SPONSOR AND ADVERTISER PROSPECTUS



2020 MEETING RECAP HELD VIRTUALLY FROM MAY 12-15, 2020



ATTENDANCE IS GLOBAL AND GROWI	NG	ORGANIZATION TYPE
6,204 attendees - the largest meeting in ASGCT	Click here for a detailed breakdown of 2020 attendee demographics!	65%IndustryTop29%Academic#16%Other#26%Other#2FRIMARY ROLES61%Scientist/R&D14%Executive/Organization12%Student/Trainee7%Business Development5%Physician or other provid3%Regulatory2%Marketing10%Other
 PROCRAMMING 145 Speakers 345 Abstract oral presentations 747 Abstract poster presentations 7 Industry Sponsored Symposia 	 SOCIAL MEDIA 950+ Posts using #ASGCT2 37 Media Registrants Associated Press, STAT Net Barron's, Healio, and Fierce 	logo and re-bran ASGCT 2020! Wa announcement v

Tools & Technologies Presentations 28

Barron's, Healio, and Fierce Biotech just to name a few!

- p industry areas:
- Pharmaceutical & Clinical Stage Therapeutics
- Pre-Clinical Therapeutics
- Leader
- vider

elected multiple identities

FOR ASGCT

GCT's new anding at Vatch the video by y button.



2020 MEETING RECAP

Website

Terms & Conditions

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- 02. 23rd Annual Meeting Highlights
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KEY CONTACTS

Sponsorship

p Exhibits

Laura Otto Director of Engagement lotto@asgct.org

Rita Fadness Exhibits Manager rfadness@asgct.org

Invoicing/Logistics

Mel Schwandt Corporate Development Specialist mschwandt@asgct.org

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VIRTUAL

annualmeeting.asgct.org

Website

Terms & Conditions



WHY CHOOSE ASGCT IN 2021?



ASGCT 2021 GOES VIRTUAL

With record-breaking attendance making the 2020 Annual Meeting the largest in the Society's history, we look forward to welcoming you back and learning more from your innovative research in 2021.

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.

In addition to the excellent scientific and educational programming you're used to seeing at the meeting, you'll experience a brand-new virtual platform with expanded networking features that we hope will make this the best Annual Meeting yet.



Become a SPONSOR or ADVERTISER!

- **1** Welcome! Browse the following pages to review our wide-variety of a la carte sponsorship and advertising opportunities.
- 2 Total up your a la carte sponsorship items listed on pages 5 to 19 to find your total sponsorship investment. Please note, advertising is sold separately and not included in sponsorship recognition.
- **3** Your sponsorship investment will fall into one of the recognition levels listed on page 4. This is based on your total contribution. You will receive these benefits based on your level. General support will also receive these recognition benefits.

EXAMPLE

Industry Sponsored Symposium - \$20,000
 Level 2 Gene Editing Workshop - \$7,500

= \$27,500 Gold Level Sponsor

RECOGNITION LEVELS AND BENEFITS



	TOTAL AMOUNT SPENT ON A LA CARTE ITEMS OR GENERAL CONTRIBUTION				
	DIAMOND \$50,000+	PLATINUM \$35,000+	GOLD \$25,000+	SILVER \$15,000+	BRONZE \$5,000+
Complimentary Registrations					
Full Meeting Registrations	2				
Virtual Platform:					
Logo on Lobby Page					
Virtual Platform Sponsor Page					
Scaled Logos:	SCALED TO 100%	SCALED TO 100%	SCALED TO 75%	SCALED TO 50%	SCALED TO 25%
Front Page of Meeting Website					
General Emails About AM21					
Virtual Lead-in Slide - Rotates Before Each Session					
Social Media Post Designed by ASGCT					
May Issue of ASGCT's E-Newsletter					
Meeting Website Support Page					
PDF Online Program					
June Issue of ASGCT Molecular Therapy Journal					

Sponsorship items are listed on pages 5-19.

Advertising items listed on pages 21 and 22 are sold separately and not included in sponsorship recognition.

Recognition Levels and Benefits

ASGCT SESSIONS AND AWARDS A LA CARTE SPONSORSHIPS

SCIENTIFIC PROGRAM AND CONTENT



PLENARY SESSIONS \$20,000 <i>Exclusive!</i>		ING WORKSH .0,000 EACH	OPS		Align Your Brand
Each session is an exclusive opportunity to sponsor the most popular and unopposed Annual Meeting presentations. Your company's support includes your logo on the virtual session viewing page and within the agenda.	May 10 with spec not influence the registrations. <u>Clic</u> Marketing dea	cialized audiences for e programming, plannir <u>ck here</u> for workshop st adline for PDF Sylla		•	Pre-Meeting Workshops: CAR T and Related Immune Effector Cell Therapies Early-Stage Development Emerging Issues in Market
The George Stamatoyannopoulos Memorial Lecture SOLD	 Logo s 	ze logo on virtual work	online PDF workshop syllabus.		Access Moving Genome Editing to the Clinic: from Technology to Therapeutics
 Outstanding Achievement Award Lecture SOLD 	 Logo s 	ze logo on virtual work	line PDF workshop syllabus.		Oncolytic Viruses: Successes, Challenges, and a Promising Future Patient Advocates' Role in Advancing Gene Therapy
 Presidential Symposium SOLD Outstanding New Investigator Symposium SOLD 		e logo on virtual works	shop session page. ine PDF workshop syllabus.	•	Recent Developments in Global Regulation of Gene Therapies Standards in Gene Therapy and Editing
EXCELLENCE IN RESEARCH AWARDS - \$1,500 EACH SOLD OUT					Transitioning from Academics to Industry Viral Vector Development
Support future leaders in the gene & cell thera presenters. Sponsors receive logo recognition Annual Meeting website.					<u>Click here to view</u> orkshop descriptions!
ASGCT Sessions and Awards		<u>Website</u>	Terms & Conditions		Apply Now

PRESENTATIONS AND NETWORKING SESSIONS A LA CARTE SPONSORSHIP ITEMS

INDUSTRY SPONSORED SYMPOSIA \$20,000 EACH SOLD OUT



Hosting a crowd-favorite Industry Sponsored Symposium (ISS) is your company's opportunity to control the content of a session open to all attendees!

ENGAGE WITH ATTENDEES

- 90 min session designed by you!
- Presentation can be live or pre-recorded
- Chat, polls, Q&A
- Ability to share documents with your session attendees.

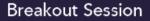
WHAT'S INCLUDED:

- Pre-Event:
 - Your very own back-end speaker portal to upload speaker profiles and an unlimited number of materials.
 - Formal rehearsals with presenters and A/V tech.
- Live Event:
 - Logo, title, speaker list and description included in the agenda and on your session page.
 - A dedicated A/V tech during your live session.
 - Access to your back-end presentation room for speakers, and for a limited number of staff.
 - Up to 2 full meeting registrations for your guests or staff to view the session as an attendee and have access to the entire meeting and content.
- Post-Event:
 - Analytics and lead retrieval (who watched).

HOW IS ASGCT DRIVING ATTENDENCE?

- Two dedicated emails (1 pre-event and 1 post-event) promoting all ISS presentations.
- Your session details are included in the agenda among all conference content.
- Sessions will be included in the On Demand page for 30 days.







TECH SESSION Video Title Goes Here 2:00 PM - 3:00 PM

Lorem ipsum dolor sit amet, consectatuer adipiscing elit, sed diam nonummy nibh auismod tincidunt ut laoreet dolore m veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel molestie consequat, vel illum dolore eu faugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit feugait nulla facilisi. Lorem ipsum dolor sit amet, cons actetuer adipiscing elit, sed diam nonummy nibh euismod tincidun wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Schedule

Tues, May 11	I 4 concurrent: 2-3:30 pm EST SOLD OUT
Wed., May 12	I 4 concurrent: 2-3:30 pm EST SOLD OUT
Thurs., May 13	I 4 concurrent: 2-3:30 pm EST SOLD OUT
Tues, May 11	I 2 concurrent: 5:15 - 6:45 pm EST SOLD OUT
Wed., May 12	I 2 concurrent: 5:15 - 6:45 pm EST SOLD OUT
Thurs., May 13	I 2 concurrent: 5:15 - 6:45 pm EST SOLD OUT

Presentations and Networking Sessions

Website

Terms & Conditions

PRE-RECORDED VIDEO ON DEMAND \$10,000 UNLIMITED AVAILABILITY

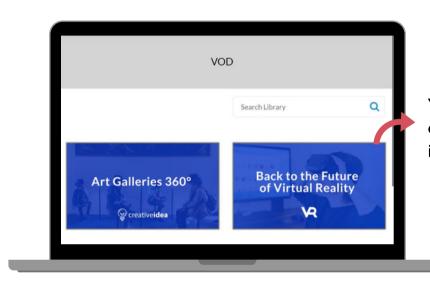


Sharing content made easy with on-demand videos!

Do you have a pre-recorded video or webinar that you're eager to share with our audience? Produce a one hour max video for the Video On-Demand Page! Videos will be available to view on the first day of the meeting and 30 days after the close of the meeting.

Please note, it is not included in program agenda and no lead retrieval will be captured.

ASGCT will encourage attendees to view all sessions on the Video On-Demand Page during and after the meeting concludes.



Your video title and company logo will be included on VOD page!

Your pre-recorded video will be embedded into our meeting platform to look like a breakout session!



Website

CHAT LOUNGE \$7,500 - \$10,000 EACH



Whether in-person or fully virtual, networking between attendees is an essential part of our Annual Meeting.

The ASGCT chat lounge will be the place-to-be for attendees to meet new contacts, engage in conversation, and make meaningful connections. That's why we've created 8 exclusive branding opportunities for these dedicated networking hours. Sponsors are encouraged to participate in the chat if desired. It's an open discussion area for all attendees to contribute. Attendees can also invite connections to a private video call directly from the chat lounge!

Sponsors receive exclusive logo recognition on the chat lounge webpage during the date/time of their sponsored networking session. Sponsors also receive logo recognition within the agenda listing of the networking session.

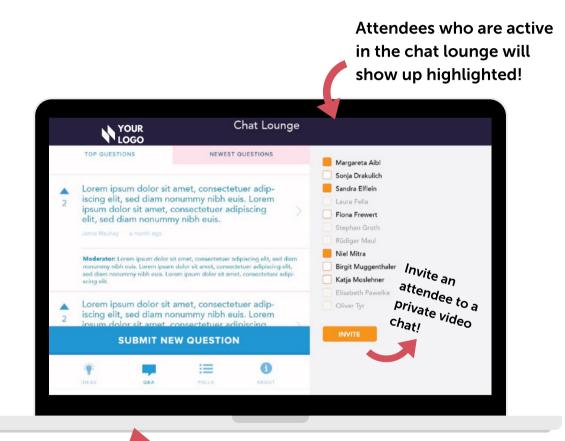
Schedule: Mon, May 10 Tues, May 11 Wed., May 12 Thurs., May 13 Fri., May 14

\$7,500

\$10,000

2pm-3:30 pm EST 9am - 10am EST 2pm-3:30 pm EST 9am - 10am EST 2pm-3:30 pm EST 9am - 10am EST 2pm-3:30 pm EST 9am - 10am EST

Check out the graphic to see how it will work!



Submit a new question or add comments to an existing comment!

NETWORKING ROULETTE \$5,000 PER SESSION, NON EXCLUSIVE



Whether in-person or fully virtual, networking between attendees is an essential part of our Annual Meeting.

Love speed networking? Then this is place for you! Unwind from the full day of sessions for this networking happy hour. Attendees are randomly matched for a 10 minute conversation with a maximum of 4 people in a room. Ask questions, get to know each other, exchange contact information.... and then on to the next round!

Roulette will be in the evening after sessions conclude, so grab a drink from the fridge and have some fun!

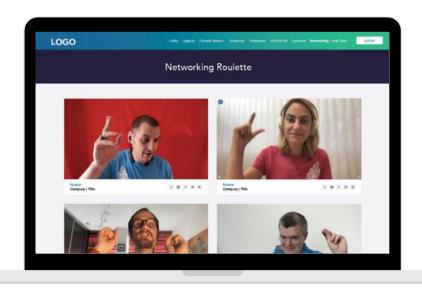
Sponsors receive logo recognition on the Networking Roulette webpage during the date/time of the sponsored event. Sponsors also receive logo recognition within the agenda listing of the networking session. While this is open to all attendees, we encourage sponsors to participate! 4 logo spots per event.

Networking Times:

Tues, May 11	Evening, 4 available per event
Wed., May 12	Evening, 4 available per event
Thurs., May 13	Evening, 4 available per event

Check out the graphics to see how it will look!





<u>Website</u>

MENTORING EVENT \$5,000 NON EXCLUSIVE



Whether in-person or fully virtual, networking between attendees is an essential part of our Annual Meeting.

Future leaders in the gene & cell therapy field will be invited to attend this event to be paired with experienced mentors.

Mentors and mentees connect in 1:1 video conferences for the duration of this evening event on Tuesday, May 11.

Sponsors will receive their logo in the agenda for participating mentors and mentees. Logo will also be placed on the interactive session page.

Check out the graphics to see how it will look!







THE E! 23rd eeting 5, 2020 ion Center MA

ASGCT

HIGH IMPACT LOGO EXPOSURE

ASGCT

HIGH IMPACT LOGO EXPOSURE



VIDEO TOUR OF VIRTUAL PLATFORM \$35,000 *Exclusive!*

Help us ensure attendees know how to navigate ASGCT's new virtual platform before the start of the meeting! And what's the best way to do that? A video tour!

Sponsor receives logo recognition in the video, which is fully created by ASGCT. The video will be posted on our Annual Meeting main website (open to public) and in emails to registered attendees.



REGISTATION CO-SPONSORS \$25,000 SOLD OUT

Registration is an essential component to the meeting! Co-sponsors receive:

- Communications and exposure in messages referencing registration.
 - Logo in emails to our database of contacts.
 - Social posts dedicated to registration with mention or logo.
- Logo on Annual Meeting website registration page.
- Logo on registration website and in confirmation emails to attendees upon registration.

GC 2	R Vintual ANNUAL MEETING MAY 11-14	Registration September Specific University of Massachusett Medical School
Begin Registration	nd email below to begin registering.	

High Impact Logo Exposure

Website

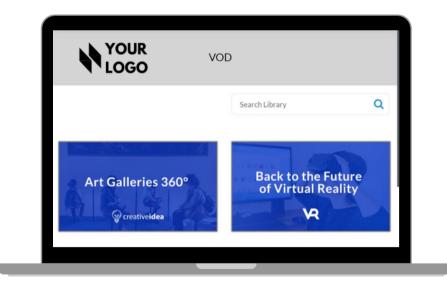
HIGH IMPACT LOGO EXPOSURE



VIDEO ON-DEMAND PAGE \$30,000 *Exclusive!* **SOLD**

We must admit...with so many incredible presentations it'll be hard for attendees to catch every session live. That's why our video on-demand page is so essential! Presentations will be available for 30 days on this page after the close of the meeting.

Sponsor receives logo exposure on the webpage header and in communications dedicated to the video on-demand page.



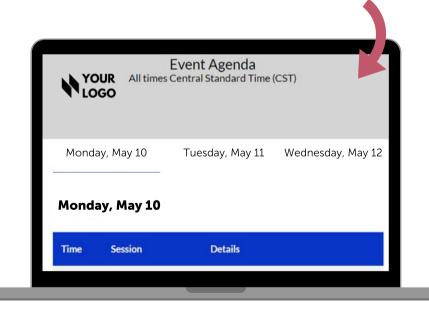
VIRTUAL PLATFORM AGENDA \$15,000-\$20,000 Daily Exclusive!

When attendees design their schedule, make sure your logo is at the top of the agenda for that day!

Schedule:

\$15,000	Mon. May 10
\$20,000	Tues., May 11
\$20,000	Wed., May 12
\$20,000	Thurs., May 13
\$15,000	Fri., May 14

See what sessions best align with your company. <u>Click here</u> to view the preliminary agenda!



HIGH IMPACT LOGO EXPOSURE

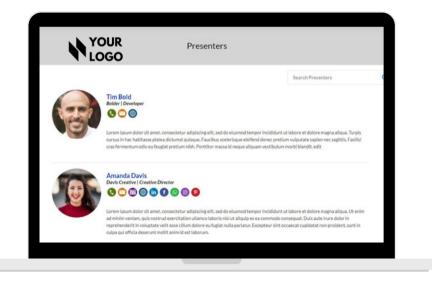


PRESENTERS PAGE \$10,000 4 AVAILABLE, NON EXCLUSIVE

ASGCT's Annual Meeting would not be possible without the participation of our incredible speakers!

Presenters will be encouraged to set up their Presenter Profile to have attendees quickly search and connect with them.

Sponsor receives hyperlinked logo exposure on the webpage header.



ATTENDEE LIST PAGE \$10,000 4 AVAILABLE, NON EXCLUSIVE

Want to connect? Then you will want to head to the Annual Meeting's Attendee List to find new connections!

Attendees will first be encouraged to set up their Attendee Profile, which includes basic contact information, profile photo, brief bio, social media accounts, and more.

Sponsor receives hyperlinked logo exposure on the webpage header.

Search Attendees Q Image: Constraint of the search and the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constraint of the search attendees Image: Constr	YOUR	Attendee List		
Zenevent by innoVia Virtual Event Producer		ASGCT Exhibit Manager	Search Attendees	Q
		Zenevent by innoVia Virtual Event Producer		



VIRTUAL PHOTO BOOTH \$25,000 Exclusive!



Ready, Set....SMILE! Encourage attendees to take a fun break in between sessions by participating in our virtual photo booth! It's a great way for attendees to engage and connect, while the sponsor gets high impact exposure!

What's Co-Brandable:

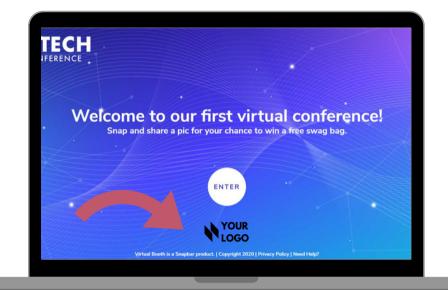
- Logo on start screen (see top graphic)
- 2 virtual backgrounds designed by you
- Logo included on ASGCT's social media promotion of the virtual booth

Try it out - <u>click here</u>!

Gallery example - <u>click here</u>!

How will ASGCT engage attendees?

ASGCT will send out communications and social media posts encouraging attendees to snap a pic. We'll even repost our favorites!





PASSPORT GAME Exclusive! \$25,000 \$15,000 for an exhibiting company!



Do you miss using your passport? Us too! We may not be able to travel right now...but you can cure your wanderlust by sponsoring ASGCT's Exhibitor Passport Game!

Sponsor receives logo recognition on the virtual passport (see the graphic) and on ASGCT's social media promotions of the Passport Game.

How it works:

- 1. Attendees will visit exhibit booths and answer a question.
- 2. Once the question is answered, the exhibitor logo will show up in their personal passport.
- 3. Top users may receive a social media shout out by ASGCT or other recognition!

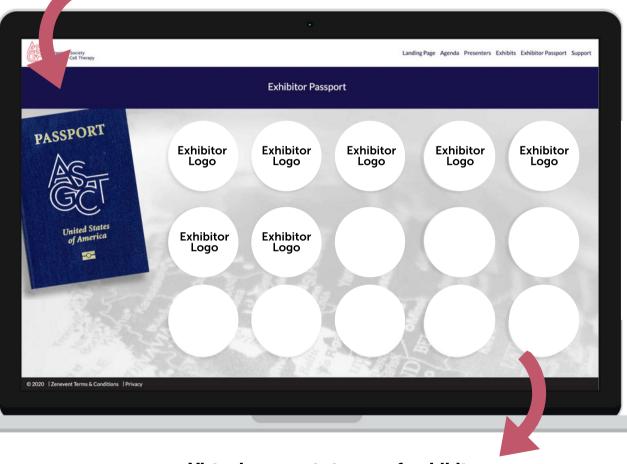
Purpose:

The passport game is a fun way to drive attendee traffic and engagement in the exhibit hall.

How will ASGCT promote this?

ASGCT will send out communications and social media posts encouraging attendees to participate in the passport game.

Your logo on the passport!



Virtual passport stamps of exhibitor logos will appear here as an individual participates in the game!

Website

VIP PACK \$7,500-\$20,000 Exclusive per item!



While we may be far apart, be sure to get your branding directly into the hands of the first 1,000 attendees, with items inside our VIP Pack! Each item is exclusive! Swag is chosen and designed by ASGCT and co-branded with the ASGCT logo. As an added benefit, each sponsor will receive their logo in VIP pack emails and will receive the full attendee list (mailing address labels. No emails) post-event. Items and designs are subject to change based on availability. Deadline to sponsor is March 12th!



ADVERTISING

- ----

ADVERTISING - EMAIL BANNER ADS



Advertising is sold separately and not recognized as sponsorship. Advertising is subject to deadlines and ASGCT approval. Placements may be first come, first served.

PRE-EVENT EMAIL SOLD OUT Focus: Industry Sponsored Symposia

\$5,000 each - 3 Banner Ads Available

Industry Interaction Email: sent once in April to all attendees highlighting Industry Sponsored Symposia sessions. Exclusively for confirmed ISS sponsors.

-> PRE-EVENT EMAIL

Focus: Tools & Technologies Forum

\$5,000 each - 3 Banner Ads Available

Industry Interaction Email: sent once in April to all attendees highlighting the Tools and Technologies Forum presentations. Exclusively for confirmed TTF presenters. *Marketing deadline is April 14!*

PRE-EVENT EMAIL Focus: Exhibitor Showcase

\$5,000 each - 3 Banner Ads Available

Industry Interaction Email: sent once in May to all attendees highlighting Exhibitor Showcase presentations. Exclusively for confirmed Exhibitor Showcase presenters. *Marketing deadline is April 21!*

GENERAL EMAILS

\$10,000 each

- Know Before You Go: sent before the meeting to all attendees. 1 hyperlinked banner available. **SOLD**
- Thank You For Attending: sent after the meeting to all attendees highlighting on-demand content.
 1 hyperlinked banner available. SOLD

\$7,500 each

• Morning Highlight Email: sent each morning highlighting the day's activities. 5 hyperlinked banners available. I per day, daily exclusive. *Marketing deadline is April 30!*

LIVE EVENT EMAIL Focus: Exhibit Hall and Exhibitor/Supporter Presentations

ASGCT will send out mid-morning emails to all attendees highlighting the exhibit hall, Industry Sponsored Symposia, Exhibitor Showcase, and Tools and Technology Forum presentations. Make sure you have a hyperlinked banner in it! *Marketing deadline is April 30!*

\$7,500	Tues., May 11	I	3 Banner Ads Available
\$7,500	Wed., May 12	I	3 Banner Ads Available
\$7,500	Thurs., May 13	I	3 Banner Ads Available
\$7,500	Fri., May 14	I	3 Banner Ads Available

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Website

ADVERTISING



Advertising is sold separately and not recognized as sponsorship. Advertising is subject to deadlines and ASGCT approval. Placements may be first come, first served.

-> ONLINE PROGRAM ADS

Marketing deadline is April 1!

\$10,000 **SOLD**

• Inside front cover full page ad (color). 1 available.

\$7,500 each

- Full Page Ad (color). Limit 2 per company. Ads placed by ASGCT.
- Schedule at a Glance Half page ad (color). 4 available. (Half page ad on each day's quick glance)

\$5,000 each

• Half Page Ad (color). Limit 4 per company. Ads placed by ASGCT.

> MAILING LABEL RENTAL \$2,000

The cost is \$2,000 to receive one-time use printed mailing labels of our Annual Meeting attendees for promotional material. Please note, ASGCT needs to approve the promotional flyer you intend to send before we can share the mailing address label list. We cannot share email addresses.

Attendees are asked to confirm their mailing address during registration.

ABSTRACT REVIEWERS METABOLIC, STORAGE, ENDOCRINE, LIVER AND GASTROINTESTINAL DISEASES Nicola Brunetti-Pierri, MD - Telethon Institute of Genetics & Medicine Cary O. Harding, MD - Oregon Health & Sciences University Dwight Koeberl, MD, PhD - Duke University Medical Center Gerald S. Lipshutz, MD - David Geffen School of Medicine at UCLA Pasquale Piccolo, PhD - Telethon Institute of Genetics and Medicine Charles P. Venditti, MD, PhD - National Human Genome Research Institute CARDIOVASCULAR AND PULMONARY DISEASES Uta Griesenbach, PhD - Imperial College Faculty of Medicine Costanza Emanueli, PhD, FAHA - Imperial College of London National Heart & Lung Institute Judith S. Greengard, PhD - Adverum Biotechnologies Xiao Xiao, PhD - University of North Carolina at Chapel Hill David W. Parsons, PhD - Women's & Children's Hospital Patrick L. Sinn, PhD - University of Iowa Half Page Ad the science to prevail We are developing disease-modifying gene therapies for patients with Parkinson's disease and other neurodegenerative disorders www.prevailtherapeutics.com Prevo FINAL PROGRAM GUIDE - 2020

READY TO BE LISTED AS ONE OF OUR SUPPORTERS IN 2021?

Apply online: <u>Click here!</u>

Terms and Conditions

A. The individual signing this Contract warrants that he/she has the authority to bind contractually the organization applying for the selected item(s).

B. Agree to pay the total balance due within 30 days of signing this contract. Sponsorship and advertisement are non-refundable.

C. Agree that selections are not guaranteed until your application is confirmed. Show Management will confirm your selections within 2-5 business days after the application is submitted and reviewed.

D. Sponsorship and advertising items are subject to change. All advertisements must be approved by ASGCT prior to printing. ASGCT adheres to a right of first refusal process for organizations who have supported certain programs or activities the previous year. This process does not guarantee that prices or logistics will remain same as the previous year.

E. Understand that ASGCT is committed to providing a discrimination, harassment, and retaliation-free environment for all participants in Society events. All attendees and participants must conduct themselves in a respectful and professional manner throughout the event and adhere to the Discrimination & Harassment Policy as posted on www.asgct.org.

F. ASGCT Logo: The ASGCT logo is the property of ASGCT and may not be used without permission from Show Management.

G. Understand and agree to abide by all terms and conditions governing this agreement.



IMPORTANT DATES

December 2020 Registration Opens

May 10, 2021 Pre-Meeting Workshops

May 11 - 14, 2021 ASGCT Virtual Annual Meeting

KEY CONTACTS

Sponsorship

Exhibits

Invoicing/Logistics

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ASGCT EXECUTIVE OFFICE

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