

## IMPORTANT DATES AND DEADLINES

Deadline Date	Item	Task	Return To
<b>August</b>			
August 28	Rules and Regulations Agreement	Final Due Date for Accepted Agreements	<a href="https://form.jotform.com/202264458920051">https://form.jotform.com/202264458920051</a>
<b>September</b>			
September	Submit Initial Exhibitor Information Form	Available in September to complete on a rolling basis	Jot Form ( <i>link to be sent individually</i> )
September 7	Booth Payment Due	Deadline to provide payment for your virtual booth space	<a href="mailto:cmorin@ashg.org">cmorin@ashg.org</a>
September 8	Virtual Booth Build Opens	Exhibitors can begin building their virtual booth spaces	Intrado booth builder ( <i>To be provided</i> )
September 18	Submit PDF for Attendee Briefcase	Deadline to submit a PDF to be placed in all Attendee Briefcases.	ASHG
September 30	Register Exhibit Staff	Deadline to register exhibiting staff	Intrado Booth Builder ( <i>To be provided</i> )
<b>October</b>			
October	Submit Final Changes Exhibitor Information Form	Deadline to submit final changes through the exhibitor information form	Jot Form ( <i>link to be sent individually</i> )
By October 1	Record Industry Ed session	Must submit final recorded Industry Ed Session by Oct 1	ASHG and Intrado
October 1	Submit Virtual Booth for Digital Build	Deadline to complete and submit your virtual booth	Intrado booth builder
October 1	Provide Marquis Message	Deadline to submit Marquis Message verbiage and date/time	ASHG
October 1	Provide Ad creative for Virtual Exhibit Hall	Deadline to submit Ad creative for Exhibit Hall	ASHG
October 1	Submit Information for CoLab session	Deadline to submit title, description, and URL for CoLab session	ASHG
October 1	Provide in-platform announcement messages	Deadline to provide your 3 in-platform announcement messages	ASHG
October 1	Submit Networking Lounge topic	Deadline to submit Networking Lounge topic	ASHG
Week of October 8	Preview Week	Exhibitors can preview their virtual booth space	



***\*\*Please walk-through your virtual booth space with your internal staff between Oct. 8 and Oct. 14 to ensure any additional edits are submitted no later than the final deadline.\*\****

October 14	Submit Final Booth Edits	Deadline to submit all final edits for your virtual booth <b><i>*No booth edits after this date*</i></b>	Intrado booth builder ( <i>To be provided</i> )
October 26	Virtual Annual Meeting	Professional Development Day – Platform Opens	
October 27	Virtual Annual Meeting	First day of Virtual Annual Meeting	
October 30	Virtual Annual Meeting	Final day of Virtual Annual Meeting	

*Please continue to next page for exhibitor checklist*



To assist with keeping track of deliverables, please find a helpful checklist below:

## ASHG 2020 Platinum Exhibitor Checklist

### Tasks for Platinum Virtual Exhibitors/Sponsors:

- Agree to Rules & Regulations for ASHG 2020 Virtual Annual Meeting (**Due August 28**)
- Select SNP ad date and position ([selection here](#)) and inform ASHG
- Review company logo and URL on Sponsor webpage
- Received invoice from ASHG and submitted payment (**Due September 7**)
  - Informed ASHG to reapply, refund, or rollover overage funds
- Complete Goals, Objectives, and Tactics worksheet provided by ASHG (**sent August 20**)
- Review and Select Additional Advertising & Promotional Activities (**to be sent week of August 24**)
- Received and Reviewed Booth Builder Instructions (**to be sent August 31**)
- Build Your Virtual Booth with the Intrado Booth Builder (**Opens September 8, Due October 1**)
- Provide PDF for attendee briefcases to ASHG (**September 18**)
- Submit Booth Staff Registration Names (**Due September 30**)
  - Note:** Please make sure to designate who should have booth editing rights. This is not automatically available for exhibiting staff.
- Submit all final changes for exhibitor information through the exhibitor informational form (**Due October**)
- Record Industry Education session with ASHG and Intrado (**prior to October 1**)
- Provide title and description for Industry Education session (**October 1**)
- Provide Marquis Message verbiage and date/time to ASHG (**October 1**)
- Provide Ad creative for Virtual Exhibit Hall (**October 1**)
- Submit title, description, and URL for CoLab session (**October 1**)
- Provide three (3) in-platform announcement messages (**October 1**)
- Submit Networking Lounge topic to ASHG (**October 1**)
- Conduct a training for your staff to walk through the virtual booth prior to the deadline for all changes to be submitted
- Submit all final booth changes before booth builder is locked (**Due October 14**)
- Received Complimentary Scientific Meeting Registration code (**to be sent in September**)