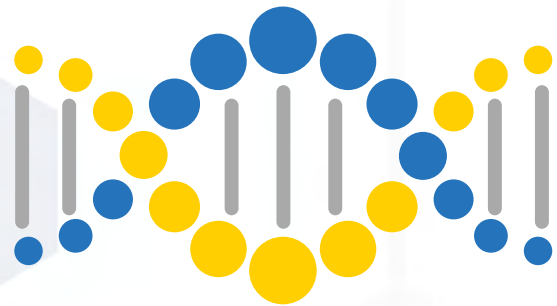


2020 Exhibitor Prospectus



ASHG 2020 ANNUAL MEETING

SAN DIEGO • OCTOBER 27-31

Exhibits: **October 28-30**

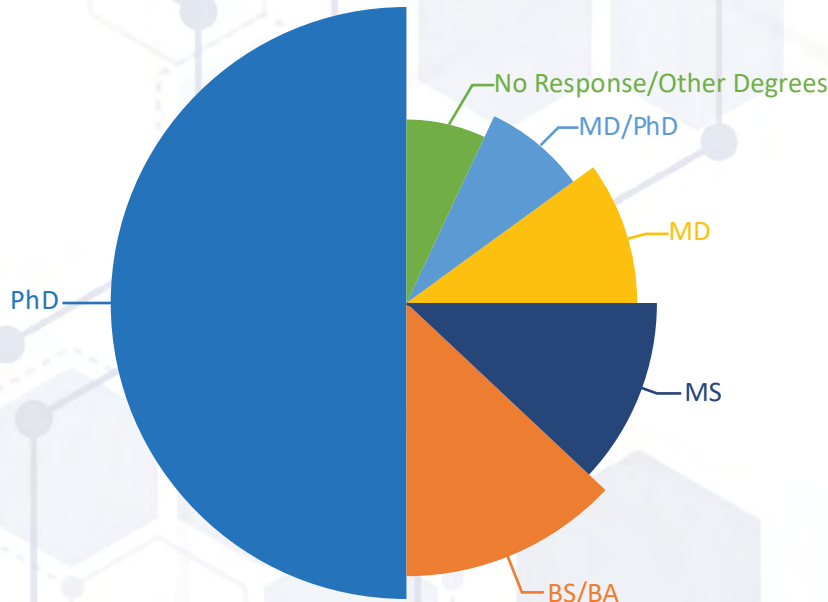
San Diego Convention Center

San Diego, California

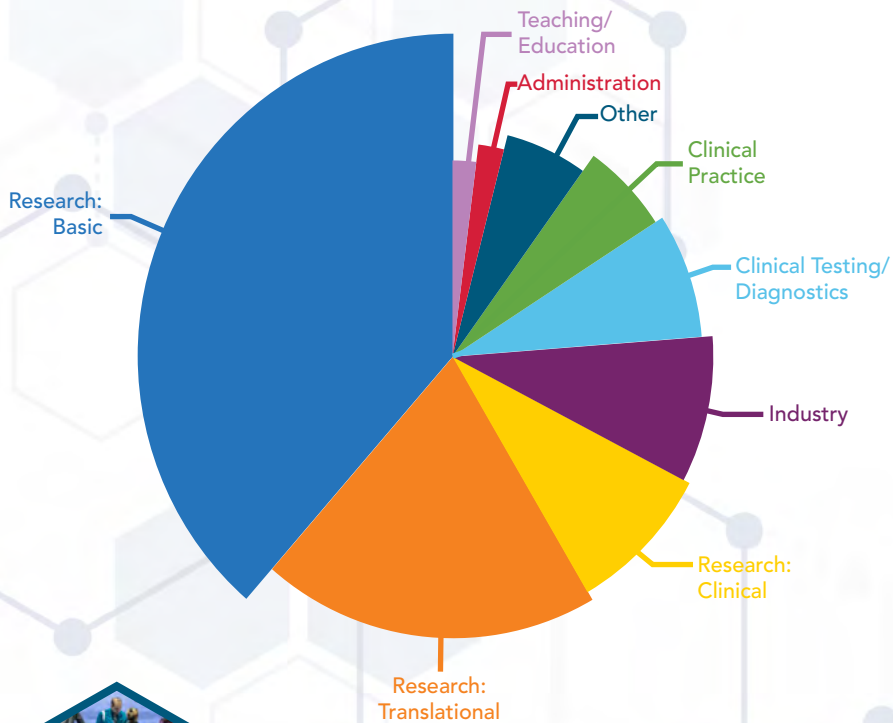
www.ashg.org/2020meeting

Who Attends: Attendee Profile & Demographics

Highest Degree Held



Major Type of Work



ASHG 2019 Stats

- 
8409
 Total Attendance
- 
73%
 U.S. Attendance
- 
80
 Countries Represented
- 
25,000
 Leads Collected (in three days)
- 
289
 Exhibiting Companies
- 
40+
 Tech-Focused Talks in CoLabs
- 
30+
 Industry-led Lunch and Breakfast Events



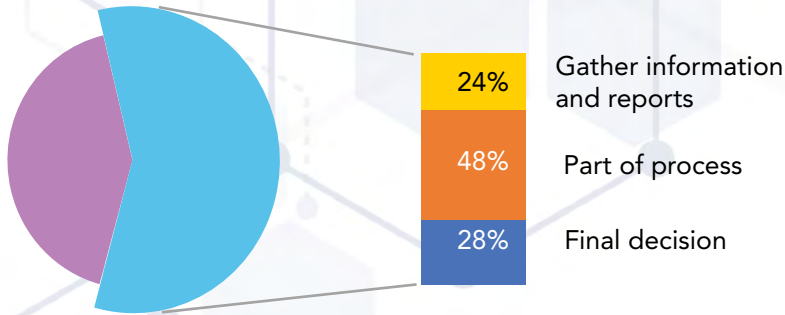
Exhibitor

"ASHG is one of Golden Helix's most successful events throughout the entire year. We strongly recommend anyone to attend this conference for any goal they have."

Testimonial



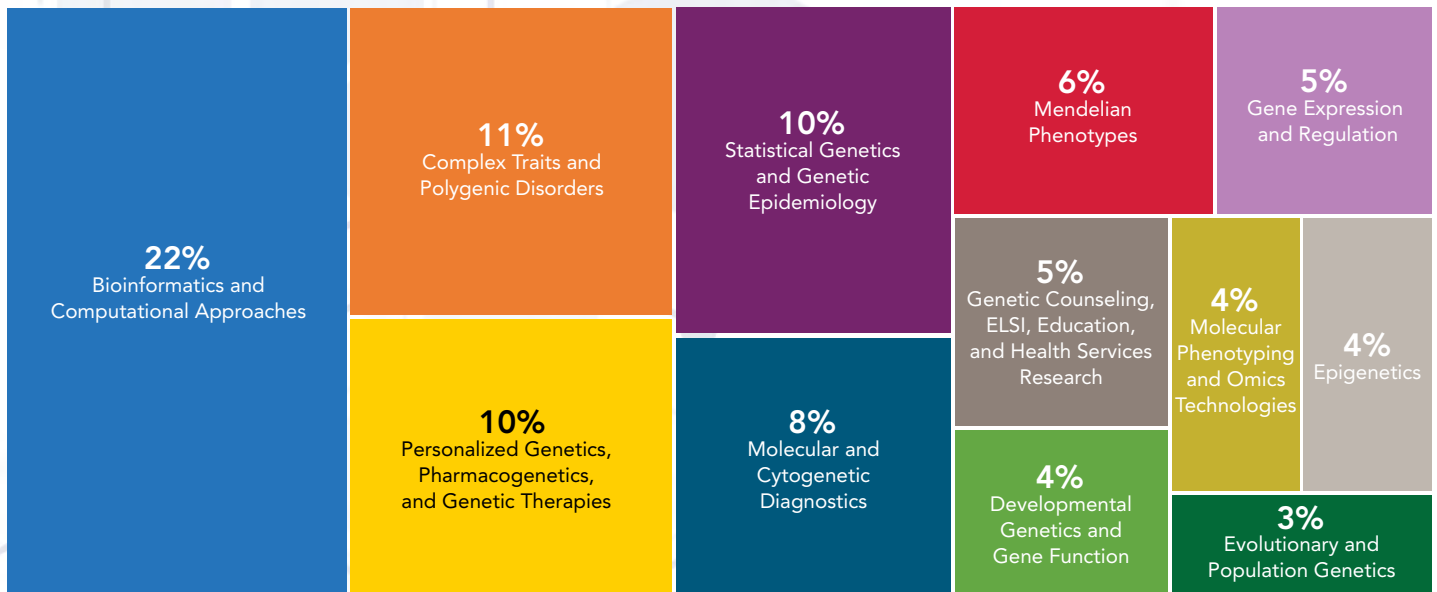
58% of Attendees Play a Role in Decision-Making



Attendee Testimonial

"Cutting edge genetics and genomics, nice integration of basic and clinical, as well as academic and industry research."

Primary Scientific Interest Area: Attendees



Exhibitor Testimonial

"ASHG 2019 proved to be a good show in terms of traffic and leads. We continue to meet people who need our products but have not heard of us."



Exhibitor Testimonial

"It's the premier meeting for connecting with human geneticists."



San Diego: A Hub for Genetics & Genomics

San Diego is the #2 genomics market in the United States, according to a [2017 economic impact study](#).

Other highlights include:



San Diego's genomics industry directly supports more than **10,000 jobs** across more than **115 firms**, for a gross regional product that totaled **\$5.6 billion**.



San Diego universities graduated **more** genomics talent **than any other U.S. metro** area.



Funding innovation: Despite representing only 1% of the U.S. population, San Diego attracted nearly **22%** of venture capital investment in genomics in 2016 - a sum of **\$292 million**.



#1 in patent intensity: From 2014-2016, San Diego was at the forefront of innovation, generating **371 genomics-related patents**. Collectively, **28 firms** in the region generated **120 genomics-related patents** in 2016 alone.

“ASHG is usually one of our most important trade shows of the year. Our customers attend and interact with us at our booth and additional exhibitor events.”

Exhibitor
Testimonial

ASHG 2018 in San Diego was recognized as one of the Fastest 50 tradeshow in exhibitor growth – book your space now to be part of the most exciting meeting in human genetics and genomics!

Trade Show Executive's
FASTEST
50 Honored as one of the
50 Fastest-Growing
Shows of 2018

Exhibit & Poster Hall Traffic Builders

- Almost 13 hours of unopposed exhibit time
- All Poster Sessions in Exhibit & Poster Hall, surrounding exhibits on all sides for maximum traffic flow
- Coffee and refreshment breaks in Exhibit & Poster Hall
- Education theaters + networking lounges with thought leaders
- Career Fair & professional resources
- ASHG Central
- Professional development activities
- Passport program for prizes in Exhibit & Poster Hall
- Concessions

Exhibits Deliver Unique Value*

- See large number of prospects and customers over a short time
- Build relationships face-to-face
- Meet customers, prospects, partners, and suppliers
- Prospects can interact with new products and services
- Understand your competition

Source: CEIR, 2016 Changing Environment of Exhibitions Study

“The Exhibit Hall allows me to engage with a variety of vendors that I do not typically have access to in my day-to-day job.”

Attendee
Testimonial



Floor
Plan

Reserve
a Booth

Contact

Exhibit Rates & Hours

Booth Type	Cost
Career Fair 5'x10'	TBD
New Exhibitor Pavilion 8'x10'	\$3,300
Companies new to the Annual Meeting are eligible and may exhibit in this pavilion up to three years. Space is furnished with back and side drape, carpet, two chairs, wastebasket, and counter with company logo.	
Non-Profit 10'x10'	\$2,890
Advocacy 10'x10'	\$1,050
Organizations must be non-profit or advocates for patients/disease. Booths are furnished with carpet, two chairs, wastebasket, and draped table.	
Inline 10'x10'	\$3,750
Corner 10'x10'	\$3,860
Prime 10'x10'	\$4,080
Island Per Square Foot	\$40.80



Included With Each 10'x10' Space

- Company name and booth number printed in the Program at-a-Glance
- Company description listed on Mobile App and website;
- Exclusive access to promotional opportunities to further your brand at the meeting;
- Exhibitor registration for up to six (6) company representatives
- Two complimentary full meeting registrations for each exhibiting company
- Complimentary badges for guests of exhibitors for admission to show floor
- Identification sign for company name: 7" x 44";
- Eight-foot high back drape and side rails 36 inches high in show colors;
- Aisle carpeting in show colors;
- Exhibit floor perimeter security when exhibits are closed; and
- Complimentary booth cleaning the night before the show opens.

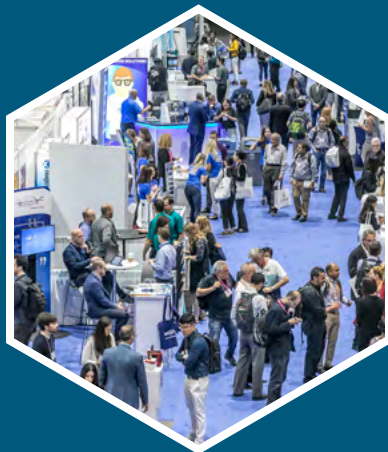


Exhibit Hours

Wednesday, October 28	10:00 am-4:30 pm
Thursday, October 29	10:00 am-4:30 pm
Friday, October 30	10:00 am-4:15 pm

Set-Up

Monday, October 26	12:00 pm-5:00 pm
Tuesday, October 27	8:00 am-5:00 pm

Dismantle

Friday, October 30	4:15 pm-9:00 pm
Saturday, October 31	9:00 am-1:00 pm (freight pick-up)



Industry Speaking Opportunities

One of the best ways to find quality leads is to show thought leadership at a relevant conference. ASHG welcomes and encourages industry speakers and presentations at the Annual Meeting. Great science comes from all kinds of organizations, and the largest gathering of human genetics and genomics is the best place to present what's new and exciting in the field!



CoLab Theaters

\$4,000-7,000

ASHG builds three turnkey theaters on the expo floor for 30 or 45-minute talks. Introduced in 2017, these theaters have become an attendee favorite to get quick, technology-focused education on topics ranging from single-cell biology to multi-omics technologies. These theaters hold about 75 people and come with an audiovisual package – you show up with your speaker and present!

Industry Education Events

\$3,500 per event

These encompass any event organized by industry with a reception or meal and an educational component. ASHG's 1.5-hour lunch break over the first two full days of the conference are the most popular time period for these: exhibiting companies host lunch while featuring speakers and demonstrations. These sessions are also held over breakfast or in the evening after official ASHG programming has ended. Organizers must arrange their own AV, catering, etc.



Satellite Symposia

\$3,500 per event

Clinicians and genetic counselors are among ASHG Annual Meeting attendees. These events offer continuing education credits and are typically held in the morning or evening during the meeting. Organizers must arrange their own AV, catering, etc.

Ancillary Events

\$350 per application

ASHG 2020 brings together the spectrum of professionals in human genetics, so this is the best place to get all of your stakeholders together. Companies and organizations can also hold advisory meetings, editorial boards, symposia, and more at ASHG.



All events are listed on the online schedule and in the official Mobile app.

Visit [Ancillary and Industry Events](#) to submit your application.

Amplify Your Impact at ASHG 2020

Stand out from the crowd and boost your message through these exclusive opportunities at ASHG 2020. These are just a few of the many options, see the [full listing online](#).

Booth Traffic Drivers

◆ Passport to Prizes \$1,600

Get hundreds of leads by showcasing your logo on our Passport to Prizes card which is included in all attendee bags. Attendees enter to win prizes by collecting stamps from participating exhibitors.

◆ Floor Decals \$2,750

Blaze a path to your booth with floor decals that feature your product and booth number. Get creative with shapes to draw even more interest!

◆ Meeting Bag Insert \$6,000

Highlight booth activities, new products, or your event by including 6,000 of your insert in attendee bags – that's only \$1 per attendee before the hall even opens!



Daily Bulletin Emails

◆ Daily Bulletin Emails \$2,000-3,500

Banner ads or sponsored content in e-blasts sent to all attendees every morning in San Diego detailing can't-miss activities for the day.

◆ Registration Confirmation Email \$7,500

Banner ad in the email sent to attendees immediately upon registering. Get in front of attendees before they even arrive!

◆ Mobile App Push Notification \$2,500

Send a notification via the official mobile app and push traffic to your booth or event. Over 80% of attendees download the app!

Convention Center Branding

◆ Lanyard Bin in Registration \$5,000

Provide 2,000 lanyards with your company or product name in a branded stand with your custom graphics. Attendees are drawn to these; make the impact count!

◆ Meterboards in Convention Center \$2,750

Showcase your messaging in prominent locations in convention center with this two-sided sign.



SEE FULL LISTING ONLINE

ASHG is pleased to work with you on the opportunities that best tell your brand's story. [Contact us](#) to schedule a call to discuss your goals and for a custom package!

About ASHG

The American Society of Human Genetics envisions a future where **people everywhere realize the benefits of human genetics and genomics research**. We work to advance human genetics and genomics in science, health, and society through excellence in research, education, and advocacy.

Future ASHG Meetings

2021 - Montreal, Canada - October 19-23

2022 - Los Angeles, CA - October 25-29

2023 - Washington, DC - November 1-5

Contact

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