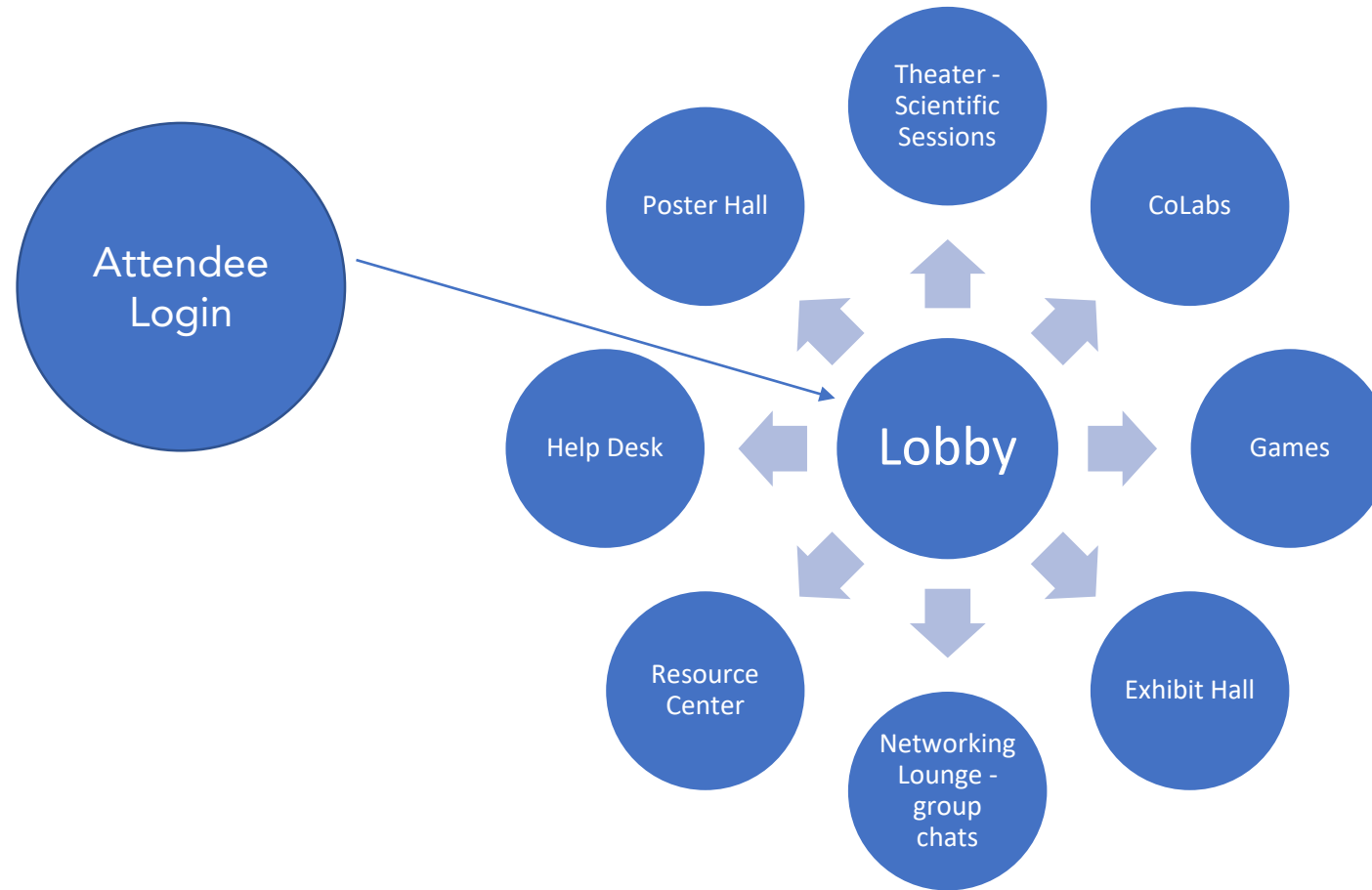
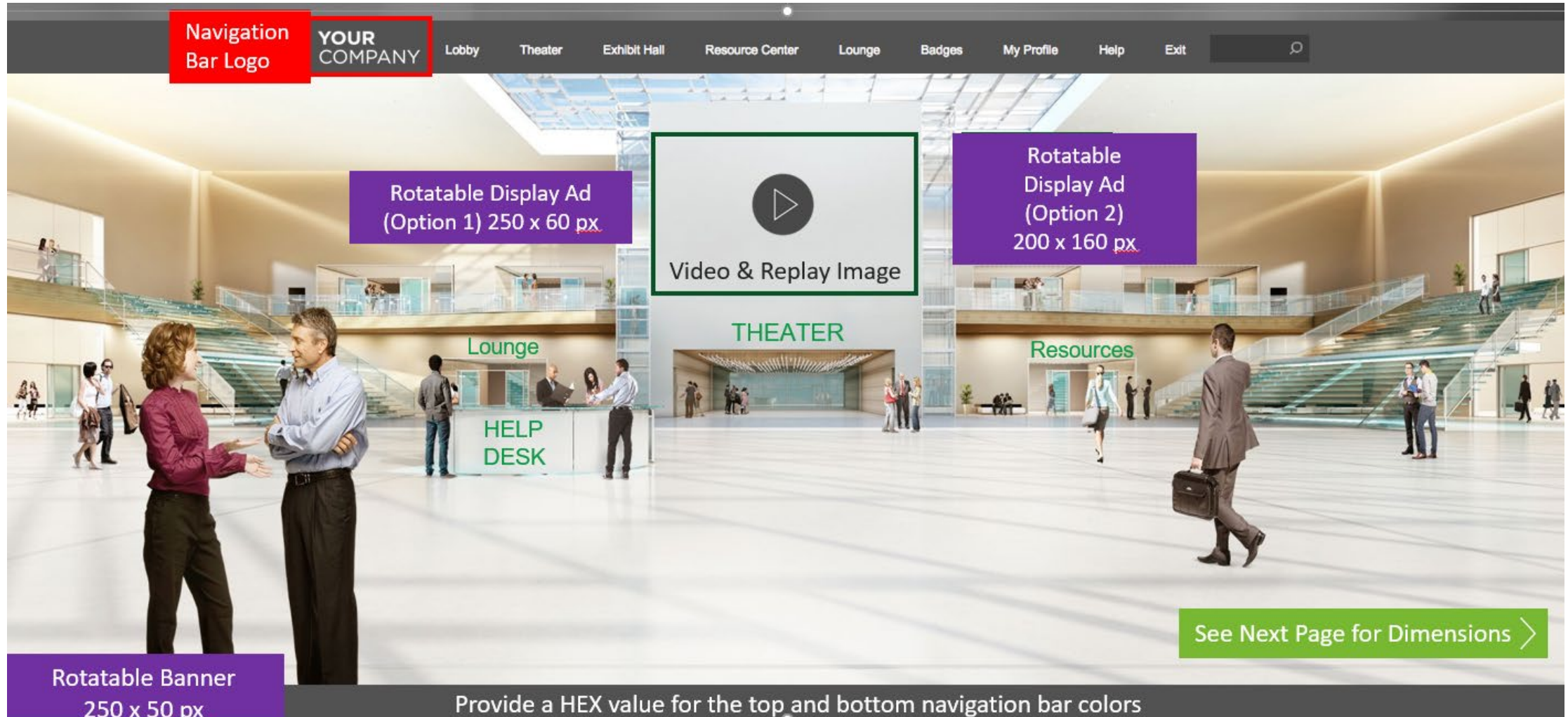


# Web/Browser-Based Platform

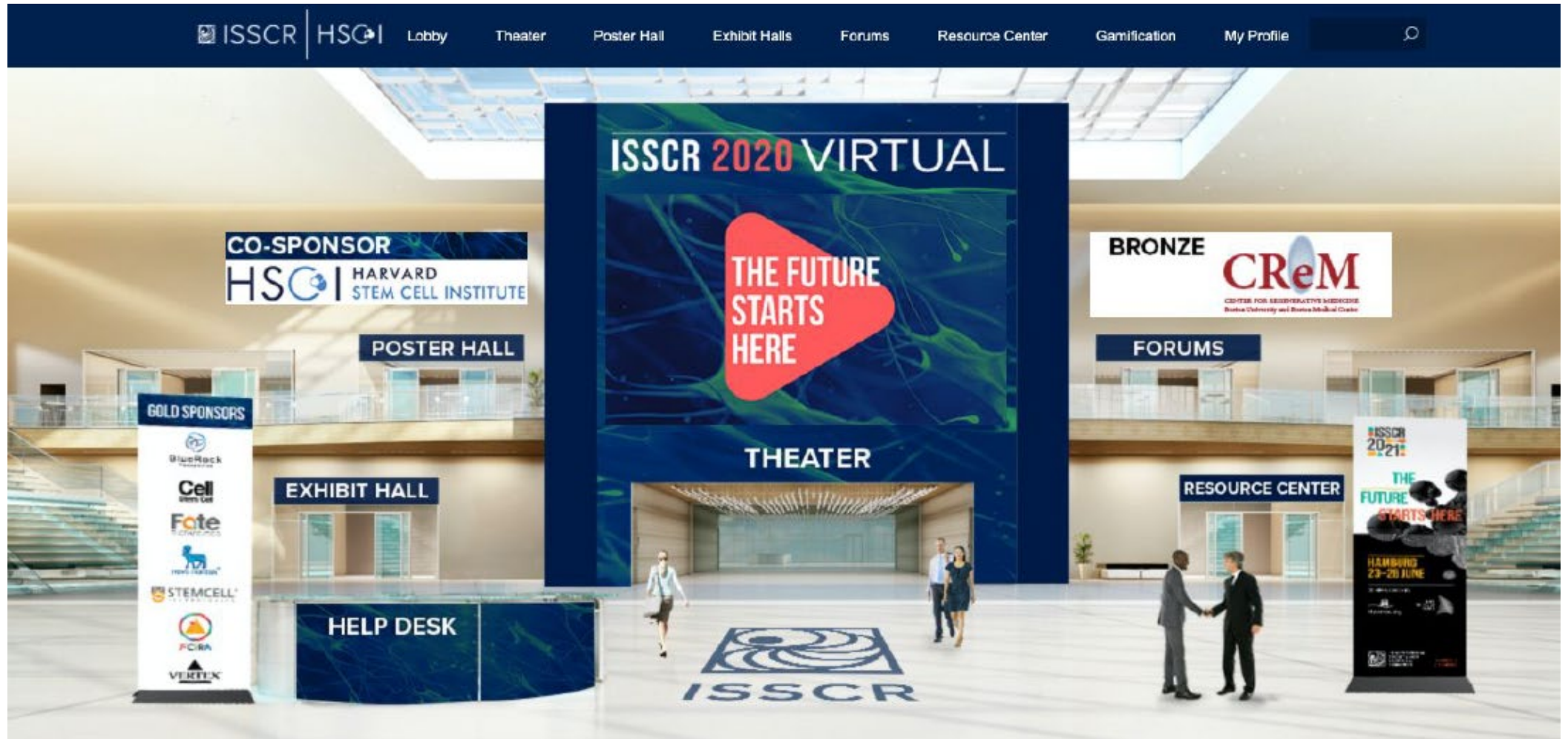


# Lobby Environment



Provide a HEX value for the top and bottom navigation bar colors

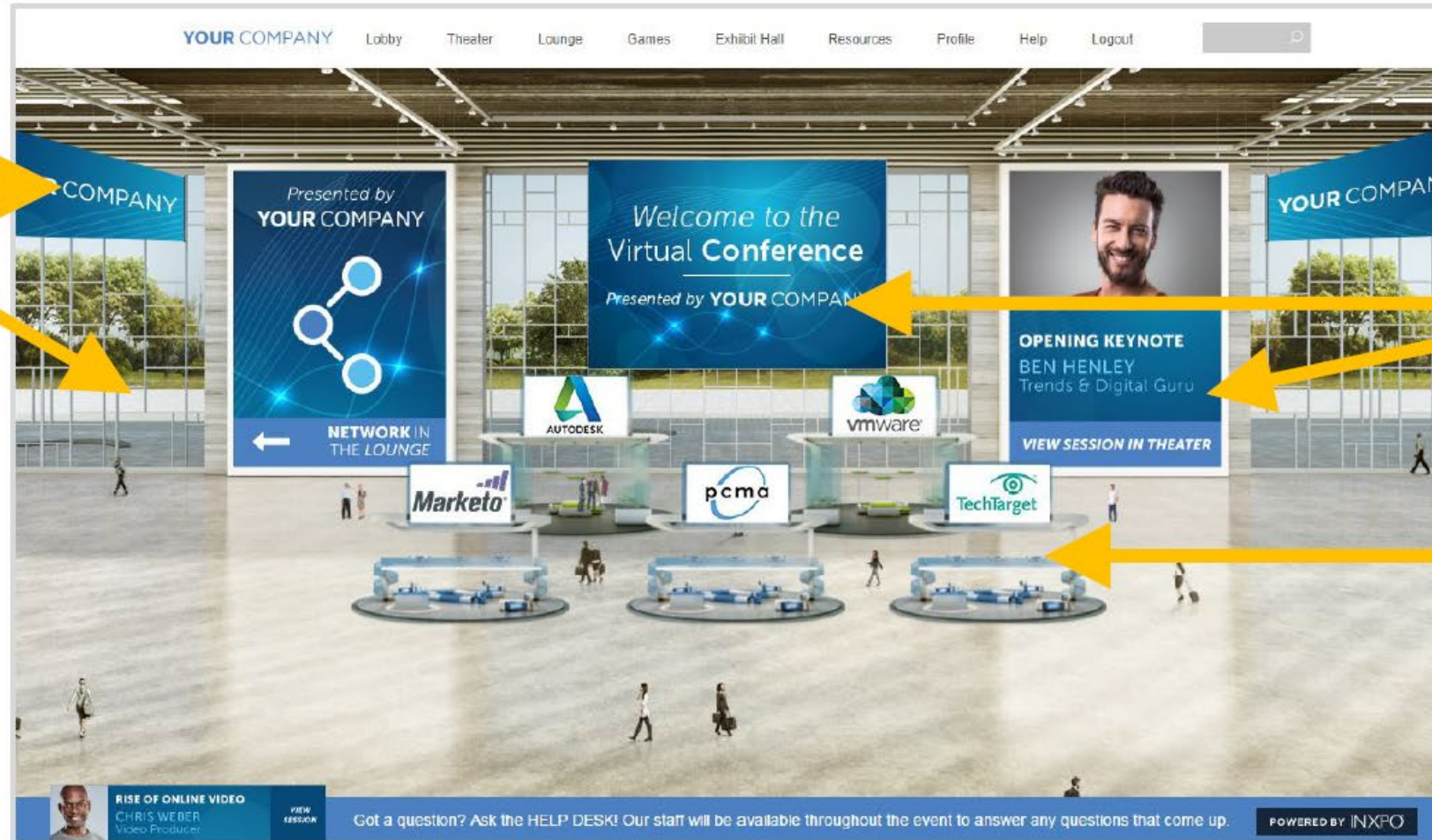
# ISSCR Example





# Exhibit Hall

Customizable background and branding



Welcome video/image and banner ads

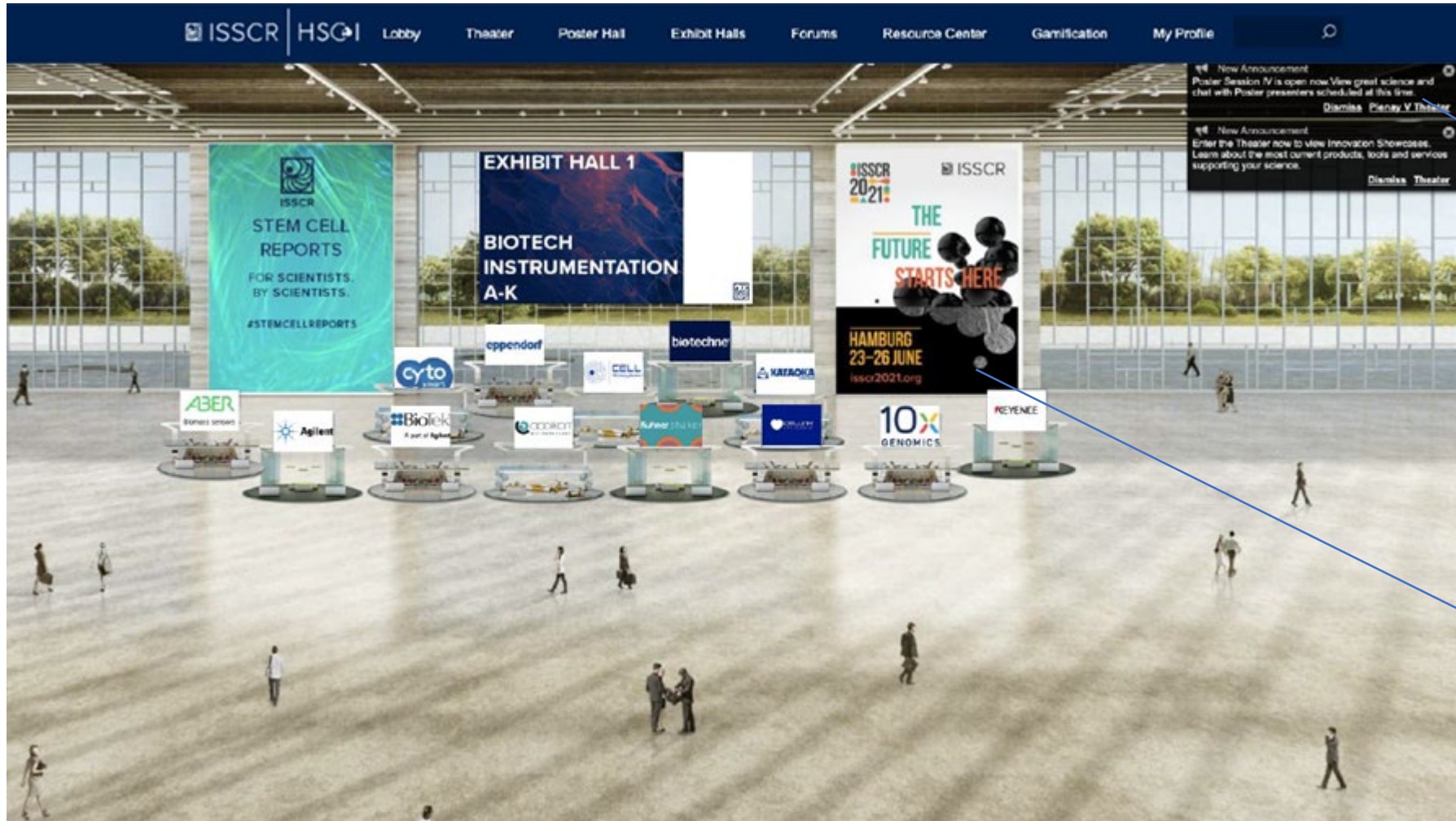
Ability to arrange images

# ASHG Drives Booth Traffic

- ✓ Dedicated email to pre-registered attendees about Exhibit Hall
- ✓ Dedicated webpage on Virtual Meeting website with exhibitor and sponsor recognition
- ✓ Gamification within the platform – attendees earn points for exploring exhibitor booths and scheduling chats. Points-winners are eligible for prizes given by ASHG.
- ✓ Two dedicated breaks for Exhibits, Poster, and Industry Education viewing.
- ✓ Exhibitor listing PDF in Attendee Briefcases
- ✓ Dedicated blurb in Daily Email to all registrants of daily Exhibit Hall activities
- ✓ Gamification/Scavenger Questions for Prizes
- ✓ Access to platform for six months to all registrants!



# ISSCR Example



In-platform messaging – user must dismiss them.

Additional advertising available.

# Virtual Booth includes:

- Upload logos and branding for booth
- Live One-on-One Chat
- Welcome/Product/Services video
- Product Listings uploads
- Files or Resources uploads
- Ability to link to external website surveys or webinar sign-up
- Full list of all post event data including booth visitors and record of all chats
- Contact Data from every attendee who visited your booth
- 4 Meeting Registrations for booth personnel

# Virtual Booth

Customizable branding

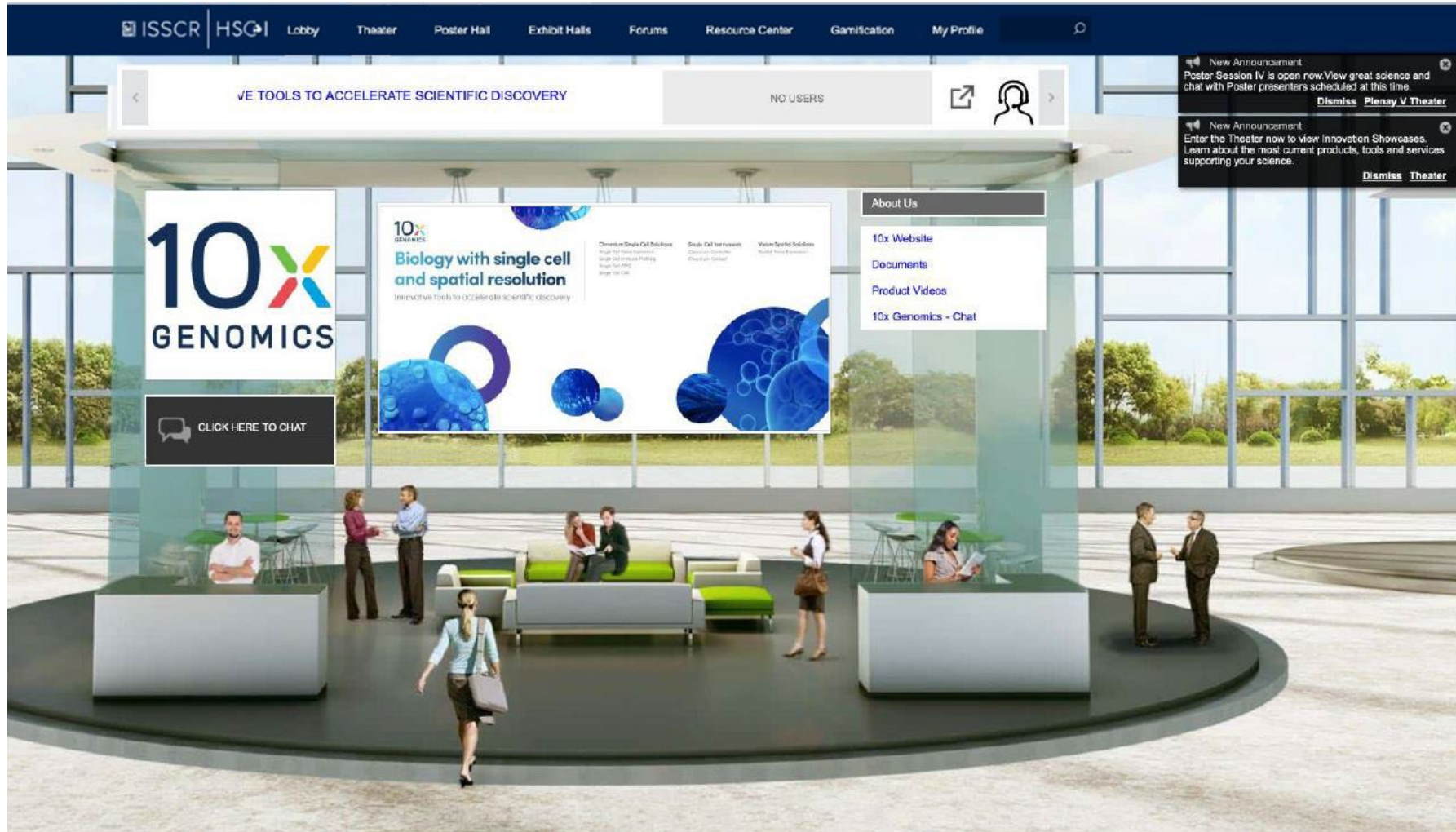


Tab content can include group chat, social media, surveys, webpages and documentation

Welcome video/image

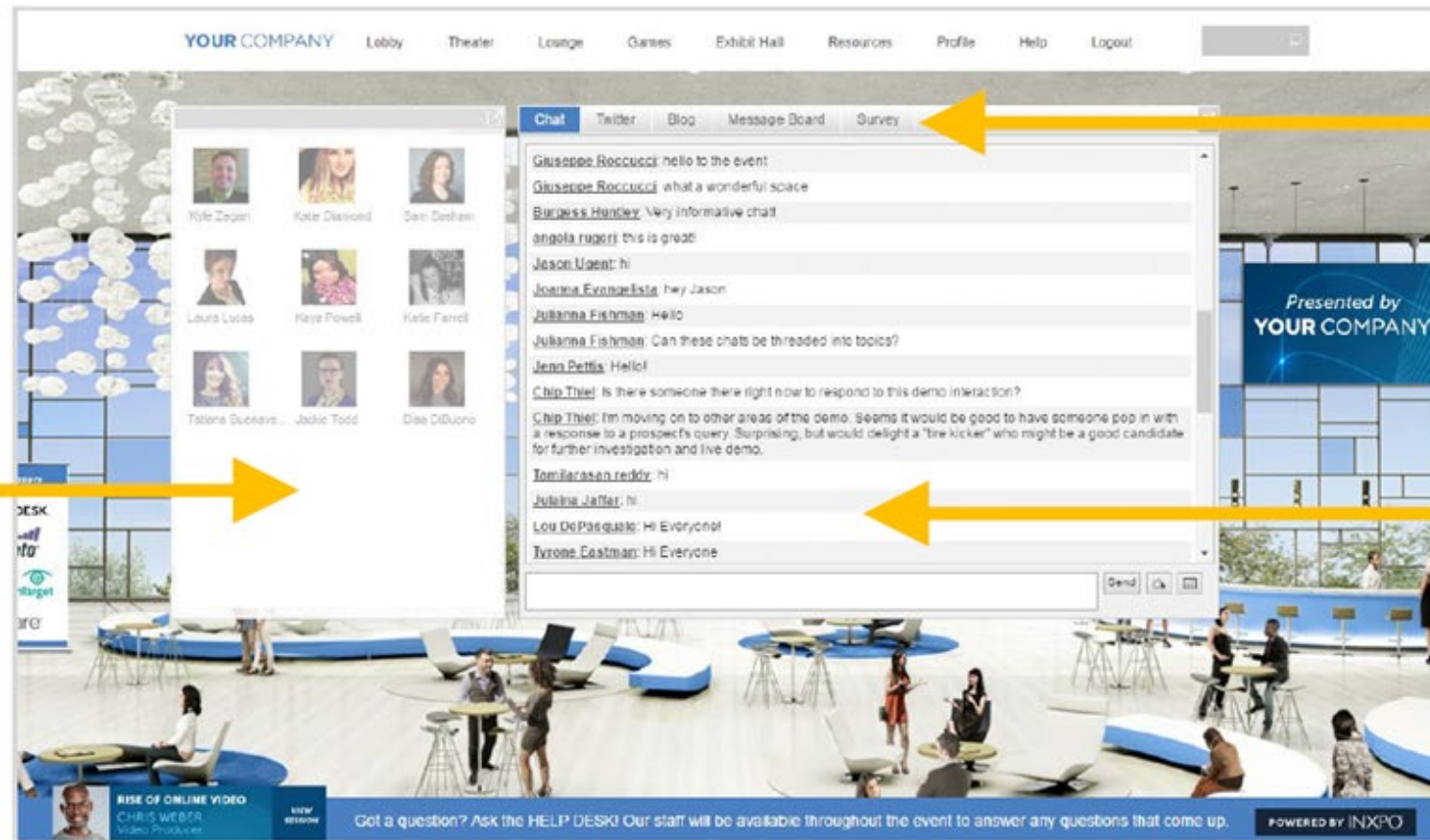


# ISSCR Example – Virtual Booth



# Networking Lounge

Central area for attendee interaction, networking and community



Network with other attendees

Tab content can include:  
group chat  
social media  
surveys  
blogs  
and message boards

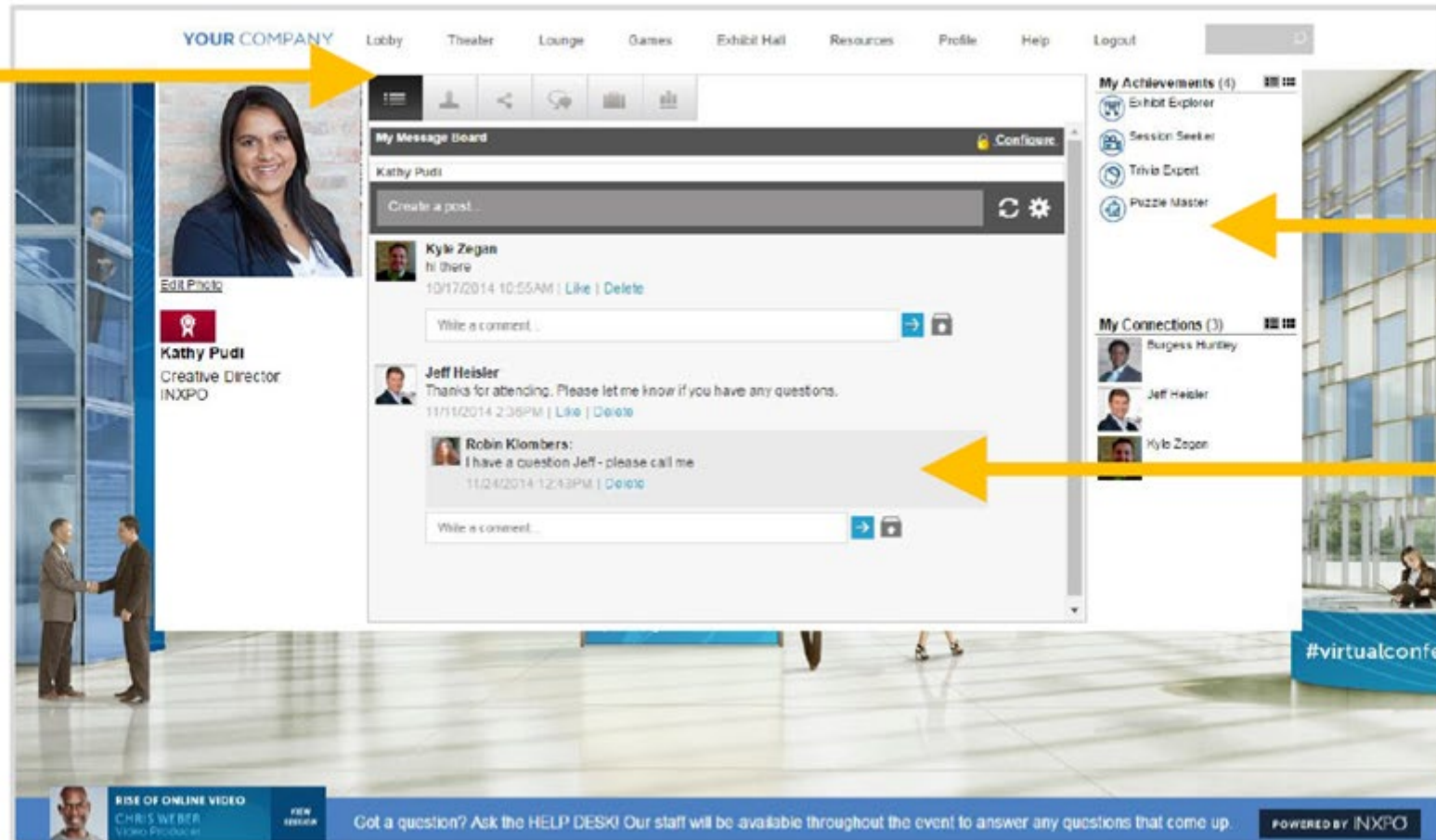
Group Chat



# Attendee Profile

Individual access to personal content and user settings.

Shows suggested content and enables access to saved documents



Displays credential and identification badges, and achievement badges

Contains message wall for peer interaction



# Schedule at-a-Glance

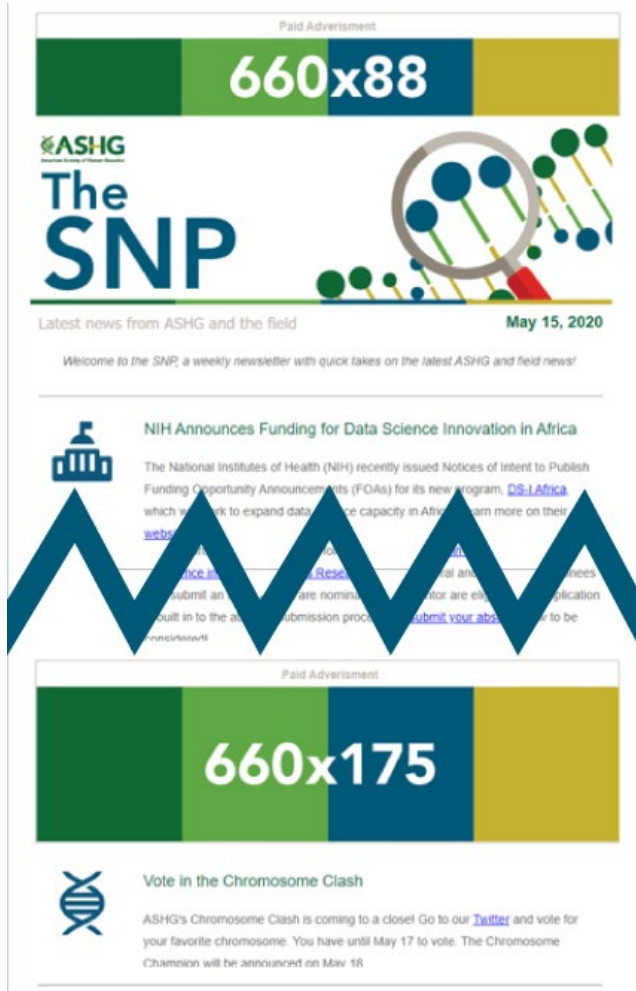
	Tuesday	Wednesday	Thursday	Friday
10:30am				
11am	10:30-11:00 am <b>Presidential Welcome &amp; Address</b>	10:30 am-12:00 pm Concurrent Platform Sessions (90 minutes each/6 talks; 5 concurrent)	10:30 am-12:00 pm Concurrent Platform Sessions (90 minutes each/6 talks; 5 concurrent)	10:30 am-12:00 pm Concurrent Platform Sessions (90 minutes each/6 talks; 5 concurrent)
11:30am	11:00 am-12:00 pm Concurrent Platform Sessions (60 minutes each/4 talks; 5 concurrent)			
12pm	12:00-1:00 pm Break	12:00-1:00 pm Break	12:00-1:00 pm Break	12:00-1:00 pm Break
12:30pm	Dedicated Poster/ Exhibit Viewing	Dedicated Poster/ Exhibit Viewing	Dedicated Poster/ Exhibit Viewing	Dedicated Poster/ Exhibit Viewing
1pm				
1:30pm	1:00 -2:20 pm Plenary Abstract Session (4 Talks x 20 minutes)	1:00 -2:20 pm Plenary Abstract Session (4 Talks x 20 minutes)	1:00 -2:20 pm Plenary Abstract Session (4 Talks x 20 minutes)	1:00 -2:20 pm Plenary Abstract Session (4 Talks x 20 minutes)
2pm				
2:30pm	2:30-3:30 pm Break	2:30-3:30 pm Break	2:30-3:30 pm Break	2:30-3:30 pm Break
3pm	Dedicated Poster/ Exhibit Viewing	Dedicated Poster/ Exhibit Viewing	Dedicated Poster/ Exhibit Viewing	Dedicated Poster/ Exhibit Viewing
3:30pm				
4pm	3:30-5:00 pm Concurrent Invited Sessions (90 minutes, 3 concurrent)	3:30-5:00 pm Concurrent Invited Sessions (90 minutes, 5 concurrent)	3:30-5:00 pm Concurrent Invited Sessions (90 minutes, 5 concurrent)	3:30-5:00 pm Concurrent Invited Sessions (90 minutes, 5 concurrent)
4:30pm				
5pm				
5:30pm				Plus Workshops, Career Development Activity, Award presentations, Epstein & Developing Country Award recognition, Diversity and policy forums, CoLabs, Exhibit Hall and industry education, a Career Fair, and more!
6pm	5:30-6:45 pm Poster Talks	5:30-6:45 pm Poster Talks	5:30-7:00 pm Presidential Symposium (90 minutes)	
6:30pm				
7pm				

# Sponsorship Tiers

	Exhibitor	Bronze	Silver	Gold	Platinum
	\$2,500	\$5,000	12,500	\$25,000	\$50,000
			15 avail.	7 avail.	4 avail.
Benefits					
Virtual Exhibit Booth	✓	✓	✓	✓	✓
Post-Event Data on booth activities, downloads, etc.	✓	✓	✓	✓	✓
Listing in Exhibit Hall Preview Email, Pre-Show	Company Name + Booth No.	Company Name + Booth No.	Company Logo + Booth No.	100-word Sponsored Content w/Logo	300-word Sponsored Content w/Logo
Company Link and Logo on Dedicated Webpage, pre- and post-meeting		✓	✓	✓	✓
Email Banner in SNP before or after meeting		✓	✓	✓	✓
Premiere Booth Placement		✓	✓	✓	✓
In-Meeting Announcement Message*			1	2	3
CoLab session (pre-recorded, link provided to ASHG)			30 mins	Up to 45 mins	Up to 45 mins
Company Logo in Meeting Emails from ASHG**				✓	✓
Sponsored Discussion Lounge, 1 Day				✓	✓
Company Logo in Lobby					✓
PDF auto-populated in all attendee briefcases			\$5,000 additional	\$3,000 additional	✓
1 Marquis Message in Lobby					✓
90-min Industry Ed Slot on main schedule; produced and recorded in platform					✓
Video or Stationary Ad in Exhibit Hall					✓
Complimentary Full Meeting Registration	1	2	3	4	6
*Cannot be sent during scientific sessions					
**Emails mentioning sessions offering CME credits may not have logos to comply with ACCME guidelines.					

Questions? Let's Talk! **Carrie Morin** [cmorin@ashg.org](mailto:cmorin@ashg.org)

# SNP – Weekly Newsletter



Subject	Number Sent	Opened% (opened/delivered)	Clicked% (clicked/sent)
The SNP - May 1, 2020	7280	33.20%	1.40%
The SNP - May 8, 2020	7375	33.10%	1.80%
The SNP - May 15, 2020	7274	31.60%	1.90%
The SNP - June 5, 2020	7290	34.14%	1.46%
The SNP - June 12, 2020	10013	28.76%	1.55%
The SNP - June 19, 2020	7433	29.94%	1.77%
The SNP - June 26, 2020	7508	29.04%	1.93%



# Committed Exhibitors 7/13

## Platinum Sponsors

illumina



## Gold Sponsors

nanoString<sup>®</sup>



## Silver Sponsors



## Bronze Sponsors



## Exhibitors

