

EXHIBITOR PROSPECTUS



THE
ALLIED

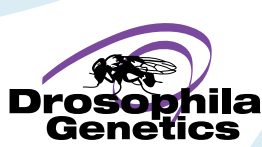
GENETICS 2016

CONFERENCE ■■■■■■■■■■

ORLANDO, FL, JULY 13-17

ORLANDO WORLD CENTER MARRIOTT

PARTICIPATING COMMUNITIES



Genetics Society of America



BRINGING GENETICS TOGETHER

The Genetics Society of America (GSA) is pleased to invite you to join us at The Allied Genetics Conference (TAGC), July 13–17, 2016, in Orlando, Florida, as an exhibitor or sponsor. TAGC is a special event that will bring together thousands of researchers in the field of genetics by co-locating regular meetings of several different communities that have broad reach across our discipline.

Take advantage of the efficiencies of TAGC:

- Have access to seven genetics and model organism communities in one exhibit hall
- Connect with researchers across a broad array of systems and approaches
- Engage both established investigators and many who will be setting up labs in the next few years
- Focus your exhibiting, sponsorship, and advertising activities in 2016 by reaching many communities at one event
- Reach thousands of people, most of whom have either an advisory role or total decision making authority for their lab

You don't want to miss the chance to capitalize on this unique opportunity to have one-on-one conversations with decision makers; to market to your target audience; to sponsor programs to increase brand awareness; to host workshops to showcase your latest products; and much more!

TAGC will co-locate the following model organism meetings and a new focal area in population, evolutionary, and quantitative genetics:

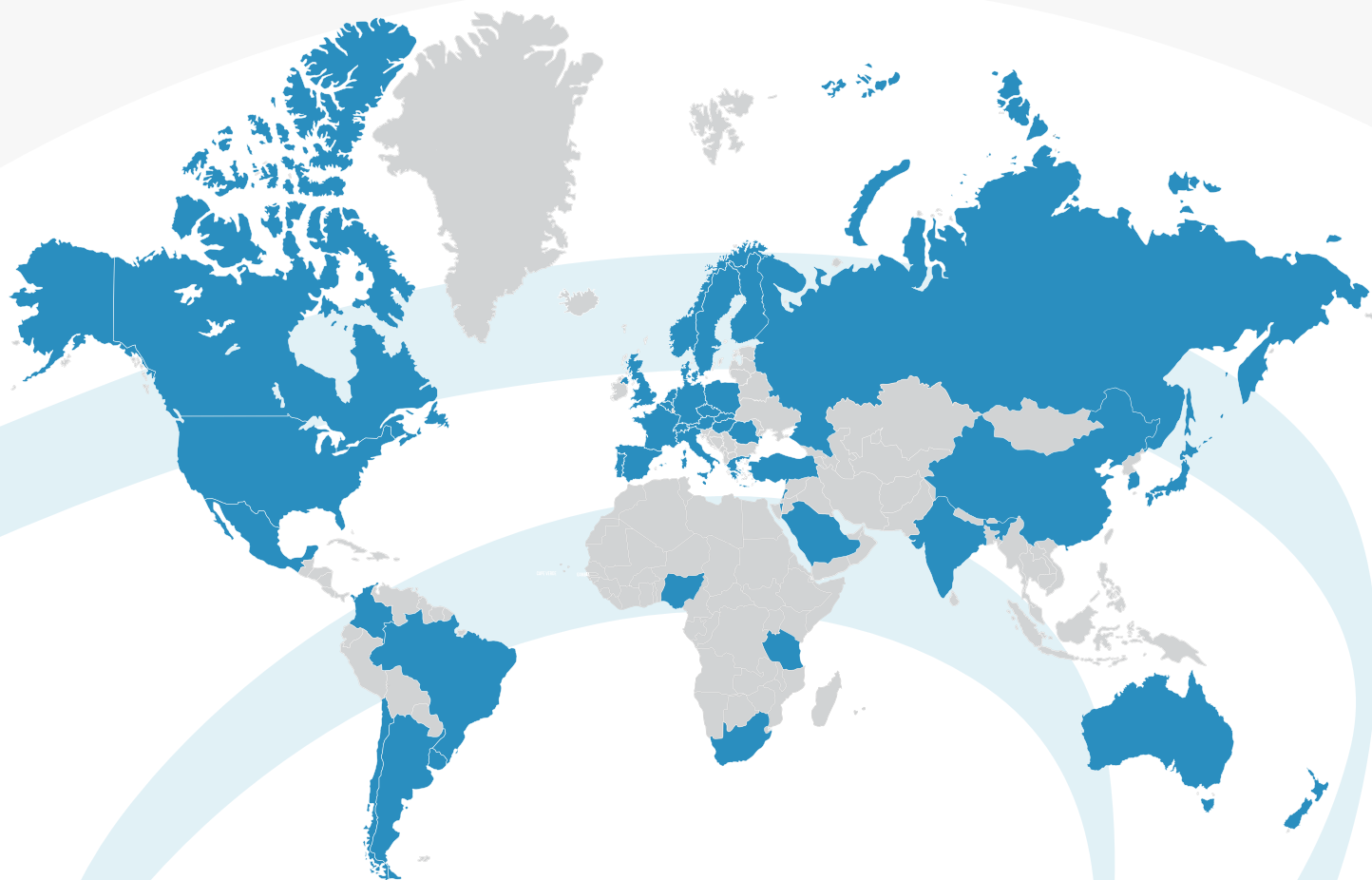
- 2016 *C. elegans* Development, Cell Biology, and Gene Expression Topic Meeting
- 2016 Ciliate Molecular Biology Conference
- 57th Annual *Drosophila* Research Conference
- Mouse Genetics 2016
- Population, Evolutionary & Quantitative Genetics Meeting
- Yeast Genetics Meeting
- 12th International Conference on Zebrafish Development and Genetics

**Join us in Orlando, FL at TAGC – the first step is to
reserve a booth at www.genetics2016.org**

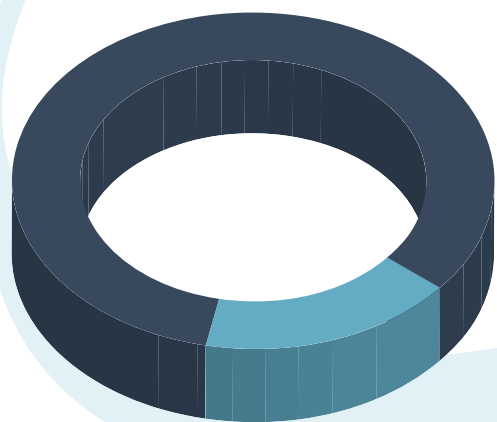


WHY TAGC 2016

INTERNATIONAL REACH Attendees at constituent meetings in recent years come from around the world.

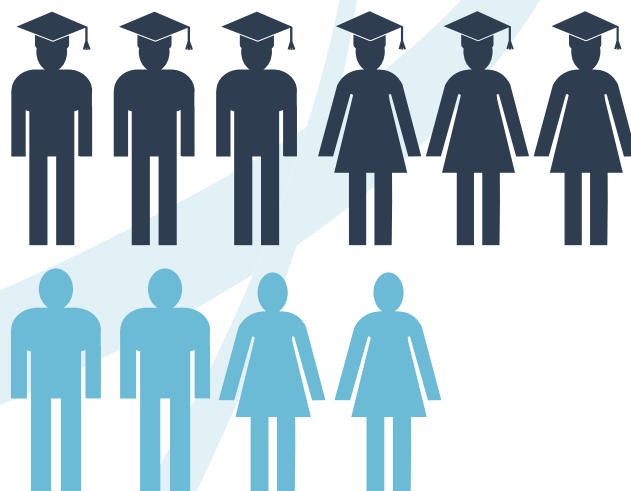


BUYING AUTHORITY



**ADVISORY ROLE OR
COMPLETE AUTHORITY - 83%**

PhD STATUS



PhDs - 61.2%
PRE-DOCTORAL TRAINEES - 38.8%

EXHIBITS @ TAGC 2016

EXHIBIT SPACE RENTAL RATES

Booth Type:

8' x 10' \$3,400

8' x 10' Non Profit \$3,000

Booth Sales Open June 15, 2015



Sign Up Today

- Increase brand awareness
- Launch new products and services
- Bring qualified prospects directly to you
- Target influential decision makers
- Generate new sales leads

www.genetics2016.org

EXHIBITORS RECEIVE

- Company name and URL printed in the program (distributed to all meeting attendees);
- Company name, URL, 50 word description on the TAGC 2016 website and mobile app;
- One copy of the meeting program for each 8' x 10' space rented;
- Exclusive opportunity to host exhibitor product workshops for meeting attendees during specified breakfast and lunch times throughout the meeting;
- Exclusive opportunity to purchase the meeting pre-registrant list and the complete list of all registrants after the meeting;
- Exhibitor registration for up to four (4) company representatives for each 8' x 10' space rented;
- One complimentary full meeting registration for each exhibiting company;
- Complimentary badges for guests of exhibitors for admission to show floor (up to six passes per 8' x 10' booth; passes good for one day only);
- Identification sign for company name: 7" x 44";
- 8-foot high back drape and side rails 36 inches high in show colors for each 8' x 10' booth;
- Aisle carpeting in show colors; and
- Exhibit floor perimeter security when exhibits are closed.

TENTATIVE EXHIBIT HOURS

Exhibit Set-up

Wednesday, July 13.....7:00AM – 4:00PM

Exhibits Open

Wednesday, July 13.....9:00PM – 11:00PM

Thursday, July 14.....8:00AM – 4:00PM

Friday, July 15.....8:00AM – 4:30PM

Saturday, July 16.....8:00AM – 4:00PM

Exhibit Tear-down

Saturday, July 16.....4:00PM – 6:00PM

Opening Reception in Exhibit Hall

Wednesday, July 13.....9:00PM – 11:00PM

Posters in Exhibit Hall

Wednesday, July 13.....9:00PM

(Open 24 hours)

Thursday, July 14.....Open 24 hours

Friday, July 15.....Open 24 hours

Saturday, July 16.....Closes 3:45PM



HOW IS SPACE ASSIGNED?

Booth space will be assigned by date received. Companies whose applications are received first will be the first to be assigned space. Exhibits Management will make every effort to assign the exhibitor's first, second, third, or fourth choice of booth space. However, when this is not possible, the next best booth space assignment will be made. Please be sure to include as much information as possible on the contract as to what areas of the hall are preferable for assignment. For example, near an entrance (which are most requested), in main aisle, near specific community, etc. Booth space confirmations will be emailed beginning September 1, 2015.

SPACE CANCELLATION OR REDUCTION

Cancellation and reduction notices must be submitted in writing to Exhibits Manager, Janet Kearney at jkearney@genetics-gsa.org.

GSA agrees that Exhibitor may cancel or reduce the amount of space applied for on this agreement in writing up to and including March 11, 2016 and that if it does so, GSA will charge a cancellation processing fee of \$1,500 per booth space, then refund any remaining fees paid by the exhibiting company. GSA reserves the right to resell any cancelled booth spaces and the right to relocate the exhibiting company after downsizing.

RULES, REGULATIONS, AND POLICIES

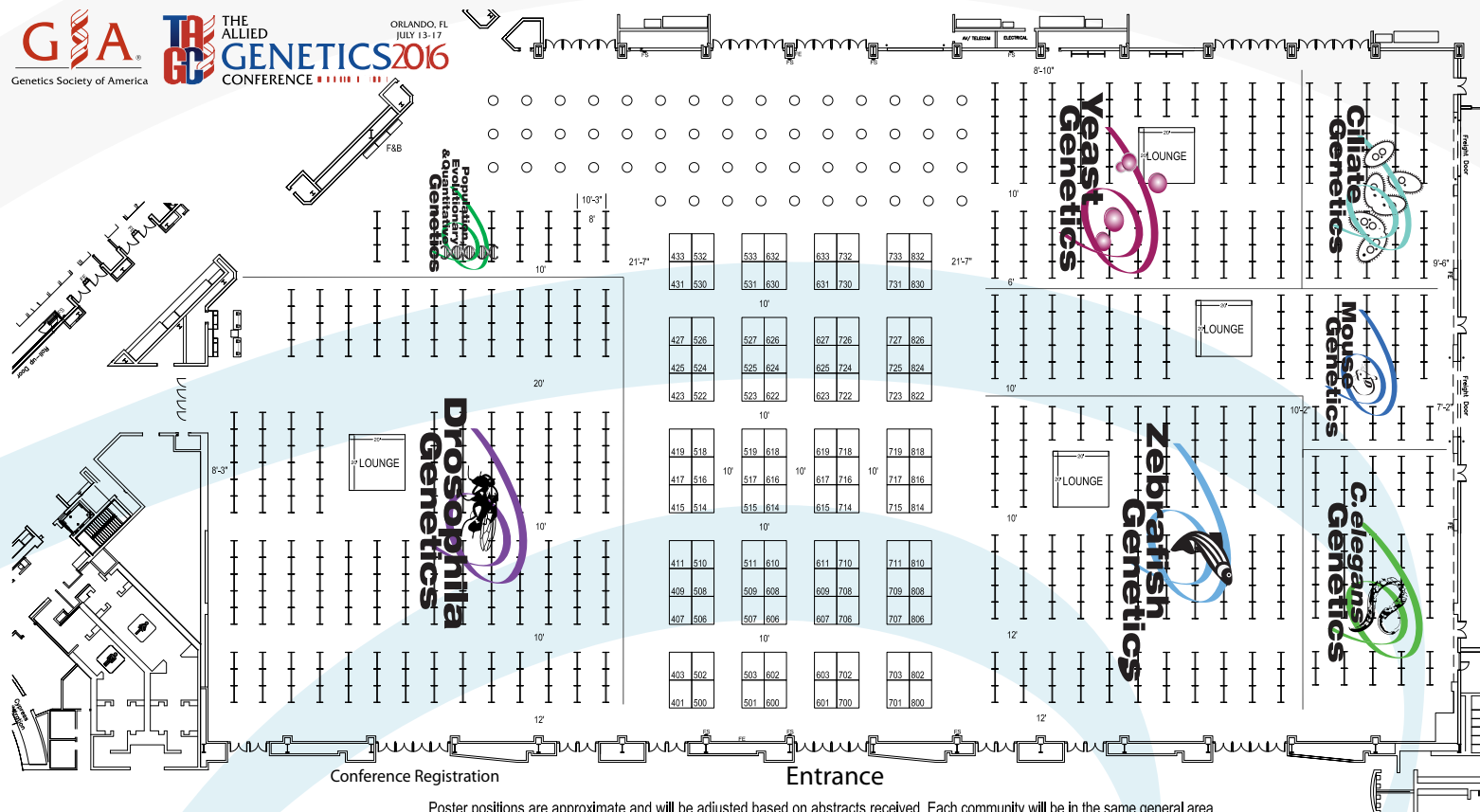
All contracted exhibitors must follow GSA's rules, regulations, and policies found [here](#).

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THE ALLIED GENETICS 2016 CONFERENCE

ORLANDO, FL

JULY 13-17



Poster positions are approximate and will be adjusted based on abstracts received. Each community will be in the same general area.



**BOOTH SALES OPEN
JUNE 1, 2015**

MARKETING and PROMOTIONAL OPPORTUNITIES

ADVERTISING



Display your company name, logo, booth number and message in the meeting program. The program is posted on the website in advance of the meeting and distributed onsite.

PRODUCT WORKSHOPS BREAKFAST/ LUNCH



Product Workshops provide your company with an excellent opportunity to introduce new products, give in-depth technical demonstrations and present product updates. These sessions will be available on a limited basis at two convenient times for attendees: breakfast before sessions begin and daily lunch breaks. Sessions will be 60-90 minutes in length and fee includes room rental and limited A/V. Food and beverage and other incidentals are the responsibility of the vendor.

ATTENDEE MAILING LISTS



Research new prospects and stay connected by purchasing the advance or post show attendee mailing lists. List available in April 2016.

SPONSORSHIP OPPORTUNITIES



Sponsorship opportunities are an excellent way to keep your company's name out front. We offer several different options – Gold, Silver and Bronze levels with additional sponsorship opportunities available as well. Sponsorships are a critical tool in your marketing efforts and an ideal way to assure your sales and marketing messages are seen and heard.



www.genetics2016.org

SPONSORSHIP Levels



Increase Industry Awareness and Enhance Corporate Identity



Maximize your presence at **The Allied Genetics Conference** with sponsorship opportunities.

We are pleased to provide you with several opportunities to increase your marketing efforts. Your support of TAGC 2016 will impress the meeting attendees and the genetics community with your company's commitment to genetics research. Your organization is invited to consider a unique partnership that will provide you the opportunity to reach out to a wide range of professionals from the international genetics community.

SPONSORSHIP LEVELS

Increase Industry Awareness and Enhance Your Identity by becoming a Corporate Sponsor.

PRESIDENT'S CIRCLE - \$50,000

Attendees are always looking for a casual atmosphere to meet fellow participants. TAGC will offer an evening networking event. Sponsor the event and you will receive the following: sign recognition at the event, logo and link placement on registration webpage, sponsorship recognition in promotional materials, pre-meeting attendee list for one time usage, full page color advertisement in the program book, ad on meeting website for 6 months.

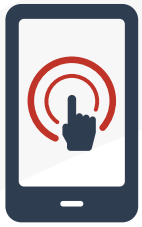
PLATINUM SPONSOR - \$25,000 (PER JOINT PLENARY SESSION)

One of the most exciting aspects of the meeting will be the joint plenary sessions that will feature prominent scientists and this sponsorship is a great opportunity to ensure that your name and logo are seen by all the conference attendees. Special recognition will be provided to these sponsors during the joint plenary sessions. Benefits include: logo and link placement on registration webpage, sponsorship recognition in promotional materials, placement of a one page flyer on the attendee chairs during the session (your company will provide the staffing for placement), 10 VIP seats at the session.

Gold, Silver and Bronze Sponsors:

	Gold - \$15,000	Silver - \$5,000	Bronze - \$2,500
Recognition at joint plenary sessions	■		
Recognition at refreshment breaks		■	
Two (2) complimentary scientific attendee registrations	■		
One (1) complimentary scientific attendee registration		■	
One insert in conference bag	■	■	
Recognition on TAGC 2016 website	■	■	■
Full-page ad (B/W only) in printed program	■		
Half-page ad (B/W only) in printed program		■	
Website banner with link to company website	■		
Complimentary TAGC pre or post attendee mailing list	■		
Logo on Printed Materials	■	■	

SPONSORSHIP Opportunities



MOBILE APP

\$10,000

Our mobile app will put all meeting details of TAGC 2016 right at the user's finger tips on their iPhone, Android smart phone or iPad. A direct link to your corporate website and splash screen are included.



CONFERENCE BAGS

\$20,000 (Limit 2)

Sponsor's name and logo along with the TAGC logo/meeting information will be on the bag and distributed to each meeting registrant.



CYBER CAFÉ

\$2,000 each or \$5,000 Exclusive

For easy daily access and visibility, the Cyber Café will be located near the Exhibit Hall. The sponsor will have continuous recognition with their company logo as the screen saver and default setting to the sponsor's homepage.



HOTEL KEY CARDS

\$15,000 (Exclusive)

Hotel room key cards are provided to each attendee upon check-in at the official conference hotel. Your company name and logo will be printed on the key card.



CONFERENCE NOTEPADS

\$4,500 (Exclusive)

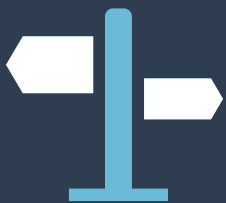
Distributed to every attendee, a conference notepad will be printed with your name and logo. This item will provide corporate and brand recognition during the meeting and throughout the year.



CONFERENCE PENS

\$3,000 (Exclusive)

As a sponsor of pens, your company logo will be visible to all attendees. These are a great take-away item for attendees which are provided to each attendee when they register.



FLOOR LOCATOR SIGN

\$1,000 (Limit 3)

Attendees reference the floor locator sign frequently while walking the show floor. Be the sole sponsor of this opportunity and we will highlight your company name and booth number. Your company logo will appear on signage.



ESCALATOR CLINGS

\$3,000 per panel (4 panels on each escalator)

These decals will give your company logo and booth number prime visibility.



WINDOW CLINGS

\$3,000 (Limit 4)

Leave a lasting impression with attendees by placing your company name/logo on windows in the meeting area.



HALLWAY COLUMN WRAPS

\$2,000 - \$10,000 (Various sizes and locations)

Make a powerful impact with a highly visible column wrap in the exhibit hall lobby or throughout the meeting space. Drive traffic to your booth creating awareness about a new product or promoting your company/service.



CHARGING STATION

\$5,000

Charging Station located on Exhibit Floor will include company logo/name on signage.



www.genetics2016.org

PAST EXHIBITING COMPANIES

The list below includes companies that have exhibited at one or more of the seven individual meetings that will be co-located at TAGC 2016.

Aquatic Habitats	Fluidigm Corporation	Photron
Agilent Technologies	Formedium	Phylum Consortium
AnaSpec Inc.	Gene Tools	Powers Scientific, Inc.
Andor Technology	Genesee Scientific	Protech International
Annual Reviews	GeneTex	PSI Corps
Applied Precision - GE	Genetic Services Inc.	Rainbow Transgenic Flies Inc.
Aquaneering	Hatteras Instruments, Inc.	Regeneron Pharmaceuticals, Inc.
Aqua-Schwarz	Illumina	Roche
Aquatic Habitats	inGenious Targeting Laboratory	S&P Robotics
ASlimaging	Innovative Research	Sable Systems International
Bao Lab, Sloan-Kettering Inst.	Intavis	Science in the News
BioBase	Integrated DNA Technologies	SGD
Biologend	Knockout Mouse Project	Singer
Burroughs Wellcome	KOMP Repository	Source Bioscience
Carl Zeiss Microscopy, LLC	Koshin-Chem	Southland Instruments
Carlsberg Lab	Kramer Scientific	SPEX Sample Prep
Carnegie Mellon University	Laboratory Products Sales	St. Jude Children's Research Hospital
CellASIC	LAMHDI	Sunrise Science
Charles River	Lampire Biological Labs	Taconic
CLEA Japan Inc	Leica Microsystems	Tecniplast USA
Cold Spring Harbor Lab	Life Technologies	The Jackson Laboratory
Company of Biologists	Lifetech	The Knockout Mouse Project
Dart Mouse	MBF Bioscience	Theo Schroder WebWork
Developmental Dynamics	Medical Research Council	Transnetyx, Inc
Drosophila Genomics Research Center (DGRC)	Microscope World	TSE Systems, Inc.
EdgeBio	NightSea	Union Biometrica, Inc.
Eppendorf	NIH	Vienna Drosophila RNAi Center
Exo Labs	Nikon	Viewpoint Life Sciences Inc.
FASEB	Noldus	Wiley-Blackwell
Fine Science Tools	Olympus America	ZFIN
Firefly BioWorks	Parter Medical Products	ZIRC
Fisher Scientific	Percival Scientific, Inc.	
	Perkin Elmer	

BRINGING GENETICS TOGETHER



Key **DATES** and **DEADLINES**

June 15, 2015

Online Exhibit Application

July 13, 2016

Installation of Exhibits

January 13, 2016

Exhibitor Service Kit Online

July 13-16, 2016

Exhibits Open

March 11, 2016

Booth Deadline

Product Workshop Deadline

July 16, 2016

Dismantling of Exhibits





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KEY CONTACTS

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