EXHIBITOR PROSPECTUS

ASGCT 2021

Virtual

ANNUAL MEETING

MAY 11-14

2020 MEETING RECAP

HELD VIRTUALLY FROM MAY 12-15, 2020

ASGCT 2021 Virtual
ANNUAL MEETING

ATTENDANCE IS GLOBAL & GROWING

6,204 attendees - the **largest** meeting in ASGCT history!

5,253

752

167

6
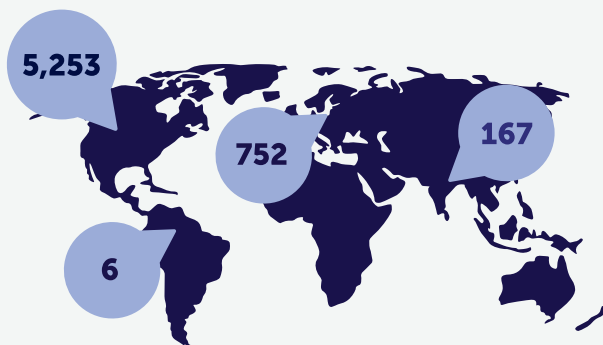
Attendance was up 1,701 registrations from 2019, a 32% increase!

ATTENDEE NATIONALITY

Top 6 Non-US Attendee Countries

1. United Kingdom
2. Germany
3. Italy
4. France
5. Canada
6. Japan

16.8% attendees from outside the United States

36 countries represented

PROGRAMMING

145	Speakers
345	Abstract oral presentations
747	Abstract poster presentations
7	Industry Sponsored Symposia
28	Tools & Technologies Presentations

ORGANIZATION TYPE

65%	Industry
29%	Academic
6%	Other

Top industry areas:

#1 Pharmaceutical & Clinical Stage Therapeutics

#2 Pre-Clinical Therapeutics

PRIMARY ROLES

61%	Scientist/R&D
14%	Executive/Organization Leader
12%	Student/Trainee
7%	Business Development
5%	Physician or other provider
3%	Regulatory
2%	Marketing
10%	Other

Please note: many respondents selected multiple identities

SOCIAL MEDIA

950+ Posts using #ASGCT20

37 Media Registrants

Associated Press, STAT News, Barron's, Healio, and Fierce Biotech just to name a few!

A NEW ERA FOR ASGCT

We unveiled ASGCT's new logo and re-branding at ASGCT 2020! Watch the announcement video by clicking the play button.

ASGCT 2021 Virtual ANNUAL MEETING

ASGCT 2021 GOES VIRTUAL

Due to the ongoing COVID-19 pandemic, we have once again decided that it's only possible to fulfill ASGCT's mission by holding the meeting virtually from May 11-14, 2021.

ASGCT's virtual exhibit hall has the features that matter to you most:

- *Collect leads*
- *Capture analytics*
- *Live interactions*
- *Easy setup*
- *EARLY support!*

HOW TO APPLY

1 Review booth opportunities listed in this document.

2 Complete the Virtual Exhibit Booth application here!

3 You'll receive a virtual booth confirmation email within 2-5 business days from Show Management assigning you a virtual booth.

QUESTIONS?

Please contact Rita Fadness, Exhibit Manager, at rfadness@asgct.org.

TWO LEVELS TO VIRTUALLY EXHIBIT

1

PREMIUM Virtual Booth
Deadline to secure: April 16
$4,400 USD

2

STANDARD Virtual Booth
Deadline to secure: April 23
$2,800 USD

VIRTUAL EXHIBIT HALL HOURS

Tuesday, May 11
10:30 am-12:00 pm ET
2:00 pm-3:30 pm ET
5:15 pm-6:45 pm ET

Wednesday, May 12
Thursday, May 13
10:45 am-12:15 pm ET
2:00 pm-3:30 pm ET
5:15 pm-6:45 pm ET

Friday, May 14
10:45 am-12:15 pm ET

Please note, times are subject to change and it's not mandatory that you're present in your booth during these hours.

TERMS AND CONDITIONS

Total balance due within 30 days. Virtual booth cancellations will be accepted in writing until February 12, 2021 to Rita Fadness, Exhibit Manager, at rfadness@asgct.org. A 50% refund will be granted if received by February 12, 2021. No virtual booth refunds will be given for cancellations made on or after February 13, 2021. Click here to read full terms and conditions.

EARLY SETUP (YAY!)

Confirmed exhibitors will be invited to start building their live virtual event booth on February 1, 2021 and will receive a training packet with videos. The primary and logistics contact will receive this information via email.

Premium Only Feature

Video Streaming Playback
Format: Provide up to 5 mp4 files and a **Title** for each

Premium Only Feature

Video Background Image
Format: 1920px by 878px
File Type: jpeg, png
Best Practice: Landscape, simple graphic to complement the video over it. It can also be a background color.

Exhibitor Logo
Format: 250px by 250px minimum
File Type: png, jpg, eps
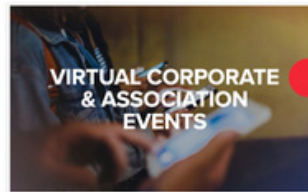**Best Practice:** Provide a transparent logo

Company Contact Info & Social Media Links

Passport Game
Provide a **Question** and 4 answer choices and correct **Answer**

Company Description
Word Limit: No word limit but keep it to a couple of paragraphs long

Photo Gallery/Slideshow
Format: 800px by 450px
File Type: png, jpg, eps
Landscape and up to 10 images

Downloadable Files & Links to Company Content
Provide url links and PDF files and what you want to name each file.
(Up to 10)

Booth Staff Contact Info & Social Media Links

Chat/Interactive Tool
Provide information to Virtual Event Producer (surveys, questions, etc.), 1-3 polling questions.

Premium Only Feature

One-on-One Scheduled Video/Audio Appointments
Provide available day and time

Use your booth to have video calls with potential customers and as a place to continue your Q&A time after your Exhibitor Showcase, Tools and Technologies Presentation, or Industry Sponsored Symposium.

Exhibitor Logo

Format: 250px by 250px minimum
File Type: png, jpg, eps
Best Practice: Provide a transparent logo

Company Description

Word Limit: No word limit but keep it to a couple of paragraphs long

Downloadable Files & Links to Company Content

Provide url links and PDF files and what you want to name each file.
(Up to 5)

Company Contact Info & Social Media Links

Passport Game

Provide a **Question** and 4 answer choices and correct **Answer**

Photo Gallery/Slideshow

Format: 800px by 450px
File Type: png, jpg, eps
Landscape and up to 10 images

Booth Staff Contact Info & Social Media Links

Chat/Interactive Tool

Provide information to Virtual Event Producer (surveys, questions, etc.), 1 polling question.
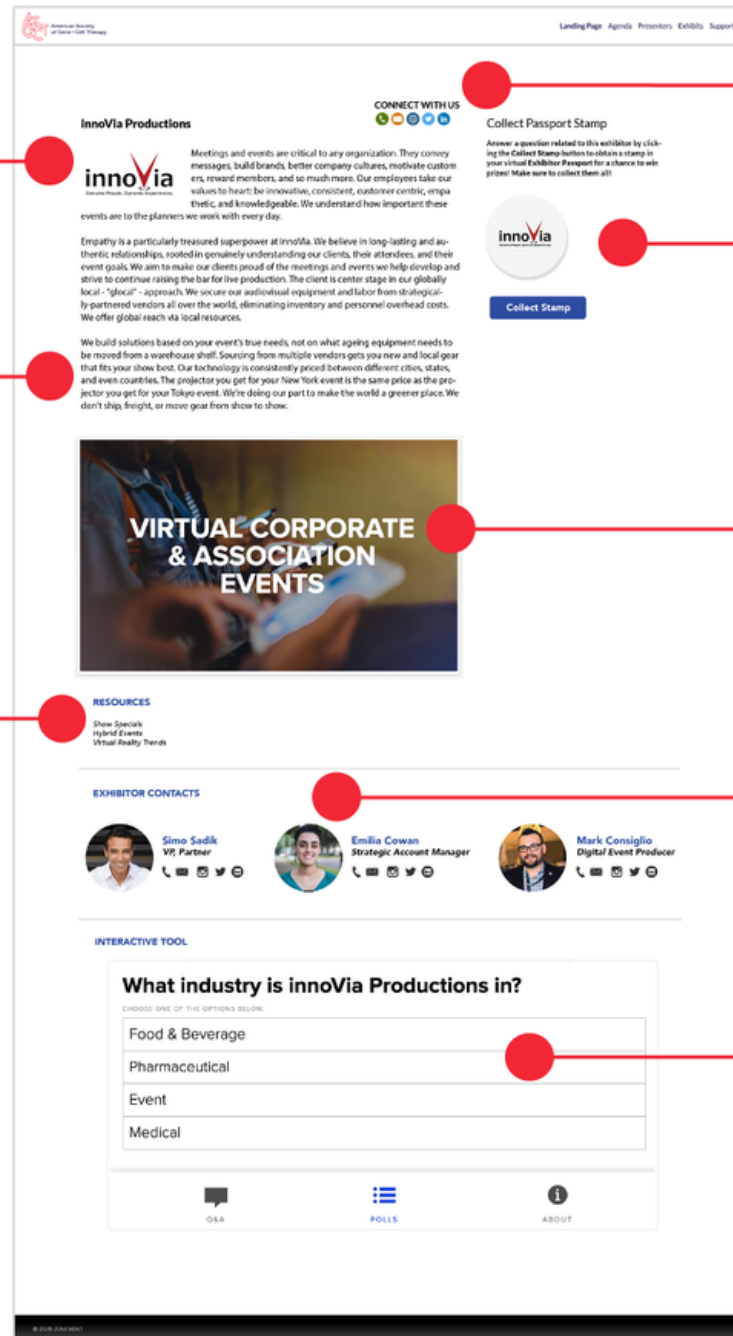
The Standard Virtual Booth functions the same as the Premium Booth, but does not have the video streaming feature at the top or the one-on-one schedule appointment feature on the bottom. This booth is great for companies who want exposure but doesn't necessarily need live engagement.

FEATURES OVERVIEW

	Premium	Standard
Booth Order/Page Placement	Alphabetical order, placed before Standard booths	Alphabetical order, placed after Premium booths
Logo	✓	✓
Company Description	✓	✓
Photo Gallery/Slideshow	✓	✓
Social Media Links	✓	✓
Contact Info (Company & Booth Staff)	✓	✓
Downloadable Files	✓ (Up to 10)	✓ (Up to 5)
Links to Company Content	✓	✓
Lead Retrieval	✓	✓
Easy Booth Setup w/Self-Service Portal	✓	✓
ROI Reporting (Attendee Volume & Activities)	✓	✓
Passport Game (Gamification)	✓	✓
Chat/Interactive Tool	✓	✓
Polling Question	✓ (1-3 Questions)	✓ (1 Question)
Video Streaming Playback	✓	
One-on-One Scheduled Video/Audio Appointments	✓	

HOW IS ASGCT PROMOTING THE EXHIBIT HALL?

Pre-Meeting:
- Encouraging attendees to check out ASGCT's Pre-Show Exhibitor Listings in email communications. This also allows the public to know you are exhibiting and attendees can plan ahead on who they want to engage with once the virtual hall is open!
- Dedicated social media posts promoting the exhibit hall and related activities.
- Promotion of the Passport Game, which encourages attendees to visit your booth to collect stamps. A fun game recognizing top players!

Live Event:
- Daily emails to attendees exclusively promoting the exhibit hall and industry interaction opportunities.
- Exhibit hall hours included in platform agenda and online PDF.
- Encouraging attendees to participate in the Passport Game.
- Dedicated social media posts on the exhibit hall.

BENEFITS	PREMIUM BOOTH $4,400 USD	STANDARD BOOTH $2,800 USD
Basic Pre-Show Exhibitor Listing		
Automatic participation in ASGCT's Pre-Show Exhibitor Listing. This is separate from your exhibit booth and our meeting platform. It's our way to give exhibitors early exposure that's open for public viewing! Click here for more information on what's included in the Basic Pre-Show Exhibit Listing and know that there are ways you can enhance your listing, shown in the online application.	■	■
Live		
Company Listing in ASGCT PDF Program Guide*	■	■
ASGCT Promotion of Exhibitors in Lead-In Slides Before Sessions*	**Logo**	**Company Name (Text)**
Logo Above Company Listing in ASGCT PDF Program Guide*	■	
Complimentary Full-Meeting Attendee Badges	**2**	
Post-Meeting		
Attendees can access the Virtual Exhibit Hall up to 30 Days after the conclusion of the Meeting. Please note, the one-on-one scheduling and chat feature will close down once the meeting ends.	■	■

*Due to marketing deadlines, benefits are not guaranteed if booth is confirmed after April 1.

EXHIBIT HALL LOCATION AND DESIGN

Attendees will access the exhibit hall from the meeting platform's landing page. Logos will be shown as follows inside the virtual exhibit hall: Premium exhibitors in ABC order, Standard exhibitors in ABC order.

Exhibit Hall is included in the navigation bar

Attendees can search for exhibitors by name

Attendees will click on your logo to enter your booth

HOW WILL THE PASSPORT GAME WORK?

1 Attendees will visit exhibit booths and answer a question set by the exhibitor.

2 Once the question is answered by the attendee, the exhibitor logo will show up in the attendee's personal passport.

3 Top users may receive a social media shout out by ASGCT or other recognition!

Learn how you can sponsor the Passport Game on page 18 at this link!

WHAT ATTENDEE INFORMATION IS INCLUDED WITH LEADS?

- Full Name
- Designation (Dr., PhD)
- Company
- Title
- Email
- City, State
- Country

WHAT'S CAPTURED WITH LEAD RETREVIAL?

- Attendees that visited booth.
- Videos watched with percentage complete by attendee.
- One-on-One sessions scheduled.
- Live Sessions held and who attended.
- Social media links clicked.
- Files downloaded.
- Links clicked.

HOW DO I DOWNLOAD BOOTH LEADS?

In the back-end of your exhibit booth there will be a place for you to download your lead retrieval data. You can download it as often as you'd like during the meeting. More information is coming in April!

ASGCT OPT-IN LANGUAGE IN REGISTRATION

ASGCT's registration process is GDPR compliant. By completing their registration, attendees are consenting to share their basic contact information (listed above) if they are active in an exhibit booth or participate in certain sponsored activities.

DO I HAVE TO STAFF MY BOOTH ALL DAY?

Nope! Your booth will be accessible 24/7 online and we have set the following as exhibit hours to encourage attendees to visit the hall to guarantee the most amount of live interactions.

Tuesday, May 11
10:30 am-12:00 pm ET
2:00 pm-3:30 pm ET
5:15 pm-6:45 pm ET

Wednesday, May 12
Thursday, May 13
10:45 am-12:15 pm ET
2:00 pm-3:30 pm ET
5:15 pm-6:45 pm ET

Friday, May 14
10:45 am-12:15 pm ET

HOW MANY BOOTH STAFF CAN I HAVE?

You get unlimited access to the front-end and back-end of your specific booth. Please note, this does not get you full access to the meeting platform. Directions to invite your booth staff will be sent in April.

HOW DO I UPLOAD MY BOOTH INFORMATION?

It's super easy! Your company's primary and logistics contacts will receive access to start building your virtual booth. You will get your own self-service portal to add all the information. The portal will allow you to preview the changes immediately on the front-end.

IS THIS A DIFFERENT PLATFORM FROM 2020?

Yes. We collected feedback from our 2020 meeting and worked tirelessly to make sure your exhibiting experience is a success.

WILL WE HAVE TECH ASSISTANCE?

Yes. Our platform provider at exhibitors@innoviapro.com is here to help you before and during the meeting.

HOW CAN I DRIVE TRAFFIC TO MY BOOTH?

- Become a sponsor or advertiser to maximize your ROI, which includes:
  - Hyperlinked email banner ads
  - High impact logo exposure
  - and more!

- Participate in networking events and chat lounges to encourage people to visit your booth

  Checkout our Supporter Marketing Resource Kit here. Be active on social media and use our hashtag #ASGCT21

Maximize Your Exposure

EXHIBITOR ONLY SPEAKING OPPORTUNITIES

CONNECT BEYOND YOUR VIRTUAL BOOTH

EXHIBITOR SHOWCASE - $12,000 *New for 2021!*

Host a 45 minute live or pre-recorded presentation to promote your company. Presentation is included in on-demand viewing 30 days after the meeting. Must be an exhibitor to participate and limited to one per company.

- **Pre-Event:**
  - Personal back-end speaker portal to upload an unlimited number of materials. Formal rehearsals with presenters and A/V tech.
- **Live Event:**
  - Logo, title, and description included in agenda and on session page.
  - Dedicated A/V tech during your live session.
  - Access to your back-end presentation room for speakers and for limited staff.
- **Post-Event:**
  - Analytics and lead retrieval (who watched).

Dates:

Tues. May 11 - SOLD OUT

Wed. May 12 - SOLD OUT

Thurs. May 13 - SOLD OUT

Fri. May 14 - SOLD OUT

TOOLS AND TECHNOLOGY FORUM - $2,000 - SOLD OUT

Continuous 15 minute pre-recorded presentations to promote your tools & technology. Must be an exhibitor to participate and limited to one per company.

Once confirmed, your company will pick its time slot with Show Management. Click here to review the schedule.

Details:

- Logo, title, and description included in agenda and on session page.
- Included in on-demand viewing 30 days after the meeting.
- Full-meeting attendee registration is not included, but your speaker can get front-end access to the Forum room to answer any chats.
- No analytics or lead retrieval provided.