

PARTNERSHIP,
SPONSORSHIP & EXHIBIT
OPPORTUNITIES
2017

Year-Round Sponsorship and Advertising
Annual Conference Exhibit and Sponsorship

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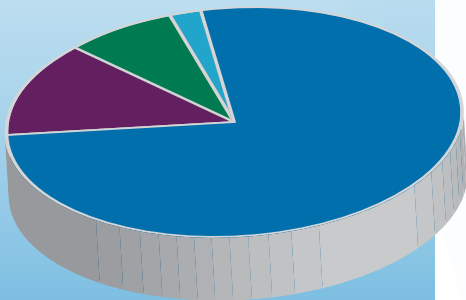
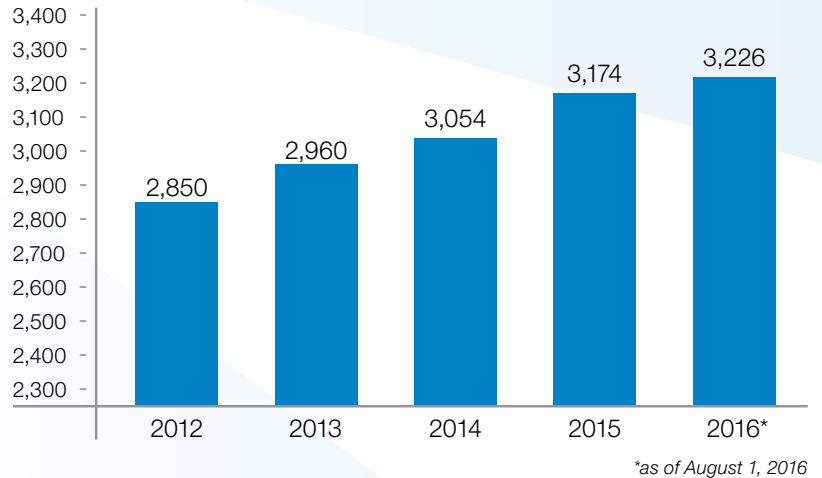
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Let NSGC help position your organization to genetic counselors.

The National Society of Genetic Counselors (NSGC) has been an integral part of the development and progression of the genetic counseling profession since 1979. The profession has grown steadily for the past 37 years and is continuing to evolve at a pace as rapid as today's technology. NSGC is the leader for the profession with more than 3,600 members and nearly 80% of the profession in our membership. Position your organization to genetic counselors by becoming a part of the NSGC Premier Sponsorship program that provides year-round visibility, making your company instantly recognizable to genetic counselors and other healthcare professionals.

Connect with a Growing Community



Our Members

■ Full Members 77%

Full members have one or both of the following:

- A Master's or PhD degree in human genetics or genetic counseling
- Certification in genetic counseling by the American Board of Genetic Counseling (ABGC) and/or the American Board of Medical Genetics (ABMG)

■ New Genetic Counselor Members 13%

- New Genetic Counselor members are full members that have started practicing within the past two years

■ Student Members 8%

- Student members are students enrolled in an accredited graduate degree program in genetic counseling

■ Other 2%

- Emeritus members are retired full members
- Associate members include healthcare professionals whose interests focus on genetic counseling



Gain valuable YEAR-ROUND exposure! Premier Sponsorship Packages and Benefits — Reach NSGC members throughout 2017!

*Benefits for
all year-round
packages begin
in 2017—don't
delay in planning
your year-round
messaging to the
NSGC audience.
First-come,
first-served in
choosing timing
of benefits.*

Sign up today!

Build Your Own Package

Customized packages can be created upon request. Contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

The NSGC Premier Sponsorship program is designed to maximize your visibility to the right audience on a year-round basis. Available in three tiers — Platinum, Gold and Silver — the Premier Sponsorship program is an exclusive opportunity to receive the highest ROI. All Premier Sponsors will receive three core benefits in addition to benefits of the package selected, as defined below. In order to maintain the high level of distinction, a limited number of Premier Sponsorship packages are available. Act now to secure your commitment to this valuable program!

All Premier Sponsorship package benefits must be executed between January 1, 2017 and December 31, 2017. No benefits may be used outside these dates unless pre-approved by NSGC show management.

Core Benefit Offerings

- **Advertisement:** Premier Sponsors will be recognized in an advertisement developed by NSGC to be placed in the *Journal of Genetic Counseling* and *Perspectives in Genetic Counseling*. Sponsor agreement must be signed by February 1, 2017 to receive benefit.
- **Annual Conference:** Premier Sponsors receive:
 - Acknowledgement on the conference sponsorship webpage
 - One (1) complimentary full conference registration
 - Verbal recognition from the podium during the Opening Session
 - Logo displayed prominently at the Opening Session
 - Sponsor ribbons to wear during the conference
- **Online Vendor Listing:** A featured listing on NSGC's website throughout the entire year, each listing includes:
 - Company logo
 - Direct link to your website
 - 35-word company description
 - Listing of up to five (5) products or services and contact information for prospective buyers

Platinum Premier Package: \$20,000, Maximum of 4 Available

Platinum Premier Package includes:

- **Sponsored Webinar:** Host an educational webinar promoted by NSGC through two (2) promotional emails, one (1) Twitter post and one (1) Facebook post publicizing your webinar. *Sponsor is responsible for hosting and administering the webinar and applying for any CEUs for attendees. Sponsor must notify NSGC two (2) months prior to webinar to secure dates of promotions and must adhere to any CEU application standards and deadlines.*
- **New Product Announcement:** Announce a new product and have it featured on the NSGC website for up to three (3) months. Sponsor to provide NSGC with a web banner or graphic and link to URL of your choosing. Sponsor also receives inclusion in one (1) issue of *NSGC Link*, NSGC's monthly electronic member newsletter with an outstanding average open rate of 32%, generating great traffic to view your new product or service.
- **Listing in Dates & Deadlines:** NSGC will feature your company's name and logo up to three (3) times throughout the year in NSGC's *Dates & Deadlines* sent out at the beginning of each month to over 3,000 members. NSGC's *Dates & Deadlines* has an impressive open rate of 36%. *Sponsor to choose three (3) non-consecutive months throughout the year; months are chosen on a first-come, first-served basis.*
- **Advertising Bulletin:** Two (2) featured listings in NSGC's *Advertising Bulletin*. Your featured content and company logo will be the first listing on the monthly advertising email, which has an average 34% open rate. *Sponsor to provide content; not to exceed 500 characters.*

Premier Sponsorship Packages and Benefits (continued)

- **Web Banner:** Web banner on NSGC's website will give you exposure to over 1,500 monthly visitors. Your banner will be posted for a three (3) month period, on a quarterly basis, and is chosen for placement on a first-come, first-served basis.
- **Mailing List Rental:** NSGC will provide approximately 2,300 opt-in NSGC member mail contacts to a mailing house on your behalf for a one time mailing distribution. All mailings must be sent by a third party mailing house who will receive the address list directly from NSGC. *Printing, postage and shipping are at sponsor's expense.*
- **Four (4) Priority Points towards placement in AC Exhibitor Suite**
- **Choice of One (1):**
 - **Annual Conference Onsite Program Book Full Page Ad:** Receive a full-page advertisement in printed conference program book. *Advertisement reservation must be received by June 16, 2017 to guarantee placement. See page 15 for additional details on artwork and specifications.*
 - **Additional Complimentary Full Conference Registration:** One (1) complimentary full conference registration includes access to sessions (pre-conference symposia excluded), the Exhibitor Suite and networking events.

Gold Premier Package

\$10,000

Gold Premier Package includes:

- **Concurrent Paper Track Sponsorship:** Support one (1) topic-focused track (ex: genetic testing, cancer, prenatal, etc) and have your company recognized in printed materials as the track sponsor. NSGC will also provide onsite signage featuring your company's logo. *Paper track topics will be available in July 2017 and the track selection must be confirmed by July 14, 2017 in order to be featured in print materials.*
- **Advertising Bulletin:** Receive two (2) featured callouts in NSGC's *Advertising Bulletin*. Your featured content and company logo will be the first listing on the monthly advertising email, which highlights industry offerings and educational events and has an average 34% open rate. *Sponsor to provide content; not to exceed 500 characters.*
- **Mailing List Rental:** NSGC will provide approximately 2,300 opt-in NSGC member mail contacts to a mailing house on your behalf for a one time mailing distribution. All mailings must be sent by a third party mailing house who will receive the address list directly from NSGC. *Printing, postage and shipping associated with the mailing are at sponsor's expense.*
- **Membership Survey:** Gain valuable insight from genetic counselors and others in the genetics and genomics fields. Sponsor to develop and prepare a survey that NSGC will send out to the membership on your behalf to help you better understand your customer base. *Survey must be branded with company name and content is subject to NSGC approval.*
- **Two (2) Priority Points towards placement in conference Exhibitor Suite**
- **Choice of One (1):**
 - **Annual Conference Onsite Program Book Half Page Ad:** Receive a half-page advertisement in printed conference program book. *Your advertisement reservation must be received by July 14, 2017 to guarantee placement. See page 15 for additional details on artwork and specifications.*
 - **Additional Complimentary Full Conference Registration:** One (1) complimentary full conference registration includes access to sessions (pre-conference symposia excluded), the Exhibitor Suite and networking events.

Premier Sponsorship Packages and Benefits (continued)

Silver Premier Package

\$5,000

Silver Premier Package includes:

- **Educational Breakout Session:** Sponsor an educational breakout session presented at the Annual Conference. Your company's name and logo will be featured in print materials and on onsite signage. *Session schedule will be available in May 2017 and all sponsored sessions must be confirmed by July 14, 2017 in order to be featured in printed material. All session speakers and content will be predetermined by NSGC.*
- **Mailing List Rental:** NSGC will provide approximately 2,300 opt-in NSGC member mail contacts to a mailing house on your behalf for a one time mailing distribution. All mailings must be sent by a third party mailing house who will receive the address list directly from NSGC. *Printing, postage and shipping are at sponsor's expense.*
- **Annual Conference Onsite Program Book Half Page Ad:** Receive a half page advertisement in printed conference program book. *Your advertisement reservation must be received by June 16, 2017 to guarantee placement. See page 15 for additional details on artwork and specifications.*
- **One (1) Priority Point towards placement in conference Exhibitor Suite**

IMPORTANT NOTE: All marketing pieces prepared by the sponsor must be pre-approved by NSGC prior to posting or distributing. NSGC reserves the right to request any change to the content supplied by the sponsor. All marketing pieces must identify who is sponsoring the piece and NSGC will identify all opportunities as sponsored when posting or distributing to NSGC membership.

Be part of the CUTTING-EDGE publication with content written by and for genetic counselors: *Perspectives in Genetic Counseling!*

Perspectives in Genetic Counseling is NSGC's members-only digital magazine distributed quarterly to more than 3,200 genetic counselors. This interactive publication features in-depth articles about news, trends, best practices and other issues that directly relate to genetic counselors. The publication's strong and influential content has made it one of NSGC's most valued member benefits.

The blast emails announcing *Perspectives* regularly record:

- 40% open rates
- 36% click-through rates

Readers tend to access each page of the publication, with an average of 6,500 page views per issue.

***Perspectives in Genetic Counseling* Sponsorship:** \$7,000 per issue
(each issue is exclusive, four (4) issues available)



Increase Your Visibility with NSGC ADVERTISING OPPORTUNITIES

Visit the NSGC website to learn about the various year-round opportunities available for gaining additional visibility to genetic counselors. Contact members directly with mailing list rentals, share employment opportunities with NSGC's Job Connection, promote your products or events in the NSGC *Advertising Bulletin* and more! Go to www.nsgc.org/advertise to learn more.

Make plans today to EXHIBIT at the NSGC Annual Conference!

Reach Your Target Audience

If you have products and/or services in any of the following categories, you should exhibit at the 2017 NSGC Annual Conference to reach more than 2,000 genetic counselors specializing in these areas:

- Cancer
- Cardiac
- Connective tissue
- Craniofacial
- Cystic fibrosis
- Down syndrome
- Fragile X
- Hearing or visual impairment
- Hematology
- Hemoglobinopathies
- Hemophilia or other coagulation disorders
- Intellectual disabilities
- Metabolic-MPS, PKY, TayS
- Muscular dystrophy
- Neurofibromatosis
- Neurogenetic-HD psychiatric disorders
- Pre- and perinatal
- Sex chromosomal disorders
- Skeletal disorders
- Spina bifida
- ART/Preimplantation genetic disorders
- Research
- And more!

Market Your Products and Services to More than 2,000 Genetic Counselors

The NSGC Annual Conference is the only conference devoted to the educational and professional needs of genetic counselors. As an exhibitor you will reach an array of healthcare professionals from around the country. Our attendees are professionals with a master's degree or higher who are eager to learn new information in the areas of medical genetics and counseling.

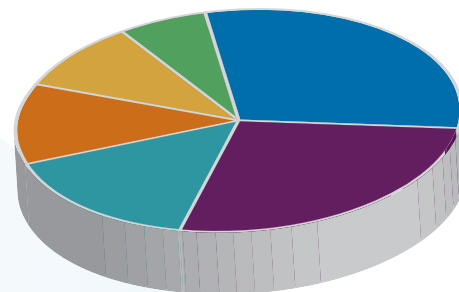
Exhibit at NSGC and Make an Impact on Your Organization

No other event brings together as many as 2,000 genetic counselors and genetic healthcare professionals from different backgrounds and experience levels in one place like the NSGC Annual Conference. Don't miss out on this opportunity to share your resources and solutions with these dedicated genetic counselors.

What Are Attendees Looking For?

Attendees are looking for information and services on a wide range of topics, from medical updates and current research to counseling issues. Attendee specializations and interests include: prenatal, cancer, pediatric and adult genetics, diagnostic laboratories, infertility, specialty disease, and industry and research settings.

NSGC members have the buying power to boost your sales.	
Full purchasing authority	13%
Key influencer in all purchases	29%
Some role in purchasing	49%



Top Member Specialties

NSGC members work in a variety of genetic counseling specialties, including:

- **Cancer Genetics 48%**
- **Prenatal 43%**
- **Pediatric 25%**
- **General Genetics 19%**
- **Adult (including complex disease) 15%**
- **Cardiology 10%**

"Other specialty" in order of frequency, reported (highest to lowest percentage): Research, General Genetics, Cardiology, Specialty Disease, Laboratory, Metabolic Disease (including Lysosomal Storage), Education; Public or Professional, Infertility, ART/IVF, Neurogenetics, Adult (including complex disease), PGD/Preconception, Administration, Newborn Screening, Genomic Medicine, Genetic Testing, Screening (Multiple Marker), Hematology, Molecular/Cytogenetics/Biochemical Testing, Personal Genomics/Genomic Profiling, Support Group/Advocacy, Teratogens, Pharmacogenetics, Population-based/Biobanking, Public Health, ELSI, Psychiatric.

Build Your Own Package

Customized packages can be created upon request. Contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

NSGC gets you in front of the right
AUDIENCE ...and NSGC gets the right
audience in front of you!

NSGC 36th Annual Conference

SEPTEMBER 13-16, 2017

Greater Columbus Convention Center • Columbus, Ohio

2017 Exhibitor Suite Hours*

Date	Time
Wednesday, September 13	5:00 pm - 8:00 pm
Thursday, September 14	12:15 pm - 1:30 pm 3:00 pm - 3:45 pm 5:30pm - 7:45 pm
Friday, September 15	9:50 am - 10:30am 12:00 pm - 3:00 pm

*Schedule and times are tentative and subject to change.

Booth Dimensions and Fees

Make your presence known to a focused group of genetic counselors in the NSGC Exhibitor Suite. Booths are 10'x10' and may be combined to create a larger booth configuration.

Booth Fees:*

\$1,400 for non-profit organizations
\$2,600 Early rate (contracts postmarked on or before March 20, 2017)
\$2,800 Regular rate (contracts postmarked after March 20, 2017)
\$500 *additional for each open corner location*

Each 10'x10' Booth Package Includes:

- 8' back drape
- 3' side drape
- One (1) skirted table
- Two (2) chairs
- One (1) 7" x 44" identification sign
- Listing in conference Program Book (includes booth number, company name, phone number, fax number, website, email and a 35-word company description)
- Listing on conference website
- Two (2) Exhibitor Suite-only registrations per 10' x 10' space purchased (additional representatives who wish to attend the full conference must pay attendee registration rates)
- Listing in conference mobile app

* Booth fees **DO NOT** include the cost of carpet. Your company is required to provide floor covering for your booth.

Questions?

For more information on exhibit space or sponsorship opportunities, please contact
Rebecca A. Baker
at rbaker@nsgc.org
or 312.673.5827.

2016 EXHIBITORS and SPONSORS

The following organizations exhibited and/or sponsored at the NSGC 35th Annual Conference, September 28 - October 1, 2016, in Seattle, Washington:

- 23andMe
 AbortionClinics.org/AAF, Inc.
Affymetrix, part of Thermo Fisher Scientific
 Alexion Pharmaceuticals
 Allele Diagnostics
 Alpha-1 Foundation
Ambry Genetics
 American Board of Genetic Counseling
 American Thrombosis & Hemostasis Network (ATHN)
 ARUP Laboratories
 AstraZeneca
 Asuragen
 Baby's First Test
 Bassler Center for BRCA
Baylor Genetics
 BioMarin Pharmaceutical Inc.
 Blueprint Genetics
Boulder Abortion Clinic, PC
 Bright Pink
 CancerGene Connect
 CancerIQ
 CBR, from AMAG Pharmaceuticals, Inc.
 CdLS Foundation
 Cedar River Clinics
 Children's National Fetal Medicine Institute
 Clinical Genome Resource (ClinGen)
 Clovis Oncology
 Color Genomics
 CombiMatrix
 Connective Tissue Gene Tests (CTGT)
Counsyl
 Emory Genetics Laboratory
 FDNA
 FORCE: Facing Our Risk of Cancer Empowered
 Fulgent Diagnostics
 Geisinger Health System
GeneDx
 Genesis Genetics
 GeneTests.org
 Genetic Support Foundation
 Genome Magazine
 Genomind, Inc.
GenPath Women's Health
 Greenwood Genetic Center
 Harmony Prenatal Test
 Illumina, Inc.
Insight Medical Genetics
Integrated Genetics
Invitae
 Kaiser Genetics - Northern California
 LAL-D Aware made possible by GenoPheno
 Mayo Medical Laboratories
 MNG Laboratories
 MotherToBaby Pregnancy Studies
 Mount Sinai Genetic Testing Laboratory
Myriad Genetic Laboratories
Natera
 National Library of Medicine
 NextGxDx
 NIH Genetic Testing Registry / MedGen / ClinVar
 Norton & Elaine Sarnoff Center for Jewish Genetics
 NTD Labs
 Oregon Reproductive Medicine
 Partners Personalized Medicine Lab for Molecular Medicine
 Perinatal Quality Foundation
Personalis, Inc.
 Pfizer
 Phenogen Sciences, Inc.
PreventionGenetics
 Proband - The Children's Hospital of Philadelphia
 Progenity
 Progeny Genetics
 Providence Health & Services
Quest Diagnostics
 Recordati Rare Diseases
 Reprogenetics and Recombine
 Retrophin
 Sanofi Genzyme
 Seattle Children's Hospital, PLUGS Program
Sequenom, Inc.
 Sharsheret
 Shire
 Simons VIP Connect
 SimulConsult
 Southwestern Women's Options
 Special Angels Adoption
 The Center for Fetal Diagnosis and Treatment at the Children's Hospital of Philadelphia
 ThinkGenetic, Inc.
 UAB Medical Genomics Laboratory
 UCLA Clinical Genomics Center
 UCLA Health
 UCSF Fetal Treatment Center
 Ultragenyx Pharmaceutical
 Undiagnosed Diseases Network
 University of Chicago Genetic Services Laboratories
 University of Washington
 UNMC Human Genetics Laboratory
 UPMC
 UW Medicine Center for Precision Diagnostics
 Valley Children's Hospital

Questions?

For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

Bold listings indicate an exhibiting and sponsoring company.

As of August 31, 2016

Energize your SALES and expand your market share through advertising and sponsorships.

Take advantage of the numerous sponsorship opportunities the NSGC Annual Conference has to offer. Each sponsorship option is designed to increase your company's exposure and grow your sales. NSGC offers various options to fit any budget and will also customize sponsorship packages specifically for you! For more information on sponsorship opportunities and custom sponsorship packages, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

Sponsor Levels and Descriptions

All conference sponsors will automatically receive:

- Logo recognition in the Preliminary Program and onsite Program Book. (Contract must be received no later than February 10, 2017 to be included in the Preliminary Program; July 14, 2017 to be included in the onsite Program Book).
- Logo recognition and acknowledgement during plenary sessions
- Logo recognition on onsite signage
- Logo recognition and URL link on the NSGC website
- Sponsor ribbons for company personnel
- Recognition in mobile app

Purchase multiple conference sponsorship opportunities and increase your exposure.

Sponsors with purchased opportunities that total between the noted amounts will receive these additional benefits:

Booth purchase is excluded from the total dollar spend amount used to determine sponsor level.

Gold Sponsor

(Any combination of conference sponsorships valued at \$17,500 or more)

- Three (3) complimentary full conference registrations
- Recognition in mobile app
- Three (3) priority points toward space selection (if contracted by March 20, 2017)

Silver Sponsor

(Any combination of conference sponsorships valued between \$12,500 – \$17,499)

- Two (2) complimentary full conference registrations
- Recognition in mobile app
- Two (2) priority points toward space selection (if contracted by March 20, 2017)

Bronze Sponsor

(Any combination of conference sponsorships valued between \$7,500 – \$12,499)

- One (1) complimentary full conference registration
- One (1) priority point toward space selection (if contracted by March 20, 2017)
- Recognition in mobile app

Questions?

For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

Annual Conference Sponsorship Opportunities*

Opportunity	Price	Page
Headshot Lounge	\$16,000	12
Conference WiFi	\$8,500	12
Twitter Wall	\$8,000	12
Exhibit Hall Reception	\$7,500	12
Massage Station in Exhibitor Suite	\$7,500	12
Conference Registration Bags	\$6,000	12
Sports Bottles	\$6,000	12
Lanyards	\$6,000	13
Photo Booth	\$5,500	13
NEW! Exclusive Program Book Sponsor	\$5,000	13
Reception Drink Tickets	\$5,000	13
Notepads	\$5,000	13
Hotel Key Cards	\$5,000	13
Directional Footprints	\$3,500	13
Post-It® Note Cubes	\$3,500	13
Banners	\$3,500	13
Conference Highlighter/Pen	\$3,000	13
Conference Badge Insert	\$2,500	14
Vendor Sponsored Presentation (VSP)	\$2,500	14
Refreshment Breaks	\$2,500	14
Session Area Sponsorship	\$2,000	14
Registration Bag Insert	\$2,000	14
In-Booth Food or Beverage Stations	\$1,500	14
Passport to Prizes	\$1,000	14

Questions?

For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

* All exclusive sponsorships are on a first right of refusal basis with current sponsors through October 14, 2016. After that time, all sponsorships will be sold on a first come, first served basis

Maximize your PROFITS and time: *sponsor and advertise!*

Annual Conference Sponsorship Opportunities

Headshot Lounge

\$16,000 (exclusive)

Help new professionals get on their feet and seasoned professionals update their look by sponsoring a headshot lounge in the Exhibitor Suite. NSGC will provide makeup artist(s) and photographer(s) where attendees can come get a new headshot to enhance their career.

Conference WiFi

\$8,500 (exclusive)

Be recognized as the wireless sponsor at the conference. This opportunity will showcase your company as the exclusive WiFi sponsor for all meeting space and common areas at the conference. Receive recognition in the program book and on onsite signage. In addition, your company can design a custom splash page to be viewed by attendees when they open their Web browser. Subject to additional costs for custom design.

Twitter Wall

\$8,000 (exclusive)

In 2015, over 3,700 tweets were sent using the #NSGC2015 conference hashtag. Join in the conversation on Twitter by sponsoring two (2) Twitter walls onsite - one in the AEConnect and one within the NSGC meeting space. Your logo will be used as a border on the 70" monitors displaying all tweets using the 2017 hashtag.

Exhibit Hall Reception

\$7,500 + production expenses (exclusive)

You have the opportunity to be the exclusive host of a reception in the Exhibitor Suite. Be sure attendees see your logo on napkins as they enjoy the reception. NSGC will market the reception in the program book, the mobile app and in a promotional conference email. *Sponsor is required to provide food & beverage for 1,000 attendees. Sponsor can also add entertainment subject to NSGC approval.*

Massage Station in Exhibitor Suite

\$7,500 (exclusive)

Sponsor a massage station in the exhibitor suite where a massage therapist will be hired to perform neck and back massages for attendees. Vouchers will be created for attendees to pick up at your booth to claim their massage. *Sponsors may also distribute literature and/or giveaways at the station subject to NSGC approval.*

Conference Registration Bags

\$6,000 + production expenses (exclusive)

Market your company directly to attendees by sponsoring the conference registration bags. Co-branded registration bags will be distributed to all attendees upon checking in to registration. Sponsor also receives one (1) complimentary insert. *Sponsor provides registration bags; subject to NSGC approval, to include company logo and NSGC's logo.*

Sports Bottles

\$6,000 + production expenses (exclusive)

"Go Green" and supply each of the conference attendees with a re-usable sports bottle. The sports bottle will be distributed in the attendee conference registration bags. *Sponsor provides sports bottle; subject to NSGC approval, to include company logo and NSGC's logo.*

Lanyards

\$6,000 + production expenses (exclusive)

Place your company's logo on conference lanyards worn by all conference attendees throughout the week! *Sponsor provides lanyards; subject to NSGC approval, to include company logo and NSGC's logo.*

Photo Booth

\$5,500 (exclusive)

Drive traffic to your booth by adding a photo booth next to your booth space! This fun and exciting opportunity will have attendees engaged throughout the conference. Your company will be featured as the exclusive sponsor for the photo booth, and your logo will be featured on the take home picture strip for attendees to remember long after the conference is over! *Additional space required for photo booth must be purchased by sponsor.*

Questions?

For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

[More sponsorship opportunities on next page >](#)

Annual Conference Sponsorship Opportunities (Continued)

NEW! Exclusive Program Book Sponsor

\$5,000

Sponsor the conference Program Book and put your company's brand right into the hands of over 2,200 attendees! The Program Book is provided to every attendee at registration and is their guide to the event, as it includes the schedule, session listings, exhibitor listings, maps and more. Sponsorship includes logo recognition on front cover of Program Book and a full page ad adjacent to Schedule at a Glance, one of the most utilized sections of the guide. *Sponsor ad content subject to NSGC approval.*

Reception Drink Tickets

\$5,000 + production expenses (2 available)

Make an impact at NSGC's reception by offering drink tickets to attendees. Limited to two (2) sponsors, each sponsor may purchase 500-2,000 drink tickets to hand out at their booth during the Reception in the exhibit hall. *Cost of each ticket redeemed is to be paid by the sponsor, directly to the convention center. Company logo to be displayed on cocktail napkins and signage.*

Notepads

\$5,000 + production expenses (exclusive)

Provide attendees with a place to take notes by providing the NSGC conference notepads. Notepads will be distributed at registration to all attendees with their materials for continuous recognition. *Sponsor provides notepads; subject to NSGC approval, to include company logo and NSGC's logo.*

Hotel Key Cards

\$5,000 + production expenses (exclusive)

Ensure your company is visible throughout the conference by sponsoring the notepads attendees receive in their registration bag. *Sponsor to provide keycard artwork, artwork must include NSGC logo and is subject to NSGC approval.*

Directional Footprints

\$3,500 (2 available)

Lead attendees directly to your booth with footprint shaped floor decals! Footprints may be a one-color custom design or one-color logo provided by exhibitor. Size specifications will be provided by NSGC Show Management. 120 footprints included in the cost of the sponsorship. *If sponsor requires additional footprints, additional charges will apply. Design must be approved by NSGC.*

Post-It® Note Cubes

\$3,500 + production expenses (exclusive)

Maximize your company's brand presence by sponsoring note cubes printed with your company logo or sales message. *Sponsor provides Post-It® note cubes; subject to NSGC approval, including company logo and NSGC's logo.*

Banners

\$3,500 + production expenses (3 available)

Catch the attendees' attention in more places than just the Exhibitor Suite. Located in prominent locations, these banners display your message and logo throughout the day. Limited to one (1) banner per company with three (3) total banners available to ensure visibility of message is maintained. *Banner design provided by sponsor and content subject to NSGC approval. Sponsor produces their own banner with NSGC's recommended dimensions.*

Conference Highlighter/Pen

\$3,000 + production expenses (exclusive)

Be the highlight of attendees' notes during the conference. Receive maximum exposure as attendees are sure to use the pens throughout the event and beyond. The highlighters/pens will be distributed with registration materials. *Subject to NSGC approval, the sponsor provides highlighter/pen to include company logo and NSGC logo.*

Conference Badge Insert

\$2,500 + production expenses (exclusive)

Place your company's promotional message inside the name badges that attendees wear during the conference. Conference badges are distributed to all attendees at registration. *Copy subject to NSGC approval. Sponsor is responsible for design, production and delivery.*

Vendor Sponsored Presentation (VSP)

\$2,500 (limited availability)

A VSP allows your company to speak to a targeted group of attendees that want to learn more about your specific product(s) and/or service(s). Your 30-minute presentation will be held in a hardwall theatre in the Exhibitor Suite that seats approximately 50 attendees. *Sponsor may provide food for session, at sponsor's expense.*

Questions?

For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

[More sponsorship opportunities on next page >](#)

Don't see
something here
that you want to
do in 2017?

Let us know.

Questions?

For more information
on exhibit space or
sponsorship opportunities,
please contact
Rebecca A. Baker
at rbaker@nsgc.org
or 312.673.5827.

Annual Conference Sponsorship Opportunities *(Continued)*

Refreshment Breaks

**\$2,500 per break, \$7,500 exclusive+
production expenses**

Add a healthy treat for attendees to enjoy at one of the beverage breaks during the conference. NSGC will provide soft drinks, and the sponsoring company will provide a food option of their choice for 1,000 attendees. *Sponsor is responsible for cost of food and can display promotional literature during break.*

Session Area Sponsorship

\$2,000

Share your message and promote your company as attendees head to breakout rooms. Sponsorship includes two-sided meter board sign placed outside session room.

Registration Bag Insert

\$2,000 (8 available)

Place your company's one-page promotional material inside the bags that NSGC conference attendees carry throughout the conference. *Sponsor must provide materials. NSGC will confirm final quantity. Content subject to NSGC approval.*

In-Booth Food or Beverage Station

\$1,500 + expenses (12 available)

Purchase the opportunity to have a food or beverage station of your choice in your booth! Be one of three exhibitors during Thursday* or Friday Exhibitor Suite hours to offer a tasty snack or beverage! NSGC requires approval of all food or beverage items selected and requires that all sponsors provide at least 150 servings of the chosen item. **If Exhibitor Reception on Thursday is sold, NSGC reserves the right to move food or beverage breaks to an alternate time. Please note, any food or beverage item handed out from an exhibitor's booth that is not purchased through the center is subject to corkage fees. Furthermore, any food or beverage items being given out at your booth that exceeds the quantity of 50 items will require a sponsorship from NSGC.*

Passport to Prizes Program

\$1,000 (16 available)

This program drives traffic to booths of participating vendors and generates additional floor traffic throughout the entire Exhibitor Suite. Each conference attendee will be issued a blank "Passport" card in registration bag. Attendees explore the Exhibitor Suite and have their passport stamped from each of the participating exhibitors. All completed entries will be eligible for a prize drawing that will be conducted in the final hours the exhibitor suite is open. *Sponsors are required to provide the prize(s) to be awarded.*

EDUCATIONAL OPPORTUNITIES at the Annual Conference

Sponsor-Offered Education

Leverage these opportunities to develop and provide education to attendees.

New this year, NSGC has increased the number of opportunities for sponsor offered education meal seminars due to popular demand. Please note, NSGC will work to create a schedule without conflicting tracks, but NSGC cannot guarantee no conflicts in topics. NSGC reserves the right to make adjustments on final schedule times.

Dinner Seminar*†▲

\$5,750 per dinner + expenses (4 available)

Sponsor a 90-minute educational session during dinner for a maximum of 225 attendees.

- Speaking opportunity
- Signage at the food and beverage stations recognizing company as the sponsor (food and beverage supplied by sponsor)
- Opportunity to have sponsor-supplied collateral in session room

Lunch Seminar*†▲

\$5,750 per lunch + expenses (4 available)

Sponsor a 90-minute educational session during lunch for a maximum of 225 attendees.

- Speaking opportunity
- Signage at the food and beverage stations recognizing company as the sponsor (food and beverage supplied by sponsor)
- Opportunity to have sponsor-supplied collateral in session room

Breakfast Seminar*†▲

\$4,750 per breakfast + expenses (6 available)

Sponsor a 45-minute educational session during breakfast for a maximum of 225 attendees.

- Speaking opportunity
- Signage at the food and beverage stations recognizing company as the sponsor (food and beverage supplied by sponsor)
- Opportunity to have sponsor-supplied collateral in session room

* Room size subject to change; sponsor will be notified immediately of any impactful room change. Please plan to provide a meal for 225 people at the 2017 conference.

† Sponsors may apply for CEU credits if CEU application materials are received by June 15, 2017. Any sponsor or partner a CEU eligible session is responsible for ensuring compliance with the new CEU standards and guidelines found on www.nsgc.org/CEU.

▲ Seminars are a first right of refusal for each date and time until October 14, 2016. If openings still exist after October 17, 2016, all contracted exhibitors will be contacted immediately and the contracts will be accepted on a first-come, first-served basis. NSGC reserves the right to change these policies at any time without notice.

All presenters at NSGC meetings are required to disclose any and all potential conflicts of interest at the beginning of their presentation.

All content subject to NSGC approval.

NSGC-Offered Education

Partner with NSGC educational opportunities throughout the conference.

Sponsorship of the following opportunities is considered unrestricted educational support. Sponsors have no influence over session content.

Poster Center and Posters with Authors Session

\$5,000 for both Poster Center and Posters with Authors Sessions (exclusive)

In 2016, more than 350 abstracts were presented as posters at the Annual Conference. Posters are displayed for the duration of the conference in the high-visibility Poster Center. The conference also features three highly attended Posters with Authors Sessions, during which attendees can speak one-on-one with the abstract authors. Sponsor company logo will be featured on aisle marker signs throughout the poster center.

Educational Grant

\$2,500 minimum

Looking for a chance to provide NSGC's members with new opportunities? Then become an educational grant sponsor and provide general unrestricted support for the conference education. Sponsors will be recognized in the preliminary program and program book (pending print deadlines) as well as in plenary sessions.

Concurrent Paper Session Track

\$2,000 for each Concurrent Paper Track, featuring six paper presentations within that track

NSGC's Concurrent Papers Sessions at the conference present the latest research in genetic counseling, genetics and genomics. Support one (1) topic focused track (ex: genetic testing, cancer, prenatal, etc) and have your company recognized in printed materials as the track sponsor. NSGC will also provide onsite signage featuring your company's logo. Paper track topics will be available in July 2017 and track selection must be confirmed by July 14, 2017 in order to be featured in print materials.

Sponsorship of the above opportunities includes:

- Signage recognition, with company name, outside the session room
- Recognition, with company name, in NSGC marketing and onsite collateral

New NSGC Scholarship Program Sponsorship Opportunity

Providing NSGC members with opportunities to further their practice and professional development is a cornerstone to our Society. A funding opportunity to partner with this effort is now available with the launch of a new NSGC Scholarship Program.

Annual Conference scholarships will be awarded to applicants that meet a list of criteria, apply during the application window of June 15, 2017 to July 15, 2017, and are selected by a Scholarship Subcommittee.

Package Price: \$12,000

- 83% of funding goes directly to scholarships, 17% is used for administrative functions.
- Eight (8) winners receive \$1,250 to offset the cost of the conference: complimentary registration and a check for \$825 (\$1,250 less the \$375 registration fee).

Sponsor Benefits:

- Logo recognition in two (2) emails announcing the Scholarship Program. One stand alone email will feature a sponsor quote.
- Logo recognition in scholarship program announcements in NSGC's *Dates & Deadlines*. *Dates & Deadlines* has an impressive 36% open rate.
- Logo recognition in scholarship program announcements in NSGC *Link*. NSGC *Link* boasts a 32% open rate.
- Sponsor's logos featured under the scholarship application webpage.
- Thank you sign placed in sponsor booth at the conference.
- Recognition during general session at the conference.

Questions?

For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

Maximize your **PROFIT** and time: *sponsor and advertise!*

Annual Conference Advertising Opportunities*

Preliminary Program

\$6,000 sponsorship (exclusive)

This valuable program is sent to more than 4,000 NSGC contacts and contains all of the important information attendees will be searching for prior to the conference. Sponsorship of the program includes your company's logo on the front cover and a half-page advertisement on the inside back cover. Advertisements are also available to showcase your company's products and services.

Preliminary Program Advertising

Total of two (2) ads available.

\$1,400 Full Page

\$800 Half Page

Ad artwork must be approved by NSGC. Specs and deadlines are as follows:

Ad reservation deadline: February 10, 2017

Ad artwork deadline: March 10, 2017

Full Page Specs: Four Color

Trim size: 8.5 x 11; bleed size: 8.75 x 11.25; live area: 7.5 x 10

Half Page Specs: Four Color

Trim size: 8.5 x 5.5; bleed size: 8.75 x 5.75; live area: 7.5 x 5

Onsite Program Book Advertising

(Total of seven (7) full page ads available)

\$5,000 Exclusive Sponsor (logo on cover and full page ad)

\$2,000 Inside Front Cover (exclusive)

\$2,000 Back Cover (exclusive)

\$1,500 Full Page

\$950 Half Page

Ad artwork must be approved by NSGC. Specs and deadlines are as follows:

Ad reservation deadline: June 16, 2017

Ad artwork deadline: July 14, 2017

Full Page Specs

Trim size: 8.5 x 11; bleed size: 8.75 x 11.25; live area: 7.5 x 10

Trim size: 8.5 x 11; bleed size: 8.75 x 11.25; live area: 7.5 x 10

Half Page Specs

Trim size: 8.5 x 5.5; bleed size: 8.75 x 5.75; live area: 7.5 x 5

Questions?

For more information on exhibit space or sponsorship opportunities: Please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.

NSGC Mobile App Advertising

\$2,500 (2 available)

Annual Conference information right at your fingertips! NSGC offers a free, downloadable mobile app to provide an enhanced experience for attendees. With detailed schedules, session descriptions, Exhibitor Suite details and more, the mobile app averages 2,000 downloads by NSGC attendees. Have your banner ad rotate at the top of the app and link to your company's website. *Banner ad subject to approval by NSGC.*

Mobile App Push Notification

\$2,000 (2 available – one per day)

Reach conference attendees on their mobile devices directly! Connect with attendees by sending a mobile app push notification directly to their phones and tablets. In 2015, over 2,000 downloads occurred. Your company creates a message of up to 140 characters and NSGC will push this out to attendees. Messages will reach those who have downloaded the app. *Content of message subject to NSGC approval and will be sent by 8:00 am by NSGC HQ. Final decision on release of this message is at the discretion of show management. Not available for promotion of sponsored meal sessions.*

** Please note: All advertising submissions are subject to approval by NSGC.*

Premier Sponsorship Application & Contract

Year-Round Opportunities (2017)

COMPANY INFORMATION

Company Name (as it should appear in all printed pieces and on website) _____

Contact Name for Fulfillment _____ Title _____

Company Address _____

City _____ State _____ ZIP _____

Phone Number _____ Fax Number _____

Email Address _____ Website _____

Contact Information

Send this form and payment to:

NSGC Exhibits
8351 Solutions Center
Chicago, IL 60677-8000

Direct questions to:

Rebecca A. Baker
 330 N. Wabash Ave., Suite 2000
 Chicago, IL 60611
 Phone: 312.673.5827
 Fax: 312.673.6804
 Email: rbaker@nsgc.org

PREMIER SPONSORSHIP INVESTMENTS *See page 3 for directions and details.*

- Platinum** \$20,000 **Gold** \$10,000 **Silver** \$5,000

PAYMENT INFORMATION

PREMIER SPONSORSHIP SELECTIONS *See page 3-4 for descriptions.*

PLATINUM

- Sponsored Webinar
- New Product Announcement
- Listing in *Dates & Deadlines*
- *Advertising Bulletin*
- Web Banner
- Mailing List Rental
- Four (4) Priority Points
- One of the Following:
 - Annual Conference Onsite Program Book Full Page Ad
 - Additional Complimentary Full Conference Registration

GOLD

- Concurrent Paper Track Sponsorship
- *Advertising Bulletin*
- Mailing List Rental
- Membership Survey
- Two (2) Priority Points
- One of the Following:
 - Annual Conference Onsite Program Half Page Ad
 - Additional Complimentary Full Conference Registration

SILVER

- Educational Breakout Session
- Mailing List Rental
- Annual Conference Onsite Program Half Page Ad
- One (1) Priority Point

Total Due \$ _____
 (Full payment due with application)

- Check/Check Number _____
 (Make check payable to NSGC; include copy of contract with check)
- Credit Card
 Please do not provide credit card information on this contract. Upon receipt of this contract, NSGC Show Management will email an invoice with credit card processing information.

All premier sponsorship packages must be executed between January 1, 2017 and December 31, 2017. No benefits may be used outside these dates unless pre-approved by NSGC Show Management.

SIGNATURE AGREEMENT

Premier sponsors may not cancel after acceptance by NSGC except for breach of this agreement by NSGC. No refunds will be given for Premier Sponsorship program participants.

Acknowledged by: _____

For (Company Name): _____ Date: _____

Exhibit Application & Contract

NSGC 36th Annual Conference

Conference dates: September 13-16, 2017

Exhibitor dates: September 13-15, 2017



COMPANY INFORMATION

Company Name (as it should appear in all printed pieces and on website) _____

Contact Name for Exhibit Information _____ Title _____

Company Address _____

City _____ State _____ ZIP _____

Phone Number _____ Fax Number _____

Email Address _____ Website _____

BOOTH INFORMATION

All applications must include full payment to be considered for booth assignment.

- _____ at \$2,600 early rate (on or before March 20, 2017) per 10' x 10' booth*
- _____ at \$2,800 regular rate (after March 20, 2017) per 10' x 10' booth*
- _____ at \$1,400 for non-profit 10' x 10' booth*
- _____ at \$500 Corner Booth Fee

Total = _____ at _____ = Total Fee \$ _____

*Does not include cost of carpet

BOOTH LOCATION

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

Companies I prefer **NOT** to be adjacent to (as availability allows):

Products and/or Services to be exhibited:

SIGNATURE AGREEMENT

In accordance with the provisions of the enclosed Exhibitor/Sponsor Participation Rules & Regulations governing participation at the NSGC 36th Annual Conference, the undersigned hereby makes an application for conference participation which, when accepted by NSGC and accompanied by payment, becomes a binding contract. The undersigned also acknowledges that they have read and will abide by the enclosed Exhibitor/Sponsor Participation Rules & Regulations. (Please forward the Exhibitor/Sponsor Participation Rules & Regulations to the person(s) in charge of your participation at this conference.)

Acknowledged by: _____

For (Company Name): _____ Date: _____

Contact Information

Send this form and payment to:

NSGC Exhibits
8351 Solutions Center
Chicago, IL 60677-8000

Direct questions to:

Rebecca A. Baker
330 N. Wabash Ave.
Suite 2000
Chicago, IL 60611
Phone: 312.673.5827
Fax: 312.673.6804
Email: rbaker@nsgc.org

PAYMENT INFORMATION

Total Due \$ _____
(Full payment due with application)

- Check/Check Number _____
(Make check payable to NSGC; include copy of contract with check)
- Credit Card
Please do not provide credit card information on this contract. Upon receipt of this contract, NSGC Show Management will email an invoice with credit card processing information.

Cancellations

Exhibitor participation cancellations must be received in writing prior to the beginning of the event. Cancellation policies, for both exhibitors and sponsors, will apply in accordance with the schedule outlined in Rule #3 of the enclosed Exhibitor/Sponsor Participation Rules & Regulations.

Sponsorship Application & Contract

NSGC 36th Annual Conference

Conference dates: September 13-16, 2017

Exhibitor dates: September 13-15, 2017

COMPANY INFORMATION

Company Name (as it should appear in all printed pieces and on website)		
Contact Name for Fulfillment	Title	
Company Address		
City	State	ZIP
Phone Number	Fax Number	
Email Address	Website	

ANNUAL CONFERENCE SPONSORSHIP LEVELS

- | | | |
|---|---|--|
| <input type="checkbox"/> Gold Sponsor
\$17,500+ | <input type="checkbox"/> Silver Sponsor
\$12,500 – \$17,499 | <input type="checkbox"/> Bronze Sponsor
\$7,500 – \$12,499 |
|---|---|--|

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Choose any combination of the following sponsorship opportunities you would like to purchase to correspond with your sponsorship level. Sponsorship opportunities are available on a first-come, first-served basis.

SPONSORSHIP OPPORTUNITIES

- | | | |
|--|--|--|
| <input type="checkbox"/> Headshot Lounge \$16,000 (exclusive) | <input type="checkbox"/> Post-It Note Cubes \$3,500 + production expenses (exclusive) | <input type="checkbox"/> Breakfast Seminar \$4,750 + expenses (6 available) |
| <input type="checkbox"/> Conference WiFi \$8,500 (exclusive) | <input type="checkbox"/> Banners \$3,500 + production expenses (3 available) | <input type="checkbox"/> Poster Center and Posters with Authors Session \$5,000 (exclusive) |
| <input type="checkbox"/> Twitter Wall \$8,000 (exclusive) | <input type="checkbox"/> Conference Highlighter/Pen \$3,000 + production expenses (exclusive) | <input type="checkbox"/> Educational Grant \$2,500 minimum |
| <input type="checkbox"/> Exhibit Hall Reception \$7,500 + production expenses (exclusive) | <input type="checkbox"/> Conference Badge Insert \$2,500 (exclusive) | <input type="checkbox"/> Concurrent Paper Session Track \$2,000 |
| <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday | <input type="checkbox"/> Vendor Sponsored Presentation \$2,500 (10 available) | ADVERTISING OPPORTUNITIES |
| <input type="checkbox"/> Message Station in Exhibitor Suite \$7,500 (exclusive) | <input type="checkbox"/> Refreshment Breaks \$2,500 per break, \$7,500 exclusive+ production expenses | <input type="checkbox"/> Preliminary Program \$6,000 (exclusive) |
| <input type="checkbox"/> Conference Registration Bags \$6,000 + production expenses (exclusive) | <input type="checkbox"/> Session Area Sponsorship \$2,000 | <input type="checkbox"/> Full Page Ad \$1,400 (limited) |
| <input type="checkbox"/> Sports Bottle \$6,000 + production expenses (exclusive) | <input type="checkbox"/> Registration Bag Insert \$2,000 (8 available) | <input type="checkbox"/> Half Page Ad \$800 (limited) |
| <input type="checkbox"/> Lanyards \$6,000 + production expenses (exclusive) | <input type="checkbox"/> In-Booth Food & Beverage \$1,500 (9 available) | Ad reservation deadline: February 10, 2017
Ad artwork deadline: March 10, 2017 |
| <input type="checkbox"/> Photo Booth \$5,500 (exclusive) | <input type="checkbox"/> Passport to Prizes \$1,000 (16 available) | <input type="checkbox"/> Onsite Program Book |
| <input type="checkbox"/> Exclusive Program Book Sponsor \$5,000 (exclusive) | EDUCATIONAL OPPORTUNITIES | <input type="checkbox"/> Exclusive Sponsor \$5,000 (exclusive) |
| <input type="checkbox"/> Reception Drink Tickets \$5,000 + production expenses (2 available) | <input type="checkbox"/> Scholarship Program \$12,000 | <input type="checkbox"/> Inside Front Cover Ad \$2,000 (exclusive) |
| <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday | <input type="checkbox"/> Dinner Seminar \$5,750 + expenses (4 available) | <input type="checkbox"/> Inside Back Cover Ad \$2,000 (exclusive) |
| <input type="checkbox"/> Notepads \$5,000 + production expenses (exclusive) | <input type="checkbox"/> Lunch Seminar \$5,750 + expenses (4 available) | <input type="checkbox"/> Full Page Ad \$1,500 (limited) |
| <input type="checkbox"/> Hotel Key Cards \$5,000 + production expenses (exclusive) | | <input type="checkbox"/> Half Page Ad \$950 (limited) |
| <input type="checkbox"/> Directional Footprints \$3,500 + production expenses (2 available) | | Ad reservation deadline: June 16, 2017
Ad artwork deadline: July 14, 2017 |
| | | <input type="checkbox"/> NSGC Mobile App Advertising \$2,500 (2 available) |
| | | <input type="checkbox"/> Mobile App Push Notification \$2,000 (2 available) |

SIGNATURE AGREEMENT

In accordance with the provisions of the enclosed Exhibitor/Sponsor Participation Rules & Regulations governing participation at the NSGC 36th Annual Conference, the undersigned hereby makes an application for conference participation which, when accepted by NSGC and accompanied by payment, becomes a binding contract. The undersigned also acknowledges that they have read and will abide by the enclosed Exhibitor/Sponsor Participation Rules & Regulations. (Please forward the Exhibitor/Sponsor Participation Rules & Regulations to the person(s) in charge of your participation at this conference.)

Acknowledged by: _____

For (Company Name): _____ Date: _____

Contact Information

Send this form and payment to:

NSGC
Exhibits
8351 Solutions Center
Chicago, IL 60677-8000

Direct questions to:

Rebecca A. Baker
330 N. Wabash Ave.,
Suite 2000
Chicago, IL 60611
Phone: 312.673.5827
Fax: 312.673.6804
Email: rbaker@nsgc.org

PAYMENT INFORMATION

Total Due \$ _____
(Full payment due with application)

Check/Check Number _____
(Make check payable to NSGC; include copy of contract with check.)

Credit Card
Please do not provide credit card information on this contract. Upon receipt of this contract, NSGC Show Management will email an invoice with credit card processing information.

Cancellations

Sponsor participation cancellations must be received in writing prior to the beginning of the event. Cancellation penalties will apply in accordance with the schedule outlined in Rule #3 and #17 of the enclosed Exhibitor/Sponsor Participation Rules & Regulations

NSGC Perspectives in Genetic Counseling Advertising Contract (2017)

COMPANY INFORMATION

Company Name (as it should appear in all printed pieces and on website) _____

Contact Name _____ Title _____

Marketing Contact _____ Marketing Contact Email _____

Company Address _____

City _____ State _____ ZIP _____

Phone Number _____ Fax Number _____

Email Address _____ Website _____

SPONSOR OPTIONS

- Q1 issue: \$7,000 (exclusive)**
Advertisement reservation deadline:
November 11, 2016
- Q2 issue: \$7,000 (exclusive)**
Advertisement reservation deadline: March 3, 2017
- Q3 issue: \$7,000 (exclusive)**
Advertisement reservation deadline: June 2, 2017
- Q4 issue: \$7,000 (exclusive)**
Advertisement reservation deadline:
September 29, 2017

TERMS OF AGREEMENT

1. NSGC (hereafter "Publisher") reserves the right to reject any sponsorship at its own discretion.
2. Sponsors assume liability for all content (including text representation and illustration) of the artwork printed and agree to indemnify, protect and hold harmless the Publisher from any claim or action based on the content of any artwork published.
3. Publisher holds sponsors liable in the event of non-payment, for such monies owed without commission as are due and payable to the Publisher.
4. Positioning of advertisements is at the discretion of the Publisher.
5. All messages are subject to Publisher's approval. Publisher reserves the right to reject messages or artwork not in keeping with publication standards.
6. Publisher assumes no liability for errors or omissions in reader service numbers.
7. Sponsors will be billed at the listed rate. Payment is due upon receipt of invoice. Prices are subject to change.
8. Insertions on an account carrying a previous balance extending beyond 60 days from date of invoice will not be accepted. Accounts delinquent 90 days may be turned over to a collection agency.
9. Insertion orders cancelled after published artwork due date will be billed at the full rate. All cancellations must be made in writing no later than the published artwork due date.
10. Claims for errors must be brought to the Publisher's attention within 30 days following publication date. Publisher's liability for any error will not exceed the charge for the sponsorship in question.
11. These terms and conditions shall apply to all sponsorships accepted by the Publisher, and these terms and conditions supersede any sponsor contract clauses.

SIGNATURE AGREEMENT

The undersigned hereby makes an application for participation which, when accepted by NSGC and accompanied by payment, becomes a binding contract.

Acknowledged by: _____

For (Company Name): _____ Date: _____

Contact Information

Send this form and payment to:

NSGC Exhibits
8351 Solutions Center
Chicago, IL 60677-8000

Direct questions to:

Rebecca A. Baker
330 N. Wabash Ave., Suite 2000
Chicago, IL 60611
Phone: 312.673.5827
Fax: 312.673.6804
Email: rbaker@nsgc.org

PAYMENT INFORMATION

Total Due \$ _____
(Full payment due with application)

- Check/Check Number _____
(Make check payable to NSGC; include copy of contract with check)
- Credit Card
Please do not provide credit card information on this contract. Upon receipt of this contract, NSGC Executive Office will email an invoice with credit card processing information.

Cancellations

Sponsorship reservation and cancellation policy: All sponsorships are available on a first come, first served basis. Sponsorships will not be fulfilled until payment is received. Sponsor may not cancel this order after acceptance by NSGC. No refunds will be given for sponsors.

1. Eligibility

The NSGC Annual Conference is open to companies whose products and services are directly related to the practice and advancement of genetic counseling and the professional education of those individuals attending NSGC's Annual Conference. NSGC reserves the right to refuse rental of display space or sponsorship to any company whose display of goods or services is not, in the opinion of NSGC, compatible with the general character and objectives of NSGC.

Application of space is not an assurance of eligibility. All applications are subject to review and NSGC reserves the right to refuse any application for any reason deemed appropriate by the NSGC Board of Directors.

NSGC reserves the right to revoke exhibit privileges based on intellectual property violations, unfair trade practices or other activities in the industry deemed illegal, unethical or contrary to the best interests of NSGC.

NSGC reserves the right to remove, at Exhibitor's expense, any merchandise deemed by the NSGC Board of Directors as not suitable for display at NSGC events. NSGC reserves the right to revoke a company's exhibit agreement should the company's products and/or services be considered ineligible by the terms listed above.

Eligible Exhibitors are those who are in good standing with NSGC. NSGC reserves the right to revoke an Exhibitor's and Sponsor's privileges and terminate this agreement. If NSGC terminates this agreement for reasons other than those set forth in section 3 below, NSGC will return to the Exhibitor/Sponsor all deposits or fees paid by such Exhibitor/Sponsor.

2. Payment Terms

To confirm Exhibitor/Sponsor participation 100% of payment must accompany the signed event Application & Contract. If any Exhibitor/Sponsor fails to perform any other term or condition of the contract or fails to observe and abide by these Contract Conditions/Rules & Regulations, NSGC reserves the right to terminate the contract immediately without refund of any monies previously paid. No refunds will be given for sponsorships after acceptance by NSGC.

3. Cancellation

If Exhibitor participation is canceled by the Exhibitor prior to March 20, 2017, a refund will be issued for the total amount contracted. If cancellation is made on or after March 20, 2017, there will be no refund and Exhibitor participation contracted for must be paid for in full. Cancellations must be directed in writing to NSGC. NSGC assumes no responsibility for including the name of the canceled Exhibitor or a description of their products in the show catalog, brochures, news releases, or any other materials concerning the show. Any space not claimed and occupied prior to two (2) hours from event start time may be resold or assigned by NSGC without obligation on the part of NSGC for any refund whatsoever unless special arrangements have previously been made with NSGC in writing. If any circumstances or event beyond the control of NSGC causes cancellation of all or any portion of the event NSGC agrees to refund any portion of the registration fee for which NSGC is reimbursed by insurance or other third party and shall not be liable for any other refund or payment arising from the cancellation or for other liability or damages arising from the event.

Please note, Sponsors may not cancel sponsorships after their acceptance by NSGC except for breach of this agreement by NSGC. No refunds will be given for sponsorships.

4. Marketing Collateral

All marketing pieces prepared by the sponsor must be pre-approved by NSGC prior to posting or distributing. NSGC reserves the right to request any change to the content supplied by the sponsor. All marketing pieces must identify who is sponsoring the piece and NSGC will identify all opportunities as 'sponsored' when posting or distributing to NSGC membership.

5. Set-Up and Dismantle

Set-up and dismantle hours are listed in the exhibitor services manual and are subject to change, in which case all Exhibitors will be notified in writing. If an Exhibitor is not set up by the time specified in the exhibitor services manual, NSGC reserves the right to re-assign such space to another Exhibitor or to make other use of the space as deemed necessary or appropriate at the expense of the Exhibitor.

Exhibits are to be kept intact until the closing of the exhibition hall. No part of an exhibit shall be removed during the Annual Conference without special permission from NSGC. Any Exhibitor who begins the dismantling of its display before the close of the show will lose priority status in future NSGC events and may altogether lose the privilege of exhibiting and or sponsoring at future NSGC events. All freight must be removed from the facility by 8:00 pm on the last day of move-out. If exhibits are not removed by this time, show management has the right to remove exhibits and charge the expense to the Exhibitor.

6. Executive Suite Hours

At the time of this writing, it is anticipated that the show hours will be as follows:

Wednesday, September 13 5:00 pm - 8:00 pm

Thursday, September 14 12:15 pm - 1:30 pm

3:00 pm - 3:45 pm

5:30 pm - 7:45 pm

9:50 am - 10:30 am

Friday, September 15 12:00 pm - 3:00 pm

Show hours are subject to change. Exhibitors will be notified in writing of any changes prior to the Exhibition.

7. Subletting of Exhibits and Prohibited Uses

Exhibitors/Sponsors are prohibited from assigning or subletting any part of their participation. Nor shall they demo or permit to demo in their space any merchandise or advertising materials which are not a part of their regular products, or which are not compatible with the character of NSGC, without a written request and approval from NSGC. NSGC reserves the right to terminate any portion of the sponsor participation that is not in accordance with these rules without prior approval.

8. Food & Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited unless approved by NSGC. All food and/or beverage service must be approved in writing by NSGC and the convention center's exclusive catering vendor. All associated fees are the responsibility of the Exhibitor.

Please note, any food or beverage items being given out at your booth that exceeds the quantity of 50 items will require a sponsorship from NSGC. Any F&B handed out from your booth is subject to fees from the hotel or convention center catering team. Please let show management know if you have any questions.

9. Use of Space — General

All marketing activities of each Exhibitor/Sponsor must be confined to the Exhibitor's/Sponsor's allotted booth space. Exhibitors/Sponsors expressly agree not to hold any

activity that, in the sole opinion of NSGC, creates a material adverse effect on attendance during the hours of the events. If clarification is needed on a specific activity, please submit it to NSGC for approval.

10. Special Visual and Audio Effects

Audio-Visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of NSGC, do not interfere with the activities of neighboring Exhibitors/Sponsors. Operational equipment may not be demonstrated outside of Exhibitor's booth space or create noise levels objectionable to neighboring Exhibitors.

11. Hospitality Suites, Meetings Rooms & Special Events

No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during any scheduled NSGC Annual Conference activity unless approved in writing by NSGC. Entertainment, meetings, tours, special events, hospitality suite functions, or other private functions must be requested through the meeting space special event request form obtained from NSGC show management. Exhibitors who are not in accordance with the stated rules may lose their privilege of exhibiting at this and future NSGC events.

12. Exhibit Construction and Layout

NSGC reserves the right to control the layout of the exhibit hall. Detailed regulations governing the construction, height and layout of exhibits will be included in the Exhibitor Services Manual. These Rules & Regulations are to be considered an addendum to this document, and are subject to the full power and enforcement as set forth herein. If you require immediate access to these Rules & Regulations, please reference your service manual under the Rules & Regulations tab or contact the NSGC Executive Office for a copy. Each Exhibitor/Sponsor will be held accountable for abiding by these rules and regulations governing booth construction and height limitations. Failure to comply could result in various consequences, as severe as losing all future privileges to exhibit at the Annual Conference.

13. Booth Equipment

Standard booth equipment will consist of the following:

- 10'x10' booth space
- Eight foot (8') backwall of draperies with aluminum uprights, color to be determined by NSGC
- Three foot (3') division siderails of draperies, color to be determined by NSGC
- One (1) 7" x 44" company identification sign
- One (1) skirted table, color to be determined by NSGC
- Two (2) chairs
- Two (2) complimentary exhibit only registrations. Additional registrants must pay the standard registration fee to attend the event
- Complimentary company listing in the Program Book pending deadline
- Carpet not included in booth; exhibitors must purchase booth carpet

Exhibitors will be bound by the booth construction rules included in the Exhibitor Services Manual.

14. Insurance & Security/Force Majeure

NSGC will employ security guards and take reasonable precautions to safeguard Exhibitor's/Sponsor's property. However, NSGC assumes no liability whatsoever for loss or damage, through any cause, of goods, hand carried items or other materials owned, rented or leased by the Exhibitor/Sponsor. NSGC requires that each Exhibitor/

(Continued on next page)

Sponsor maintains general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with the Exhibitor's/Sponsor's participation in the event, in the amount of not less than one million (\$1,000,000) dollars for personal injury, death, or property damage in any one occurrence. Such insurance maintained by the Exhibitor/Sponsor must be issued by an insurance company reasonably acceptable to NSGC, include coverage of the indemnification obligations of the Exhibitor/Sponsor under these Rules & Regulations, and shall name NSGC as additional insured. Each Exhibitor/Sponsor acknowledges that it is responsible for obtaining for its protection and entirely at its expense, such property insurance for its table-top and display materials as the Exhibitor/Sponsor deems appropriate. Any policy providing such property insurance must contain an express waiver by the Exhibitor's/Sponsor's insurance company of any right of subrogation as to any claims against NSGC. Certificate of Insurance must name NSGC as co-insured. NSGC shall be named, as an additional insured on Exhibitor's/Sponsor's insurance policies and Exhibitor/Sponsor shall provide to NSGC Certificates of Insurance indicating this status.

Force Majeure: NSGC will not be responsible for cancellation, postponement or other circumstances caused by, based on or relating to situations beyond its control, including but not limited to: acts of God, (e.g. rainstorm, flood, wind, damage by the elements, earthquake, tornado, other natural disasters, etc.), terrorism, infectious disease, war, fire, strikes, acts or orders of governmental authorities or third-party responsibility.

15. Exhibitor & Sponsor's Liability and Hold Harmless

Exhibitor/Sponsor releases NSGC, its contractors and their respective directors, officers, employees, agents and members, and each of them, from any claims, liabilities, losses, damages, costs or expenses relating to or arising out of any injury to any personnel of Exhibitor/Sponsor or to any other person or any loss of or damage to any property of Exhibitor/Sponsor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to Exhibitor's/Sponsor's participation in the event, and the Exhibitor/Sponsor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto. Exhibitor/Sponsor shall indemnify, defend and hold harmless NSGC and its contractors, and their respective directors, officers, employees, agents and members, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Exhibitor's/Sponsor's participation in the event, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting directly from the sole negligence of either NSGC or its contractors. The terms of this provision shall survive the termination or expiration of this agreement.

16. Assignment of Exhibit Space

NSGC established a priority point system to equitably assign space to exhibitors. Points are accrued based on several categories as determined by NSGC Show Management. The categories are as follows: length of exhibit with NSGC (2006 – 2016), 2017 Annual Conference Sponsorship level commitment, 2017 Exhibit Space Application received date, Size of space contracted for 2017 by March 20, 2017, and 2017 Premier Sponsorship commitment. The details around this program will be released by NSGC Show Management and are to be considered an addendum to this document, and are subject to the full power and enforcement as set forth herein.

17. Assignment of Sponsorships

All NSGC Annual Conference sponsorship opportunities are first right of refusal until October 14, 2016. If an item is not re-contracted by previous sponsoring company, it will become available to any other interested company. NSGC

Show Management reserves the right to change these policies at any time without notice.

18. Promotions, Contests, Printed Material, Etc.

All giveaway items with the exception of pens, pencils, luggage tags, pocket calendars and similar items must be submitted for approval to NSGC prior to the event. Sideshow tactics, or other methods, including marketing material, considered by NSGC to be objectionable, are expressly prohibited at the NSGC Annual Conference. Prizes, awards, drawings, raffles, lotteries or contests may be permitted in accordance with applicable state laws and prior written approval of NSGC. Requests for approval of such activities must be submitted in writing to NSGC three weeks prior to the opening of the event. Distribution of promotional material to attendees' hotel sleeping rooms, public areas or in technical sessions is strictly prohibited without the prior written approval from NSGC. Use of NSGC hotel and conference-related facility communication systems to promote Sponsors or their products is also prohibited.

NSGC does not distribute an attendee list to its exhibitors. For any lists pertaining to the conference, these lists are confidential and proprietary and provided as a courtesy. It shall not be sold, distributed or otherwise provided to any outside organization, consultant or service without express written permission of NSGC. Any violation of this policy may result in the forfeiture of participation at future NSGC events and membership privileges within NSGC.

19. Intellectual Property Matters

The Exhibitor/Sponsor represents and warrants to NSGC that no materials used in or in connection with its demonstration infringe upon the trademarks, copyrights (including, without limitation, copyrights for music and other materials used or broadcast by Exhibitor/Sponsor), or other intellectual property rights of any third party. The Exhibitor/Sponsor agrees to immediately notify NSGC of any information of which the Exhibitor/Sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor/Sponsor agrees to indemnify, defend and hold NSGC, and its agents, and successors, harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the Exhibitor/Sponsor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, NSGC shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of a Exhibitor/Sponsor.

20. Use of Logo

The NSGC logo may not be reproduced on any items, documents or promotional materials, or published on any websites, social media sites, or in any other print or electronic media without the express permission of the NSGC Executive Office.

21. Exhibit Access

Each exhibitor who registered in advance will receive a printed exhibitor badge available at the exhibitor registration area at the exhibition facility. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times including setup, exhibit hours and dismantling in order to enter the exhibit area. Exhibitor staff, temporary help and setup personnel must wear exhibitor badges or other badges designated by NSGC. Exhibitor badges do not include admission to other conference functions, nor are they transferable.

22. Convention Registrations

Exhibitors have the right to purchase full conference registrations, which allow access to educational sessions, in accordance with NSGC's registration policies.

23. Convention Program

One (1) copy of the convention program/exhibits directory will be available to each exhibiting company.

24. Music Licensing

Exhibitors/Sponsors are responsible for individual ASCAP/BMI music licensing fees or similar statutes as may apply outside the United States if applicable to the function. Music played and/or performed, whether recorded or live, will not be covered under NSGC's ASCAP/BMI music licensing agreement.

25. Americans with Disabilities Act/Similar Non-U.S. Statutes

Exhibitors/Sponsors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold NSGC harmless from any consequences of failing to do so.

26. Distribution of Marketing Material

NSGC reserves the right to cease distribution of any materials at the NSGC Annual Conference which NSGC in its sole discretion determines are contrary to the best interests of NSGC, its members, or the event. All Exhibitor/Sponsor marketing activities must be confined to the Exhibitor's/Sponsor's allotted space. The Exhibitor/Sponsor agrees that, if NSGC determines that an Exhibitor/Sponsor is marketing outside of its allotted space, the Exhibitor/Sponsor will lose the privilege of exhibiting at the NSGC Annual Conference. In addition, NSGC reserves the right to immediately remove all Exhibitor/Sponsor materials if a violation occurs during the conference without issuing a refund. For further explanation please see rule #17. Distribution of promotional material to attendees' hotel sleeping rooms, public areas, or in educational sessions is prohibited without prior written approval of NSGC. Use of NSGC hotel and conference-related facilities communication systems to promote Exhibitor/Sponsor, their products/services, or any other of their activities are prohibited during official NSGC Annual Conference.

27. Authority of Management/ Enforcement of Rules & Regulations

NSGC shall have the power to adopt and enforce all show attendance rules and regulations with respect to the kind, nature and eligibility of Exhibitors/Sponsors adopted by it or set forth herein. NSGC has the power to enforce all rules and regulations. Show Management's decision on such matters shall be final. The Exhibitor/Sponsor acknowledges that its failure to comply with the Rules & Regulations set forth herein will cause harm to NSGC. The Exhibitor/Sponsor agrees that, if NSGC determines that a material violation has occurred, the Exhibitor/Sponsor will lose the privilege of exhibiting at these and future NSGC events. In addition, NSGC reserves the right to immediately remove all Exhibitor/Sponsor materials if a violation occurs during the convention without issuing a refund. All final decisions regarding the enforcement of the NSGC Annual Conference policies are the responsibility of the NSGC Board of Directors.

28. General

All matters and questions not covered by the Rules & Regulations are subject to the decision of NSGC. These Rules & Regulations may be amended at any time by NSGC, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by NSGC to such Exhibitor/Sponsors as may be affected by them.

CONTACT Rebecca A. Baker at 312.673.5827 or rbaker@nsgc.org for further information.