



2025 | ACMG Annual Clinical Genetics Meeting

MARCH 18-22 • EXHIBIT DATES: MARCH 19-21
LOS ANGELES CONVENTION CENTER • LOS ANGELES, CA

Plan NOW to Join the Premier Event in Clinical Genetics and Genomics

The American College of Medical Genetics and Genomics (ACMG) invites you to exhibit at the **2025 ACMG Annual Clinical Genetics Meeting, March 18-22** (exhibit dates March 19-21) at the Los Angeles Convention Center in Los Angeles, California. Members of the medical genetics and genomics community from across the globe will come together for four days of exploration of the latest research, leading-edge innovations, and impactful clinical advancements in both scientific sessions and in the exhibit hall.

Medical and healthcare practitioners who provide comprehensive diagnostic, management, and counseling services for patients with, or at risk for, genetically influenced health problems attend this important 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. Your representatives will meet medical and clinical geneticists, physicians from related specialties, genetic counselors, nurse practitioners, Physician Assistants, dietitians and geneticists in training.

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 1, 2024 will be made based on Priority Points.



Why Exhibit at the ACMG Meeting?

ACMG is globally recognized and respected as a leading provider of quality content and resources. The ACMG meeting is the medical 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:

- 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 2025.
- Build company and product exposure and brand awareness.
- Engage directly with your target audience, including professionals, 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 hall:

- 9+ hours of unopposed exhibit time.
- Opening Reception on Wednesday evening.
- Food and Beverage breaks throughout 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:

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and Genomics

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MEETING SPONSOR:

American College of Medical Genetics
and Genomics

7101 Wisconsin Avenue, Suite 1101
Bethesda, MD 20814

Tel: (301) 718-9603
acmg.net

CONVENTION FACILITY:

Los Angeles Convention Center
1201 South Figueroa Street
Los Angeles, CA 90015

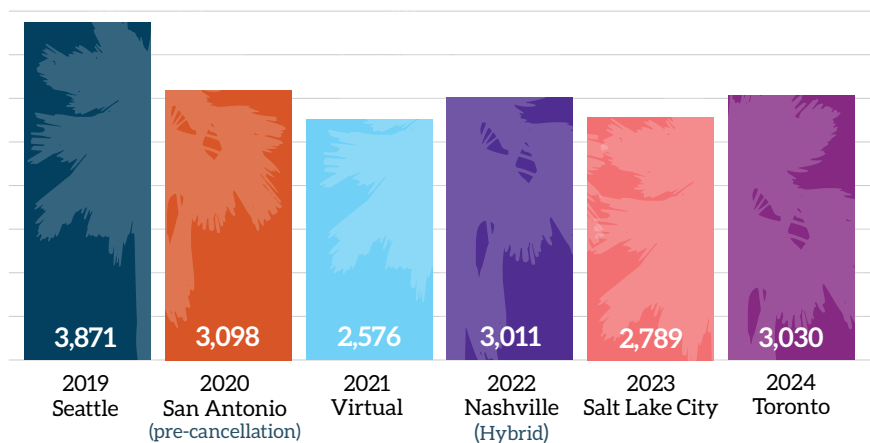
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Attendance Through The Years

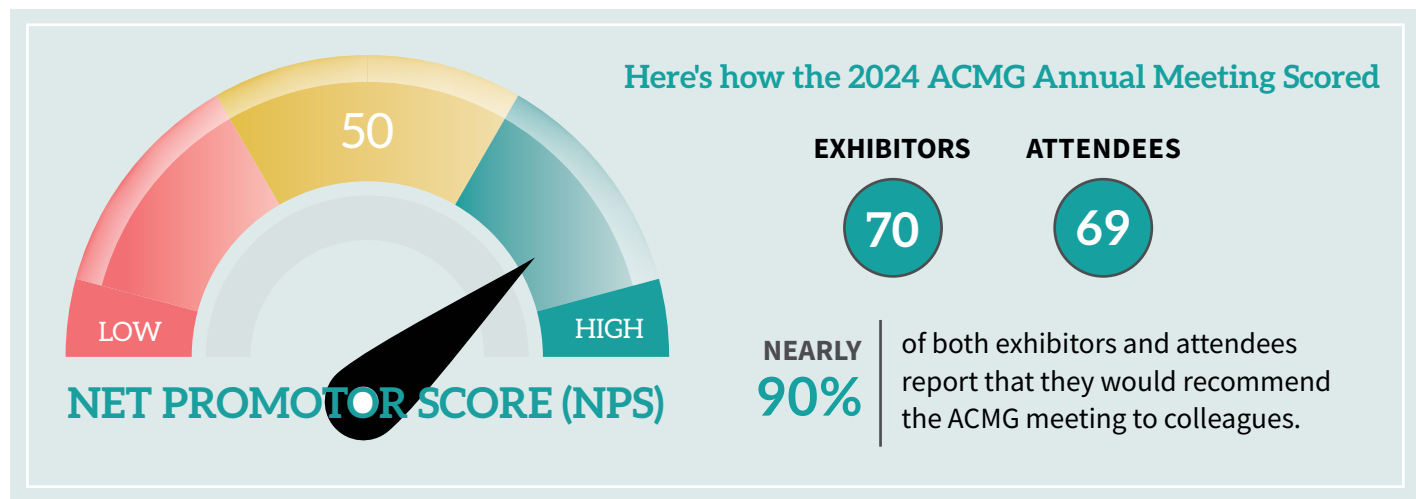
The ACMG meeting hosts 3,000+ genetic and genomic professionals from around the globe, representing every aspect of the clinical genetics industry.

ACMG ANNUAL MEETING ATTENDANCE HISTORY
2019-2024

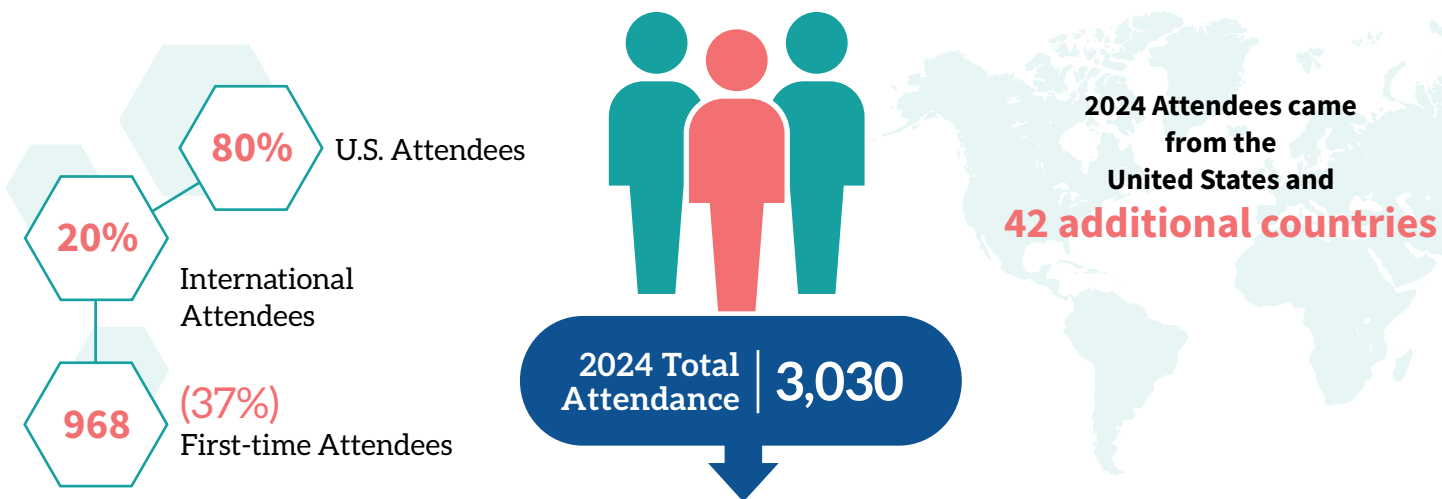


ACMG Net Promoter Score

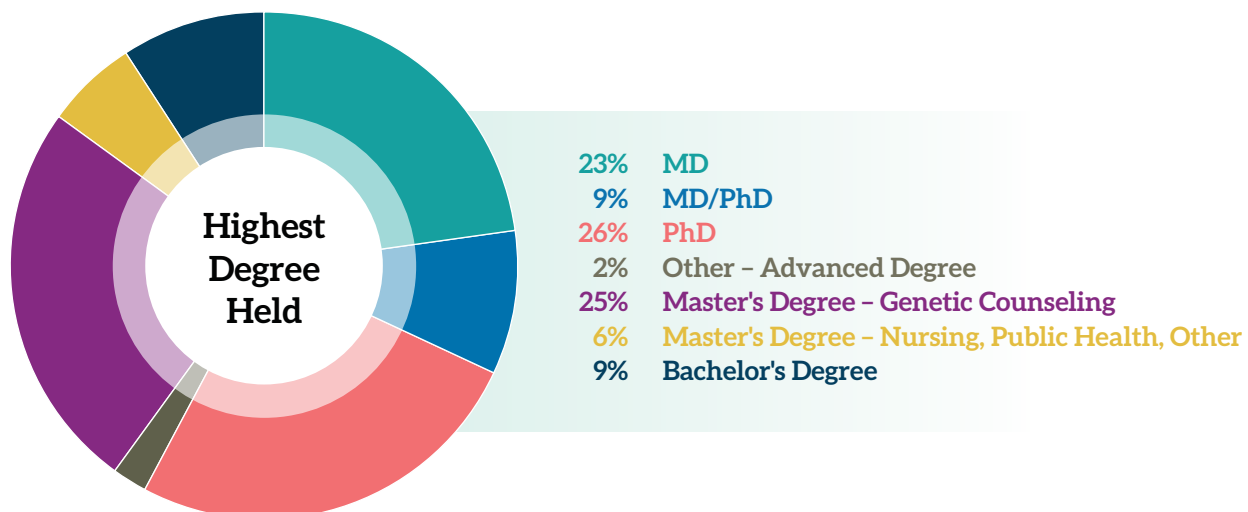
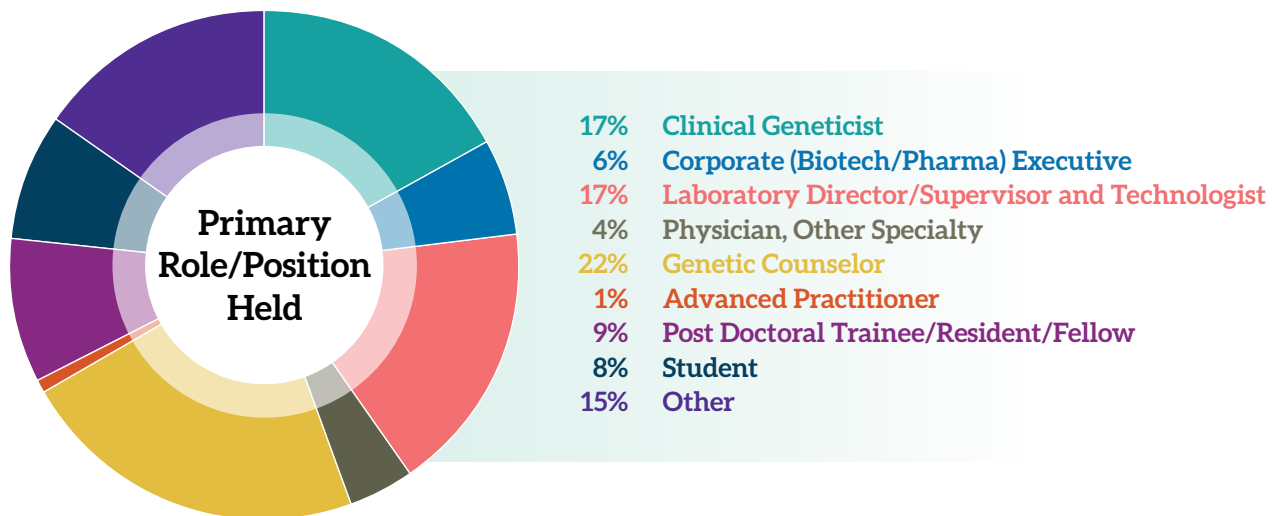
The **Net Promoter Score (NPS)** is the gold standard of customer experience metrics and provides a snapshot of overall customer satisfaction. **According to global NPS standards, a score of above 50 is good, and above 70 is outstanding.**



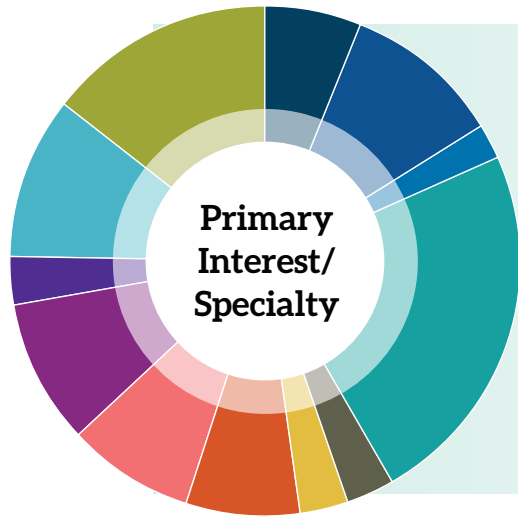
Attendance By The Numbers



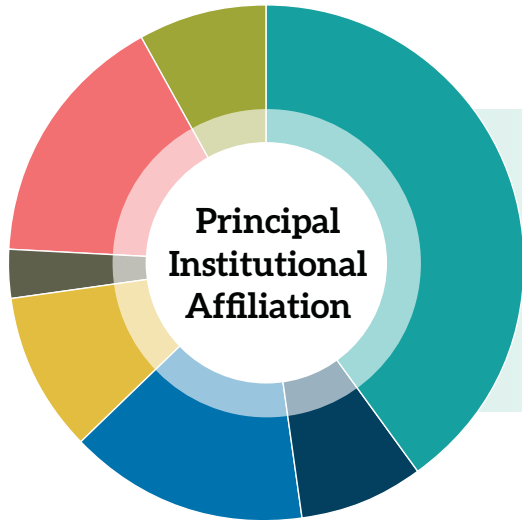
Attendee Demographics



Attendee Demographics – Cont'd



- 6% Biochemical and Molecular Genetics
- 10% Cancer Genetics
- 2% Cardiovascular Genetics
- 23% Clinical Genetics
- 3% Corporate - Biotech, Pharma
- 3% Cytogenetics
- 7% Genetic Counseling
- 8% Laboratory (Academic, Commercial)
- 9% Molecular Genetics
- 3% Neurogenetics
- 10% Pediatrics and Prenatal
- 14% Other



- 40% Academic Medical Center/University
- 8% Academic Laboratory
- 15% Commercial Laboratory
- 10% Commercial/Corporate (Pharma/Biotech)
- 3% Government Agency (State/Federal-Nonmilitary)
- 16% Hospital/HMO
- 8% Other





Dates & Hours

Exhibit Hall

Wednesday, March 19

5:00 PM – 7:00 PM

(Opening Reception in Exhibit Hall)

Thursday, March 20

10:00 AM – 4:30 PM

Friday, March 21

9:30 AM – 1:00 PM

Exhibit Installation/ Dismantle

Exhibitors must be set up by 4:00 PM, Wednesday, March 19 to allow for final exhibit hall preparation prior to the Opening Reception.

INSTALLATION:

Tuesday, March 18

12:00 PM – 6:00 PM

Wednesday, March 19

8:00 AM – 4:00 PM

DISMANTLE

Friday, March 21

1:00 PM – 8:00 PM

Dismantling or tear down of exhibits before the official close of the exhibition, Friday, March 21 at 1:00 PM is **PROHIBITED** and will result in a **loss of points for space assignment for the 2026 meeting.**

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.

Exhibit Space Fees

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

Rates are per 10'x10' or 100 square foot space.

	UNTIL JANUARY 31, 2025	BEGINNING FEBRUARY 1, 2025
COMMERCIAL COMPANIES		
10'x10' Inline	\$4,350	\$4,800
10'x10' Corner	\$4,550	\$5,000
10'x20' Inline	\$8,700	\$9,600
10'x20' Inline + Corner	\$8,900	\$9,800
10'x20' Corner + Corner	\$9,100	\$10,000
20'x20' Island	\$18,200	\$19,800
20'x30' Island	\$27,300	\$29,700
NON-PROFIT ORGANIZATIONS 1* (Academic or medical center affiliated laboratories and programs, University affiliated publishers)		
10'x10' Inline	\$2,600	\$2,900
10'x10' Corner	\$2,800	\$3,100
10'x20' Inline	\$5,200	\$5,800
10'x20' Inline + Corner	\$5,400	\$6,000
10'x20' Corner + Corner	\$5,600	\$6,200
NON-PROFIT ORGANIZATIONS 2** (Associations and Government Agencies)		
Inline	\$1,100	\$1,300
FAMILY/PATIENT ADVOCACY PAVILION***		
Carpet only	\$1,050	\$1,250
Furnished (includes a basic furniture and carpet package)	\$1,300	\$1,500
START-UP PAVILION KIOSK		
See below for more info.	\$3,000	\$3,500
CAREER FAIR		
See below for more info.	\$900	\$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 (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.



Start-up Pavilion

The Start-up Pavilion is a designated area in the exhibit hall at the ACMG Meeting, tailored for start-up companies and new market entrants aiming to elevate their businesses. This pavilion offers a cost-effective, all-inclusive kiosk solution that includes company graphics, carpeting, electrical connectivity, and company listings in all related marketing and promotional 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.”

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. (i.e. the 2023 and 2024 meetings)

Career Fair

The Career Fair will be held during the ACMG 2025 Annual Clinical Genetics Meeting, on March 20 and 21 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'x10' 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

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 **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.

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

Exhibit Space Rental Includes:

- Inline booths: 8 ft. high draped back wall and 36" side drape in show colors.
- Aisle carpeting in show color.
- 7"x44" booth identification sign with company name and booth number (inline booths).
- 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 Fair 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 the ACMG Meeting website 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 Corporate 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 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.

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.

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 17, 2025. Full booth payment must be made with applications submitted after January 17, 2025.

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 17, 2025. 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 17, 2025, 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.

ACMG will make booth assignments based on priority points. Companies' cumulative total includes points for exhibiting history, booth size and meeting sponsorship or ACMG Foundation support in 2024 and/or 2025.

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 1, 2024
- 5 points for each year exhibited since 2014
- 5 points for each 100 square feet reserved

Meeting sponsorship and advertising activity at the 2024 meeting and/or the 2025 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

2024–2025 ACMG Foundation Corporate Partners:

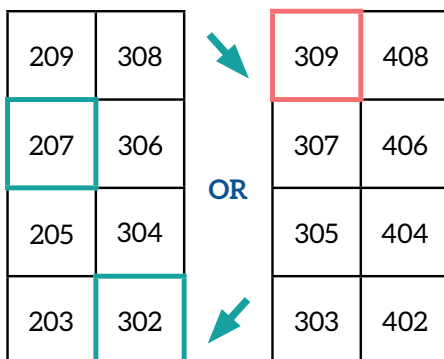
- Friend Partner (giving level under \$25,000): 10 points
- Silver Partner (giving level \$25,000– \$49,999): 20 points
- Gold Partner (giving level \$50,000–\$99,999): 30 points
- Platinum Partner (giving level \$100,000– \$250,000): 40 points
- Diamond Partner (giving level \$250,000+): 80 points

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 2024 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 as long as 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.

Company and Attendee Meetings and Events

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 18, 2025	12:00 PM – midnight
Wednesday, March 19, 2025	6:00 AM – 7:30 AM; 7:30 PM – midnight
Thursday, March 20, 2025	6:00 AM – 7:30 AM; 6:30 PM – midnight
Friday, March 21, 2025	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 19, 2025

Exhibit Hall Meeting Suites \$5,800 – \$7,000

Deadline to Apply: February 19, 2025

Exhibit Hall Meeting Suites are 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 (rooms do not have ceilings), carpet, conference table and chairs, 6' skirted table and wastebasket.

Add-ons such as electricity, audiovisual, internet and food and beverage are available at the expense of the exhibiting company.

Space is limited and applications will be processed in the order they are received. For more information, see the Exhibit Hall Meeting Suites tab 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 2024.

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.

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 2024 at acmgmeeting.net.

Health and Safety

The 2025 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 **J.W. Marriott LA Live** 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. Please closely review the exhibit hours and your staffing schedule before making hotel reservations.

The Hotel Reservation Deadline is February 25, 2025.

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 2025 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. Report any company or individual contacting you about ACMG housing, report it to the FTC at the link noted above.

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 and meeting attendee lists. These offers are scams. Report any company or individual contacting you about mailing or email lists, report it to the FTC at the link noted above.

2025 | ACMG Annual Clinical Genetics Meeting

MARCH 18-22 • EXHIBIT DATES: MARCH 19-21
LOS ANGELES CONVENTION CENTER • LOS ANGELES, CA

Important Deadlines for Exhibitors

September 5, 2024	Preliminary Corporate Satellite Symposia application deadline.
November 1, 2024	Priority Point deadline.
October 1, 2024	<ul style="list-style-type: none"> • Proposal Submission Opens • Full Conference and Housing Opens
November 2, 2024	Booth space applications submitted after this date are signed on a first come-first assigned basis to the space remaining, after the Priority Point process is completed.
November 15, 2024	Abstract submission deadline.
December 1, 2024	Exhibit Theater submission deadline
December	Booth assignments sent, exhibitor personnel registration and housing opens
December 11, 2024	Abstract Acceptance/Rejection sent
December 18, 2024	Early Bird Full Registration deadline
January	Exhibitor Service Kit available
January 17, 2025	Deadline to cancel or reduce booth size, sponsorships, Theaters, etc. and receive partial refund
January 17, 2025	<ul style="list-style-type: none"> • Full booth payment due • All applications submitted after this date must include full payment.
January 31, 2025	Last day to pay regular booth fees, late fees apply from this date on
February 1, 2025	Applications received after this date must be accompanied by payment in full.
February 7, 2025	Rooming list deadline for group blocks
February 12, 2025	Advance Full Registration Deadline
February 13, 2025	Late Fees for full registration deadline apply
February 19, 2025	<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 • Island Booth Renderings with dimensions due • Deadline to apply for Exhibit Hall Meeting Suites
	Service Vendors: See Exhibitor Service Kit for deadlines
February 25, 2025	Housing deadline
March 5, 2025	<p>Last day to make, change, or cancel a reservation with CMR</p> <p>Hotel reservation cancellations received by this date will not receive a penalty of one night's room and tax</p>
March 18, 2025	Exhibitor move-in begins
March 19, 2025	Exhibitor move-in completed by 4:00 PM; ACMG Exhibits open at 5:00 PM
March 21, 2025	Exhibitor move-out begins at 1:00 PM (close of Exhibits)



Support, Promotion and Advertising Opportunities

Over 3,000 genetics and genomics professionals will attend the 2025 ACMG Annual Meeting. ACMG offers a wide-ranging selection of dynamic support opportunities to expand your competitive edge and increase your company's visibility. Brand enhancement sponsorships and promotional opportunities not only increase each participating company's presence, they also provide attendees with valuable meeting resources.

Reach your marketing goals and connect with ACMG members and meeting attendees before, and during the meeting 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.

All Annual Meeting supporters and sponsors will receive the benefits noted below, in addition to benefits listed for the opportunity you select.

- 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

Corporate Partners Program



The ACMG Foundation's Corporate Partners Program makes our key initiatives possible. Corporate gifts support many of our annual programs 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.

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.

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.

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 18 through Saturday, March 22. 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. They 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:

A. 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.

B. Non-Accredited Educational Sessions: Independently developed, non-Accredited sessions that do not carry educational credits (CME, NSGC or P.A.C.E.®, other) and are developed with adherence to the ACMG Corporate Educational Satellite Symposia guidelines.

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 JW Marriott Los Angeles L.A. LIVE (Headquarters Hotel). Application fees must be submitted at the time of application or within ten business days.

Completed applications received on or before September 3, 2024: \$28,000

Completed applications received September 4 – October 31, 2024: \$33,000

Completed applications received after November 1, 2024 (if available space remains): \$45,000

TIMESLOTS AVAILABLE (Eastern Time)

Tuesday, March 18: 4:00 PM – 5:30 PM and 6:15 PM – 7:45 PM

Wednesday, March 19: 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 September 3 and all slots may be full at the time of release of the 2025 ACMG Exhibit Prospectus. Please check availability on the Exhibit/Sponsor – Corporate Educational Sessions page at acmgmeeting.net or contact jdahlroth@acmg.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 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, new products, or sharing best practices, these sessions aim to foster collaboration between Industry and genetics professionals.

Cost: \$5,000 per company for meeting room and AV pre-set. An estimated 100-200 attendees can be accommodated for each session.

The sponsoring company is responsible for cost of and ordering of F&B and any upgrades to the standard AV set.

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.

Detailed submission information can be found in the Abstract Submission Guidelines at acmgmeeting.net

Abstract Submission Opens:
October 1, 2024

Abstract Submission Closes:
November 15, 2024, 11:59 (PST)

Exhibit Theaters

\$4,500 per half hour time slot * Deadline to apply: December 1, 2024 (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 set for 200 – 250 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 \$600.)



Branding Opportunities

Convention Center Entrance Branding Opportunities

Escalator Clings:

\$5,000 (one escalator – 2 sides)

\$10,000 (entire escalator bank – 4 sides)

Increase brand awareness and capture their attention as attendees enter the LA Convention Center and head towards the registration area and on to exhibits and meeting rooms with your graphics displayed on the eye-catching escalator bank and runners at the entrance. Cost includes production and installation.



Window/Door Clings\$5,000 each

Grab your customers' attention daily by placing your company logo and booth number on lobby doors and windows located on the main level enroute to the Registration Lobby and headed to outside sitting areas. Cost includes production and installation.



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 LA Convention Center.

This high-profile opportunity will be sure to capture your customers' attention as they enter the convention center. Cost includes production and installation.

Convention Center Wi-Fi..... \$8,000

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 complimentary Wi-Fi every time attendees and exhibitors go online.

Hotel Guest Keycards \$22,000

Exclusive Sponsorship

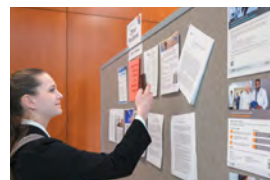


Place your branding directly in the hands of attendees as they check in to their hotel with a custom message or logo on the keycard. Capture attention and provide maximum exposure as

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.

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 brochures or other

collateral 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.

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.

Photo Opp/Selfie Wall \$8,000
Exclusive Sponsorship



The Photo Opp wall is a popular fixture at the meeting. Attendees gather around 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 pfreire@acmg.net to learn more.

In the Exhibit Hall

GENEius Challenge – A Jeopardy-style Game .. \$15,000
Exclusive Sponsorship



The GENEius Challenge is back for 2025! An exciting opportunity for Geneticists-in-training to test their knowledge in a Jeopardy-style competition. Competitors pre-qualify to compete, and the top nine contestants will go head-to-head in one of three live Jeopardy-style qualifying rounds with the winner of each round competing 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, sponsorship

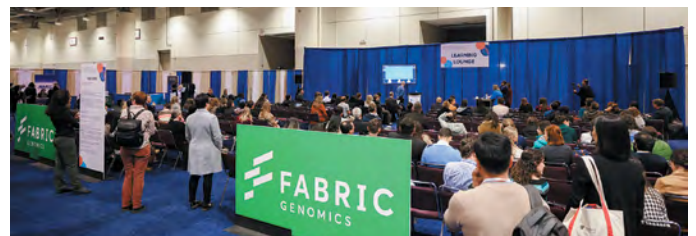
mention on the GENEius Challenge webpage and marketing and on the counters used in the competition and in social media coverage. Opportunity for company personnel to have a 5-minute meet and greet with contestants each day and to be present for final challenge to present the Award.

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 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 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 \$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 serves as a space for deeper conversations on hot topics, challenges or updates. Offered as an exclusive opportunity, the sponsor's 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\$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.

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

An opportunity for additional visibility from anywhere on the show floor with your company’s logo and booth number at the base of the of the aisle directional signs in the Exhibit Hall. With one or more aisle signs your exposure increases with every attendee glance. Interested in two aisles or more? Ask us about a bundled discount.

Carpet Decals (3’x 3’)\$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.

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

NEW AND EXCLUSIVE TO LA!

Thursday and Friday Exhibit Hall Lunch Sponsorship – Food Truck Court

Multiple opportunities over Thursday and Friday are available!

Transform the lunch break experience, boost your brand visibility and connect with attendees by sponsoring food trucks in a deliciously effective way! ACMG has the opportunity to bring in several food trucks and position them on the terrace just outside the roll up doors of the West Exhibit Hall. Attendees will be lining up for a chance to experience a taste of the Los Angeles street food scene and get some fresh air on the terrace. Sign up to participate in this exciting sponsorship where social media posts will surely create an online buzz around this unusual conference lunch experience. Tables will be set up in the Exhibit Hall, adjacent to the roll-up doors for attendees to sit and enjoy their food.



Attendees will be lining up for a chance to experience a taste of the Los Angeles street food scene and get some fresh air on the terrace. Sign up to participate in this exciting sponsorship where social media posts will surely create an online buzz around this unusual conference lunch experience. Tables will be set up in the Exhibit Hall, adjacent to the roll-up doors for attendees to sit and enjoy their food.

This fully integrated sponsorship opportunities at the Silver and Gold level will include multiple touchpoints with the attendee audience creating an exciting buzz around this unusual conference lunch experience, and will help drive traffic to your booth including:

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

Gold Package\$25,000

- Sponsorship acknowledgement at the food trucks
- 300 Lunch vouchers each day to give out at your booth, featuring your logo

Silver Package.....\$12,500

- Sponsorship acknowledgement at the food trucks
- 200 Lunch vouchers each day to give out at your booth, featuring your logo

Food Truck Lunch Coupons Only \$2,500
per 100 coupons

Distribute lunch coupons from your booth (value \$20 towards purchases at the food trucks). Coupons will feature your company logo. Your company benefits by driving attendees TO YOUR BOOTH plus they will remain in the exhibit hall during the lunch hour.

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 note pad home with them These notebooks are made from recycled paper and can be branded with your company logo.

Hand Sanitizer..... \$7,000
Exclusive Sponsorship

Staying healthy remains everyone's priority. Feature your company name and/or logo on individual bottles of hand sanitizer distributed in high-traffic areas in the Convention Center.

Attendee Painting Activity–Paint Fest! \$3,000
per station (more than one can be available)

Why is engagement so crucial? Because if you don't capture your prospects' attention, someone else will!

Truly a traffic draw and attention magnet the Paint Fest activity will provide attendees with a place for much-needed “brain breaks” and as they immerse themselves in creating art, others will be drawn to join the fun. Sure to create buzz and excitement in the exhibit hall, it will draw attendees to see the progress being made. As attendees capture and share photos of their artwork on social media with a designated hashtag, it will encourage everyone to find the area and engage with their peers and your company representatives.

ACMG will provide a 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.

ACMG will make every effort to locate the Paint Fest canvas close to the sponsoring exhibiting company. Providing a community service component to the activity, the completed project will be donated to the Hospital Art Foundation, who will place the artwork.

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.

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 watercooler.

Water Filling Stations throughout the Convention Center..... \$500 each

Los Angeles Convention Center has several water filling stations conveniently located throughout the facility to reduce consumption of single-use plastic bottles. Your company logo and booth number will be displayed on the filling station.

Wellness Pavilion..... \$18,000
Exclusive Sponsorship



The Wellness Pavilion has become an established favorite for attendees where they can rest and recharge, pet the therapy dogs or relax with a seated or foot massage. Sponsors' logo will be prominently displayed in the Pavilion structure, on the overhead hanging sign, and the sponsor may have up to two staff members in the Pavilion during open exhibit hours.

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

Attendees are eager to refuel every day. Served in the exhibit hall or outside the main meeting rooms, refreshment break sponsorships are highly valued by attendees. Be the company to provide them with refreshments to introduce your company to attendees and invite them to connect directly with you. 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

Challenge the Experts (Pediatric and Prenatal Diagnostic Dilemmas)

Laboratory Diagnostic Challenges

Medical Diagnostic Challenges Refreshments 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.

Early Career Professional Support

Geneticists-in-Training Lounge \$18,000

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 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.

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 College leadership. Opportunity

includes a welcome from a representative of the sponsoring company.

Early Genetics Trainee/Mentor Luncheon.. \$15,000

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.... \$8,000



Introduced at the 2024 ACMG Meeting – this feature was a highlight of the meeting for young professionals and the geneticists who volunteered as mentors. Two opportunities,

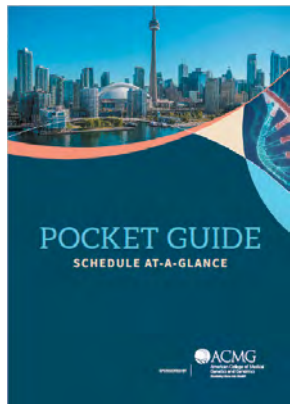
one on Thursday and one on Friday, are offered for trainees and will include 5 “dates” in an hour. Sponsor acknowledgement will be on signage and the table numbers in the Speed Mentoring section of the Exhibit Hall. Two approved company representatives may participate as mentors each day.

Fellow, Trainee & Resident Travel Awards\$3,000 each

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

Print Advertising Opportunities

Print Advertising



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 at past meetings has been 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 opened. A Promoted Notification will be included that will include a Subject Line plus a 50-word description that can include an image or emojis.

Mobile App Banner \$3,500

Limited Availability

With their high visibility, banner ads are a popular and cost-effective way to increase brand awareness. Ad 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

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

Amplify your message and reach ACMG attendees before, during and after the meeting with banner ads, online and in email messaging before, during and after the meeting. Ads will link to your preferred URL.

Banner Ads \$5,000 – \$10,000

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 registered attendees every month.

“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) \$7,000



Digital Retargeting Sponsorships

- Campaign of 50,000 impressions: \$6,000 per campaign
- Campaign of 75,000 impressions: \$8,000 per campaign
- Campaign of 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 2024 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.

Exhibitor Directory Listing Upgrades

The online and mobile app exhibitor directories are the complete resource for exhibitor information before, during and after the meeting. Attendees use the exhibitor directory and floor plan to plan their exhibit hall visits. The Basic Listing is complimentary to all exhibitors.

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

Upgrade your listing to differentiate your company from other exhibitors! Upgraded listing opportunities allow you to customize your online posting, enhance your presence and highlight your brand which could be the difference between blending in and standing out the ACMG Meeting.

Features	BASIC Complementary	\$1,000	\$1,500
Company Name • Address • Description • Booth Number • Email • Website • Sales Contact	✓	✓	✓
Company Logo	✓	✓	✓
Link to your social media accounts	✓	✓	✓
Company Profile (characters): Introduce your company to make a great first impression	750 words	1,500 words	2,500 words
Product and Service Categories	5	10	15
Press Releases	✗	3	6
Highlighted Listing: Make your company standout with a highlighted listing	✗	✓	✓
Premium Position: Your exhibitor listing will be placed at the top of the exhibitor list and search results	✗	✗	✓
Directory Profile Header Image	✗	✗	✓
Documents Upload	✗	2	4
Online Product Showcase: Engage attendees with detailed product descriptions along with full color images.	✗	2	4
Videos: Engage attendees with a video on the online profile.	✗	✗	✓

Booth Display Guidelines

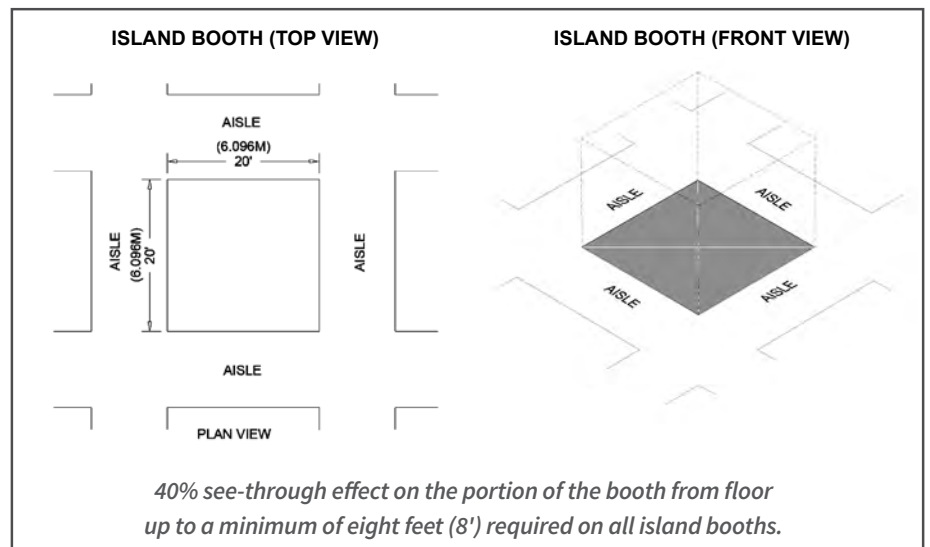
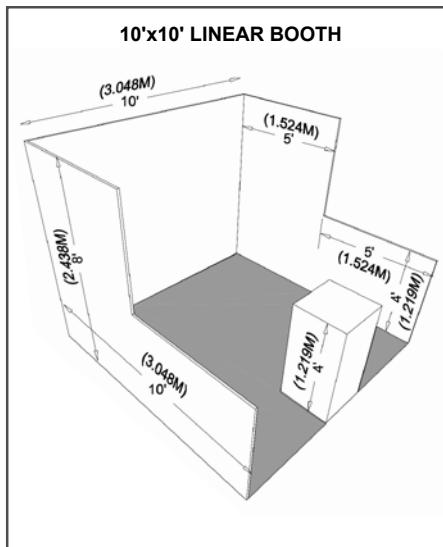
These guidelines are intended to create consistent and fair standards for exhibitors. The ACMG Exhibit Hall floor plan will feature linear or inline booths as well as island booths in a variety of sizes to meet your needs. Exhibitors must show good judgment and consideration for neighboring exhibits. 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 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. 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 19, 2025**. 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 19 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 1, 2024 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 17, 2025. Full booth payment must accompany applications submitted after January 17, 2025.

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:

- 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.
- Distribution of promotional or educational materials may be conducted and circulated only within the booth assigned to the exhibitor.
- 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.
- No exhibitor may sublet, assign or share exhibit space.
- 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 25](#) 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 19, 2025.

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 Los Angeles 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 Los Angeles 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 2025 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.