■ Opening Reception Entertainment • \$4,000



■ Conference Notebooks • \$12,000

★ EXCLUSIVE SPONSORSHIP ★



Attendees appreciate being able to take notes during the conference. Enjoy a high degree of brand visibility during the meeting, and after the meeting too as attendees take their notepad home with them. These notebooks are made from recycled paper and can be branded with your company logo.

■ Attendee Painting Activity – Paint Fest! • \$3,000 per station

(more than one can be available)

Engagement is essential. If you don't capture your prospects' attention, someone else will! The Paint Fest activity offers attendees a creative "brain break," drawing others in as they see the art unfold. This interactive experience will generate buzz, drive foot traffic, and inspire social sharing with a designated hashtag – encouraging more attendees to visit, connect, and engage with your team. Providing a community service component to the activity, the completed project will be donated to the Hospital Art Foundation, who will place the artwork.

ACMG will provide the canvas and art supplies for attendees to collaborate on creating a beautiful wall hanging that will be donated to a local hospital after the meeting. Every effort will be made to locate Paint Fest canvas close to the sponsoring exhibiting company.

■ Lactation Room • \$3,000

★ EXCLUSIVE SPONSORSHIP ★

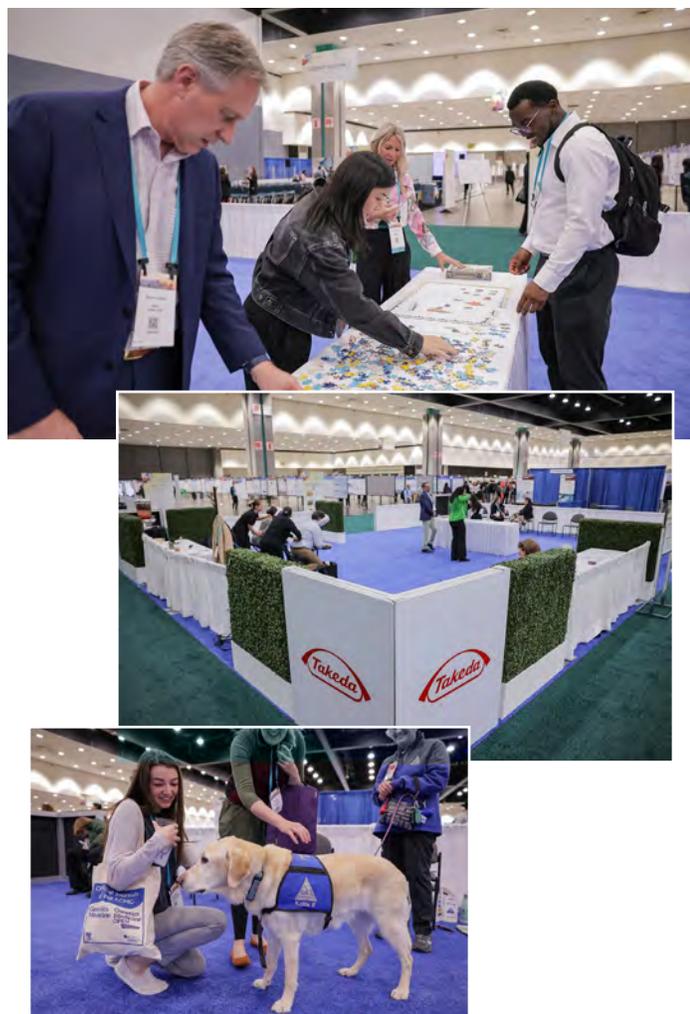
The Lactation Room will be a dedicated and private space for nursing mothers. Set with amenities that include comfortable seating, a table, electrical outlets, and a refrigerator for milk storage. Sponsoring this area says your company supports the hardworking moms attending the ACMG Meeting. The sponsor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

■ Water Coolers in the Exhibit Hall • \$500 each
(Total of 4 placement locations)

Help attendees stay hydrated! Sponsor water coolers on the exhibit hall show floor. Your company logo and booth number will be displayed on each water cooler.

■ Wellness Pavilion • \$18,000
★ EXCLUSIVE SPONSORSHIP ★

The Wellness Pavilion is a popular retreat where attendees can relax, meet therapy dogs, and enjoy seated or foot massages. Sponsor logos will be prominently featured on the Pavilion structure and overhead sign, and up to two sponsor representatives may staff the space during exhibit hours.



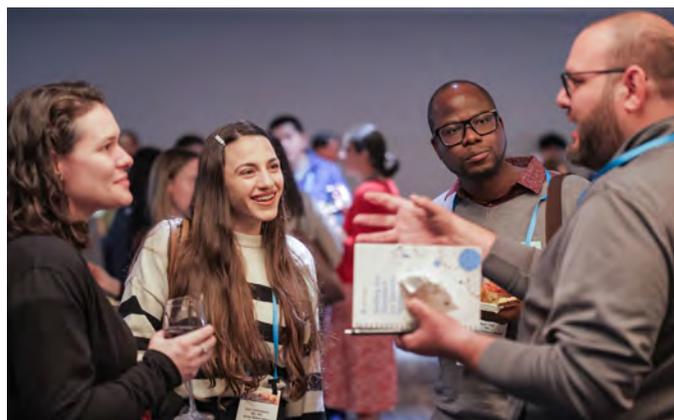
Early Career Professional Support

■ Geneticists-in-Training Lounge \$18,000
★ EXCLUSIVE SPONSORSHIP ★

The Trainee/Resident/Fellows Lounge provides a destination for the 250+ young professionals attending the meeting to come together to network with one another and the College's leadership. The sponsorship will provide décor and 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.

■ Fellow, Resident, Trainee and Student Welcome Reception • \$20,000
★ EXCLUSIVE SPONSORSHIP ★

Always a popular event for early career genetic professionals to learn more about ACMG and meet the College leadership. Opportunity includes a welcome from a representative of the sponsoring company.



■ Early Genetics Trainee/Mentor Luncheon • \$20,000

★ EXCLUSIVE SPONSORSHIP ★

This interactive 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. A company representative may attend the luncheon.



■ Geneticist-in-Training Speed Mentoring • \$10,000

★ EXCLUSIVE SPONSORSHIP ★

Connect your brand with the future of genetics at the popular Speed Mentoring sessions. Held twice in the exhibit hall on Thursday and Friday this area brings together young professionals and established geneticists for rapid-fire mentoring “dates” (5 in an hour). Sponsor acknowledgement will be on signage and the table identifiers in the Speed Mentoring area of the Exhibit Hall. Two approved company representatives may participate as mentors each day, positioning your organization at the heart of this dynamic networking experience. It’s a unique chance to support professional development while showcasing your commitment to nurturing the next generation of genetic leaders.



■ Attendee Travel Support: Fellow, Trainee & Resident and Developing Country Attendee • \$5,000 each

These travel scholarships support young professionals or geneticists from developing countries with essential funding to help cover travel and hotel expenses. The opportunity to attend introduces them to the ACMG Annual Meeting, where they can explore the latest research, connect with peers and mentors, and gain valuable professional experience. Sponsors can select if the support goes to young professionals or attendees from developing countries. Sponsors will be recognized on the meeting website.



Print Advertising Opportunities

■ 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 | \$6,500 |
| Inside Back Cover | \$6,500 |
| Outside Back Cover | \$7,000 |
| Inside Full Page | \$6,000 |

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

★ EXCLUSIVE SPONSORSHIP ★

Seize this exclusive opportunity to feature your company logo on the 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)

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

■ Home Screen Banner • \$5,000

★ EXCLUSIVE SPONSORSHIP ★

Static banner placed on the mobile app home screen.

■ Mobile App Banner • \$3,000

Limited Availability

Ad is placed in rotation and appears on the home screen and additional custom pages.

■ Mobile App Promoted Notification • \$1,000

Limited Availability

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

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.

■ Registration Confirmation Email Banner • \$10,000

Seen by every attendee upon completion of the registration process. (Earlier commitment provides expanded reach)

■ Monthly Update Email Banner • \$7,000 each

Deployed to potential and/or registered attendees every month (Sponsor may choose)

■ "What-to-know-before-you-go" Email Banner • \$10,000

Sent to every registered attendee the week before the meeting

■ Banner Ad in the Daily Highlights Email • \$5,000 each (1 per day)

Banner placement on select pages of the ACMG meeting website (limited availability) \$7,000

■ Digital Showcase • \$1,000

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 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; Artwork will be due no later than February 16, 2026

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. ACMG has created and tracked audiences through our site visitors from 2017 through 2025 digital campaigns. The exhibitor/ sponsor develops a set of 3 to 7 ads which will target our digital audiences wherever they go online.

NOTE: Images only accepted. For more information, contact jcohen@acmg.net.

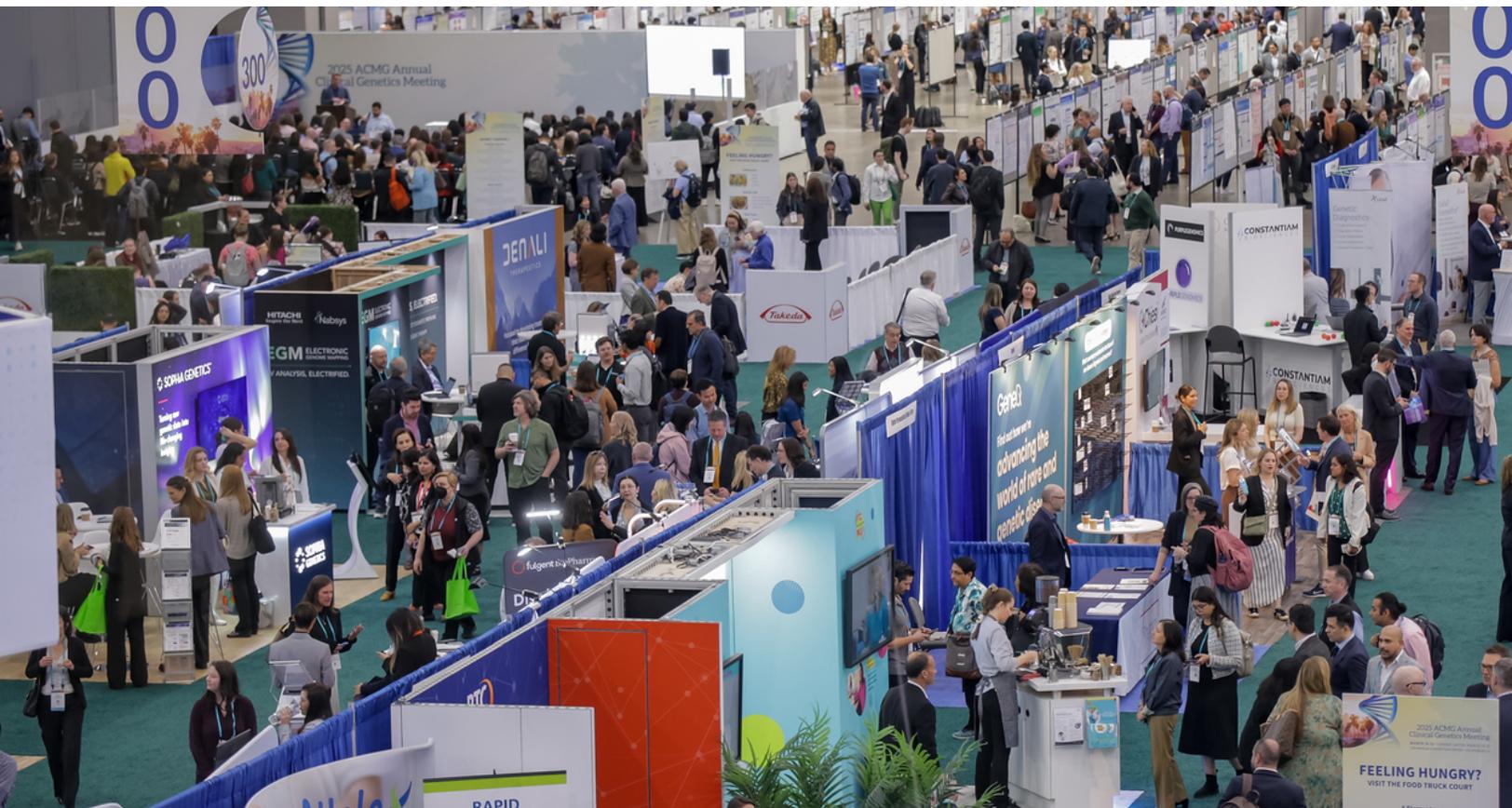
The image displays three vertical digital retargeting ad banners. The first banner is for SimulConsult, featuring a blue and white color scheme with text: "SimulConsult", "DIAGNOSTIC AI THAT LEAVES YOU IN CHARGE", "Patient or Primary Care Chats", "Streamline Patient History Collector", "Specialist Dashboard", and "Click to learn more or visit us at Booth 614 at the ACMG Meeting in Toronto, March 14-16". The second banner is for TK2d, with a purple and white color scheme, text: "Inspired by patients. Driven by science.", "TK2d", "Because TK2d can present like other diseases, early genetic testing is needed to ensure an accurate diagnosis!", "Visit UCB at the 2024 ACMG Annual Clinical Genetics Meeting: Booth 1209", and "Visit TK2d.com to learn more about mitochondrial disease and TK2d". The third banner is for Saletto DNA, with a blue and white color scheme, text: "Maximize Comfort & Convenience", "Improving Saliva Collection Accessibility Across All Ages", "LEARN MORE", "Say Goodbye to Messy Collection Methods and Painful Blood Draws!", and "Saletto DNA Saliva Collection Device".



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 | Elite \$1,500 |
|---|--------------------------|-------------------|--------------------|------------------|
| 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 | 8 |
| Collateral | | 2 | 4 | 8 |
| Product Gallery with Images and Descriptions | | | 4 | 8 |
| Product Gallery with Video and Descriptions | | | 4 | 8 |



Booth Display Guidelines

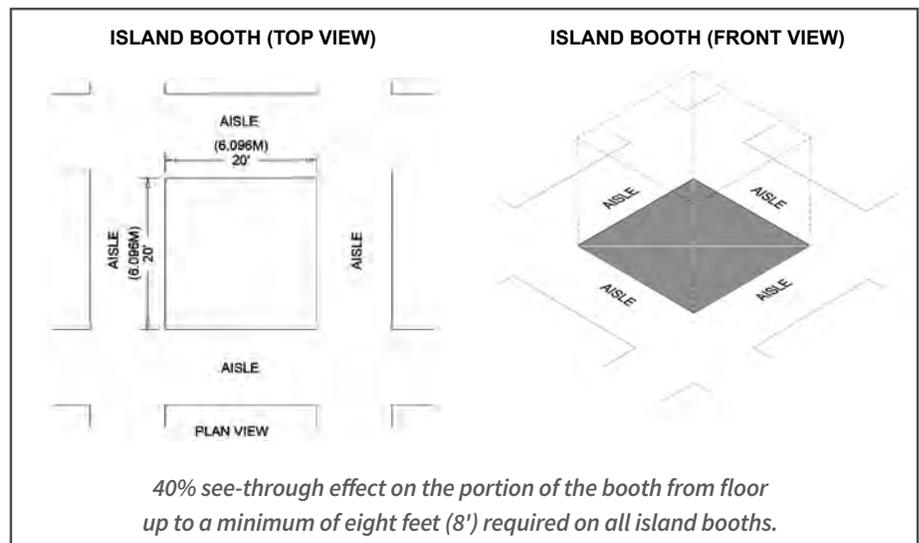
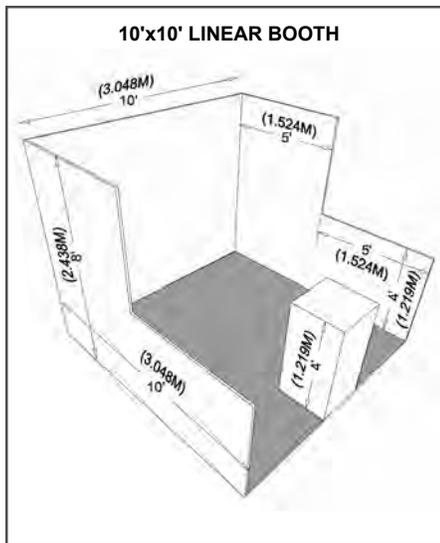
These guidelines are intended to create consistent and fair standards for exhibitors. The ACMG Exhibit Hall floor plan will feature linear or inline booths as well as island booths in a variety of sizes to meet your needs. Exhibitors must show good judgment and consideration for neighboring exhibits. The following guidelines regarding the design and arrangement of booth plans must be adhered to.

Inline Booth Design

- Inline or Linear booths are 10'x10' units or multiples thereof that are arranged in a straight line. The back wall of any construction in an inline booth shall not exceed 8' in height including signage. All display material is restricted to a maximum height of 4' in the front half or the front 5' of the booth and a maximum of 8' in the rear half or the rear 5' of the booth. Side dividers will be 36" high. Equipment that must be placed in the front 6' of the booth should not block the view of adjacent booths or present unattractive backdrops, e.g., computer cables and arranged so as not to obstruct the sight lines of neighboring exhibitors.
- When two or more Inline booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space, which is within 10' of an adjoining booth. Materials must be arranged in the booth so they do not obstruct sightlines of neighboring exhibitors.
- ACMG does not permit inline peninsula/end cap booths, i.e., two or more booths at the end of two rows facing a cross aisle.
- All booths must be carpeted. Order forms are included in the Exhibitor Service Manual.
- The aisles are the property of all the exhibitors; therefore, each exhibitor is responsible for proper flow of traffic through the exhibit area.
- Booth activity of any kind must be confined within the contracted booth space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Exhibitors must contract sufficient booth space to comply with this rule.
- Presentations are limited to booth size and attendees may not spill out into the aisle around the booth.
- Do not place your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your exhibit area to accommodate the crowd.

Island Booth Design

- Island booths are any size booth exposed to aisles on all four sides and is 20'x20' or larger.
- Exhibit fixtures, components, and identification signs are permitted to a maximum height of 20'.
- While the entire cubic content of the space may be used up to the maximum allowable height, which is 20 feet, the visual disadvantage created by a neighboring island should be no greater than that which would be caused by an in-line or linear booth.
- Island booths should adhere to a 40% see-through effect on the portion of the booth from floor up to a minimum of eight feet (8') to allow for clean lines of sight to nearby booths.
- Companies with private meeting rooms or with hard walls separating Medical Affairs must contract a booth space large enough to accommodate those needs and provide the 40% see-through effect so as not to block neighboring booths.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Rigging of booth signs and banners must be installed and removed by the facility's exclusive rigging supplier and may not be physically attached to any part of the facility or to any of the furnishings or fixtures of the facility without approval.
- All exhibits 20'x20' and larger require a drawing, plans or renderings, preferably digital, be **submitted to the ACMG for review and approval by February 4, 2026**. Please include heights and dimensions.



Hanging Signs

- Hanging signs are not permitted over linear/inline booths or any booth smaller than 400 sq. ft.
- Additional Booth Design Considerations
- Any unfinished walls in booths are subject to review by Exhibit Management. Should Exhibit Management deem the backside of the booth “unsightly” and/or does not conform to the overall quality of the show, the exhibitor may be required to drape the backside of the booth at the exhibitor’s expense.
- The exhibit hall in the Los Angeles Convention Center is NOT carpeted. All booths must be carpeted at the expense of the exhibiting company. Carpet may be supplied either by the exhibitor or ordered through the General Service Contractor. The main aisles of the exhibit hall will be carpeted. Carpet must be installed by Wednesday, March 11 at 12:00 PM. Otherwise ACMG will instruct the general services contractor to install carpet at the exhibitor’s expense. No signs or parts of exhibits or any other exhibit materials may be suspended from or attached to the ceiling (unless approved as noted above) or taped, posted, nailed, screwed or in any way attached to the walls, columns, drapes, floor or any other facility surface. All displays and decorations must be fireproof.

Exhibitors are responsible for compliance with the Americans with Disabilities Act (ADA) within their booth and assigned space.

The Annual Clinical Genetics Meeting is sponsored and managed by the American College of Medical Genetics and Genomics (ACMG). The purpose of the exhibition is to complement the scientific sessions by informing and educating the attendees on the latest developments, scientific advancements and services of medical genetics and genomics. Please be sure that all company personnel from your company involved in the arrangements for your exhibit have a copy of these rules and regulations. It is the responsibility of the exhibitor to see that all exhibit personnel are aware of and adhere to these rules.

Adherence to Terms/Contractual Agreement:

As a condition of exhibiting, and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. ACMG reserves the right to amend any and all rules and regulations at any time. Failure to comply with any ACMG Terms and Conditions could result in loss of Priority Points for the 2026 ACMG Annual Meeting.

Eligibility to Exhibit: ACMG reserves the right to determine acceptability of applications for exhibit space. The purpose of 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; exhibits must be of an educational nature or provide practical application that emphasize instruments, products or services for use in teaching, research, treatment, or diagnosis; 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.

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.

Companies whose focus is TENS Units, LED Skincare (Facial and Body), Cosmetic Products, handheld massagers and similar products are not allowed to exhibit under any circumstance, and applications to exhibit will be denied. Should an exhibitor representing any of these categories and any others with aggressive sales tactics be found on the exhibit floor, they will be removed immediately with no refund of fees paid.

Space Assignments and Payment Terms: For applications received by November 3, 2025 space assignments will be made based on a Priority Point system; for applications received after that date, space assignments will be made on a first-come first-assigned basis to the space remaining, if any. ACMG reserves the right to make alterations and adjustments to the floor plan. All exhibitors

who reserve space are required to submit a 50% deposit of the booth space fee. Once assigned space, exhibitors will be invoiced for the balance due. Late fees will apply after January 30, 2026. Full booth payment must accompany applications submitted after January 9, 2026.

Cancellations and Reduction of Booth Space, Sponsorships, Advertising or Exhibit Theaters:

Notification of cancellation or reduction of booth space, sponsorship/advertising, Exhibit Theater, Exhibit Hall Meeting Room, etc., must be submitted in writing. Deadline dates are outlined in the Exhibitor Prospectus. There will be no refund for exhibitors who for any reason do not exhibit and have not submitted a written cancellation request prior to stated deadlines. Any space not claimed and occupied for which no special arrangements have been made prior to the exhibition opening may be resold or reassigned by ACMG without obligation on the part of ACMG for any refund whatsoever and will be charged an additional lounge fee of \$500. Sponsorship or advertising commitments that are cancelled prior to the meeting are subject to a 50% non-refundable fee of the total sponsorship amount. Confirmed Exhibit Theater presentations that are cancelled prior to the meeting are subject to a 50% non-refundable fee of the total Exhibit Theater fee.

Installation and Dismantle: Installation and Dismantle dates and hours are outlined in the Exhibit Prospectus, online at www.acmgmeeting.net and the Exhibitor Service Kit. All exhibits must be fully operational one hour prior to opening. Exhibitors are prohibited from dismantling booths prior to official close of exhibit hours and exhibitors engaging in such activity will lose Priority Points toward the following year's booth assignment. Tearing down and removal of exhibits shall begin promptly after the close of exhibits.

Exhibit Conduct:

- a. No Exhibitor shall hold any social event, hospitality suite, meeting or demonstration to which attendees are invited that are in conflict with the official Annual Meeting schedule. In addition, any such activities may not take place outside the official Annual Meeting schedule without the express written permission of ACMG. A form to request an ancillary or in conjunction with event will be provided at www.acmgmeeting.net and in the Exhibitor Service Kit.
- b. Distribution of promotional or educational materials may be conducted and circulated only within the booth assigned to the exhibitor.
- c. Aisles may not be obstructed at any time because of excessive crowding in the exhibit booth. NOTE: Presentations are limited to booth size and may not spill out into the aisle.
- d. No exhibitor may sublet, assign or share exhibit space.
- e. All exhibitors are required to comply with federal and state regulations concerning the screening, handling and disposal of infectious medical waste, ADA and ACA compliance and FDA, AdvaMed and PhRMA Code regulations and guidelines.

f. Noise from electrical or mechanical apparatus or presentations within the booth must not interfere with other exhibitors. ACMG reserves the right to determine at what point sound constitutes interference with others.

g. Order taking is permitted when conducted in a professional manner.

h. The ACMG Annual Clinical Genetics Meeting is designated as a non-smoking activity.

i. No copyrighted music may be utilized in the exhibition area in any fashion without obtaining the appropriate licensing. The exhibitor agrees to indemnify, defend and hold harmless ACMG from any and all liability whatsoever for any infringement or violation arising from the use of copyrighted music or material.

j. No one under 16 years of age will be allowed in the Exhibit Hall unless accompanied by an adult and will not be allowed admittance during set-up and dismantle.

Booth Design and Arrangement: Exhibitors must show good judgment and consideration for neighboring exhibits. Detailed Booth Display Guidelines are outlined on [page 27](#) of the Exhibit & Sponsorship Prospectus and are available for download in the Exhibitor Service Center at www.acmgmeeting.net.

Giveaways/Raffles and Drawings: Giveaways, contests and raffles will be permitted only upon approval. Only those exhibitors who receive approval for these requests will be permitted to hold raffles and/or distribute promotional products or other non-product items at the ACMG Annual Meeting. A form will be included in the Exhibitor Service Kit to facilitate requests. ACMG requests compliance with all applicable industry, state and federal regulatory and governmental agency (AMA, PhRMA, OIG, FDA, FCC, FTC, AdvaMed, etc.) guidelines on giveaways to physicians and health professionals when planning their promotional items — or refer to your internal Compliance Officer for guidelines. Acceptable giveaways should primarily entail a benefit to patients, be related to the physician or healthcare provider's work, and should not be of substantial value.

Food and Beverage: Exhibitors may serve or dispense food or beverages from their booth on the exhibit floor. All food and beverage served in the exhibit hall must be provided by the convention caterer — a "Booth Catering" form can be found in the Exhibitor Service Kit.

Storage: Nothing may be stored behind booths or back wall drapes. All exhibits are subject to inspection by ACMG and the Fire Marshal during setup and throughout the show to ensure that these areas are kept free of materials. Adherence to all fire and safety regulations is mandatory.

Exhibitor Appointed Contractors: An exhibitor choosing to use the services other than those provided through the official service contractors must notify ACMG in writing at least 30 days prior to the opening of the exhibits. A form for notification and insurance certification will be in the Exhibitor Service Kit.

FDA Approval/Clearance: Exhibitors shall comply with all applicable U.S. Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product whose pre-market approval or clearance is pending, any product not FDA-approved for a particular use or any product not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Requests for further information or guidance should be directed to the FDA.

Photography/Videotaping: Requests for videotaping and photographing in the Exhibit Hall are to be provided by the official ACMG photographer. Please see the “Photography” order form in the Exhibitor Service Kit for the arrangements of photography. Exhibitors requesting to use an outside vendor to photograph, film or videotape any activities in their booth must receive written permission from ACMG, no later than February 4, 2026.

Use of ACMG Name and Logo: The use of the ACMG logo on displays, signs, giveaways, promotional literature or other materials is prohibited. The use of the acronym “ACMG,” in reference to the meeting as the Annual Clinical Genetics Meeting, or to the College as the American College of Medical Genetics and Genomics may be used in promotional materials only with the express written approval of ACMG. All design concepts and promotional materials should be sent to ACMG Exhibits Management for review and approval prior to printing.

Insurance: Exhibitors understand that neither ACMG nor the Baltimore Convention Center or Service Contractors maintain insurance covering the exhibitors’ property. Exhibitors must obtain and maintain, throughout the duration of the ACMG Annual Meeting— including setup and dismantle, comprehensive general liability insurance coverage listing the American College of Medical Genetics and Genomics and the Baltimore Convention Center as additional insured bearing limits of liability for property damage and bodily injury of at least \$1,000,000.00 per occurrence. Exhibitor shall provide ACMG with certificates evidencing the required coverage before the Annual Meeting. ACMG will provide information in the Exhibitor Service Kit for exhibitors to purchase insurance to cover their activities during the ACMG Annual Meeting.

Liability and Indemnification: Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to strictly comply with all terms of their agreement as contained in the Exhibit Prospectus, the Exhibitor Service Kit, the Exhibit Space Application/Contract, and exhibitor correspondence as well as all applicable terms and conditions contained in the agreement between ACMG and the Convention Center. The Exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor. Exhibitor shall not allow any children in the exhibit hall during installation or dismantle.

Exhibitor agrees that it will indemnify and hold and save ACMG and their respective officers, directors, members, employees and agents, whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against ACMG on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused by the exhibitor, including without limitation the claim of any agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Exhibitor, the claims of anyone attending the exhibit, and the claims of any other person for damages for bodily injury, sickness, or death and claims for damages to the property of such person. Such indemnification of ACMG by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of ACMG. Exhibitor covenants and agrees that in case ACMG shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys’ fees and court costs, incurred by or imposed upon ACMG by virtue of any such litigation.

Property Damage: Neither ACMG nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and ACMG and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exposition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of ACMG and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property: Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor’s space. Exhibitor shall indemnify, defend and hold harmless ACMG, the City and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys’ fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

Security: ACMG provides security of the periphery of the exhibition hall on a twenty-four-hour basis beginning at the start of move-in and continuing through the exhibition closing. This is not and should not be interpreted as a guarantee or indemnification against loss or theft of any kind. Exhibitors must make provisions for safeguarding their materials, equipment and displays at all times, and the provision of perimeter security shall not be construed to be any assumption of obligation nor duty with respect to the protection

of the property of Exhibitors, which shall be the sole responsibility of each Exhibitor. For added protection, ACMG requires each Exhibitor to obtain insurance on booth material, equipment and personnel as outlined above. Security service for individual booth spaces will be available to exhibitors at their own expense. Information will be provided in the Exhibitor Service Kit.

Health and Safety: The 2026 ACMG Annual Clinical Genetics Meeting is being planned as in-person event and will maintain event safety protocols, following the current guidance from relevant government bodies and the CDC. Updates will be provided prior to the meeting if necessary. The safety and comfort of attendees remains our priority. ACMG has adopted a personal responsibility approach for meeting attendees, exhibitors, vendors, and staff and it is the expectation that all participants are considerate of colleagues and industry partners by practicing prudent and best practices for the health and safety of all attendees including testing when appropriate, taking recommended actions when symptomatic or having tested positive, and wearing a mask if you choose.

Cancellation of the ACMG Annual Clinical Genetics Meeting: It is mutually agreed that in the event the Annual Clinical Genetics Meeting is cancelled for any of the reasons noted below, that ACMG shall determine an equitable basis for the refund of such portion of the exhibit, sponsorship or advertising fees as is possible, after due consideration of expenditures and commitments already made.

Cancellation of the meeting may occur due to or including but not limited to acts of God, war, strikes, government regulation or advisory (including but not limited to Federal, state, local or municipal), Executive Orders, directives or guidance issued by the Center for Disease Control and Prevention, National Institute of Health or World Health Organization, National or State declarations of emergency, quarantines and/or curfews, shelter in place order, civil disturbance, terrorism or threats of terrorism in the surrounding city where the Event is held as substantiated by governmental warnings or advisory notices, curtailment of transportation, epidemics or pandemics, disaster, fire, earthquakes, hurricanes, unseasonable extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the Hotel is located) or any other comparable conditions or circumstances occur either in the location of the Event or in the countries/states of origin, travel advisory warnings by the government, a cancellation or restriction in travel by Attendees to or from their place of residency or domicile, substantial disruption to or reduction of commercial air transportation preventing or prohibiting of at least twenty percent (20%) of the Attendees from attending or arriving for the Event, making it inadvisable, commercially impracticable, illegal, or impossible to hold the meeting and exhibition.