

# EXHIBIT & SPONSOR PROSPECTUS

# 2024

## ACMG Annual Clinical Genetics Meeting

MARCH 12-16 • EXHIBIT DATES: MARCH 13-15  
METRO TORONTO CENTER • TORONTO, CANADA  
1994-2024 | 30<sup>th</sup> ACMG ANNUAL CLINICAL GENETICS MEETING

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



American College of Medical Genetics and Genomics (ACMG) invites you to exhibit at the 2024 ACMG Annual Clinical Genetics Meeting, March 12-16 (exhibit dates March 13-15) at the Metro Toronto Convention Center in Toronto, Canada. The 2024 ACMG Annual Clinical Genetics Meeting will be presented as an in-person meeting.

Members of the medical genetics and genomics community from across the globe will come together for four days of professional growth, education, networking, and collaboration. The ACMG Annual Meeting

provides a can't miss opportunities for industry, advocacy groups, government agencies, recruiters, academic institutions, and publishers to position their organization and showcase products and services to practitioners representing the entire genetics team.

Medical and healthcare practitioners who are providing comprehensive diagnostic, management, and counseling services for patients with, or at risk for, genetically influenced health problems attend this important meeting to learn from the leading experts in the field, network and engage with industry experts, evaluate the innovative products and services displayed in the exhibition and develop strategic partnerships with suppliers. The three day exhibition offers exceptional access to key decision makers in genetics and genomics, your company will see medical and clinical geneticists, physicians from related specialties, genetic counselors, nurses, dietitians, Physician Assistants and genetics trainees, fellows and residents who diagnose, manage and treat patients with genetic disorders, laboratory directors and technicians who conduct genetic testing and researchers who are involved in the discovery of genetic disorders and treatments.

Assignments for Space applications received by November 8, 2023 will be made based on Priority Points.

**DON'T DELAY – apply online at [acmgmeeting.net](https://acmgmeeting.net)**

## CONTACT INFORMATION:

### Jane Dahlroth, CEM, CMP-HC

Senior Director of Meetings & Exhibits  
American College of Medical Genetics  
and Genomics

Tel: (240) 204-9649

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

## MEETING SPONSOR:

### American College of Medical Genetics and Genomics

7101 Wisconsin Avenue, Suite 1101  
Bethesda, MD 20814

Tel: (301) 718-9603

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

## CONVENTION FACILITY:

### Metro Toronto Convention Center

222 Bremner Blvd.  
Toronto, Ontario, Canada

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

## Why Exhibit at the ACMG Meeting?

The ACMG Annual Clinical Genetics Meeting is your best opportunity to engage with the entire healthcare team in medical genetics and genomics. ACMG is globally recognized and respected as a leading provider of quality content and research. The ACMG meeting is the genetics industry's premier gathering place for information exchange and networking and 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.

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

- Build company and product brand awareness.
- Collaborate with experts in genetics and genomics.
- Establish and maintain a presence in the genetics and genomics marketplace.
- Meet and reach new and key customers to enhance relationships.
- Introduce new products, services and technology.



## What Can You Expect?

2023 ACMG EXHIBITORS REPORTED THE FOLLOWING SUCCESS METRICS REGARDING THEIR EXHIBITING EXPERIENCE:

80%

met their objectives  
set for exhibiting

92%

reported that they developed  
stronger customer  
relationships

87%

stated that they  
met with new customer  
contacts

81%

indicated they increased  
brand awareness through  
product exposure to the  
audience

92%

experienced  
enhanced visibility  
and company image

98%

of exhibitors  
would recommend  
exhibiting at the  
ACMG meeting



# How ACMG Draws Traffic to the Exhibit Hall

- 9+ hours of unopposed exhibit time
- Educational opportunities in the exhibit hall include Posters, Exhibit Theaters and the Learning Lounge
- Opening Reception
- Breaks and Lunches in the exhibit hall
- The entertaining GENEius Challenge qualifying rounds
- Friendly therapy dogs and popular chair massages in the Wellness Pavilion
- 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”

# About the 2023 Meeting Attendees



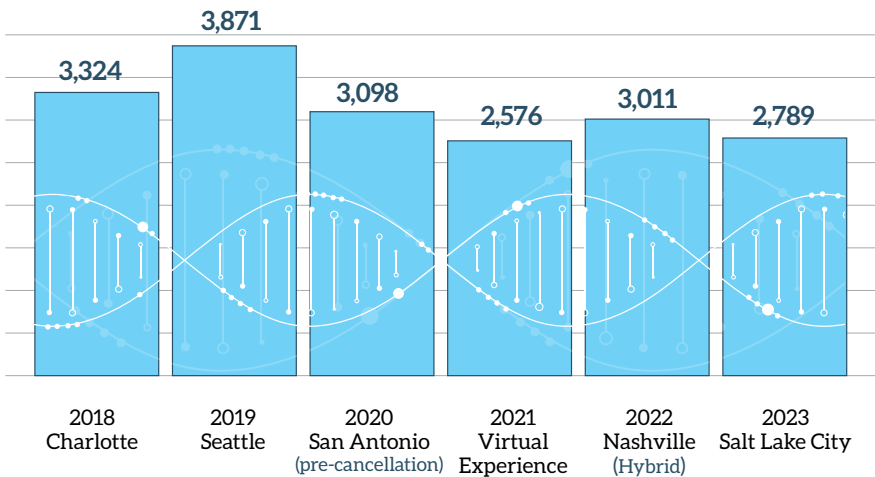
The 2023 ACMG meeting was attended by 2,139 professionals, with total attendance of 2,789 including exhibitor personnel, guests and press.

2023 ATTENDEES CAME FROM THE UNITED STATES, PUERTO RICO AND 41 OTHER COUNTRIES



# Attendance Through The Years

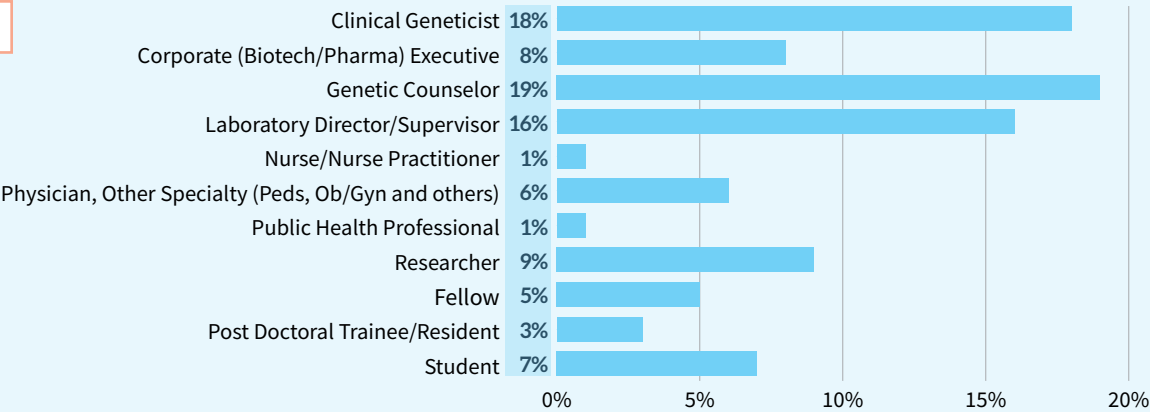
ACMG MEETING ATTENDANCE  
2018-2023



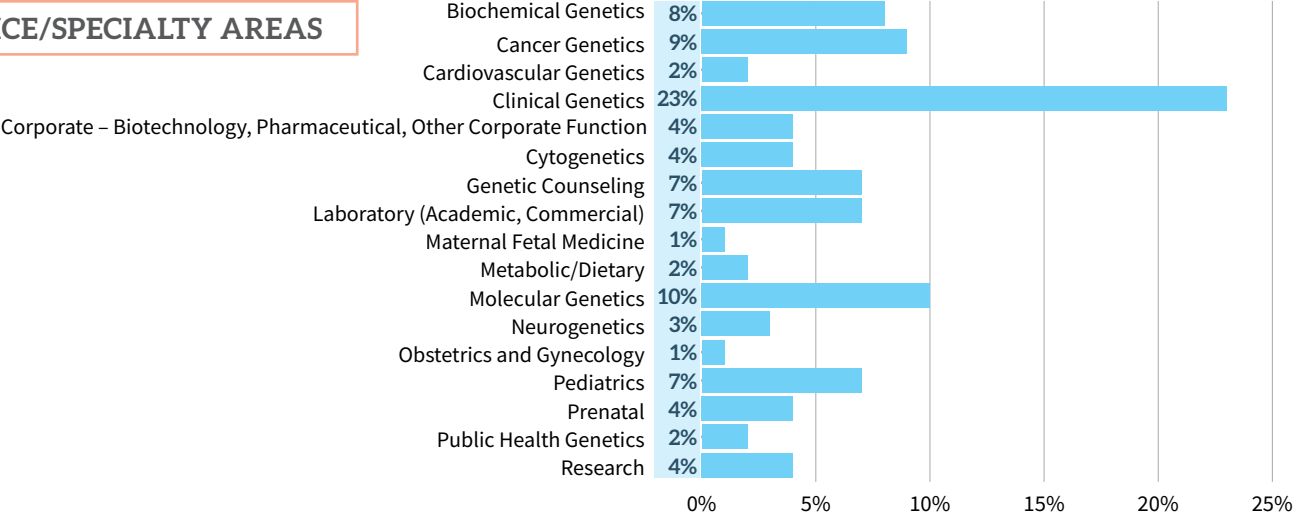
# ACMG Meeting Attendees By The Numbers

Anticipated attendance for the 2024 ACMG Meeting is 2,500+ genetics professionals.  
The charts below illustrate the average attendee demographics of the ACMG Annual Meeting attendees.

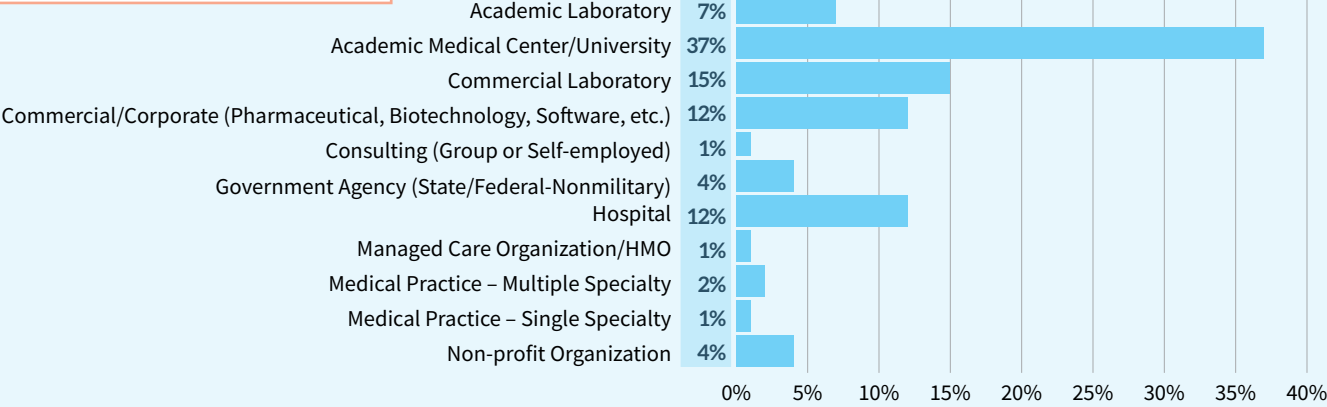
## POSITION HELD



## PRACTICE/SPECIALTY AREAS



## INSTITUTIONAL AFFILIATIONS



# Dates & Hours

## Exhibit Hall

**Wednesday, March 13**

5:30 PM – 7:30 PM

(Opening Reception in Exhibit Hall)

**Thursday, March 14**

10:00 AM – 4:30 PM

**Friday, March 15**

9:30 AM – 1:00 PM

## Exhibit Installation/ Dismantle

### INSTALLATION:

Exhibitors must be set up by 4:00 PM, Wednesday, March 13 to allow for final exhibit hall preparation prior to the Opening Reception.

**Tuesday, March 12**

12:00 PM – 6:00 PM

**Wednesday, March 13**

8:00 AM – 4:00 PM

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

### DISMANTLE:

**Friday, March 15**

1:00 PM – 8:00 PM

Dismantling or tear down of exhibits before the official close of the exhibition, Friday, March 15 at 1:00 PM is **PROHIBITED**.



## Eligibility to Exhibit

The purpose of the ACMG Annual Clinical Genetics Meeting and the accompanying exhibition is to further the education of professionals working in the field of medical genetics and genomics. ACMG reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit. Applications and proposed exhibits will be accepted or rejected based on criteria including, but not limited to, the products or services' professional or educational benefit to the attendees and direct relation to the practice and advancement of genetics and genomics. Exhibit displays must be of an educational nature or provide practical application that emphasizes instruments, products, or services for use in teaching, research, treatment, or diagnosis in genetics and genomics; books or other publications in scientific fields of relevance to the interest of attendees; products or services consistent with the mission, purpose, and goals of ACMG; and spatial constraints in the exhibit hall.

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.

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

The receipt of your deposit and a booth space application does not guarantee the assignment of exhibit space. If ACMG chooses not to or cannot assign your organization a space, a full refund of the deposit will be provided.





## Exhibit Space Fees

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

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

	UNTIL JANUARY 31, 2024	BEGINNING FEBRUARY 1, 2024
<b>COMMERCIAL COMPANIES</b>		
Inline booth:	\$4,300 (\$43/Square foot)	\$4,700 (\$47/Square foot)
Corner booth fee:	\$450	\$450
<b>*NON-PROFIT ORGANIZATIONS 1</b> (Academic or medical center affiliated laboratories and programs, University affiliated publishers)		
Inline booth:	\$2,600 (\$26/Square foot)	\$2,900 (\$29/Square foot)
Corner booth fee:	\$450	\$450
<b>**NON-PROFIT ORGANIZATIONS 2</b> (Associations and Government Agencies)		
Inline booth	\$1,050 (\$10.50/Square Foot)	\$1,250 (\$12.50/Square Foot)
<b>***FAMILY/PATIENT ADVOCACY PAVILION</b>		
Carpet only:	\$1,050 (\$10.50/Square Foot)	\$1,250 (\$12.50/Square Foot)
Furnished (carpet, one 6' draped table, two chairs, and one wastebasket):	\$1,300 (\$13/Square Foot)	\$1,500 (\$15/Square Foot)
<b>START-UP PAVILION KIOSK</b>		
See below for more information.	\$2,500	\$3,000
<b>CAREER FAIR</b>		
See below for more information.	\$900 (ACMG exhibitors)	\$1,350 (Non-exhibitors)

**\*Non-profit Organizations 1** category includes academic or medical center affiliated laboratories, programs and publishers that hold non-profit status or any other “not for profit entity” that 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** - Associations and Government Agencies category includes membership/volunteer organizations and governmental agencies. **Note:** Non-profit organizations selling products or services should apply as Non-Profit 1 (see above).

**\*\*\*Family/Patient Advocacy Pavilion** is a designated area for family and patient advocacy groups. This area will be carpeted by ACMG, and exhibitors in this category who are assigned to the Pavilion will have the option of a booth package with furnishings (for an additional fee). **Note:** This area will be limited and when full, Advocacy organizations may be assigned to a different area on the floor, where the \$1,050/\$1,250 booth fees will apply, and the furnished booth option will not be available.

# Start-up Pavilion

The Start-up Pavilion will be a dedicated area in the exhibit hall for start-up companies and new market entrants looking to take their businesses to the next level at the ACMG Meeting. The Start-up Pavilion provides a lower cost alternative via an all-inclusive, hassle-free turnkey kiosk package which includes company graphics, carpeting, electrical connectivity and company listings in all related marketing and promotional materials.

This area is a top destination for attendees, potential partners and investors interested in discovering the latest and newest products and services in the genetics and genomics space.

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.”



## Start-Up Pavilion Qualifications:

- Companies must be “start-up” firms, seeking either “Seed/Start-up” funding or introducing new products, and no larger than 100 employees.
- Companies must be independently owned. They may not be subsidiaries of larger companies, or function as non-profits or divisions of government organizations.
- Companies must have been founded within the past five years.
- Companies may not have exhibited at more than two ACMG meetings in the past (2019 – 2023).

# Career Fair

The Career Fair will be held during the ACMG 2024 Annual Clinical Genetics Meeting, on **March 14 and 15 from 10:00 AM – 1:00 PM in the Exhibit Hall**. It offers the opportunity for your organization to meet and recruit from a large pool of potential candidates for your available positions. The opportunity is available to every exhibitor category. Registered Annual meeting attendees will participate at no additional cost.

## Included in Career Fair Fee:

- 8’ x 10’ booth with one skirted 4’ table, two side chairs, carpet and a wastebasket
- Two 3’ side rails with drape and Exhibit Booth ID sign
- Two Exhibitor badges
- Listing on the Career Fair webpage at [acmgmeeting.net](https://acmgmeeting.net)

## ACMG Online Career Center Packages:

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

30-DAY POSTING	60-DAY POSTING	90-DAY POSTING
\$300	\$425	\$560
All include a featured Job Enhancement		

**PLUS \$75 savings on the enhancement.** Once you’ve signed up for a Career Fair booth, you will then have access to the member-only Employee Job Posting rates for the ACMG Online Career Center to select your package and pay the fee.

## Add the Head Shot Café™ and/or Job Boards sponsorship to amplify your presence in conjunction with a Career Fair booth.

### **NEW! 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 located next to the Career Fair on Thursday March 14 and Friday March 15 to take professional headshots. See [page 15](#) of the Sponsorship Section on for more information..

### **Job Board Sponsorship** ..... \$3,000 **EXCLUSIVE SPONSORSHIP**

Promote your company's logo and name alongside the official ACMG Job Boards. Sponsor can display promotional literature next to job board along with a premier job listing. Excellent opportunity for a Career Fair exhibitor. Content subject to ACMG approval. See [page 15](#) of the Sponsorship Section on for more information.

### **EXHIBIT SPACE RENTAL INCLUDES:**

- 8 ft. high draped back wall and 36" side drape (inline booths).
  - » 7" x 44" booth identification sign with company name and booth number (inline booths).
  - » Six complimentary exhibit booth personnel badges per 10'x10' booth – allows entrance to 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.**
  - » Exclusive opportunity to participate in the "Buyers Preview Deck" pre-mailing to all attendees and ACMG's target mail list (total of approximately 5,000 professionals.)
  - » Booth location on maps on [acmgmeeting.net](#) and the meeting mobile app.
  - » Company listing, product description and product category listing in the online exhibitor directory on the ACMG Meeting website [acmgmeeting.net](#) available approximately three (3) months pre-meeting and four (4) months post-meeting to be used as a reference by meeting attendees.
  - » Company listing product description and product category listing in the Meeting Mobile App – available approximately three (3) weeks pre-meeting and indefinitely post-meeting.
- Display unlimited Press Releases in the onsite press room.
- Exclusive opportunity to host attendee hospitality events during specified times during the meeting.
- Exclusive opportunities to provide meeting support, promotion and advertising.
- Exclusive opportunity to rent Exhibit Hall Meeting Rooms.
- Additional Opportunities including Corporate Satellite Symposia and Exhibit Theaters.

**NOTE:** All exhibit booth space is sold as unfurnished and electricity, internet, etc. is not included. All exhibit booth spaces in the Exhibit Hall must be carpeted or covered with appropriate flooring (bare floors are not permitted). Carpet is NOT included and floor covering must be purchased by the exhibiting company.

### **PAYMENT TERMS**

Applications to exhibit can be made online only. Detailed instructions are available at [acmgmeeting.net](#) in the Exhibitor/Sponsor section.

A 50% deposit is required at the time of application. Payments can be made via credit card (Visa, MasterCard, Discover or American Express), Wire Transfer or ACH remittance. If paying by 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 12, 2024. Full booth payment must be made with applications submitted after January 12, 2024.

### **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 12, 2024. 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, no refunds will be given.

ACMG reserves the right to relocate exhibiting companies after downsizing and the right to resell any cancelled booth spaces.



# Assignment of Space

## ACMG assigns booths based on a Priority Point System.

This system rewards long-time exhibitors and those who have provided meeting sponsorship or ACMG Foundation support in 2023 or commit to 2024 support at the time of application. Exhibitors with a shorter history accrue points by submitting the application early, on the amount of square feet purchased and commitment to support the upcoming meeting via sponsorship and other support opportunities.

Applications (with the required deposit) received by the Priority Point Deadline are sorted 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 booth assignments are made.

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 final floor plan with assigned space will be available in December at [acmgmeeting.net](https://acmgmeeting.net).

### Priority Points are accumulated as follows:

- 10 points for applications received by November 8, 2023
- 5 points for each year exhibited since 2010
- 5 points for each 100 square feet reserved

**Meeting sponsorship and advertising activity** at the 2023 meeting and/or the 2024 Annual Meeting if commitment is made at the time of booth space application:

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

### 2023–2024 ACMG Foundation for Genetic and Genomic Medicine Corporate Partners:

- 10 points for Friend Partner (giving level under \$25,000)
- 20 points for Silver Partner (giving level \$25,000–\$49,999)
- 30 points for Gold Partner (giving level \$50,000–\$99,999)

- 40 points for Platinum Partner (giving level \$100,000–\$250,000)
- 80 points for Diamond Partner (giving level \$250,000+)

## 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:

- Many companies have accumulated points over several years of exhibiting and/or support. First-time exhibitors or those with a short exhibiting history should make booth selections with this information in mind.
- Many organizations will apply for the same exhibit space. Exhibitors will have a better opportunity of receiving a preferred booth if the choices are in different areas of the floor plan rather than adjacent to each other or in the same aisle. When noting your preferred booth location, do not concentrate all your choices in one area (see floor plan online at [acmgmeeting.net](https://acmgmeeting.net).)
- When making booth choices, keep in mind that requests for corner booths far exceed the number of corner booths available.
- If, at the time of making an assignment for a particular organization, the requested space(s) are no longer available, the next best space available will be assigned.

ACMG reserves the right to adjust the floor plan and/or reassign an exhibitor's location as deemed necessary for the overall good of the exhibition or for safety issues. Affected exhibitors will be consulted in such situations.

## MULTIPLE DIVISIONS

Companies with several divisions may choose to average points to be grouped together in the space assignment process. The process will allow each division to contract separately while maintaining their own identities (i.e., exhibit listing, badges, etc.).

## CO-MARKETING

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



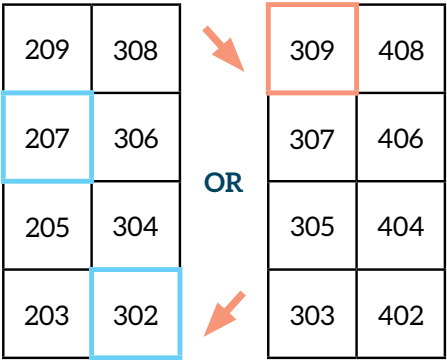
MERGERS AND ACQUISITIONS

ACMG should be notified in writing that the acquisition or merger between companies has been completed and list the date of completion. Companies will have to select one company name to be used for all printed materials (badges, final program, etc.) Companies that have merged with, been purchased by, or have purchased another company, may use the exhibit points from either company alone, whichever is more favorable, but not the combined points of both companies. Companies requesting a transfer of points must be “directly related” to an exhibiting company to inherit those points. A “directly related” company shall be defined as a company that is wholly owned by a subsidiary or one which has merged with another company.

COMPETITORS

Requesting to avoid competitors may affect booth space selection. For example, if the first choice in booth space is located near a competitor already assigned, the next best available space will be assigned. The more competitors you list, the more your booth assignment may be affected. Exhibitors are urged to list a maximum of three competitors on the Exhibit Space Contract/Application.

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



SHARING/SUBLETTING SPACE

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

NO SHOW EXHIBITORS

Exhibiting companies that reserve exhibit space and do not provide ACMG with written notice of their inability to exhibit by March 8, 2024, will automatically be charged an additional lounge fee of \$500, and are still responsible for paying any unpaid exhibit fees.



## Exhibitor Registration

Registration instructions for requesting Exhibit Personnel Badges and full registrations will be provided to exhibitors with booth confirmations in December 2023.

**REMINDER:** The ACMG meeting will be held in Canada – U.S. companies are advised that all company personnel who will attend the meeting must present a current passport to enter Canada. Remind personnel that if their Passport needs to be renewed, they should plan for a 10-13 week processing time. International companies – be sure to check Passport and Visa requirements and assure staff has made application in a timely manner.

### Health and Safety and the ongoing COVID-19 Pandemic

The 2024 ACMG Annual Clinical Genetics Meeting is being planned as in-person event. The safety of meeting attendees, exhibitors and vendors is our top priority. This event will comply with all current CDC COVID-19 regulations, and we will keep registrants and exhibitors updated with the full requirements. ACMG has shifted to personal responsibility for meeting attendees, exhibitors, vendors and staff and detailed Health and Safety Guidelines are included in the Exhibit Terms and Conditions pages of this prospectus.

### 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 Fair
- 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 purposes of attending sessions AND accruing CE credit must register in full for the meeting and pay the appropriate registration fee. Registration fees and the link to the full registration site are located in the Registration Section of [acmgmeeting.net](https://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).

**Note:** 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](mailto:acmgexhibits@acmg.net) for registration options.

Online full conference attendee registration opens in October 2023 at [acmgmeeting.net](https://acmgmeeting.net).



# Hotel Reservations

ACMG has secured blocks of rooms at reduced rates in several hotels convenient to the convention center. The Delta Hotel Toronto 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.
- All reservations must be made through ACMG's Housing Partner – CMR (Convention Management Resources).
- Hotels will not accept direct reservations.
- Exhibiting companies must have already purchased booth space to make hotel reservations – the link to the hotel reservation system will be provided upon receipt of the application and/or in the booth assignment correspondence.
- 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 need. Please closely review the exhibit hours and your staffing schedule before making hotel reservations.

**The Hotel Reservation Deadline is February 20, 2024.** 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.



DELTA HOTEL TORONTO | 118 BRENNER BLVD. | TORONTO, ONTARIO

## HOTEL RESERVATIONS SCAM ALERT

CMR is the official hotel management company for the 2024 ACMG Meeting. No other hotel management company or travel agency is authorized to place reservations on behalf of ACMG. Please be aware that you may be contacted by telephone or email by companies or hotels claiming to be the official 2024 ACMG Annual Meeting housing providers. While these companies may appear to be affiliated with the ACMG Meeting and the ACMG block, they are not. ACMG and CMR cannot provide assistance in resolving any disputes. Should you be contacted by any agency other than CMR, please contact ACMG with their information so that we may follow up with these companies. **Note:** All official emails will come from an email address ending in [@acmg.net](mailto:@acmg.net) or [@cmrus.com](mailto:@cmrus.com).

## MAIL LIST SCAM ALERT

ACMG does not sell, rent or share contact lists of members and meeting attendees. ACMG members, meeting attendees and exhibitors may be contacted by companies that falsely claim to have ACMG member and meeting attendee lists. These offers are scams. Do not reply to these offers. Be aware of scammers posing as ACMG partners. Please utilize the ACMG Meeting Website ([acmgmeeting.net](http://acmgmeeting.net)) as your source for all information on registration, hotels and meeting services.

## Support, Promotion and Advertising Opportunities

The American College of Medical Genetics and Genomics (ACMG) accepts educational and in-kind support from corporations, foundations, individuals, and other organizations only if such acceptance would not pose a conflict of interest and in no way impair the ACMG's objectivity, influence, priorities, and actions. Support of ACMG services, events or programs does not permit influence over content, nor does it imply ACMG approval or endorsement of an organization's policies or products, whether a service, event or program is funded by single or multiple sources.

The ACMG Annual Clinical Genetics Meeting offers a wide-ranging selection of dynamic support opportunities to expand your competitive edge and increase your company's visibility. Sponsorship and promotional opportunities increase each participating company's presence and support helps ACMG provide attendees with valuable meeting resources and essentials. The integration of support, advertising and promotion into your exhibiting plan are proven activities that enable exhibitors to reach their entire target audience, and in so doing, maximize the percentage of qualified buyers and customers that are attracted to the booth.

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

**Don't see what you are looking for?** Contact [jdahlroth@acmg.net](mailto:jdahlroth@acmg.net) or 240-204-9649 to discuss.

**All Annual Meeting supporters and sponsors will receive the benefits noted below**, in addition to benefits associated with a specific sponsorship you may support (such as the Wellness Pavilion, Learning Lounge, etc.).

- 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.

## Share Your Knowledge: Exhibitor Presentation Opportunities

ACMG recognizes that exhibitors and corporate supporters wish to reach attendees through educational formats. ACMG must adhere to ACCME guidelines and protect the College's standing as an ACCME provider. In keeping with this, ACMG will be the sole provider of all educational and scientific programming from Tuesday, March 12 through Saturday, March 16. The following opportunities are available to exhibitors, corporate supporters and industry during the ACMG Annual Meeting.

### Corporate Educational Satellite Sessions

Corporate Educational Satellite Sessions will be offered on Tuesday afternoon/evening and Wednesday morning. These Satellite Sessions are not part of the official ACMG meeting programming, are not awarded educational credit by ACMG, and are planned solely by corporations/industry, ACCME providers, medical education companies and/ or non-profit organizations. These sessions should demonstrate new and innovative developments, generate interest in cutting edge products or services or share innovative insights with the meeting participants. These activities must be presented with objectivity, balance and scientific rigor and not as promotional or marketing opportunities.

There are two types of Corporate Educational Satellite Symposia:

- **CME Accredited Educational Sessions:** CME or CE certified for healthcare professionals in attendance, developed in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence in Accredited Continuing Education & American Medical Association requirements regarding certified CME or other relevant guidelines for CE credit and with adherence to the ACMG Corporate Educational Satellite Symposia guidelines.
- **Non-Accredited Educational Sessions:** Independently developed, non-Accredited sessions that do not carry CME credit, NSGC credit or P.A.C.E.® credit and are developed in adherence of the ACMG Corporate Educational Satellite Symposia guidelines.

## Corporate Educational Satellite Symposia (cont.)

ACMG will assign meeting space to approved applications. Session organizers are responsible for all logistical arrangements and costs (room set, faculty payments, food and beverage, AV, etc.)

### FEES:

Fees paid are strictly an application fee and allows the assignment of meeting space to your company at the Delta Toronto Hotel (Headquarters Hotel – attached to Convention Center) or the Metro Toronto Convention Center. Application fees must be submitted at the time of application or within ten business days.

**Completed applications received on or before August 31, 2023: \$25,000**

**Completed applications received September 1 – October 31, 2023: \$30,000**

**Completed applications received after November 1, 2023 (if available space remains): \$40,000**

### TIMESLOTS AVAILABLE (Eastern Time)

#### Tuesday, March 12:

4:00 pm – 5:30 pm

6:15 pm – 7:45 pm

#### Wednesday, March 13:

8:00 am – 9:30 am

Applications will be considered on a first-come, first-served basis for desired event day and time. The first deadline to submit applications for Corporate Educational programs was August 31 and all slots may be full at the time of release of the 2024 ACMG Exhibit Prospectus. Please check availability on the Exhibit/Sponsor – Corporate Educational Sessions page at [acmgmeeting.net](https://acmgmeeting.net).



## Exhibit Theaters

**\$4,300 per half hour time slot • Deadline to Apply: December 1, 2023 (or when all time 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.

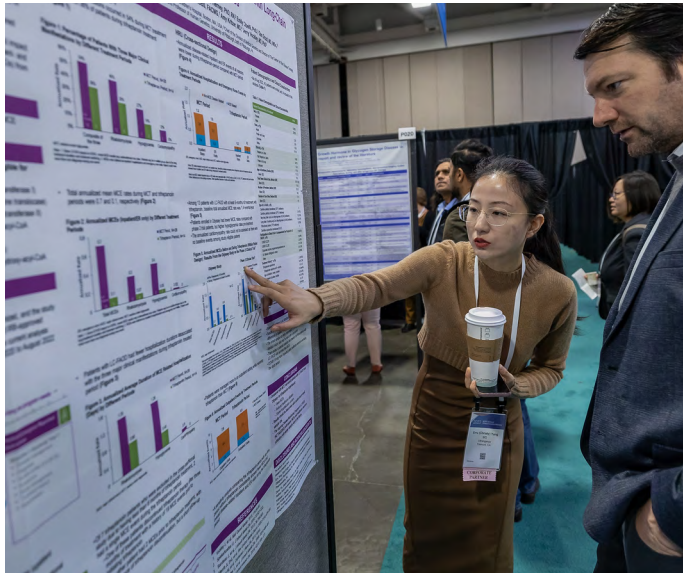
- Attendance varies depending on topic.
- Must be an exhibitor to participate.
- Application may be done online when applying for booth space or at a later date via the Exhibitor Portal.
- Exhibit Theater time slots are often full prior to the published deadline.

- Companies may rent lead retrieval scanners to capture attendee information.
- No food and beverage service allowed.

### What's Included:

- Exhibit Theaters set for 125 people and are 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 \$500.)





## Abstract Presentations

The presentation of the most 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, is based on valid content, and is free from commercial influence. For the purposes of ACCME compliance, abstracts from industry and laboratories will be handled as follows:

**Platform Presentations:** Abstracts from industry for Platform Presentations will be scheduled together during non-accredited education offerings.

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

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

**Abstract Submission Opens:**  
October 3, 2023

**Abstract Submission Closes:**  
November 17, 2023, 11:59 (PST)

## Branding Opportunities

**Convention Center Wi-Fi ..... \$50,000**  
*EXCLUSIVE SPONSORSHIP*

ACMG provides wireless internet throughout the convention center as a way for Annual Meeting attendees to stay connected with their office and day-to-day business and to provide interaction in sessions with Audience Response. Your company's name will be featured on the splash page for the complimentary Wi-Fi every time attendees and exhibitors go online.

**Hotel Guest Keycards..... \$18,000**  
*EXCLUSIVE SPONSORSHIP*

Promote your company and Exhibit Hall booth location to attendees throughout the meeting by sponsoring the hotel guest room key cards. Put your brand on something attendees will use daily! This exclusive opportunity allows you to create your own design and we do the rest.



**GENEius Challenge – A Jeopardy-style Game**  
*EXCLUSIVE SPONSORSHIP ..... \$15,000*

An exciting opportunity for Geneticists-in-training to test their knowledge in a Jeopardy-style competition. Competitors pre-qualify to compete in one of three semi-final rounds — live at the meeting in Toronto. The three winners will compete for the **GENEius Challenge Award on Saturday morning**. Support will fund prizes for competitors and winners. The sponsor will be acknowledged at the start of each round, sponsorship mention on the GENEius Challenge webpage and all marketing of the game, on the counters used in the competition, and in social media coverage.

**HeadShot Café™ ..... \$15,000**  
**EXCLUSIVE SPONSORSHIP**

The HeadShot Café™ is a high energy sponsorship opportunity, with incredible attendee engagement. Impress attendees by sponsoring this new feature at the annual meeting – they will be lining up! A professional photographer will be available on Thursday March 14 and Friday March 15 during exhibit hall hours to take professional headshots. This area will be located near the Career Fair making it a great sponsorship opportunity for Career Fair exhibitors. Sponsor can include their logo in the email attendees receive with their headshot.

**Job Boards ..... \$3,000**  
**EXCLUSIVE SPONSORSHIP**

Excellent opportunity for a Career Fair exhibitor to promote their company name and logo alongside the official ACMG Job Boards. Sponsor may display promotional literature in the job board area and will receive a 30-day premier online job listing in the ACMG Online Career Center as part of the sponsorship. Content subject to ACMG approval.

**Escalator Clings..... \$7,000 – \$16,000**

Place brand messaging on the escalators of the Metro Toronto Convention Center. From the registration lobby to the meeting room and exhibit hall floors, there are three locations available. Cost includes production and installation.

**3 Escalators Banks – Cost per escalator bank:**

- Glass Sides: \$16,000/all 4 sides or \$5,000/per side
- Middle of Escalator Runners: \$7,000



**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 in the area.

**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. 4-packs of portable chargers are also available for branding. Pricing available on request. Contact [pfreire@acmg.net](mailto:pfreire@acmg.net) to learn more.

**Learning Lounge ..... \$5,000**  
**EXCLUSIVE SPONSORSHIP**

The popular Learning Lounge is located on the Exhibit Hall floor and offers an opportunity for meeting attendees to experience 30-minute sessions on specific topics and serve 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.



**Lactation Room ..... \$3,000**  
**EXCLUSIVE SPONSORSHIP**

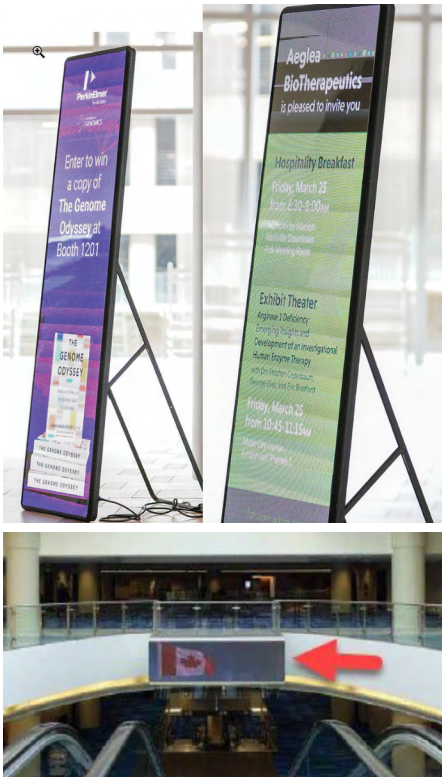
The Lactation Room will be a quiet area for nursing mothers. Sponsoring this area says your company supports the hardworking moms attending the ACMG Meeting. Sponsor will be recognized on room signage and may place appropriate giveaways in the room.



# Digital Signage

**expoVu LED Signage ..... \$4,500**  
expoVu provides a lively presentation of images and graphics via brightly illuminated 2’ wide x 7’ tall LED panels. Transitioning in a continuous loop, these dynamic graphics effectively produce a compelling visual to attract attendees and increase booth traffic. Each expoVu will feature a maximum of 15 companies. Each image will transition every eight seconds and be seen every two minutes on four screens placed in high traffic areas. Detailed ordering information and an order form is available in the Exhibit/Sponsor section of [acmgmeeting.net](http://acmgmeeting.net). Purchase is made directly with Expomarkit Media Group. Email [info@expomarkit.com](mailto:info@expomarkit.com).

**Level 600 Digital Sign ..... \$15,000**  
Display your message in large format on this highly visible screen, located above the escalator bank leading to the meeting room level. This LED screen is 13.23’ x 3.78’, 1680 x 480 pixels and can display either an image or a video file.



# Advertising

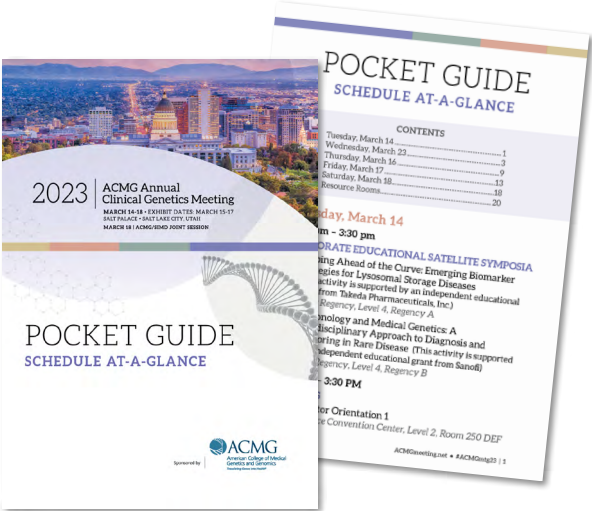
**Amplify your message with pre-meeting marketing, onsite visibility or both.**

- Banner Ads ..... \$5,000 – \$10,000**
- In the Registration Confirmation email ..... \$10,000
  - Banner in the “what-to-know-before-you-go” email ..... \$10,000
  - A banner in one of the monthly update emails to registered attendees ..... \$7,000
  - Banner placement on select pages of the ACMG meeting website (limited) ... \$7,000
  - Banner ad in the Daily email to attendees during the meeting (1 per day)... \$5,000

**Pocket Guide Advertising..... \$6,000 – \$7,000**  
The Pocket Guide provides attendees with all the important meeting information at their fingertips – it fits right into the badge holder. The Pocket Guide will be distributed in the Registration area. This will be the only printed schedule at the meeting, giving an overview of the sessions and activities each day.

**Ad specifications:**  
Trim size: 3.5” x 5”  
Full page Ad: 3.75” x 5.25” (includes bleed)

- Ad Placements:**
- Inside Front Cover (C2) ..... \$6,500
  - Inside Back Cover (C3) ..... \$6,500
  - Outside Back Cover (C4) ..... \$7,000
  - Inside Full Page ..... \$6,000





# Exhibitor Listings and Description

## Basic Listing: Complimentary to All Exhibitors

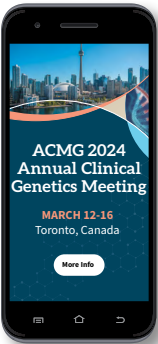
Exhibitor descriptions that appear online from December through July and will also be included in the onsite mobile app.

## Online Exhibitor Listing Upgrades...\$1,000–\$1,500

- Enhanced ..... \$1,000
- Premier ..... \$1,500

Upgraded listing opportunities allow you to customize your online posting, making it more complete and more interesting to attendees. Enhanced listings permit the display of promotional videos and other collateral in addition to the standard product descriptions and categories.

FEATURES	Basic (Complimentary)	Enhanced \$1,000	Premier \$1,500
Company Name • Address • Description • Booth Number • Email • Website • Sales Contact	★	★	★
Company Logo	★	★	★
Social Media Links	★	★	★
Company Profile	750 words	1,500 words	2,500 words
Product and Service Categories	5	10	15
Press Releases		3	6
Document Uploads		2	4
Video Uploads		2	4
Directory Profile Header Image			★
Highlighted Listing — Make your company stand out!		★	★
Premium Placement of Company Listing (Your company’s listing will appear at the top of the online exhibitor list and search results)			★
Online Product Showcase: Engage attendees with detailed product descriptions along with full-color images		2	4



# Mobile App Sponsorships and Advertising

## Attendee adoption rate at past meetings was over 85%!

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.

## Mobile App Sponsorship .....\$8,000 EXCLUSIVE SPONSORSHIP

A high visibility opportunity, features your company logo on the screen each time the app is opened. Additionally, a Promoted Notification will be included. This will include a Subject Line plus a 50-word description, can include an image or emojis.

## Mobile App Banner .....\$3,500 LIMITED AVAILABILITY

Banner is placed in rotation and appears on the Notifications screen (phones), Dashboard (iPad), Exhibitor and Speaker screens and every page on the browser version.

## Mobile App Promoted Notification .....\$1,000 LIMITED AVAILABILITY

Alert attendees about your Exhibit Theater session, booth giveaways and other important activities at you booth.

# Enhance the Attendee Experience

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

**Refreshment Breaks ..... \$18,000**  
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 table coverings, coffee sleeves or napkins for any break. Refreshment breaks always draw a crowd!

**Conference Notebooks \$10,000**  
*EXCLUSIVE SPONSORSHIP*  
Attendees appreciate somewhere to take notes during the conference. These notebooks are made from recycled paper and can be branded with your company logo.

**Hand Sanitizer..... \$7,000**  
Staying healthy remains everyone's priority. Feature your company name and/or logo on individual bottles of hand sanitizer distributed in high-traffic areas at the Metro Toronto Convention Center.

## Wellness Pavilion

**Wellness Pavilion ..... \$18,000**  
*EXCLUSIVE SPONSORSHIP*

The Wellness Pavilion has become an established favorite for attendees. They love stopping by to pet the therapy dogs or relax with a seated or foot massage. Sponsors' logo will be prominently displayed in the Pavilion structure and the sponsor may have up to two staff members in the Pavilion during open exhibit hours.

### Additional Wellness Activity Sponsorships:

**Yoga Classes ..... \$5,000 each day**  
Sponsor morning yoga classes and provide your company an opportunity to promote wellness to the meeting attendees. Cost includes sponsor acknowledgement at the class and sponsor may have up to two staff members attend the class.

**Seated and Foot Massage Stations..... \$8,000**  
*EXCLUSIVE SPONSORSHIP*

Give attendees the opportunity to rest and recharge in the Wellness Pavilion by sponsoring a seated or foot massage station and infused water. Increase traffic to your booth by distributing massage tickets.



# Early Career Professional Support

**Geneticists-in-Training Lounge ..... \$16,000**  
*EXCLUSIVE SPONSORSHIP*

The Trainee/Resident/Fellow Lounge provides a destination for the 200+ young professionals attending the meeting to come together to network with one another and the College’s leadership. The sponsorship will provide daily refreshments for those that visit this resource area. Sponsor signage will be placed at the entrance to the area, and on refreshment tables in the lounge. Up to four sponsoring company representatives will be permitted access to the lounge at a time.

**Fellows, Resident, Trainees and Student Welcome Reception..... \$18,000**  
*EXCLUSIVE SPONSORSHIP*

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

**Early Genetics Trainee/Mentor Luncheon \$10,000**  
*EXCLUSIVE SPONSORSHIP*



This lunch provides trainees, postdoctoral fellows and clinical fellows in the field of medical genetics the opportunity to meet and talk informally with senior members of the College about career options, goals, and professional opportunities and will draw about 200 attendees (trainees and mentors). The sponsoring company will be recognized with signage outside the luncheon and featured on walk-in slides. A company representative may attend the luncheon.

**NEW! Geneticist-in-Training Speed Mentoring ..... \$8,000**

Two opportunities, one on Thursday and one on Friday, will be offered for geneticists-in-training to meet with potential mentors. Trainees may select one of the two sessions, which will feature 5 “dates” in an hour. Trainees will sign up for appointments with the 5 mentors of their choice. Sponsor acknowledgement will be on signage, in the room and on meeting materials. Two approved company representatives may participate as mentors.

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

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

# Drive Traffic To Your Booth

**Aisle Signs .....\$4,500 each**



An opportunity for additional visibility from anywhere on the show floor. Attendees can’t miss your company’s brand on the aisle directional signs in the Exhibit Hall. Drive traffic to your booth by prominently displaying your company logo, name, and booth number on one 2’ x 4’ double-sided space at the base of hanging aisle signs in the Exhibit Hall. Interested in two aisles or more? Ask us about a bundled discount.

**Carpet Decals (5’x 5’) .....\$3,000 each**

Own your aisle at the 2024 ACMG Meeting! 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. You provide the logo, and ACMG will handle the rest!



**Branded Park Benches.....\$2,000 each**  
**Plus Carpet Sticker .....\$3,000 each**

Place your branding on the park benches that will be in the middle of the main aisle of the exhibit hall floor. Select just the bench or add a carpet sticker too. These are a great traffic draw for attendee networking and a place to sit.

**Lunch Coupons .....\$1,800 per 100 coupons**

Give attendees an added reason to visit your booth by distributing Lunch Coupons (value \$15 towards purchase of concession lunch each day). Coupons feature your company logo. This is one of the most popular support items for attendees as it allows them a complimentary lunch. *Your company benefits by driving attendees TO YOUR BOOTH plus they will remain in the exhibit hall during the lunch hour.*

## Reach Your Target Audience

### Digital Retargeting Sponsorships

#### LIMITED OPPORTUNITIES

ACMG offers a unique and effective marketing opportunity for exhibitors and sponsors. This digital retargeting opportunity works by keeping track of people who visit ACMG sites via a cookie and then displaying your ads to them as they visit other sites online. ACMG has created and tracked audiences through our site visitors and 2017 through 2023 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 [pfreire@acmg.net](mailto:pfreire@acmg.net).

Campaign of 50,000 impressions .....\$5,000 per campaign

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

Campaign of 100,000 impressions.....\$10,000 per campaign

### Hospitality/Ancillary Meetings and In-Conjunction-With Events

**Deadline for Requests: February 14, 2024**

The ACMG Annual Clinical Genetics Meeting brings together over 2,500 genetics and genomics professional attendees. This presents an opportunity for affiliates of ACMG (i.e., exhibitors, corporate supporters, ACMG

members, patient groups, and nonprofit organizations) to hold meetings and events in conjunction with the ACMG Meeting.

All ancillary, hospitality and In-Conjunction-With meetings 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](http://acmgmeeting.net).

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

Tuesday, March 12, 2024 ..... 12:00 PM – midnight

Wednesday, March 13, 2024 .... 7:30 PM – midnight

Thursday, March 14, 2024..... 7:00 PM – midnight

Friday, March 15, 2024..... 7:00 PM – midnight

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

**Exhibit Hall Meeting Rooms ..... \$5,300 – \$6,500**

**Deadline to Apply: February 5, 2024**

Exhibit Hall Meeting Rooms are available on a rental basis for companies interested in a conveniently located private meeting space. 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. Space is limited and applications will be processed in the order they are received.

**10'x10' Exhibit Hall Meeting Room.....\$5,300**

**10'x20' Exhibit Hall Meeting Room.....\$6,500**

#### What's Included:

- 10' x 10' or 10 x 20' hard wall systems with company sign on the door. (Rooms do not have ceilings.)
- Carpet
- One (1) conference table and 4-6 chairs
- One (1) 6' skirted table
- One (1) wastebasket

Additional features, such as electricity, audiovisual/ internet, food and beverage and keyed access are available at the expense of the exhibiting company. For more information, see the Exhibit Hall Meeting Rooms in the Exhibit/Sponsor section of [acmgmeeting.net](http://acmgmeeting.net). Applications are submitted online when applying for booth space or at a later date via the Exhibitor Portal.

## Corporate Partners Program



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

### The ACMG Foundation's Corporate Partners Program makes our 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, these all depend on corporate support.

ACMG Corporate Partners offer much more than financial support. As representatives of some of the most prestigious genetics and genomics companies in the world, CPP member companies are dedicated to making an impact by exchanging information. Several CPP member companies lend their staff expertise and mentor our next generation leaders. ACMG engages them in shaping ideas, improving legislation, strengthening networks, and providing resources to ACMG's emerging professionals.

To discuss the ACMG Foundation Corporate Partners Program, please contact ACMG's Director of Development and Innovation, Karl Moeller at [kmoeller@acmg.net](mailto:kmoeller@acmg.net).

## Important Deadlines for Exhibitors

<b>August 31, 2023</b>	Preliminary educational Satellite Symposia application deadline.
<b>October 31, 2023</b>	Second educational Satellite Symposia application deadline (fees increase). After this date, if time slots remain, the fee will increase.
<b>November 8, 2023</b>	Priority Point deadline
<b>November 9, 2023</b>	Applications submitted after this date are assigned on a first-come first-assigned basis to the space remaining, after the Priority Point assignment process is completed.
<b>November 17, 2023</b>	Abstract submission deadline
<b>December 1, 2023</b>	Exhibit Theater submission deadline
<b>December 20, 2023</b>	Early Bird Full Registration deadline
<b>January 2024</b>	Exhibitor Service Kit available
<b>January 12, 2024</b>	<ul style="list-style-type: none"> <li>• Deadline to cancel or reduce booth size and receive partial refund</li> <li>• Full Booth Payment due. Applications received after this date must be accompanied by payment in full</li> </ul>
<b>January 31, 2024</b>	Last day to pay regular booth fees, late fees apply from this date
<b>February 2, 2024</b>	Rooming list deadline for group blocks
<b>February 5, 2024:</b>	<ul style="list-style-type: none"> <li>• Exhibitor Appointed Contractor Form and proof of insurance deadline</li> <li>• Deadline to submit giveaway and drawing items for approval</li> <li>• Deadline to request meeting space for In-Conjunction-With meetings and events</li> <li>• Deadline to apply for Exhibit Hall Meeting Rooms</li> </ul>
<b>February 8, 2024</b>	Advance Full Registration deadline
<b>February 9, 2024</b>	Late Full Registration fees apply
<b>February 20, 2024</b>	Hotel reservation cancellations received by this date will not receive a penalty of one night's room and tax
<b>March 12, 2024</b>	Exhibitor move-in begins
<b>March 13, 2024</b>	Exhibitor move-in completed by 4:00 PM; ACMG Exhibits open at 5:30 PM
<b>March 15, 2024</b>	Exhibitor move-out begins at 1:00 PM (close of Exhibits)

# Booth Display Guidelines

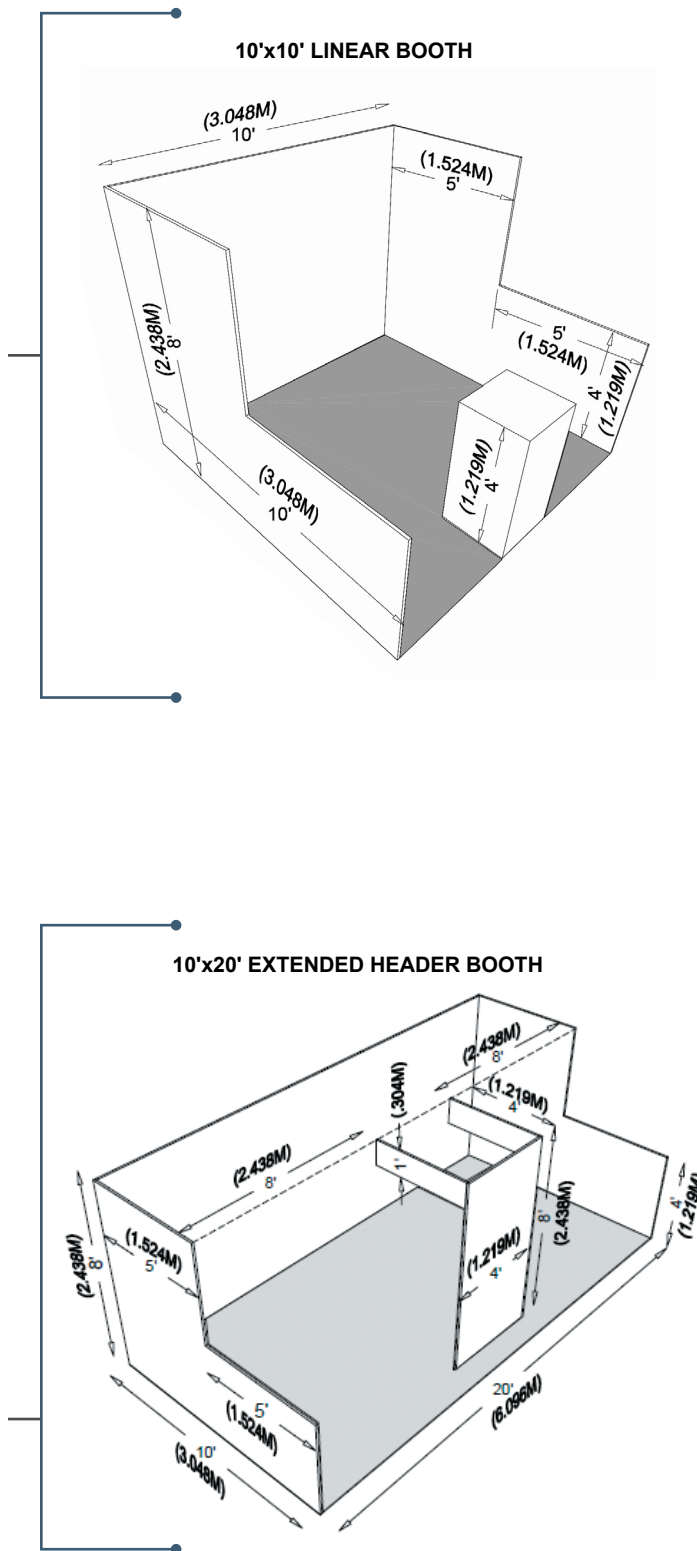
The ACMG Exhibit Hall floor plan will feature linear or inline booths as well as island booths in a variety of sizes to meet your needs. Exhibitors must show good judgment and consideration for neighboring exhibits. The following guidelines regarding the design and arrangement of the two booth plans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

## Linear or Inline Booth Design

- Linear or in-line booths are 10' × 10' units or multiples thereof that are arranged in a straight line. The back wall of any construction in a linear 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 Linear 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 sight lines 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. Carpet must be installed by Wednesday, March 13 at 12:00 pm. Otherwise, ACMG will instruct the general service contractor to install carpet at the exhibitor's expense. Order forms are included in the online 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.

## Extended Header Booth Design

- An extended header booth is a Linear Booth twenty feet (20ft) (6.10m) or longer with a center extended header.
- All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.





## Island Booth Design

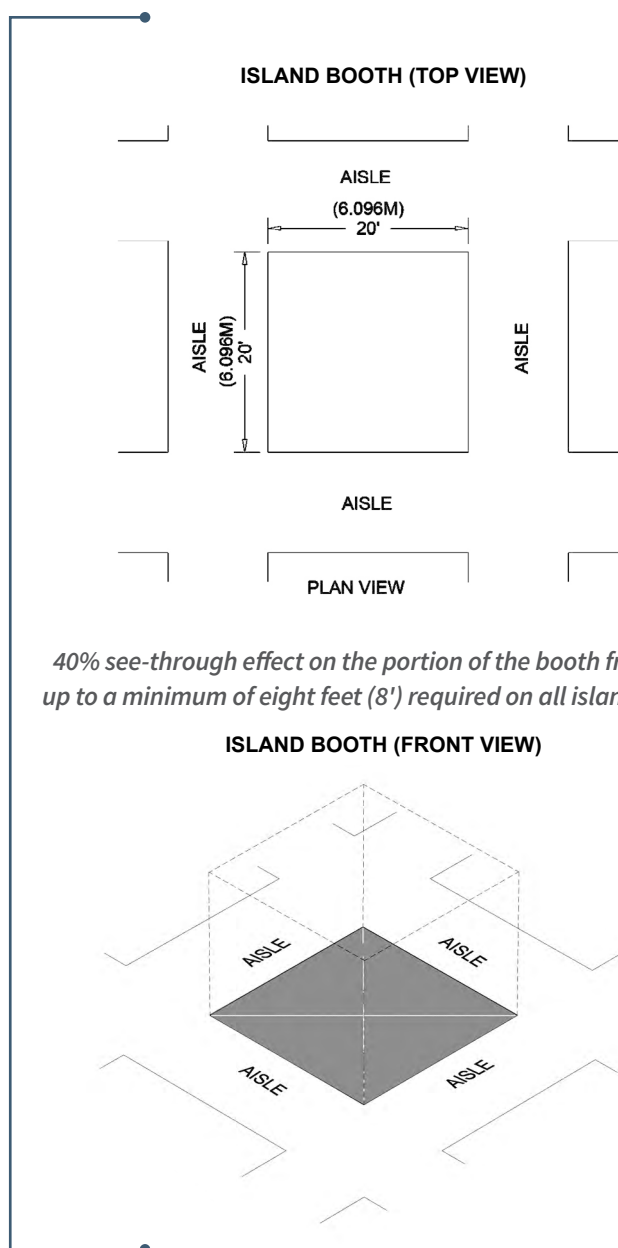
- Island booths are any size booth exposed to aisles on all four sides and is 20' × 20' or larger.
- Exhibit fixtures, components, and identification signs are permitted to a maximum height of 20'.
- While the entire cubic content of the space may be used up to the maximum allowable height, which is 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.

## 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 Metro Toronto Convention Centre 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 13 at 12:00 p.m. Otherwise, ACMG will instruct the general service 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) and The Accessible Canada Act (ACA) 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 2025 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 8, 2023 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 31, 2024. Full booth payment must accompany applications submitted after January 12, 2024.

**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 [acmgmeeting.net](https://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 [acmgmeeting.net](https://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 Display Guidelines:** Exhibitors must show good judgment and consideration for neighboring exhibits. Detailed Guidelines for Display are outlined on [pages 22-23](#) in the Exhibit Prospectus and are available for download in the Exhibitor Service Center at [acmgmeeting.net](https://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 on the exhibit floor. All food and beverage served in the exhibit hall must be provided by the convention caterer — a "Booth Catering" form will be located 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. Exhibitors are urged to consult with their internal Compliance Department to ascertain exhibiting guidelines for displaying products approved in the U.S. in Canada.

**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 5, 2024.

**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," 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 Metro Toronto Convention Centre 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 Metro Toronto Convention Centre 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 2024 ACMG Annual Clinical Genetics Meeting is being planned as in-person event. ACMG Health and Safety guidelines and protocols are based on CDC recommendations which are continually updated. The following health and safety guidelines and protocols have been adopted by ACMG to provide as safe a meeting environment as possible and to try to minimize the presence and spread of COVID-19 for all ACMG meetings. ACMG has shifted to personal responsibility for meeting attendees, exhibitors, vendors and staff and strongly recommends:

- Be up to date on all vaccinations and boosters as advised by the CDC.
- Agree to the Duty to Self-Monitor statement: A participant agrees to self-monitor for signs and symptoms of COVID-19 (symptoms



typically include fever, cough, and shortness of breath) and, contact ACMG if they experience symptoms of COVID-19 during or within 14 days after attending the ACMG Meeting.

- Administer a rapid antigen self-test up to 24 hours before travel or a PCR test up to 72 hours before travel.
- ACMG encourages participants to constantly assess their well-being. If a participant does not feel well or tests positive for COVID-19, they should stay in their hotel room and contact the ACMG staff in charge of the meeting to inform them of their status.
- Wearing masks during ACMG in-person meetings is on a voluntary basis.

**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.

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