



American Society of Human Genetics

# 2019 MEDIA KIT

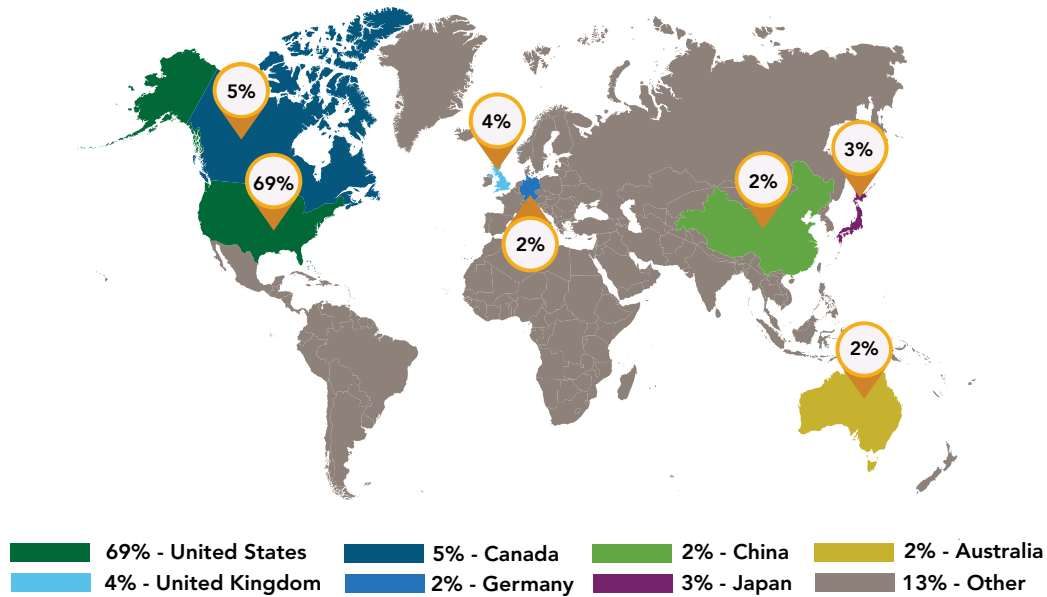




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# 7963 ASHG MEMBERS



**25%**

Trainees



**70%**

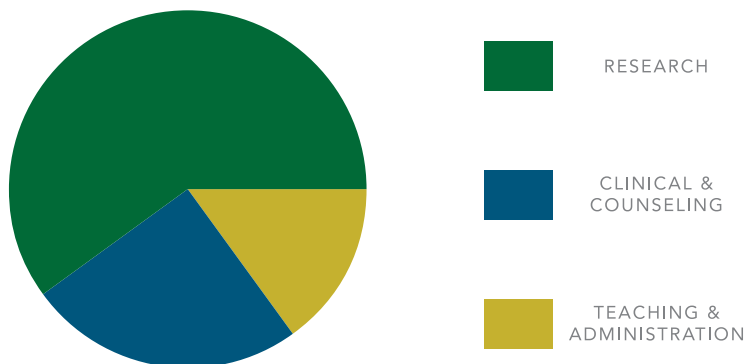
Regular Members



**5%**

Emeritus Members

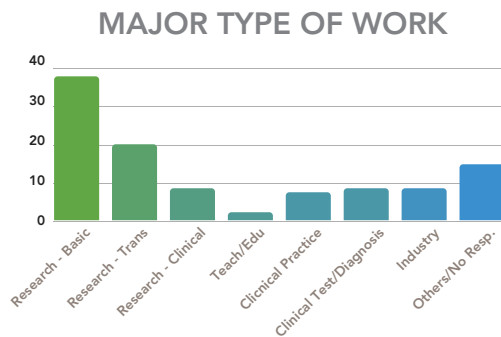
## MAJOR TYPE OF WORK





BY THE NUMBERS ATTENDANCE

**7,049** **9,020**  
SCIENTIFIC TOTAL



FIRST-TIME ATTENDEES



18,000 #ASHG18 TWEETS



25,000 LEADS COLLECTED



154 LEADER PER COMPANY AVERAGE



256 EXHIBITING COMPANIES



82% OF EXHIBITORS HAD POSITIVE ROI



# ASHG 2019 ANNUAL MEETING

The ASHG Annual Meeting Exhibit & Poster Hall gives your company the opportunity to boost your brand and connect with both new and existing customers. Thousands of professionals in human genetics attend to learn the very latest, spanning the breadth of human genetics and genomics.

ASHG 2019 will be held at the George R. Brown Convention Center in Houston, TX, from October 15-19, 2019. The Exhibit & Poster Hall will be in Halls C-E on the ground level below the meeting rooms from October 16-18, 2019. The hall has sold out in the last five of seven years!

## 2019 Exhibit Fees

Booth Type	Fees
10' x 10' Prime space	\$3,885
10' x 10' Corner space	\$3,675
10' x 10' Inline space	\$3,570
Island Booth Space	\$38.85 / sq. ft.
1st Time Exhibitor Pavilion	\$3,150
10' x 10' Non-Profit Organization	\$2,890
10' x 10' Advocacy Organization	\$1,050



For more information about ASHG 2019 Annual Meeting opportunities, including exhibits, promotions/advertisements, sponsorship, and education/engagement opportunities, visit [www.ashg.org/2019meeting/exhibits/](http://www.ashg.org/2019meeting/exhibits/).

### Official Program-at-a-Glance (PAAG)

The only official printed piece of ASHG 2019 – contains streamlined schedule information, maps, exhibitor lists, and note pages to extend its life past the meeting.

Position	Fees
Inside Front Cover (SOLD)	\$5,500
Inside Back Cover (SOLD)	\$3,500
Back Cover (SOLD)	\$6,500

### Meeting Bag Inserts

Provide 6,000 copies of your product/corporate flyer or advertisement to be included in official meeting bags.

Fee: \$6,000

### Full Page Ad in Best of AJHG

Advertise in the AJHG special edition that is released only at the ASHG Annual Meeting. The Best of AJHG collection from Cell Press highlights the journal's top research and reviews based on reader download data and is included in each meeting bag.

Fee: \$2,500

### New Product Carpet Decal

Did you know that the main reason meeting attendees visit exhibitors is to find out what's new? Now you can tell them easily with this 3' x 3' carpet decal in front of your booth.

Fee: \$750

### Park Bench on Main Aisle, Exhibit Hall

ASHG will place park benches in the main aisles of the Exhibit Hall, so attendees can stop to chat with colleagues, check the mobile app, or just rest. Your ad appears on the front of two benches plus two decals on the carpet.

Fee: \$2,000

### Aisle Signs

Stand out in your aisle with this opportunity! Each aisle sign will feature your message in a 2' x 3' space within the sign, where you can feature your advertisement on both sides.

Fee: \$10,000 (SOLD for 2019)



# DIGITAL ADS

## Website Ads

Run leaderboard or boom box ads on the ASHG 2019 homepage or other meeting website pages.

### Leaderboard on meeting site homepage

Month	2018 Pageviews	Fee
May	15,494	\$3,500
June	22,513	SOLD
July	17,551	\$4,500
August	29,451	\$5,000
September	26,180	\$5,500
October	53,847	\$6,500
November	5,804	\$2,500

### Boombbox or leaderboard on run-of-site pages (hotel, travel, policies, exhibit hall, attendee services/policies)

Month	2018 Pageviews	Fee
May	3,242	\$2,000
June	6,089	\$3,500
July	5,111	\$3,000
August	9,012	\$4,000
September	5,628	\$3,500
October	9,450	\$4,500

## Promotional Email Ads

Place your ad in ASHG 2019 promotional emails, which are sent to ~11,000 current members and previous meeting attendees, including abstract submission solicitations, hotel reservation reminders, and schedule information.

Fee: \$2,500 per banner ad

## High-Impact Attendee Email Ads

Place your ad in the ASHG 2019 registration confirmation attendee emails, badge pick-up reminder, housing confirmation, know-before-you-go, and/or post-meeting emails.

Fee: \$3,000-\$7,500, depending on package selected (SOLD)

## Daily Email Ads

Place your ad in daily emails sent to all ASHG 2019 attendees during the meeting.

Day/Position	Fee
Tuesday, Middle Banner	\$3,500
Tuesday, Footer Banner	\$2,500
Wednesday, Middle Banner	\$3,500
Wednesday, Footer Banner	\$2,500
Thursday, Middle Banner	\$3,500
Thursday, Sponsored Content Box	\$3,000
Friday, Middle Banner	\$3,500
Friday, Sponsored Content Box	\$3,000
Saturday, Banner + Sponsored Content	\$3,000





## Mobile App Promotions

ASHG’s official annual meeting app contains all the information that attendees need: schedules, maps, exhibitor lists, even abstracts. The ASHG meeting app had an 85% adoption rate in 2019 and a 4.7 app rating in the App Store and Google Play.

### Startup Screen + Banner

Place your company logo in a high-impact position, right as attendees start the mobile app. Your logo will appear for three seconds as the app starts and as data updates are received. This special position also includes a banner at top of the mobile app home screen.

Fee: \$10,000 (SOLD)

### Push Notification

Send your 100-character message to all ASHG 2019 attendees who download the app and drive traffic directly to your booth or talk.

Fee: \$2,000 each (Tuesday, Wednesday, Thursday, or Friday) (SOLD)

### Banner Ads

Place your company logo in a high-impact position, on the top of the mobile app home screen rotating daily. Limit of four banners per day.

Fee: \$5,000



## Member e-Newsletter Ads

Advertise in ASHG’s quarterly member e-newsletter, The Messenger; or quarterly trainee e-newsletter, The Nascent Transcript, to promote your product/service to ASHG members.

### The Messenger

Fee: \$2,000 per banner ad

Email Dates: March, June, September, December

### The Nascent Transcript

Fee: \$1,000 per banner ad

Email Dates: February, May, August, November



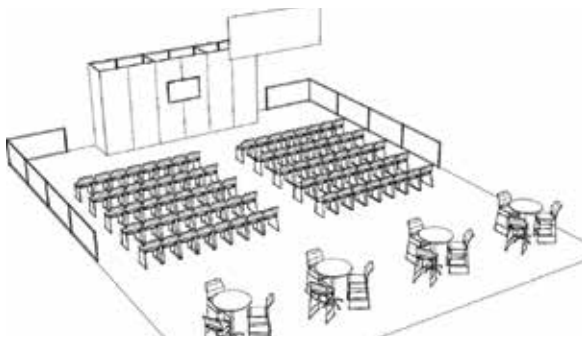
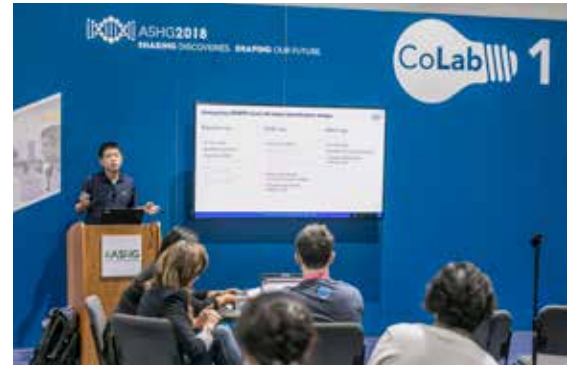
# EDUCATION & ENGAGEMENT

## CoLabs

The newest, most exciting feature of the show floor is the addition of networking lounges and educational theaters that are in all four quadrants in the Exhibit & Poster Hall, called **CoLaboratories: built especially for collaboration** (aka CoLabs). CoLab Theater Sessions are 30 min (45 min during lunch) with multiple slots per day.

Theater topics include:

- **Clinical:** features programming regarding clinical applications in research or for physicians, programming geared towards genetic counselors, and any topics related to diseases and treatments.
- **Laboratory:** covers anything related to the laboratory: equipment, sequencing, technology, workflows, etc.
- **Data:** focuses on big data and software applications for genetics professionals.
- **Other:** professional development, how to break into working in industry, etc.



Fees (includes A/V and seating for 80 attendees)

	30 minutes	45 minutes
Exhibitor	\$4,000	\$5,000
Non-Exhibitor	\$6,000	\$7,000

## Exhibitor Education Events

Exhibitor Education Events, available to contracted exhibitors only, are non-ASHG sponsored events held during the Annual Meeting at the convention center during breakfast or lunch.

Fee: \$3,000 per event for exhibiting companies; \$5,000 for non-exhibiting companies, which covers the room rental fee, a hyperlink on the Schedule of Events, and ASHG's administrative cost.

## Satellite Symposia

Satellite Symposia are commercially-sponsored, accredited educational events in the morning or evening during the Annual Meeting that are typically scheduled in a headquarter hotel.

Fee: \$3,000 per symposium, which covers a hyperlink on the Schedule of Events and ASHG's administrative cost. Satellite symposia may not be held during the lunch period.



## Webinars

Sponsor educational webinars to highlight your company's expertise and special interest in human genetics and genomics.

### ASHG Webinars

Fee: \$3,000 per webinar

ASHG determines the webinar topic and speakers. Webinar promotional materials will include sponsor's logo and link to sponsor's website. Sponsor will receive verbal recognition during the introduction and closing of webinar. The webinar will be recorded and archived on the ASHG website.

### Industry Webinars (coming soon)

Fee: \$6,000 per webinar

Sponsor determines the webinar topic and speaker(s). ASHG will review and approve webinar content and speakers. Webinar must be educational in nature, although it may highlight a product or service if it is in line with the educational topic (not a sales opportunity). Webinar promotional materials will include the sponsor's logo and link to sponsor's website. Sponsor will receive verbal recognition during the introduction and closing of webinar and contact information will be included at the end of the presentation. Webinar will be recorded and archived on the ASHG website. Sponsor will receive contact information for attendees who opt in.



This webinar will focus on the current status of development of polygenic risk scores, how they may be applied in the context of research and clinical assessment, as well as current and emerging areas of research.

#### CONTRIBUTORS



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the Cardiovascular Disease Initiative at the Broad Institute, and a Professor of  
Medicine at Harvard Medical School

# CAREER CENTER

## Job Postings

Attract talented human geneticists to join your team. Post your job through ASHG Careers.

### Standard Packages

30-day Internship Posting	Free
30-day Job Posting	\$300
60-day Job Posting	\$550

### Premium Packages

Featured Job	\$200
Featured Employer	\$625+
Digi-Me Video	\$200
Social Recruiting	\$125

**ASHG Careers**

Job title, keyword... Location **Advanced Search**

**249** Job Listings **50** Employers Hiring **SIGN UP NOW**  
or [Sign In](#) if already registered

<b>Tenure Track Faculty Position in Human Genetics and Genomics</b> UC Davis Genome Center Davis, California NEW!	<b>Physician (Clinical Reviewer)</b> FDA's Office of New Drugs Silver Spring, Maryland NEW!	<b>Assistant Professor in Molecular Biology</b> Rhodes College Memphis, Tennessee NEW!
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# CAREERS.ASHG.ORG

Enhance attendees' meeting experience and your brand image through sponsorships at the ASHG Annual Meeting.

Sponsors supporting any ASHG 2019 opportunity below receive the following benefits:

- Company logo on signage thanking meeting sponsors
- Company logo on event-specific signage
- Company logo on walk-in slide in event room, for non-CME sessions
- 20% discounts on promotional opportunities

Opportunity	Additional Benefits/Recognition	Investment
<b>Poster Talks</b>	Table outside session rooms May place literature on each seat of session rooms	\$5,000
<b>Career Paths in Genetics: Trainee Reception</b>	A table with a representative from your company to serve as a resource for trainees at reception	\$5,000
<b>Childcare</b>	Your company logo on any childcare-related emails that ASHG sends and on signage by room.	\$5,000
<b>Coffee Break in Exhibit Hall</b>	Sponsor may provide branded napkins and other accessories at own expense	\$5,000 per day (Wed-Fri)
<b>Awards Reception</b>	Two invitations to attend awards reception Sponsor welcomed & thanked in opening remarks	\$10,000
<b>Peer Networking with Trivia</b>	Sponsor may provide prizes for winning trivia team (with ASHG approval)	\$5,000
<b>Trainee-Mentor Luncheon</b>	Sponsor may provide a mentor for a table	\$5,000
<b>#ASHG19 Tweetup – Happy Hour Event</b>	Social media mention on tweets promoting the event Sponsor may provide branded napkins, drink tickets, coasters, or other accessories at own expense	\$5,000



## CORPORATE PARTNERS PROGRAM

Increase your company's visibility and standing in the genetics and genomics community, enhance the impact of human genetics for public benefit, and foster greater awareness of your company as a thought leader by partnering with ASHG.

Through their generous support, our Corporate Partners fund awards and programs that:

- Recognize the achievements of excellent genetics researchers/leaders through professional awards.
- Foster the careers of the next generation of geneticists through trainee awards and career resources.
- Attract and retain individuals with diverse backgrounds and interests to the field through diversity and inclusion programs, awards, and events.
- Improve public understanding of and appreciation for genetics through outreach and educational resources.
- Advocate for the value of federal research funding and policies that promote genetic literacy and address other issues of importance to the field and society.

RECOGNITION & BENEFITS	FRIEND (\$5,000)	BENEFACTOR (\$10,000)	LEADER (\$25,000)	EXECUTIVE (\$50,000)
Listing in ASHG annual report and meeting program book	•	•	•	•
Listing on ASHG Corporate Partners webpage and logo on Corporate Partners signage at Annual Meeting	•	•	•	•
Priority points toward ASHG Annual Meeting exhibit space	5	10	25	50
Recognition at supported ASHG award presentation/event* (e.g., company logo on thank you slide, verbal thank you)	•	•	•	•
Corporate Partner placard for booth display	•	•	•	•
Complimentary tickets to ASHG Annual Meeting receptions (Networking, Career Paths, or Diversity)		1	2	4
Complimentary full ASHG Annual Meeting registration (in addition to that included with exhibit)		1	2	4
Corporate logo displayed on Corporate Partners webpage with link to company website		•	•	•
Invitations to attend the ASHG Excellence in Genetics Reception**		1	2	3
Complimentary job postings on ASHG job board		1	2	3
Complimentary participation in ASHG Career Fair			•	•
Verbal recognition during ASHG Annual Meeting presidential welcome				•
Complimentary mailing list of registered attendees for ASHG Annual Meeting (opt-in only)				•

\*Depends on whether support was designated for specific awards and/or programs/events at Annual Meeting.

\*\*All ASHG awardees are invited to attend the ASHG Excellence in Genetics Reception during the Annual Meeting for recognition and networking with ASHG leaders.

ASHG Corporate Partners may choose to support all ASHG's awards and programs through a contribution to the ASHG Annual Fund or to designate support for a specific award or program.

## Professional Awards (\$10K - \$25K)

### **William Allan Award**

Recognizes substantial and far-reaching scientific contributions to human genetics, carried out over a sustained period of scientific inquiry and productivity.

### **Victor A. McKusick Leadership Award**

Recognizes professional achievements that have fostered and enriched the development of various human genetics disciplines, exemplifying the enduring leadership required to grow the field's importance within science and society.

### **Curt Stern Award**

Recognizes outstanding scientific achievements by a human geneticist that have occurred in the last 10 years.

### **Arno Motulsky-Barton Childs Award for Excellence in Human Genetics Education**

Recognizes individuals or groups for outstanding contributions to human genetics education.

### **Early-Career Award**

Recognizes early-career independent investigators who within the first 10 years of their professional careers made significant contributions to our understanding of human genetics.

### **Mentorship Award**

Honors individuals who have significant records of accomplishment as mentors, demonstrating sustained patterns of exemplary trainee mentorship at the graduate, postdoctoral, residency, or fellowship level.

### **Advocacy Award**

Honors individuals or groups who have exhibited excellence and achievement in advocating for the field of human genetics and its application for the common good.

## Trainee Awards (\$5K+)

### **Charles Epstein Trainee Awards for Excellence in Human Genetics Research**

Recognize excellence in research conducted by pre- and post-doctoral trainees. Sixty semifinalists receive \$750 plus complimentary meeting registration; eighteen finalists receive an additional \$250, and six winners receive an additional \$1,000 each.

### **C.W. Cotterman Awards**

Recognize two trainee members who published first-author research articles in *The American Journal of Human Genetics (AJHG)* the previous year that represented outstanding scientific contributions to the field of human genetics. Each receives a \$1,000 honorarium and plaque.

## Diversity & Inclusion (\$25K+)

ASHG diversity and inclusion programs recognize that diverse interests, backgrounds, and voices are crucial to driving greater innovation and discovery.

### **Developing Country Awards**

Support participation in the ASHG Annual Meeting of individuals living in countries with low-income or lower-middle-income economies. ASHG currently provides travel awards of \$3,000 each to international geneticists who need such financial support. Current partners include NHGRI and Perkin Elmer Genomics.

### **Human Genetics Scholars Initiative**

Builds and supports a community of underrepresented human genetics researchers through a two-year mentored program focused on professional development and financial support of high-potential, diverse, early-career genetics researchers. Current partners include NHGRI and Color Genomics.

## CONTACT US



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### ABOUT ASHG

ASHG is the primary professional scientific membership organization for human genetics specialists worldwide. The Society's 8,000 members include researchers, clinicians, laboratory practice professionals, genetic counselors, nurses and others who have a special interest in the field of human genetics. Our members work in a wide range of settings, including universities, hospitals, biotech, and medical and research laboratories. The ASHG Annual Meeting is the largest human genetics meeting in the world with over 9,000 attendees and 250 exhibiting companies.