PARTNERSHIP, SPONSORSHIP & EXHIBIT OPPORTUNITIES 2019

Year-Round Sponsorship and Advertising
Annual Conference Exhibit and Sponsorship
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 40 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 3,500 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 75%**
  - Full members have one or both of the following:
    - Master’s degree in genetic counseling or PhD in a related field to 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 10%**
  - New Genetic Counselor members are full members that have started practicing within the past two years

- **Student Members 12%**
  - Student members are students enrolled in an accredited graduate training program in genetic counseling

- **Other 3%**
  - Emeritus members are full members who are retired
  - Associate members include healthcare professionals whose interests focus on genetic counseling

*as of October 1, 2018
GAIN VALUABLE YEAR-ROUND EXPOSURE!
Premier Sponsorship Packages and Benefits — Reach NSGC members throughout 2019!

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 return on investment. 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 involvement in this high-visibility program!

All Premier Sponsorship package benefits must be executed between January 1, 2019, and December 31, 2019. 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 *Perspectives in Genetic Counseling*. Sponsor agreement must be signed by February 1, 2019, 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 40%, 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 nearly 4,000 members. NSGC’s *Dates & Deadlines* has an impressive open rate of 38%. 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 39% open rate. Sponsor to provide content; not to exceed 500 characters.

---

**Build Your Own Package**

Customized packages can be created upon request. Contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.
PREMIER SPONSORSHIP PACKAGES AND BENEFITS (continued)

- **Web Banner**: Web banner on NSGC’s website will give you exposure to over 19,000 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 2,500 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 the Annual Conference 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 August 9, 2019, to guarantee placement. See page 11 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:

- **Platform Presentation 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. Platform Presentation track topics will be available in August 2019 and the track selection must be confirmed by August 9, 2019 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 39% open rate. Sponsor to provide content; not to exceed 500 characters.

- **Mailing List Rental**: NSGC will provide approximately 2,500 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 Annual 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 August 9, 2019, to guarantee placement. See page 11 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.

---

*Build Your Own Package*

Customized packages can be created upon request. Contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.
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 2019 and all sponsored sessions must be confirmed by August 9, 2019, 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 2,500 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 August 9, 2019 to guarantee placement. See page 11 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.

**Build Your Own Package**

Customized packages can be created upon request. Contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.
YEAR ROUND A LA CARTE OFFERINGS

Extend Your Reach with Perspectives in Genetic Counseling Sponsorships

*Perspectives in Genetic Counseling* is NSGC’s members-only digital magazine distributed quarterly to more than 3,500 genetic counselors. This interactive publication features in-depth articles about news, trends, best practices and other issues that directly relate to genetic counselors.

In 2017 and 2018, *Perspectives* received anywhere between 800 and 1,000 opens and readers typically spend four to six minutes on each page.

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

---

Spread Your Knowledge with NSGC Podcast Sponsorships

With over 1,000 unique downloads in 2018, and a patient-focused launch planned in 2019, the NSGC Podcast Series will focus on communicating with consumers of genomic medicine. Sponsoring NSGC’s podcast series will provide you with chance to promote your services to consumers on the go! Sponsorship includes a (30) second advertisement to be played during the podcast and your logo and website featured on NSGC’s consumer website: aboutgeneticcounselors.com. Please note that podcasts are not CEU eligible. Advertising content is subject to NSGC approval.

**NSGC Podcast Sponsorship:** $3,500 per episode ($500 discount off each up to two to three and $750 discount off each for all six (6) – exclusive)

---

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](http://www.nsgc.org/advertise) to learn more.
MAKE PLANS TODAY TO EXHIBIT AT THE NSGC ANNUAL CONFERENCE!

Market Your Products and Services to More than 2,200 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 genetics professionals from around the country. Our attendees hold a master’s degree or higher and 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 2,200 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 new technology, clinical 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.

<table>
<thead>
<tr>
<th>NSGC members have the buying power to boost your sales.</th>
<th>Key influencer in all purchases</th>
<th>Some role in purchasing</th>
<th>Full purchasing authority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Member Specialties</td>
<td>29%</td>
<td>49%</td>
<td>13%</td>
</tr>
<tr>
<td>NSGC members work in a variety of genetic counseling specialties, including:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Cancer Genetics 36%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Prenatal 23%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Pediatric 13%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- General Genetics 21%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Adult (including complex disease) 5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Cardiology 7%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“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 38th Annual Conference
November 5-8, 2019
Salt Palace Convention Center • Salt Lake City, Utah

2019 Exhibitor Suite Hours*

For the most up to date exhibitor hours and exhibitor resources please visit www.nsgc.org/2019sponsorship.

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

* 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:*
$1,500 for non-profit organizations
$2,800 Early Rate (contracts postmarked on or before April 12, 2019)
$3,000 Regular Rate (contracts postmarked after April 12, 2019)
$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 Annual 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

Questions?
For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.
The following organizations exhibited and/or sponsored at the NSGC 37th Annual Conference, November 14-18, 2018, in Atlanta, Georgia:

**2018 EXHIBITORS AND SPONSORS**

23andMe
AbortionClinics.Org, Inc./AAF, Inc.
Admera Health
Advanced Tele-Genetic Counseling (AT-GC)
AliveAndKickin
Allele Diagnostics
**Alnylam Pharmaceuticals**
Alpha-1 Foundation
**Ambry Genetics**
American Board of Genetic Counseling (ABGC)
American Society of Human Genetics
Amicus Therapeutics
ARUP Laboratories
AstraZeneca
AXYS
Basser Center for BRCA
Batten Disease Support and Research
**Baylor Genetics**
Biogen
BioMarin Pharmaceutical, Inc.
Blueprint Genetics Inc.
**Boulder Abortion Clinic**
Cancer IQ, Inc.
Capital Women's Services
CBR a California Cryobank Company
Celmatix
Center for Fetal Diagnosis and Treatment (CHOP)
Centogene US, LLC
ClinGen
Color
Concert Genetics
Connective Tissue Gene Tests
CooperGenomics
**Counsyl a Myriad Genetics Company**
Covenant Health
DNA Genotek
**EGL Genetics**
FamHis, Inc.
FORCE: Facing Our Risk of Cancer Empowered
Fulgent Genetics
Geisinger
Gene42, Inc.
**GeneDx**
GeneMatters
Genetic Support Foundation
Geneveda
**Genome Magazine**
Genome Medical
GenPath Women’s Health
Greenwood Genetic Center
Igenomix
**Illumina, Inc.**
InformedDNA
**Integrated Genetics**
**Invitae**
Johns Hopkins Center for Fetal Therapy
Johns Hopkins Genomics
JScreen at Emory University
Kaiser Permanente Northern California
KOLGENE
Laboratory for Molecular Medicine – Partners
**Le Bonheur Children’s Hospital**
Lettercase: National Center for Prenatal and Postnatal Diagnosis
MNG Laboratories
**Myriad Genetic Laboratories**
National Coordinating Center for the Regional Gene
**National Down Syndrome Congress**
**NCATS/Genetic Rare Diseases Information Center**
**NIH Genetic Testing Registry/ MedGen/ClinVar**
Northside Hospital Cancer Institute Cancer Genetic Program
Norton & Elaine Sarnoff Center for Jewish Genetics
Norton Healthcare
**Now I Lay Me Down To Sleep**
NTD Eurofins
Organization of Teratology Information Specialists / MotherToBaby
Parent Project Muscular Dystrophy/Decode Duchenne
**PerkinElmer Genomics**
Pfizer Oncology
Phosphorus Diagnostics
**PreventionGenetics**
Progenity
Progeny Genetics
Quest Diagnostics
**RARE Bears**
Rare Genomes Project (Broad Institute)
Recordati Rare Diseases
Retrophin, Inc.
Roche Diagnostics
**RPRD Diagnostics**
Sanford Research – CORDS Registry
Sanofi Genzyme
Sarepta Therapeutics
Seattle Children’s Hospital – PLUGS
**Sem4**
**Sharsheret**
Shire
**Simons VIP Connect**
Southwestern Women’s Options
Special Angels Adoption
St. Jude Children’s Research Hospital
Stealth BioTherapeutics
Texas Children’s Pavilion for Women – Fetal Center
The Children’s Hospital of Philadelphia
The Focus Foundation
The Marfan Group
ThinkGenetic, Inc
TrakGene
UAB Medical Genomics Laboratory
**UCLA Health**
UCSF Fetal Treatment Center
Undiagnosed Diseases Network (UDN)
University of Chicago Genetic Services Laboratories
University of Washington
UNMC Human Genetics Laboratory
UPMC
Valley Children’s Healthcare
Variantyx, Inc.
Women’s Care Florida

**Bold listings indicate an exhibiting and sponsoring companies who achieved Bronze, Silver or Gold level sponsorship. (As of October 26, 2018)**

Questions?
For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.
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 March 1, 2019, to be included in the Preliminary Program; August 9, 2019, 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):

**Platinum Sponsor**
(Any combination of conference sponsorships valued at $30,000 or more)

- Three (3) complimentary full conference registrations
- Recognition in mobile app
- Three (3) priority points toward space selection (if contracted by March 11, 2019)
- Sponsored meal session priority point (with deadline of March 11, 2019)
- Half page sponsor advertisement in Program Book

**Gold Sponsor**
(Any combination of conference sponsorships valued between $15,000 – $29,999)

- Two (2) complimentary full conference registrations
- Recognition in mobile app
- Two (2) priority points toward space selection (if contracted by March 11, 2019)
- Mailing List Rental

**Silver Sponsor**
(Any combination of conference sponsorships valued between $8,500 – $14,999)

- One (1) complimentary full conference registration
- One (1) priority point toward space selection (if contracted by March 11, 2019)
- 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.
NSGC ANNUAL CONFERENCE SPONSORSHIPS

Digital Opportunities

Conference WiFi
$8,500 (Exclusive)
Be recognized as the exclusive wireless sponsor at the conference for all meeting space and common areas. Receive recognition in the program book, onsite signage and the network name (if applicable at venue).

Twitter Wall
$8,000 (Exclusive)
In 2018, NSGC estimates over 8,000 tweets will be sent using the #NSGC18 conference hashtag. Join in the conversation on Twitter by sponsoring two (2) Twitter walls onsite – one in NSGC Central and one within the NSGC meeting space. Your logo will be used as a border on the 70” monitors displaying all tweets using the 2019 hashtag.

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. In 2018, NSGC estimates over 3,000 downloads. Have your banner ad rotate at the top of the app and link to an outside or your company’s website. Banner ad subject to approval by NSGC.

Mobile App Push Notifications
$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 2018, NSGC estimates over 3,000 downloads. 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 at time mutually agreed upon with NSGC Headquarters. Final decision on release of this message is at the discretion of show management. Not available for promotion of sponsored meal sessions.

Print Opportunities

Preliminary Program
$6,000 (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. Sponsor ad content subject to NSGC approval.

Onsite Program Book Sponsor
$5,000 (Exclusive)
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.

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: August 9, 2019
Ad artwork deadline: September 6, 2019

Full Page Specs
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

All advertising submissions are subject to approval by NSGC.

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 December 14, 2018. After that time, all sponsorships will be sold on a first-come, first-served basis.
Print Opportunities

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: March 1, 2019
- Ad artwork deadline: April 1, 2019

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim size</td>
<td>8.5 x 11</td>
<td>8.5 x 5.5</td>
</tr>
<tr>
<td>Bleed size</td>
<td>8.75 x 11.25</td>
<td>8.75 x 5.75</td>
</tr>
<tr>
<td>Live area</td>
<td>7.5 x 10</td>
<td>7.5 x 5</td>
</tr>
</tbody>
</table>

All advertising submissions are subject to approval by NSGC.

Networking Opportunities

Refreshment Breaks

- **$7,500 (Exclusive)**
- **$2,500 per break**

Add a healthy food treat for attendees to enjoy at one of the breaks outside the Exhibitor Suite 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.

Reception Drink Tickets

- **$5,000 + production expenses**

Make an impact at NSGC’s reception by offering drink tickets to attendees. Limited to two (2) sponsors, each sponsor must purchase 500-2,000 drink tickets to hand out at their booth during the Reception in the Exhibitor Suite. 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.

Exhibitor Suite Reception

- **$7,500 (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.

In-Booth Food or Beverage Station

- **$1,500 + production expenses**

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, sponsorship only allows for non-alcoholic beverage items. Any food or beverage items being given out at your 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.

First-Time Attendee Reception

- **$5,000 (Exclusive)**

You have the opportunity to be the exclusive host of the First-Time Attendee Reception. 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.

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 December 14, 2018. After that time, all sponsorships will be sold on a first-come, first-served basis.
Don’t see something here that you want to do in 2019? Let us know.

NSGC ANNUAL CONFERENCE SPONSORSHIPS (continued)

Networking Opportunities

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.

Exhibitor Suite Opportunities

NEW! RARE Science, Inc. – RARE Bear Sponsorship
$10,000 (Exclusive)
Be the exclusive sponsor of NSGC’s second official community building event! Your logo and acknowledgement of your sponsorship will appear on signage in the exhibit hall at the RARE Science, Inc. – RARE Bear booth and on all NSGC materials promoting the event, including emails, signage and slides used to provide daily updates on progress.

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. Sponsor is responsible for contracting massage company. Sponsors may also distribute collateral at the station, subject to NSGC approval.

Private Meeting Rooms
$7,500 per room (3 available)
Reserve a carpeted private meeting room for the duration of the Annual Conference in the Exhibitor Suite to hold one-on-one or group conversations with attendees about your company and products. Please note that show floor meeting rooms do not include power/electricity or A/V.

Headshot Lounge
$6,000 + production expenses (Exclusive)
Help new professionals get on their feet and seasoned professionals update their look by sponsoring a headshot lounge in the Exhibitor Suite. Sponsor is responsible for contracting photographer(s) and providing makeup artist(s). Additional space required for photo booth must be purchased by sponsor.

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 printed pictures for attendees to remember long after the conference is over! Additional space required for photo booth must be purchased by sponsor.

Job Board Sponsor
$5,000
Promote your company’s logo and name alongside the official NSGC Job Board next to NSGC Central Booth. Sponsor can display promotional literature next to job board along with a premier job listing. Content subject to NSGC approval.

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 December 14, 2018. After that time, all sponsorships will be sold on a first-come, first-served basis.
Sponsored Meal Sessions***
Dinner: $5,750 per dinner + expenses (4 available)
Lunch: $5,750 per lunch + expenses (4 available)
Breakfast: $4,750 per breakfast + expenses (6 available)
- Sponsor a 90-minute educational session for a minimum of 225 attendees.*
- Speaking opportunity
- Opportunity to have sponsor-supplied collateral in session room
- CEU eligible **
  * 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 2019 conference.
  ** Sponsors may apply for CEU credits if CEU application materials are received by August 16, 2019. Any sponsor or partner a CEU eligible session is responsible for ensuring compliance with the CEU standards and guidelines found at www.nsgc.org/CEU.
  *** Submission for a sponsored session does not guarantee acceptance by NSGC. Once session availability is determined at the conference venue, NSGC will be in touch to verify if your company has been selected for a session slot. Two sessions will be running concurrently during each meal slot. Session sponsors must be a confirmed 2019 exhibitor in order to be considered for a sponsored session. NSGC reserves the right to change these policies at anytime without notice.

NEW! Abstract Printing Kiosk Sponsorship
$5,500 (Exclusive)
Promote your company’s logo and name alongside the official NSGC abstract printing kiosk by the NSGC poster area on the show floor. Sponsor can display promotional literature next to printing kiosk. Content subject to NSGC approval.

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. Not CEU eligible.

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.

Platform Presentation Session Track
$2,000 for each Platform Presentation Track, featuring five paper presentations within that track
NSGC’s Concurrent Paper 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. Presentation track topics will be available in August 2019, and track selection must be confirmed by August 16, 2019 in order to be featured in print materials.
NSGC ANNUAL CONFERENCE SPONSORSHIPS (continued)

Attendee Swag

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.

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.

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.

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.

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’s 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.

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.

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.

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

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.

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.

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’s 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.

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.

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.

All exclusive sponsorships are on a first right of refusal basis with current sponsors through December 14, 2018. After that time, all sponsorships will be sold on a first-come, first-served basis.
**Signage Opportunities**

**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.

**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.

**Hotel Opportunities**

**Hotel Key Cards**
$5,000 + production expenses (Exclusive)
Put the logo of your company in every hand of NSGC attendees staying at the headquarter hotel(s) by sponsoring the hotel key cards. Sponsor to provide keycard artwork; artwork must include NSGC logo and is subject to NSGC approval.

**Hotel Room Drop**
$2,500 + production expenses
Have the first touch point with a (1) page piece of collateral with attendees when they arrive at their hotel room. Number of headquarter hotels is subject to location. If there is more than one, you have the option to choose to do one or both. One room drop per day. Sponsor responsible for production cost, shipping and any hotel room drop fees. Collateral subject to NSGC approval.

**Limited Edition 2019 Opportunities**

**40th Anniversary Apparel Sponsorship**
$6,000 + production expenses (Exclusive)
Take advantage of this exclusive sponsorship opportunity in 2019. Market your company directly to attendees by sponsoring the official 40th Anniversary Apparel. Provide a shirt, hat or sweatshirt to all attendees co-branded with the 40th anniversary logo. Sponsor provides apparel item; subject to NSGC approval, to include company logo and NSGC’s 40th anniversary logo.

**Window Clings**
$3,500 + production expenses (3 available)
With exposure to lots of natural light, have your message stand out with window clings. Located in prominent locations throughout the meeting space. These window clings would display your message and logo throughout the day. Limited to one (2) window clings per company with three (3) total available locations. Window cling design provided by sponsor and content subject to NSGC approval.

All exclusive sponsorships are on a first right of refusal basis with current sponsors through December 14, 2018. After that time, all sponsorships will be sold on a first-come, first-served basis.

Questions?
For more information on exhibit space or sponsorship opportunities, please contact Rebecca A. Baker at rbaker@nsgc.org or 312.673.5827.
NSGC ANNUAL CONFERENCE SPONSORSHIPS (continued)

Limited Edition 2019 Opportunities

Column Wraps
$3,500 + production expenses (3 available)

In the column-filled Salt Palace in Salt Lake City catch attendees’ eye with column wraps located in prominent locations throughout the meeting space. These wraps would display your message and logo throughout the day. Limited to one (1) column wrap per company with three (3) total available to ensure visibility of message is maintained. Column wrap design provided by sponsor and content subject to NSGC approval. Sponsor produces their own banner with NSGC’s recommended dimensions.

Scholarship Opportunities

Providing NSGC members with opportunities to further their practice and professional development is a cornerstone to our Society. Annual Conference scholarships will be awarded to applicants that meet a list of criteria, apply during the application window of July 15 – August 30, 2018, 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 quote from the sponsor about the program
- Logo recognition in scholarship program announcements in NSGC’s Dates & Deadlines
- Logo recognition in scholarship program announcements in NSGC Link
- Sponsor’s logos featured under the scholarship application webpage
- Thank you sign placed in sponsor booth at the conference
- Recognition during general session during 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.

Genetic counselors are passionate advocates, helping patients and clinicians navigate the rapidly evolving world of genetic-based healthcare. Invitae is proud to support the NSGC Annual Conference scholarship program and its recipients as they continue to advance the art and science of genetic counseling in service of patient care. — Invitae

All exclusive sponsorships are on a first right of refusal basis with current sponsors through December 14, 2018. After that time, all sponsorships will be sold on a first-come, first-served basis.
NSGC ANNUAL CONFERENCE SPONSORSHIP PACKAGE EXAMPLES

Are you interested in having your company recognized at a certain level but don’t know where to start? Below are some popular opportunities that grouped together will provide maximum exposure for your company.

**Platinum Sponsor: $30,000+**

**Option 1:**
- Sponsored Meal Lunch/Dinner ($5,750) + Exhibitor Suite Reception ($7,500) + Refreshment Breaks Exclusive ($7,500) + First Time Attendee Reception ($5,000) + Headshot Lounge ($16,000) = $41,750

**Option 2:**
- Exclusive Preliminary Program ($6,000) + Exclusive Onsite Guide ($5,000) + Mobile App Advertising ($2,500) + Mobile App Push Notification ($2,000) + Job Board Sponsor ($7,500) + Registration Bag Insert ($2,000) + Reception Drink Tickets ($5,000) = $30,000

**Option 3:**
- Conference WiFi ($8,500) + Twitter Wall ($8,000) + Conference Registration Bags ($8,000) + Job Board Sponsor ($7,500) = $30,000

**Gold Sponsor: $15,000 – $29,999**

**Option 1:**
- Twitter Wall ($8,000) + Conference WiFi ($8,500) = $16,500

**Option 2:**
- Lanyards ($6,000) + Conference Registration Bags ($6,000) + Registration Badge Insert ($2,500) + Passport to Prizes ($1,000) = $15,500

**Option 3:**
- Post-it Note Cube ($3,500) + Sports Bottles ($6,000) + Notepad ($5,000) + Passport to Prizes ($1,000) = $15,500

**Silver Sponsor: $8,500 – $14,999**

**Option 1:**
- Banner ($3,500) + Directional Footprints ($3,500) + Vendor Sponsored Presentation ($2,500) = $9,500

**Option 2:**
- Refreshment Breaks ($2,500 per break) + In-Booth Food or Beverage Station ($1,500) + Reception Drink Tickets ($5,000) = $9,000

**Option 3:**
- Sponsored Meal Lunch/Dinner ($5,750) + Registration Bag Insert ($2,000) + Passports to Prizes ($1,000) = $8,750

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 December 14, 2018. After that time, all sponsorships will be sold on a first-come, first-served basis.
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

PREMIER SPONSORSHIP INVESTMENTS  See page 3 for directions and details.

☐ Platinum  $20,000  ☐ Gold  $10,000  ☐ Silver  $5,000

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
- Platform Presentation 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

All premier sponsorship packages must be executed between January 1, 2019 and December 31, 2019. 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: __________________________

Total Due $ _____________________________

(Complete 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.
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 $2,800 Early Rate (on or before April 12, 2019) per 10’ x 10’ booth*

______ at $3,000 Regular Rate (after April 12, 2019) per 10’ x 10’ booth*

______ at $1,500 for non-profit 10’ x 10’ booth*

______ $500 Corner Booth Fee

Total = ______ at ____________ = Total Fee $ ____________

*Does not include cost of carpet

BOOTH LOCATION


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 38th 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: ____________________________
In accordance with the provisions of the enclosed Exhibitor/Sponsor Participation Rules & Regulations governing participation at the NSGC 38th 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.

Acknowledged by:

For (Company Name): ___________________________ Date: ____________________

ANNUAL CONFERENCE SPONSORSHIP LEVELS

- Platinum Sponsor: $30,000+
- Gold Sponsor: $15,000-$29,999
- Silver Sponsor: $8,500-$14,999

PAYMENT INFORMATION

Total Due $ ____________________

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

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.
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 9, 2018

☐ Q2 issue: $7,000 (Exclusive)
Advertisement reservation deadline: March 1, 2019

☐ Q3 issue: $7,000 (Exclusive)
Advertisement reservation deadline: May 31, 2019

☐ Q4 issue: $7,000 (Exclusive)
Advertisement reservation deadline: September 27, 2019

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: ____________________________

PERSPECTIVES IN GENETIC COUNSELING
ADVERTISING 2019 CONTRACT

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.
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

☐ $3,500 Episode 1  ☐ $3,500 Episode 4  ☐ $6,000 – 2 Episode Bundle

☐ $3,500 Episode 2  ☐ $3,500 Episode 5  ☐ $9,000 – 3 Episode Bundle

☐ $3,500 Episode 3  ☐ $3,500 Episode 6  ☐ $16,500 – Exclusive 6 Episode Package

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: ________________

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, newsworthy medical practice, 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 any 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 or deposits for acceptance by NSGC.

3. Cancellation

If Exhibitor participation is canceled by the Exhibitor prior to April 12, 2019, a refund will be issued for the total amount contracted. If cancellation is made on or after April 12, 2019, 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 cata
cal or any other material 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.

For the most up to date exhibitor hours and exhibitor resources please visit www.nsgc.org/2019sponsorship.

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 permit or 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 fee from NSGC. Any food and/or beverage 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 change 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.


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/Sponsor maintains general liability insurance against claims for personal injury, death, or property damage.
RULES & REGULATIONS (continued)

incident to, arising out of or in any way connected with the Exhibitor/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/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/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 resulting from 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 in any way related to Exhibitor/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, 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. 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 infringements 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 liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property rights 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 exhibit 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. Exhibitors, support personnel and any 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 NSGCs 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 by 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.