



ASHG 2021 Annual Meeting Exhibitor Rules and Regulations

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Virtual Booth Space Reservation Terms & Conditions

All companies will be placed in the main industry partner page by partnership/sponsorship tiers. The higher the level, the more prominent the position, beginning with Platinum and followed by Gold, Silver, and lastly Bronze. They will then be sorted alphabetically within the tiers, as this is the best and most accessible way for attendees to find your booth.

To view the pricing, availability, and description of all available partnership tiers, please see the tables below. Please note that ASHG may at any time adjust the number of available tier openings to ensure the Industry Partners page and associated meeting marketing pages best serve our members.

ASHG 2021 Platform Inclusions by Tier:

ASHG 2021 Virtual Meeting Partner Engagement Packages						
<i>Unless otherwise noted, engagement package line items are limited to (1) unit per company. Pricing and availability subject to change. Late-joining industry partners are subject to a 10% premium after August 15, 2021. Partner registrations close September 15, 2021.</i>						
		Bronze	Silver	Gold	Platinum	
Industry	Partner Benefits by Tier	\$5,000	\$12,500	\$25,000	\$50,000	
Freeman Meeting Platform Components	Dedicated partner page and static link on meeting platform	✓	✓	✓	✓	
	Partner dashboard with live access to leads and content metrics	<i>Will receive data post event</i>	✓	✓	✓	
	Tiered placement on searchable Industry Partners main page	Bottom, Text	Third, Thumbnail Logo	Second, Logo	Top, Large Logo	
	Partner page representatives (for partner page staffing only)	2	3	4	5	
	Complimentary full meeting registrations	1	2	3	5	
	Freeman Partner Page Elements					
	Company details, logo, website, product categories, social links, hero banner image	✓	✓	✓	✓	
	Live page group chat, schedule a meeting button, drop a business card button	✓	✓	✓	✓	
	Representative contact info listing	1	2	2	3	
	Content downloads	2	3	5	7	
Company videos	1	2	3	5		
Profile background image				✓		

ASHG 2021 Thought Leadership Inclusions by Tier:

ASHG 2021 Virtual Meeting Partner Engagement Packages					
<i>Unless otherwise noted, engagement package line items are limited to (1) unit per company. Pricing and availability subject to change. Late-joining industry partners are subject to a 10% premium after August 15, 2021. Partner registrations close September 15, 2021.</i>					
		Bronze	Silver	Gold	Platinum
Industry Partner Benefits by Tier		\$5,000	\$12,500	\$25,000	\$50,000
Speaking / Thought Leadership and Networking Opportunities	Pre-Meeting Session in Industry Tech Forum		+5,000	+3,000	✓
	Live 15-minute Industry Lightning Talk <i>Lightning Talks limited to 15 minutes on schedule. Partners may</i>		1	2	3
	CoLab Session				
	Live, up to 30 min., published on pre-meeting schedule		✓	✓	✓
	On demand, up to 45 min., video only <i>Can purchase additional on-demand sessions</i>	+3000	+1500	1	2
	90-min Industry Education Session				✓
	Sponsored fun activity after hours <i>Hosted outside of meeting platform</i>	+1500	+750	✓	✓
	Post-Meeting Session: Continuing the Conversation			+5,000	✓

ASHG 2021 Advertising Inclusions by Tier:

ASHG 2021 Virtual Meeting Partner Engagement Packages					
<i>Unless otherwise noted, engagement package line items are limited to (1) unit per company. Pricing and availability subject to change. Late-joining industry partners are subject to a 10% premium after August 15, 2021. Partner registrations close September 15, 2021.</i>					
		Bronze	Silver	Gold	Platinum
Industry Partner Benefits by Tier		\$5,000	\$12,500	\$25,000	\$50,000
Advertising	Linked footer logos on registration page				✓
	Listing in Industry Partners preview email, sent pre-meeting to all pre-registered attendees	Name and link	Thumbnail Logo w/ Link	Large Logo w/ link	Large Logo, link, and 100-word sponsored content
	Company logo and link on dedicated webpage at ASHG.org and Premium layout and logo in A2Z Interactive Partner Guide,	✓	✓	✓	✓
		15x15	20x20	30x30	50x50
	Company logo in meeting emails from ASHG** <i>**Logos are not permitted in mails mentioning sessions offering CME credits in order to comply with ACCME guidelines.</i>				✓
	Email banner in The SNP weekly members-only newsletter, either before or after meeting	+1,000	+500	1	2
	Dedicated blurb in Daily Meeting Email to all registrants of daily Industry Partner activities				✓
	Freeman Ads - other advertising options available in A2Z portal!				
	Homepage Tower Ad (side of platform homepage)			✓	✓
	Homepage Bottom Banner				✓

TERMS OF PAYMENT & SPONSORSHIP REDUCTION

It is EXHIBITOR's responsibility to submit payment via the exhibitor contract, accessible by username and password.

Full payment of virtual participation fees is due by August 1, 2021, or within 30 days of signing this contract if signing after August 1, 2021. There will be a 10% premium added to late-joining partner package contracts beginning August 16, 2021. Exhibitors with outstanding balances by October 1, 2021, will not be permitted to participate in the virtual meeting and related events until the balance is paid in full. No refunds will be made if EXHIBITOR is barred from participation in the virtual meeting and related events due to outstanding balances.

ASHG agrees that EXHIBITOR may reduce the tier of their sponsorship applied for on this agreement in writing until Friday, July 23, 2021. If EXHIBITOR reduces their sponsorship tier, EXHIBITOR agrees that 50% of the fees due towards their previous, higher sponsorship level are still due a cancellation fee per booth reservation. Any remaining fees paid by EXHIBITOR will be refunded. No refunds for sponsorship space reserved will be made for written notices received after Friday, July 23, 2021.

Cancellation and downsizing notices must be submitted in writing to exhibits@ashg.org. ASHG agrees that EXHIBITOR may cancel the sponsorship indicated in this agreement in writing until Friday, July 23, 2021 and that if it does so, EXHIBITOR agrees that a 50% cancellation fee is due to ASHG and any remaining fees paid by EXHIBITOR will be refunded. ASHG reserves the right to resell any cancelled booth spaces and the right to relocate EXHIBITOR after downsizing. No refunds for space reserved will be made for written notices received after Friday, July 23, 2021. No refunds will be made if EXHIBITOR declines to participate in the virtual meeting and related events without formal notice.

ELIGIBILITY TO EXHIBIT

The purpose of the American Society of Human Genetics (ASHG) exhibit program is to further the education of individuals working in the field of human genetics. Therefore, the exhibits must be of an educational character or practical application that emphasize instruments, products, or services for use in teaching, research, treatment, or diagnosis, and books or other publications in scientific fields of relevance to the interest of registrants, or that directly convey scientific research findings in those areas of science represented by ASHG. License will not be granted for exhibits that principally express a point of view. ASHG reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit.

ASHG reserves the right, without refund, to refuse to allow the exposition of any exhibit on the virtual meeting platform that does not in good faith substantially conform to the company description submitted for publication or which contains unrelated material(s).

The character of exhibits is subject to the approval of ASHG Exhibits Management. Exhibits Management reserves the right to refuse applications of concerns not meeting standards required or expected. ASHG Management also reserves the right to close exhibits or parts of

exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, conduct of persons, etc.

MERGERS

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the seniority accumulated by either company (whichever is higher) will be used. ASHG must be notified in writing of such changes, including a public announcement of the transaction.

SUBLETTING OF EXHIBIT PACKAGES/SPONSORSHIP

Subletting or sharing of contracted virtual exhibit space or sponsorship is not allowed at any time. All signs, advertisements, publications, materials, products, and company representatives' registrations must reflect the name of the contracted exhibiting company. Any violation of these regulations may result in an immediate removal of the booth and materials in violation.

REGISTRATION AND EVENTS

EXHIBITOR REGISTRATION

All booth personnel working in rented exhibit space must be registered. A commercial exhibitor will be permitted to register up to five (5) company employees regardless of the sponsorship level. It is the responsibility of the authorized individual signing the application for space to inform all company personnel of the rules and regulations contained in this prospectus.

COMPLIMENTARY SCIENTIFIC REGISTRATION ALLOTMENT

Each sponsorship level includes a number of complimentary scientific registrations, which differ from booth staff registrations. [Additional scientific registrations can be purchased at the appropriate member-level.](#) Make sure you register prior to August 30, 2021, the deadline for the early-bird discount.

INDUSTRY EDUCATIONAL EVENTS, ANCILLARY, SATELLITE, AND OTHER EVENTS

The American Society of Human Genetics recognizes that meeting attendees seek to maximize their networking opportunities and fulfill their professional responsibilities while online with so many of their colleagues.

Industry Education Events, available to only exhibiting companies at the Platinum sponsorship level, are 90-minute non-ASHG sponsored events held during the official Annual Meeting dates: Monday, October 18 through Friday, October 22. All Industry Education Events will be held online and recorded on the official virtual meeting platform. Events will be promoted by ASHG in a special theater and available to attendees for three months after the annual meeting.

Lightning Talks are 15-minute mini sessions such as product demos, discussions, and Q&A sessions. Exhibitors plan the content of each session.

CoLab Sessions are 30-45-minute sessions such as product theaters, demos, patient perspectives, Q&A sessions, and panels. Exhibitors plan the content of each session.

Live CoLab sessions are up to 30 minutes in length and will not be recorded. Exhibitors with live CoLab sessions provide all speakers, materials, and moderators. There is no simu-live production available for live CoLab sessions.

On-demand CoLab sessions are pre-recorded videos up to 45 minutes in length which are produced by exhibitors and provided to ASHG and its platform representatives for uploading into the virtual meeting platform.

Satellite Symposia are not available in the ASHG 2021 Annual Meeting virtual framework.

Ancillary Events are non-ASHG sponsored events held during the official Annual Meeting dates: Monday, October 18 through Friday, October 22. Examples include virtual happy hours or coffee breaks or other social events. Events may be held during these times:

Monday October 11 to Monday October 18	Anytime
Tuesday, October 19	Before 10:30 am (must end before this time) or any time after 7:00 pm
Wednesday, October 20	Before 10:30 am (must end before this time) or any time after 7:00 pm
Thursday, October 21	Before 10:30 am (must end before this time) or any time after 7:00 pm
Friday, October 22	Before 10:30 am (must end before this time) or any time after 5:00 pm
Saturday October 23 to November 15	Anytime

Code of Conduct and Exhibitor Policies

The following terms are agreed to by EXHIBITOR at time of application submission.

ASHG CODE OF CONDUCT FOR VIRTUAL ANNUAL MEETING PARTICIPANTS

ASHG introduced a comprehensive Code of Conduct in 2018 that applies to all meeting stakeholders and covers all events associated with the Annual Meeting.

The American Society of Human Genetics is committed to fostering a welcoming environment that is safe, collaborative, and productive for supporting dialogue and discovery for all attendees at ASHG-sponsored events and values the participation of all attendees and participants in its events. All who register to participate, attend, speak at, or exhibit at an ASHG event agree to comply with this Policy.

ASHG expects that all attendees, media, speakers, organizers, staff, and exhibitors associated with any official ASHG-sponsored event will adhere to the following principles:

- Behave professionally and respect common-sense rules for public behavior, personal interaction, courtesy, and respect for private property.
- Be considerate and respectful of differing perspectives during the meeting.
- Respect the rules and policies of the Society, the meeting venue, hotels, and city.

ASHG also prohibits any form of harassment, sexual or otherwise. Accordingly, some behaviors are specifically prohibited, whether directed at other attendees, ASHG staff, speakers, exhibitors, or event venue staff:

- Intimidation, stalking, harassment, inappropriate physical contact, unwelcome sexual attention, or discrimination towards fellow attendees, Society staff, and others.
- Abusive, harassing, or threatening behavior towards any other attendee, volunteer, or staff. This behavior will not be tolerated and may result in expulsion from the event with no refund of registration fees or exhibit space rental fees.
- Yelling at, threatening, or personally insulting participants or presenters (verbally or physically).

Participants asked to stop engaging in hostile or harassing behavior are expected to comply immediately.

The conduct rules apply to all ASHG physical and virtual venues, including official ASHG-sponsored events and related ASHG-sponsored social events, as well as the annual meeting and Society online presence (i.e., ASHG Society and meeting hashtags, Facebook pages, and other social media). All participants are expected to treat others with respect and consideration, follow online venue rules, and alert staff or security of any dangerous situations, violations of this Conduct Policy, or of anyone in distress.

For how to report and other procedures, see full text at <https://www.ashg.org/meetings/2021meeting/attendees/meeting-policies/>.

GENERAL CONDUCT OF EXHIBITORS

Exhibitors and their agents and representatives are expected to act in a professional manner. Any disruptions or unacceptable conduct may result in loss of priority points or ejection from the Annual Meeting with no refund of space rental fees.

The following practices are **prohibited** at the ASHG Annual Meeting:

- Exhibitors may not harass or disrupt another exhibitors' session and/or booth chats.
- Entry into another exhibitor's booth without their express permission.
- Screenshots of exhibit booths and sessions are not allowed.
- Using information gathered by lead retrieval for anything other than business contact.
- Contacting attendees after they have been previously denied.

GIVEAWAYS, RAFFLES, AND DRAWINGS

Giveaways, prize contests, raffles, lotteries, drawings, and games of chance are permitted during exhibit hours. **All drawings must be approved by Exhibits Management. A list of exhibitors offering prizes or giveaways will be posted for attendees to view in meeting platform and in the exhibitor resource center on the ASHG website.** Prizes must be educational in nature or must be appropriate for use in the attendees' place of work, the meeting, or travel. See "Industry Regulations and Guidelines" to ensure compliance for any outside agencies.

All requests must be submitted via the Booth Promotion Form to ASHG Exhibit Management for approval by October 1, 2021. Any exhibitor found conducting prize contests, giveaway contests, raffles, lotteries, drawings, and/or games of chance that have not been approved by Exhibits Management will be required to cease immediately.

INTERACTION WITH ATTENDEES VIA FREEMAN OEP PLATFORM

Exhibitors and their employees are expected to conduct themselves in a respectful and professional manner at all times. Exhibitors shall not interrupt other exhibiting companies' presentations, sessions, chat windows, etc. If an attendee declines your company's advances, EXHIBITOR will not harass them further.

ENFORCEMENT OF RULES

By applying for exhibit space, EXHIBITOR agrees to adhere to all conditions and regulations outlined in this Exhibitor Prospectus on the ASHG website. Exhibits Management will monitor conformity with these rules and regulations for the ASHG Meeting. Each exhibitor is granted a terminable license to exhibit, subject to all the rules herein and the general control of ASHG Exhibits Management. If ASHG Exhibits Management determines that any exhibitor has failed to comply with any rules herein or any directive issued to the exhibitor by Exhibits Management, the license may be terminated and the exhibit closed without notice and without refund.

ASHG shall have full authority to interpret or amend these rules and its decision is final. Exhibitors agree to abide by rules and regulations that hereafter may be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of ASHG.

These rules and regulations have been formulated in the best interest of the exhibitors and ASHG. The exhibitor understands and agrees that the information contained in the Exhibit Prospectus and the ASHG Rules and Regulations are an integral and binding part of the Exhibit Space Contract, and that providing a digital signature on the online Exhibit Space Application/Contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any others issued by ASHG regarding the ASHG Annual Meeting; willingness to abide by the payment policy; acknowledgment of reading ASHG Rules and Regulations; and agreement to distribute them for proper execution to those individuals involved with your company's exhibit.

INTERPRETATION AND AMENDMENT

Exhibits Management shall have full power to interpret or amend these rules and its decision is final. The exhibitor agrees to abide by any rules or regulations that may hereafter be adopted by Exhibits Management. Exhibits Management promises its full cooperation for a successful show and will be pleased to work with the exhibitors toward this end.

USE OF ASHG NAME AND LOGO

The use of ASHG 2021, the 71st Annual Meeting of the American Society of Human Genetics (ASHG) name, ASHG 2021 Annual Meeting, ASHG 2021 Virtual Meeting, and logo may be requested for use by exhibitors for mailers or other meeting-related literature. Please note that use of the logo does not imply endorsement of your company, publication, event, etc. The Annual Meeting logo can be used in exhibitor's promotional material by submitting a request to exhibits@ashg.org. Please be prepared to share a sample of the material for which you are requesting the logo.

NON-EXHIBITING COMPANIES

Companies that are not contracted to exhibit and their personnel, agents, and contractors will not be permitted in the virtual meeting platform at any time for the purpose of "suitcasing" either exhibitors or attendees. Non-exhibiting companies and their representatives will not be allowed to display or demonstrate any services or products in the online platform including sessions, chat lounges, etc.

Non-exhibitors may not solicit business from scientific registrants or contracted exhibiting companies, nor will their materials be accepted for distribution virtually.

ATTIRE

Representatives, models, employees, contractors, and agents of exhibitors must be attired in an appropriate business or business casual fashion to maintain the professional atmosphere of the meeting. If speaking during a live session, please remember to turn off your camera should you need to step away.

Technical Rules and Regulations

AMERICANS WITH DISABILITIES ACT (ADA)

ASHG works to provide ADA complaint measures for the virtual ASHG Annual Meeting.

ATTENDEE LISTS

ASHG does not share, rent, or sell its Society member lists or Annual Meeting attendee lists with contact information. Please beware of scamming solicitations claiming to have ASHG 2021

registration lists, these offers are not legitimate. Please use ASHG's official promotional opportunities to reach attendees.

CANCELLATION OF EVENT

It is mutually agreed that in the event the ASHG Annual Meeting is cancelled in whole or in part, or the scheduled opening is cancelled or delayed, due to causes that are beyond the reasonable control of ASHG, such as disasters, strikes, earthquakes, flood, civil disturbances, acts of terrorism, health warning, advisory or directive, epidemic, pandemic, governmental regulations, or any other circumstance beyond the control of ASHG that make it impossible or impractical to open or continue the event, then and thereupon the contract between the exhibiting company and the ASHG will automatically be terminated and the exhibiting company hereby waives any and all claims against ASHG for damages, reimbursement, refunds or compensation.

INDUSTRY REGULATIONS AND GUIDELINES

ASHG's Annual Meeting offers CME credit to its attendees who request them, and as such, must maintain appropriate delineation between commercial and educational endeavors.

It is the responsibility of exhibitors to ensure adherence to applicable guidelines and regulations such as PhRMA's Code on Interactions with Healthcare Professionals. With a few exceptions, ASHG leaves the practice of giveaways and booth content/display to each exhibitor's discretion, based on the determinations of their legal and regulatory departments. See the following links for additional information on current specialty codes:

Advanced Medical Technology Association (AdvaMed)

Code of Ethics on Interactions with Health Care Professionals

<http://www.advamed.org/MemberPortal/About/code/>

American Medical Association (AMA)

Opinion 8.061 Gifts to Physicians from Industry

<http://www.pharmacomplianceforum.org/docs/resources/AMA-Physicians.pdf>

Council of Medical Specialty Societies (CMSS)

Code for Interactions with Companies

<https://cmss.org/wp-content/uploads/2016/02/CMSS-Code-for-Interactions-with-Companies-Approved-Revised-Version-4.13.15-with-Annotations.pdf>

Food and Drug Administration (FDA)

Guidance Documents for FDA-Regulated Products

<http://www.fda.gov/RegulatoryInformation/Guidances/default.htm>

Department of Health and Human Services – Office of Inspector General (OIG)

Compliance Program Guidance for Pharmaceutical Manufacturers

<https://oig.hhs.gov/fraud/docs/complianceguidance/042803pharmacymfgnonfr.pdf>

Pharmaceutical Research and Manufacturers of America (PhRMA)

Code on Interactions with Healthcare Professionals

<http://www.phrma.org/code-on-interactions-with-healthcare-professionals>

PHOTOGRAPHY/VIDEO POLICY

Official Policy: ASHG aims to encourage presentation of the latest findings by protecting researchers sharing unpublished information and protecting patient privacy, as well as prevent disruption in the session rooms. Attendees are strictly prohibited from taking photos, videos, screenshots, or audio recordings of speakers presenting their slides. In addition, authors presenting are encouraged to indicate on their slides that photos, screenshots, or recordings should not be taken, using [an image file supplied by ASHG](#).

When registering, you are required to agree that you will adhere to this policy. Authors who do not want their posters to be photographed will have to indicate as such on their posters, using [an image file supplied by ASHG](#).

Official screenshots, photographs, and session recordings will be taken at the ASHG Annual Meeting. You also agree to appearing in any subsequent release by ASHG of recorded sessions.

By registering for this meeting, you agree to allow ASHG to use your photo in any ASHG-related publications, including the ASHG website.

To view ASHG's full policy please visit

<https://www.ashg.org/meetings/2021meeting/attendees/meeting-policies/>.

USE OF ANIMALS

The use of live animals, photographs, videotapes, or any other form, including visual display of surgery being performed, is not permitted in exhibit booths.

Exceptions may be made for virtual events hosted at agricultural farms, rescue groups, etc. for the purpose of entertainment. Animals must be treated humanely at all times during these events.

VIOLATIONS

As a condition of participation in the ASHG exhibition, each exhibitor, its representatives, and agents hereby agrees to and abides by all rules and regulations set forth in this document and all other correspondence of ASHG and its contractors/agents.

Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul the right to occupy the contracted booth space and such exhibit will forfeit to ASHG management all monies, which may have been paid. ASHG will neither refund the booth fee(s) paid nor pay for exhibitor losses of any kind.

In the event of a violation, Management may shut down and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages, which Management may incur in the process. ASHG reserves the right to remove any exhibit or exclude from future exhibition participation if, in ASHG's opinion, the exhibitor disregards or refuses to observe ASHG policies or instructions.

Official Meeting Hours

The staffing of virtual exhibitor pages is left to the discretion of our industry partners.

Monday, October 18	Show Sessions and Breaks open 10:30 am – 7:00 pm
Tuesday, October 19	Show Sessions and Breaks open 10:30 am – 7:00 pm
Wednesday, October 20	Show Sessions and Breaks open 10:30 am – 7:00 pm
Thursday, October 21	Show Sessions and Breaks open 10:30 am – 7:00 pm
Friday, October 22	Show Sessions and Breaks open 10:30 am – 5:00 pm

The full ASHG 2021 schedule can be found at: <https://www.ashg.org/meetings/2021meeting/>

ASHG Exhibits Management will provide further guidance on breaks and best virtual booth staffing practices.