ASHG ANNUAL MEETING MONTRÉAL

OCTOBER 20-24, 2026

ADVERTISING & SPONSORSHIP PROSPECTUS



Meeting Dates: October 20-24, 2026
Exhibit & Poster Hall Dates: October 21-23
Palais de Congrès, Montréal, QB, Canada

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MAKE YOUR PRESENCE IMPOSSIBLE TO MISS

The most influential scientific exchanges occur when people meet and collaborate in person. ASHG 2026 is more than a meeting. Make lasting connections with the human genetics and genomics community and showcase your brand at the ASHG Annual Meeting through targeted visibility solutions.

Booked your booth already?

Reserve your ads and sponsorships through the Exhibitor Resource Center (ERC).

Still need to book your booth?

Apply here and you can add everything you need to your order.

All prices shown in USD. Select options available to non-exhibiting companies for an additional 20% surcharge.

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MOBILE APP

All mobile app ads are available for current exhibitors only.

Banner Ad: $3,000 (5 available, limit 1 per company)

Use banner ads to promote your booth, talks, and more as attendees navigate the app.

Push Notification: $5,000/alert

Up to five mobile app alerts will be sent each day between Tuesday October 20 and Friday October 23:

8:00 am | 10:10 am | 11:45 am | 2:45 pm* | 6:15 pm

Companies may purchase up to 3 notifications to be sent during the meeting, but they may purchase additional notifications to be sent the week before the meeting (October 12-19) or the week after the close of the exhibit hall (October 24-30). Contact the ASHG Exhibits team for available time slots.

**Thursday afternoon notifications will run at 4:30 pm and 5:30 pm to allow promotions for CoLab sessions happening during our Thursday special event in the exhibit hall!*

Splash Page Ad: $7,500 (only 1 available)

Make attendees and exhibitors alike say "Wow!" when they see your ad every time they open the app!



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REGISTRATION AD BUNDLE

$18,000 (only 1 available)

Promote your brand throughout the attendee registration process with a suite of top-of-page banner ads:

1. Opening announcement email – estimated run date April 1
2. Web landing page
3. Registration form
4. Confirmation email
5. Early bird rate deadline reminder email – estimated run date August 5

EMAIL ADS, PRE-MEETING

These promotional emails are a great opportunity to get in front of attendees before the meeting even begins!

Email	Ad Position	Price
Hotel Opening Announcement and Confirmations Your banner ad will be prominently featured in every confirmation email sent by our official housing partner Maritz for more than 3,000 hotel reservations for the meeting.	Top only	$5,000
Exhibit Hall Preview Features exhibitor activities, poster sessions, and other events happening in the exhibit hall.	Top	$4,500
	Middle	$3,500
Industry Events Preview Features CoLab sessions, Industry Education sessions, and other events hosted by our industry partners.	Top	$4,500
	Middle	$3,500
Networking Events Preview Highlights the key ASHG-hosted networking opportunities for attendees to connect.	Top	$3,500
	Middle	$2,700
Know Before You Go Email Contains crucial logistical information attendees need onsite – attendees often open this email multiple times!	Top	$6,500
	Middle	$4,500

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EMAIL ADS, MEETING WEEK/ONSITE

Our daily preview emails are sent early each morning to all registered attendees, highlighting daily must-attend events plus helpful reminders to make the most of their experience.

Day	Top Ad	Middle Ad
Tuesday October 20	$4,000	$2,700
Wednesday October 21	$4,500	$3,200
Thursday October 22	$4,500	$3,200
Friday October 23	$3,500	$2,700
Saturday October 24 *(post-meeting wrap-up)*	$3,000	$2,000

EMAIL ADS, ASHG MEMBER NEWSLETTERS

Reach ASHG members in the months leading up to the meeting in The SNP newsletter, a bi-weekly email publication.

Position	Mid-Peak Rate July 1 – August 31	Peak Rate September 1 – Annual Meeting	Standard Rate All other times
Top of email	$2,500	$3,500	$1,800
Middle of email	$1,800	$2,300	$1,250
Bottom of email	$1,000	$1,250	$750

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All convention center advertising and branding is available for current exhibitors unless otherwise noted. Want to see the space for yourself? Take the virtual tour here!

PRINT ADS

Includes production costs unless otherwise noted.

Hanging Exhibit Aisle Signs - $10,000

Each large, numbered aisle sign will feature the sponsor's logo and booth number on either side.



Sponsored Exhibit Hall Directional Signs - $10,000

Help attendees find their way through the hall while promoting your company. This package includes a mix of floor decals and meterboards showing the floor plan and locations of prominent hall features like CoLab Theaters and coffee stations.

Exhibit Hall Table Decals - $5,000 for 5 hi-top bar tables, $7,500 for 5 standard tables

Attendees will see your ad when they pull up to a hi-boy or standard table to take a break from the exhibits.

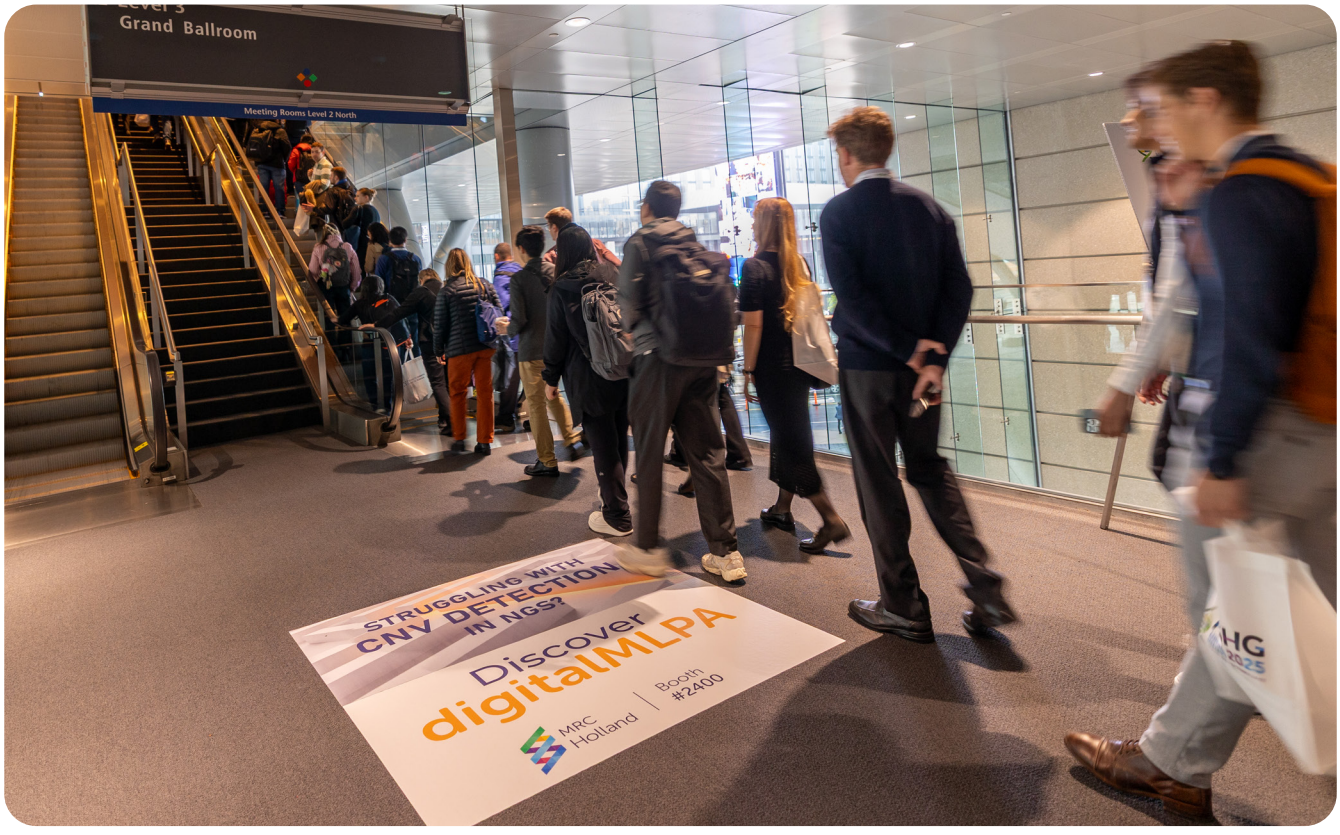
All prices shown in USD. Select options available to non-exhibiting companies for an additional 20% surcharge.

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Floor Decals and Meterboards

Put your message directly in the path of attendees as they move throughout the convention center. Decals can be square or round, and meterboards are double-sided.

Location	Item	Price / each
Exhibit Hall	5′ x 5′ decal	$3,500
	8′ x 8′ decal	$4,500
	Meterboard	$3,500
All other locations (registration, escalator top/base, session room hallway, etc.)	5′ x 5′ decal	$6,500
	8′ x 8′ decal	$7,500
	Meterboard	$5,000



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LARGE-FORMAT BRANDING

Production costs depend on the size of the final artwork requested and are not included in the marketing fee pricing below. Contact the Exhibits team for production estimates.

Item	Location	Marketing Fee / each
Hanging Banners	Exhibit Hall	$6,500
	Other Location (Mid-Tier)	$8,500
	Registration (Premium)	$10,000
Column Wraps + Wall Clings	Exhibit Hall	$3,500
	Other Location (Mid-Tier)	$4,700
	Registration (Premium)	$6,000
Escalator Clings + Stair Clings	Outside of Registration	$8,500
	Registration (Premium)	$15,000

VIDEO ADS

30-Second Ad - $7,500

The convention center offers 38 sponsorable screens that play on rotation throughout the week. Sponsor ads will be spaced out among other ASHG, sponsor, and city/center messaging so that sponsor ads never run back-to-back. Once purchased, we will connect you with the sponsorship team at the convention center to coordinate video specs and delivery.



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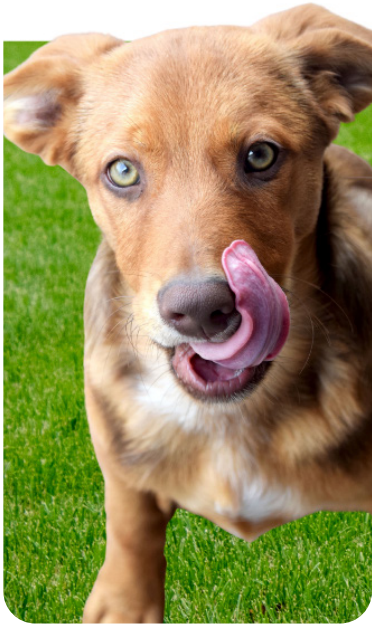


Lanyards - $15,000

Co-branded with the ASHG logo, lanyards are the best way to make sure your logo is front and center for every attendee.

Beverage Stations - $5,000 water or $7,500 coffee

Each sponsored coffee station in the exhibit hall includes one sign with sponsor logo and a 2′ x 3′ floor decal on either end of the station for sponsor artwork. Each sponsor may also provide the center with separate branded cups for the station if desired.



Bark Park Sponsorship - $15,000

Help attendees to paws and relax on the exhibit floor with adorable therapy dogs, creating memorable experiences that will resonate long after the event. The sponsor will enjoy branding on relevant promotions/web pages, onsite signage, and co-branded bandanas the dogs will wear throughout the meeting!

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One of the best ways to find quality leads at the Annual Meeting is through sponsored sessions. Two session types are available for industry representatives to share what's new and exciting from their perspective.



CoLab Sessions

30-minutes session held in one of our preset open-air 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: Only lead retrieval and videography services may be ordered for use in the CoLab Theaters (no catering, wifi, etc.)

Exhibitors:

- $10,000 per session, during Thursday special event or at midday on Wednesday or Thursday
- $8,000 per session, all other times

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. A/V orders will be managed and invoiced by ASHG along with the event fee.

- Exhibitors: $5,500 per session
- Non-exhibiting sponsor: $8,000 per session
- Large room upgrade fee (250+ people): $1,000 per session
- A/V Fees: $2,500 standard room $3,000 large room

CLICK HERE TO BOOK YOUR SPOT

All sessions invoiced upon scheduling. Sessions do not include lead retrieval or recording/streaming. Non-exhibiting companies may sponsor up to two sessions total and not during midday sessions or the Thursday special event.

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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Private meeting rooms at the convention center provide you with a separate space away from the exhibit hall and are ideal for catered hospitality suites, staff work and break spaces, and hosting other business meetings while staying close to the action.

Suites are not available for non-exhibiting companies.

Convention Center Suites - $7,500 per room per week

Each room comes with a basic complimentary furniture setup, but the exhibitor may opt to waive this setup if you wish to order or bring in your own furnishings. ASHG will provide a basic Exhibitor Suite sign with your company name, logo, and meeting room number to sit in the hall next to the main door of your room.

Suites at Official Hotels

The ASHG Annual Meeting has a robust citywide hotel block all within walking distance from the convention center, some of which have limited meeting room space available. All meeting room rentals must be ordered through ASHG for any hotels in our block; companies may not order or book directly with the hotels. Contact us for more information, availability, and pricing.



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NEW! Icebreaker Buttons - $5,000, includes production

A basket of conversation starter buttons will be available in registration near the ribbon wall to help attendees engage with each other throughout the meeting. Your logo will be on every button and worn on lanyards, jackets, shirts, and bags all week long.

Special Interest Group (SIG) Meetups - $8,500 each

SIG Meetups are popular events attracting attendees to connect, communicate, and collaborate on hot topics:

- Bioinformatics and Computational Methods
- Emerging Laboratory Technologies
- Genetic Counseling
- Phenotypes and Genotypes
- And more

Each room or activation area will have a sign with the company logo, and up to two representatives from the sponsoring company may attend their sponsored event to give a brief welcome and introduction of their company, plus collect badge scans.





Headshot Lounge - $8,500

The official ASHG photographer will be taking headshots on Friday October 23 from 2:30 pm – 4:00 pm (subject to change), and the sponsorship package includes the sponsor logo on the headshot lounge sign, along with a plain background drape for photos and roped line management. Attendees must complete an opt-in contact form for our photographer to send them their headshots, and they also agree to share their information with the sponsor.

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Sponsorships Now Available for

Snacks & SNPs: Afternoon PowerUP

Thursday Poster Experience

Thursday is more than a poster session—it's a high-energy, high-traffic opportunity to connect with a deeply engaged audience.

We've extended the exhibit hall hours and designed this special Thursday poster session to keep attendees onsite, energized, and exploring, creating the perfect environment for exhibitors to stand out. ASHG will provide light grazing items and non-alcoholic beverages, so attendees can explore without being weighed down, and exhibitors can leverage high-visibility sponsorships to move attendees through the hall and into your booth.

Why it works for exhibitors:

- Traffic-driving scavenger hunt with a Thursday-only prize
- "Before dinner" timing that encourages attendees to stay, explore, and connect
- All activity outside of the hall rescheduled—making the exhibit hall the only place to be
- An audience ready to engage, ask questions, and discover new solutions

What to expect:

- Full poster session featuring all Thursday presenters
- Networking and meaningful scientific conversations
- Easy, crowd-pleasing snacks (pretzels, poutine, popcorn) provided by ASHG
- Casual photo moments and CoLab theater sessions
- Dedicated time for attendees to visit exhibitors and try products hands-on

At its core, it's about great science—with the added energy, flow, and engagement that make this a standout sponsorship opportunity.

Review the sponsorship tiers and contact Sara Whitney, CEM to book today!

Category	Inclusion	Tier 3 Gene Sponsor $8,500 USD	Tier 2 Chromosome Sponsor $15,000 USD	Tier 1 Genome Sponsor $25,000 USD	Notes
Catering	Catering Station	Food or Beer* *excludes gold-level stations*	Food or Beer*	Food + Beer*	Each station will provide 200 servings. Service will end at your station once pre-ordered QTYs have run out. Reach out to discuss additional servings, add ons, and extra stations with your package! *Chromosome and Genome sponsors may swap a beer station for a full-service bar station (beer, wine, and mixed drinks) for an additional fee.*
Branding	Station branding	(1) 22 x 28 sign, includes logo and station offering	(1) 28 x 44 sign, includes station offering, can have small ad	(1) Meterboard (1M x 87"), part ad, includes station offering	
	Branded napkins	+ $350	+ $350	✔	
	Able to order extra branding / graphics for station	✔	✔	✔	Think floor decals, upsized signage, branded plates, branded cups, etc. ASHG / Freeman to provide separate quotes.
Promotions	Print ads	*20% discount on (1) of the following:* • *5' x 5' floor decal* • *Meterboard* • *Email banner ad*	(1) 5' x '5' floor decal or meterboard	(1) 5' x '5' floor decal or meterboard	May be placed anywhere except registration or inside/directly in front of session rooms
	Pre-meeting email banner ad in *The SNP* member newsletter		(1) Middle Position	(1) Top Position	Subject to availability.
	Email banner ad during meeting			1	Subject to availability.
Engagement	Scavenger hunt entry	✔	✔	✔	Back by popular demand! Managed inside the mobile app, each exhibitor receives a QR code that attendees scan to participate, and you get those leads!
	Lead collection permitted	✔	✔	✔	Scan badges while attendees are waiting in line at your station. Lead collection service must be ordered separately.
	Scientific Attendee badges	***1***	***2***	***3***	

Let us handle the headache - ASHG will handle all catering and logistics management for sponsorship packages for you!

Want to order catering a la carte? ASHG is implementing a flat $500 marketing fee for Thursday event participation, then orders may be placed directly with Maestro Culinaire catering (no logistics management or inclusions).

Alcohol stations and gold-level food stations not available for a la carte orders. All sponsorship purchase requests subject to ASHG approval.

Food Station Option	Description
Bavarian-style Pretzels	Served with honey mustard sauce and smoked maple mustard sauce
Homemade Focaccia	Sheet of homemade focaccia with olive oil and fine herbs
Poutine station	Golden fries, cheese curds, rich gravy (gluten free)
Cheese, dried fruits and crackers	2 oz per person/portion
Assorted cold cuts and crackers	2 oz per person/portion
Cake decoration bar	Individual vanilla and chocolate cakes, vanilla and chocolate cream, and selection of toppings
Oktoberfest	European -style smoked sausages, brioche bun, sauerkraut, classic mustard and strong mustard
Bagel by Le Trou	Famous Montréal-style bagels. Assorted bagels, smoked salmon, cream cheese, capers, pickled red onions, and fresh lemon, includes attendant
Schwartz Smoked Meat	1/4 lb smoked meat (half sandwich) on rye bread; mustard, pickles and coleslaw , includes attendant
Fall Themed Desserts	• Apple choux with pumpkin and salted caramel • Apple verrine, candied squash and oat crumble • Apple and cranberry tartlets • Tatin-style apple tartlets

Beverage Station Option	Description
Beer Station	Assorted beers (355 ml), includes bartender
Keg Station	Beer served on keg tap, includes bartender
Barista Station	Specialty coffee and equipment, includes attendant
Host Bars *(available for Chromosome and Gene Sponsors only)*	By consumption, includes bartender

Alcohol stations and gold-level food stations not available for a la carte orders.

May order an extra 200 servings of the same food or beer station at the following rates: $2,000 USD for white/standard stations | $3,500 USD for purple stations | $6,000 USD for gold stations
May add an additional separate food or beer station with 200 servings for $5,000 USD (gold stations $7,500 USD). Extra servings costs above apply.
May swap a beer station for a full-service bar station (beer, wine, and mixed drinks) for an additional $3,500 USD. May add a separate full-service bar station as an extra station for $6,000 USD.

Find Your Genome Match: Passport to Discovery

Drive More Meaningful Booth Engagement

This year, we're introducing a curated exhibit hall experience designed to move beyond passive scanning and create more intentional interactions between attendees and exhibitors.

Attendees explore the exhibit hall through **focused pathways** aligned to the genomics ecosystem—helping them connect with the organizations most relevant to their work.

The Pathways

Participating exhibitors are featured in one of four areas:

- 🔬 **Lab & Discovery** — sequencing, reagents, lab tools
- 🏥 **Clinical & Diagnostics** — testing, patient applications
- 💻 **Data & Interpretation** — analytics, platforms, AI
- 🌐 **Collaboration & Community** — NIH, research programs

How It Works for Attendees

- Follow a pathway aligned to their interests
- Visit participating exhibitors
- Ask: *"How does your work support this area?"*
- Attendees use the app to scan a QR code at your booth (provided by ASHG) to earn prize drawing entries

Attendee Incentives

- ✅ Visit **5 exhibitors in one pathway** → Prize drawing entry
- ✅ Complete **3 pathways (at least 15 exhibitors)** → Grand prize entry
- ✅ Visit **ALL exhibitors** → extra Grand prize entry
- 🎉 **Thursday Bonus (4:15–6:15 PM):** Special drawing entry for a separate Thursday-only prize for at least 5 pathway visits during the Thursday Evening Poster Experience

Why Participate

- **More Relevant Traffic** — Visitors come to you based on real interest
- **Better Conversations** — Encourages interaction before scanning
- **Clear Positioning** — Defined role in the genomics ecosystem
- **Increased Visibility** — Featured in pathway materials and event app
- **Included Leads** — You receive the lead data from the participating attendees that scan your QR code

Reserve Your Spot for $2,000

Limited availability: *Max 10 exhibitors per pathway*

Secure your place and connect with attendees in a more intentional, high-impact way!

Not sure where you fit? We'll help identify the right pathway!

PATHWAY DESCRIPTIONS

Lab & Discovery Explore the tools and technologies that power genomic research—from sequencing platforms and reagents to automation and lab workflows. This pathway highlights how data is generated at its source.	**Clinical & Diagnostics** Discover how genomics is being applied in clinical care, from diagnostic testing to real-world patient impact. This pathway focuses on translating research into meaningful health outcomes.
Data & Interpretation See how genomic data is analyzed, interpreted, and scaled through software, platforms, and AI. This pathway centers on turning complex data into actionable insights.	**Collaboration & Discovery** Connect with the organizations advancing genomics through shared resources, large-scale initiatives, and scientific communication. This pathway highlights the partnerships and infrastructure that move the field forward.

Lab	**= how data is created**
Clinical	**= how it's applied**
Data	**= how it's understood**
Community	**= how it advances collectively**

Reserve Your Spot for $2,000

Limited availability: *Max 10 exhibitors per pathway*

Secure your place and connect with attendees in a more intentional, high-impact way!

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Advertising Content Policies

Advertising, related URLs, and hosted content placed onsite at the Annual Meeting and in all newsletters and web pages issued by ASHG must be related to the field of human genetics and genomics and must be ethical, educational, and professional. Acceptance of any advertisement or hosted content does not indicate an endorsement by ASHG of the products or services promoted, the company, or the claims made.

Advertisements and content are not permitted for associations in competition with or too similar in nature to ASHG, or for journals or publications in competition with the ASHG journals *The American Journal of Human Genetics (AJHG)* and *Human Genetics and Genomics Advances (HGG Advances)*.

Advertising and sponsorship orders follow the full terms and conditions in the 2026 Exhibitor Rules and Regulations. All advertisements and content are subject to ASHG review and approval, and ASHG reserves the right to reject advertising copy and materials that do not align with these policies.

Unless otherwise noted, companies may only purchase one ad per company per placement (newsletter, Annual Meeting email, web page, etc.). Text-only ads are not permitted. If the artwork contains a logo, the logo should not exceed 1/3 of the total ad size. Associated URLs for digital advertisements must be for the product, service, item, or event being advertised and must be submitted with the artwork. Links to virtual "booths" are not permitted.

Content Submission Guidelines

All advertising content, including art files, hosted content, and associated URLs, must be submitted to ASHG and/or our approved partners and approved according to the deadlines listed herein or on the Annual Meeting website. ASHG and our partners will do everything possible to produce your paid ad or sponsorship item, but late delivery may result in rush fees and missed ads.

Content not submitted in time without advance notice constitutes a nonrefundable cancellation/no-show. For web advertisements and hosted content, no extensions or discounts will be offered for content received after deadline and posted late.

Unique artwork sizes and file specs will be communicated to the sponsor upon purchase. The content requirements for printed advertisements will be communicated separately by our official onsite graphics provider.

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Rescheduling ASHG Newsletter Ads

Due to the uniquely time-sensitive nature of Annual Meeting communications and activities, only the ads running in ASHG newsletters may be rescheduled (subject to current availability), except for the 4 weeks immediately preceding the Annual Meeting. Newsletter ads in *The SNP* may be rescheduled once at no charge up to 10 business days (2 weeks) before the agreed run date/deadline. If the content is rescheduled again or rescheduled within 10 business days of the agreed run date/deadline, the ad may be rescheduled for a 10% rebooking fee (fee applies for each rescheduling).

Billing Terms and Deadlines

All ASHG invoices are due in full 30 calendar days from the date of purchase (net 30), or the requested item will be forfeited and returned to inventory for resale. If a deadline falls on a holiday when ASHG is closed or other office closure day, payments will be accepted up to the following open business day without penalty. ASHG reserves the right to resell any forfeited item to another company without rebate or additional permissions.

All prices herein are shown in USD. ACH is the Society's preferred payment method. Exhibitors are responsible for paying any payment processing fees (e.g. wire transfer fees) their banks may charge in addition to their balance due to ASHG.

All outstanding balances must be paid in full no later than 7 calendar days prior to the start of the Annual Meeting's set-up and Exhibit & Poster Hall (Exhibit Hall) installation dates. Any company with outstanding balances will be barred from exhibiting and related events, promotions, sponsorships, etc. until the balance is paid in full. No credits, rebates, or refunds will be made if a company is barred from participating in the Annual Meeting due to outstanding balances, and the outstanding balance will still be due to ASHG. Any fees retained by ASHG are not eligible to be applied toward standard individual (non-exhibitor) registrations for the Annual Meeting.

Program at a Glance Ads

All ads must be submitted and approved for printing by July 1. Placement is determined by ASHG, and placement across from specific pages or content is not guaranteed. Non-exhibitor ads are permitted, subject to 20% surcharge.

Floor Decals and Meterboards

Only non-exhibiting sponsors of industry events may purchase floor decals and meterboards, subject to the 20% surcharge.

About ASHG

ASHG is the primary professional scientific membership organization for human genetics specialists worldwide. The Society's more than 7,000 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 a community of more than 9,000 people and 210+ exhibiting companies annually.

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