



**ASHG**  
ANNUAL MEETING  
**MONTREAL**  
OCTOBER 20-24, 2026

# EXHIBIT PROSPECTUS

**Meeting Dates: October 20-24**

**Exhibit & Poster Hall Dates: October 21-23**

**Palais de Congres, Montréal, QB, Canada**

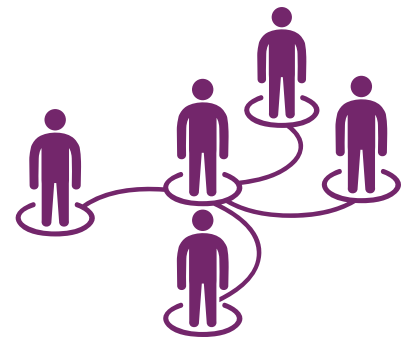


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## MAXIMIZE YOUR IMPACT AT THE WORLD'S LARGEST MEETING FOR PROFESSIONALS IN HUMAN GENETICS AND GENOMICS

### Cultivate Connections

The ASHG Annual Meeting offers exceptional access to thousands of key decision makers in private labs, government organizations, academia, and industry. Sponsorable networking provides attendees with meaningful opportunities to connect with peers and forge new partnerships, while sponsors gain access to key interest groups and leads.



### Build Visibility for your Brand

Exclusive opportunities are available for onsite branding and sponsorships for exhibitors at special pricing – provide attendees with an official branded lanyard upon arrival or take advantage of dozens of opportunities for impactful messaging over ASHG's 5-day meeting.

### Showcase Innovation and Thought Leadership

Industry presented 50+ hours of education for attendees in 2025. Host either a 30-minute or 60-minute session during peak traffic times to show how your products and services can power the next discovery.



"The ASHG Annual Meeting is an incredibly important event for us. The attendees are in the exact sweet spot of our target customers, and the scientific program allows us to showcase our own science and research, as well as that of our customers and collaborators. We couldn't be more pleased to be a participant at the meeting year after year."

--PacBio Representative

### ASHG Drives Attendees to Exhibitors Every Day!

- Coffee breaks held exclusively in the hall, AM & PM
- 12+ hours of unopposed exhibit time
- Poster sessions held exclusively in the hall each afternoon – new poster presenters every day!
- Dedicated industry theaters featuring the latest products and advancements



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[Floor Plan](#)



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**Returning Exhibitors:** Request your company's unique booking code at [exhibits@ashg.org](mailto:exhibits@ashg.org)



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## MEET YOUR AUDIENCE: ASHG 2025 BY THE NUMBERS

Total Attendance: **7,554**

Exhibiting/Sponsoring Companies: **239**



ASHG  
Member  
Attendance  
**82%**



Leads  
Collected  
(over 3 days)  
**24,000+**



Countries  
Represented  
**75+**



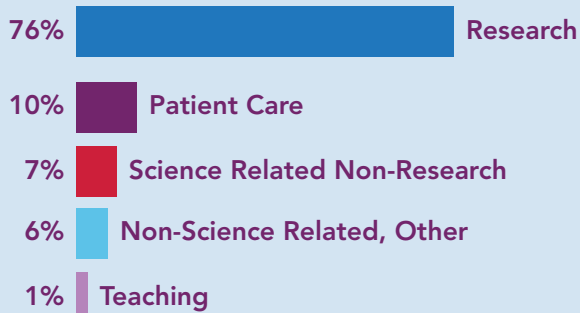
Total  
Posters  
Presented  
**2,861**



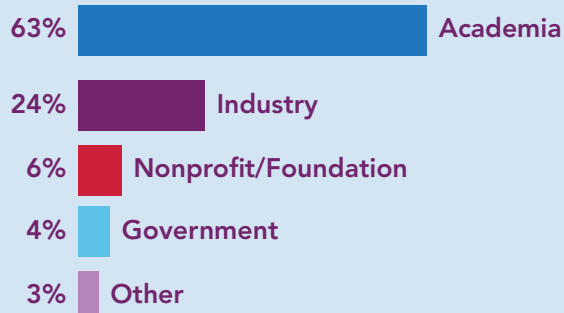
Industry-  
Led  
Session  
**50+ hours**

### Attendee Demographics

#### Primary Type of Work



#### Primary Work Setting



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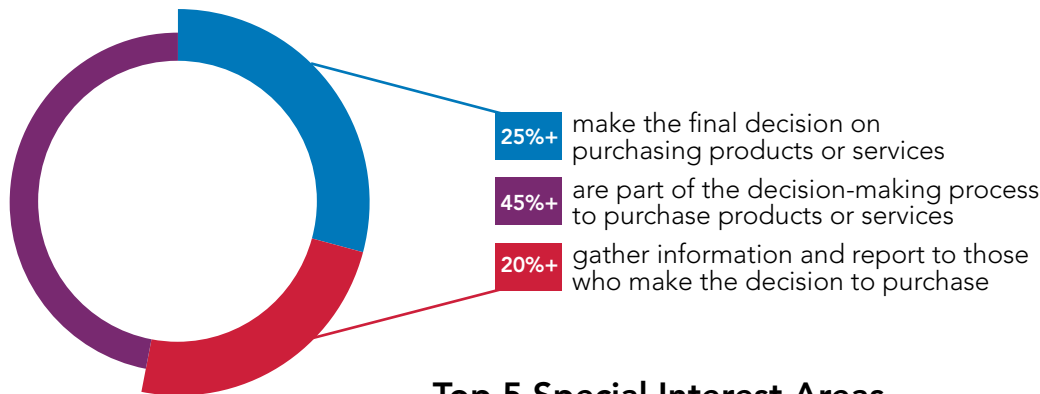
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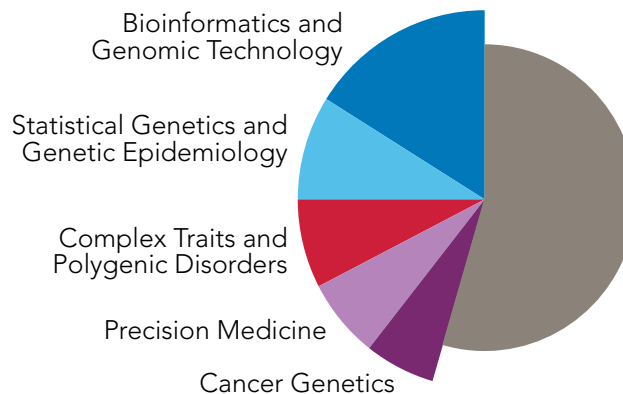
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## Purchasing Power

More than 50% of attendees indicated involvement in their organization's process for procuring products and services! Of that number:

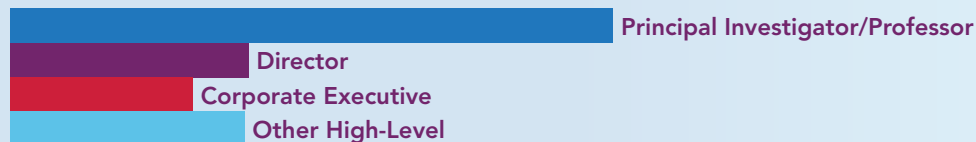


## Top 5 Special Interest Areas



## Top Primary Roles

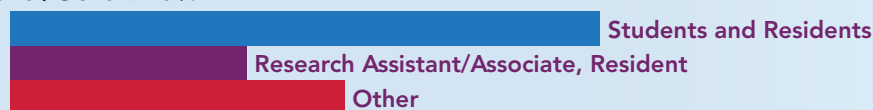
High Level: 40%



Mid Level: 20%



Entry Level/Other: 40%



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## EXHIBIT FEES AND BOOTH CONFIGURATIONS

Booth Type	Early Rate <i>By March 31</i>	Standard Rate <i>By August 31</i>	Late Rate <i>After August 31</i>
<b>Single Space</b>			
Island (20' x 20' minimum)	\$21,140 (or \$52.85/sf)	\$21,560 (or \$53.90/sf)	\$23,700 (or \$59.25/sf)
Prime 10' x 10' (on a main aisle)	\$5,285	\$5,390	\$5,925
Corner 10' x 10'	\$5,000	\$5,100	\$5,610
Inline 10' x 10'	\$4,870	\$4,965	\$5,460
<b>Combined Spaces (10' x 20' or 10' x 30'), prices are per space</b>			
Corner + Inline	\$4,930	\$5,025	\$5,530
Prime + Inline	\$5,075	\$5,175	\$5,690
Prime + Corner	\$5,145	\$5,245	\$5,770
Prime + Corner + Inline	\$5,050	\$5,145	\$5,660

We can combine most available 10' x 10' booths, but no endcaps/peninsulas at the end of a row. Contact us and we can help you build the perfect booth!

### Billing Deadlines

Review the full Booth Rental Terms and Conditions in the [2026 Exhibitor Rules and Regulations](#).

Deadline	Date Due
10% nonrefundable deposit due for all exhibit spaces requested	Within 10 business days of submitting booth application
Remaining balance due for all invoiced items (exhibit space, advertising, sponsorship items, etc.)	Within 30 calendar days of ordering (net 30)
Cancellation deadline, 50% refund of eligible fees	May 1
Cancellation deadline, 25% refund of eligible fees	July 1 (no refunds after July 1)

## BOOTH BUILD GUIDELINES

Review the [ASHG Booth Space and Build Overview](#) for a detailed walkthrough and do's and don'ts of using your space, including separate rules for island booths. Please review the guidelines on height restrictions and line-of-sight requirements in detail before you place any orders for graphics, back walls, or other display materials. Anything standing taller than 8' tall in a non-island booth is prohibited.


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## BOOTH INCLUSIONS AND SPACE GUIDELINES

With each exhibit space reserved (regular and pavilion spaces), exhibitors will receive:

- Two complimentary full scientific registrations for each exhibiting company (regardless of booth size)
  - » Includes access to all sessions and access to purchase tickets for official ASHG ticketed events.
- Exhibitor badges for up to 6 company representatives for each 10" x 10" space reserved
  - » For example, a 10' x 10' booth receives 6 exhibitor badges, a 10' x 20' booth receives 12 exhibitor badges, etc.
  - » Only allows access to the exhibit hall and industry events, no official sessions or workshops.
- Complimentary single-day exhibit hall badges for up to 6 guests of exhibitors for each 10" x 10" space reserved
- 7" x 44" identification sign for company name
- 8' high back drape and 36" high side rails in show colors for each 10' x 10' booth
- Aisle carpeting in show colors (if applicable)
- Exhibit floor perimeter security when exhibits are closed
- Opportunities to host exhibitor and/or social events for meeting attendees for exclusive rates
- Company name, booth number, URL, and description on the ASHG 2026 interactive Exhibit & Poster Hall floor plan and mobile app
  - » Upgraded digital packages are also available with our exclusive media partners!
- Exclusive access to promotional opportunities to further your brand at the meeting
- Exclusive opportunity to rent exhibitor suites in the convention center for private meeting space with clients or exhibitor business meetings



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## SPECIALTY PAVILIONS

Eligible companies may reserve one (1) 10' x 10' booth space located in the New Exhibitor Pavilion, the NIH Pavilion, or the Nonprofit & Advocacy Pavilion at the discounted rates below, subject to availability. Each pavilion booth includes a turnkey furniture and carpet package based on pavilion type.

*These rates and packages are only good for one booth in their specific pavilion, so **once the pavilion is full, the rate and package are gone!***

Pavilion	Eligibility	Standard Rate By August 31	Late Rate After August 31
New Exhibitor Pavilion*	Companies exhibiting at ASHG 3 times or fewer	\$4,045	\$4,450
NIH Pavilion*^	NIH organization or direct affiliate	\$3,555	\$3,910
Nonprofit & Advocacy Pavilion*	Nonprofit Advocacy	\$3,555 \$1,315	\$3,910 \$1,450

\*Must be currently registered in one of our specialty pavilion booths for this year's meeting to receive the discounted rate.

^Receiving NIH funding does not grant eligibility for this pavilion. NIH organizations may purchase more than one booth inside the NIH Pavilion, but not affiliates.

Review the [ASHG Booth Space and Build Overview](#) for full inclusions, and review our [2026 Exhibitor Rules and Regulations](#) for details on eligibility.

## SPECIALTY PAVILION FURNITURE PACKAGES

NIH Pavilion and Nonprofit & Advocacy Pavilion booths receive the following items complimentary:

- Standard booth carpet in show colors (padding sold separately)
- One (1) standard height draped table
- Two (2) standard chairs
- One (1) waste basket

New Exhibitor Pavilion booths receive the following items complimentary:

- Standard booth carpet in show colors (padding sold separately)
- One (1) 1M counter with full-color company logo (logo only)
- Two (2) bar stools
- One (1) waste basket



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## ENGAGE ATTENDEES AND LEAD THE FIELD: INDUSTRY EVENTS

Great science comes from all kinds of organizations, and one of the best ways to find quality leads at the Annual Meeting is through sponsored sessions. ASHG welcomes and encourages industry speakers and presentations at the Annual Meeting to present what's new and exciting in the field with our attendees with our two sponsorable session types.

### CoLab Sessions

30-minutes session held in one of our preset open-air CoLab Theaters on the Exhibit & Poster Hall floor during programming breaks. These sessions are turnkey and include furniture and basic AV package – just plug in your USB drive and present!

Note: No catering or wifi orders permitted in CoLab Theaters.

- Exhibitors: \$8,000 per session
- Non-exhibiting sponsor: \$10,500 per session

### Industry Education Session

60-minute session over the midday and afternoon breaks in dedicated rooms inside the convention center away from the exhibit hall. Catered sessions are a great way to attract attendees!

Note: These sessions include furniture and the separate room rental, but AV, catering, wifi, etc. are not included and must all be ordered separately.

- Exhibitors: \$5,500 per session
- Non-exhibiting sponsor: \$8,000 per session
- Large room upgrade fee (250+ people): \$1,000 per session

[CLICK HERE TO BOOK YOUR SPOT](#)

Only 1 midday session per company per event type, all sessions invoiced upon scheduling. Sessions do not include lead retrieval or recording/streaming. Non-exhibiting companies may sponsor up to two sessions total. Individual event rules, guidelines, and inclusions for non-exhibiting companies are available on the Annual Meeting website.



### Ancillary Events - Apply by June 15

**Late applications accepted through September 15, subject to space availability**

Interested in hosting an evening networking event, customer reception, or launch party? Ancillary events are a great way to engage with attendees after official show hours at our headquarter hotel or elsewhere in Montreal! Meeting space at the convention center and headquarter hotel are limited and subject to application. Meeting space and basic furniture are complimentary for approved events, but all services such as AV, catering, etc. must be ordered separately. Visit the Annual Meeting website for more information, eligibility guidelines, and to apply.

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## EXHIBIT & POSTER HALL SCHEDULE

*Subject to change*

### Exhibit Hall Hours

Wednesday October 21	9:30 am – 4:30 pm	★ { NEW Special poster presentation hours on Thursday - details coming soon!
Thursday October 22	9:30 am – 6:30 pm	
Friday October 23	9:30 am – 4:30 pm	

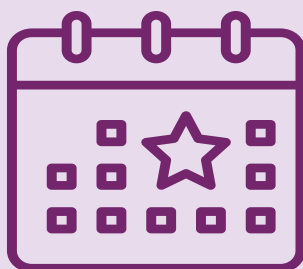
Poster presentations are held at the end of each day in the hall for strong traffic all day long!  
Early booth dismantle / packing is prohibited and subject to fines.

### Exhibits Installation

Monday October 19	8:00 am – 12:00 pm island booths only
Monday October 19	12:00 pm – 5:00 pm all booths
Tuesday October 20	8:00 am – 5:00 pm all booths

### Exhibits Dismantle

Friday October 23	4:30 pm – 11:00 pm
Saturday, October 24	8:00 am – 12:00 pm (freight pickup)



## KEY DATES AND DEADLINES

**January 19:** Featured Symposia and Interactive Workshop Submissions

**May 18:** Scientific Abstract Submissions

**June 15:** Ancillary Event Applications

**September 15 (estimated):** Freeman Show Services Discount Deadline



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## 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

2027 – Nashville, TN – October 26-30  
2028 – San Diego, CA – October 25-29  
2029 – Boston, MA – October 16-20



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