

ANNUAL CONFERENCE OPPORTUNITIES 2020

November 18-22, 2020

Music City Center • Nashville, Tennessee

LET NSGC HELP POSITION YOUR ORGANIZATION TO GENETIC COUNSELORS

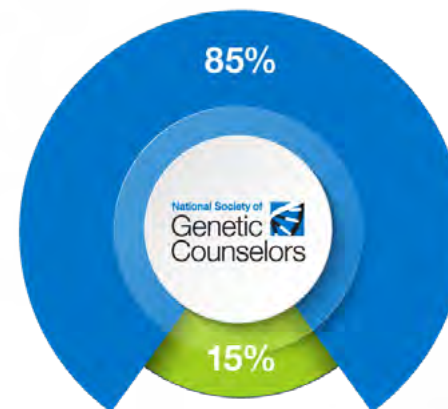
About the National Society of Genetic Counselors

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 4,500 members and nearly 85% of the profession in our membership. Position your organization to genetic counselors by becoming a sponsor of the NSGC Annual Conference, making your company instantly recognizable to genetic counselors and other healthcare professionals.



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Reach NSGC's growing community of over 4,500 members



NSGC has an **85%** market share of all genetic counselors.*

*Based on data from 2018 Professional Status Survey and NSGC membership data

MAKE PLANS TO EXHIBIT AT THE NSGC ANNUAL CONFERENCE!

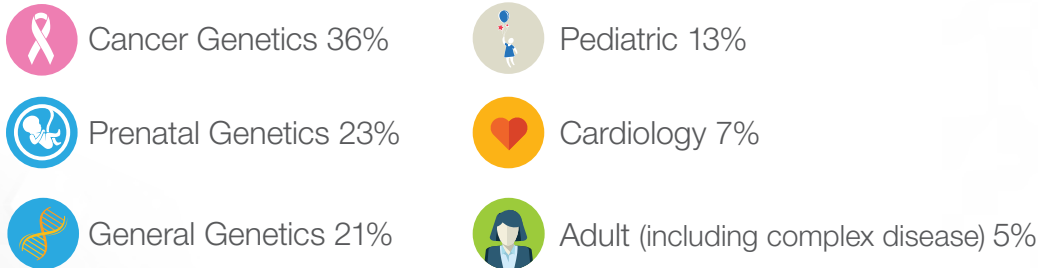
Market your products and services to more than 2,600 genetic counselors

The NSGC Annual Conference is the largest conference devoted to the educational and professional needs of genetic counselors. Exhibiting at NSGC will extend your reach to as many as 2,600 genetic counselors and genetic healthcare professionals from different backgrounds and experience levels. 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.

Attendees represent a growing number of specialty areas including:



Other specialties in order of frequency, reported (highest to lowest percentage):

- Research
- General Genetics
- Cardiology
- Specialty Disease
- Laboratory
- Metabolic Disease
- Education; Public or Professional
- Infertility
- ART/IVF
- Neurogenetics
- 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.



91%

of attendees purchase or recommend products and services for their institutions.



RESERVE AN EXHIBIT SPACE IN THE NSGC EXHIBITOR SUITE!

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.

Exhibit Space Rates:

\$1,750 for non-profit organizations

\$3,500 Early Rate (contracts postmarked on or before April 10, 2020)

\$3,750 Regular Rate (contracts postmarked after April 10, 2020)

\$500 additional for each open corner location (Fee for corner placement applies to in-person booth only. Added features will be provided in your virtual booth.)

If you choose to exhibit at the live, in-person event, you will also have access to a complimentary virtual booth.

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

What's Included:

- Virtual Booth
- 8' back drape
- 3' side drape
- One (1) skirted table
- Two (2) chairs
- One (1) 7" x 44" identification sign
- Listing on conference website
- Listing in conference mobile app
- Listing in Annual Conference Program Book and Mobile App (Program includes company name, booth number, and a 35-word company description; Mobile App includes: Program book listings and phone number, fax number, website, and email)
- 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)



NSGC 39th Annual Conference

November 18-22, 2020

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2020 exhibitor resources

For the most up to date exhibitor resources please visit:

<https://www.nsgc.org/p/cm/ld/fid=672>.

EARN ADDITIONAL STATUS AND BENEFITS THROUGH SPONSORSHIP OPPORTUNITIES.

As your sponsorship spend increases, so do your benefits!

Annual Conference sponsorship opportunities are designed to increase your company's exposure and grow lead generation at the event. By taking advantage of these sponsorship opportunities you are automatically enrolled in our sponsorship tier program. Each tier provides additional benefits to our partners based on overall Annual Conference sponsorship spend.

For more information on sponsorship levels, opportunities, or custom packages, please contact Emily Marxer at emarxer@nsgc.org or 312.673.5502.

Interested in Year-Round Sponsorship Opportunities?

The NSGC Premier Sponsorship program is designed to maximize your visibility to our audience of Genetic Counselors on a year-round basis.

Click the button below to learn more.

Sponsorship levels and benefits:

	Diamond	Platinum	Gold	Silver	General
Sponsorship Spend	Custom	\$30,000	\$15,000	\$8,500	\$
Logo recognition in the Preliminary Program and onsite Program Book	✓	✓	✓	✓	✓
Logo recognition and acknowledgment 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	✓	✓	✓	✓	✓
Number of complimentary full conference registrations	Custom	3	2	1	
Number of priority points toward space selection	Custom	3	2	1	
Number of sponsored meal session priority points	Custom	3	2	1	
Half page sponsor advertisement in Program Book	✓	✓	✓	✓	

Booth purchase is excluded from the total dollar spend amount used to determine sponsor level. (Contract must be received no later than March 1, 2020, to be included in the Preliminary Program; August 9, 2020, to be included in the onsite Program Book).

INCREASE YOUR VISIBILITY AND DRIVE TRAFFIC TO YOUR BOOTH!

Branding opportunities

Build Your Own Package

Customized packages can be created upon request. Contact Emily Marxer at emarxer@nsgc.org or 312.673.5502.



Digital

Exclusive Sponsor	\$10,000
Per day	\$5,000



Print

Exclusive Sponsor	\$5,000
Inside Front Cover	\$2,500
Inside Back Cover	\$2,500
Full Page	\$2,000
Half Page	\$1,450



Attendee Swag



Signage

Premium Placement	\$5,000*
Standard Placement	\$3,500*

Branding Opportunities

Hover your mouse over each listed opportunity to view additional information.

Branding Opportunities at the NSGC Annual Conference are built to maximize brand exposure before, during, and after the Conference — increasing your brand equity and keeping your company top of mind.

Click on the print icon below to download a printable NSGC Annual Conference sponsorship document.

*Production expenses not included in listed price.

CREATE CONNECTIONS THAT LAST!

Networking and engagement opportunities

“ There is a lot of networking available and the exhibitor suite is crucial for doing so as well as promoting or learning about new labs and products. ”

- 2019 Attendee Survey

Networking

Exclusive Sponsor	\$10,000
Per Break	\$3,000

Exclusive Sponsor	\$7,500*
Per Break	\$2,500*

Engagement



NETWORKING & ENGAGEMENT OPPORTUNITIES

Hover your mouse over each listed opportunity to view additional information.

Networking and Engagement opportunities at the NSGC Annual Conference are designed to encourage attendees to associate your brand with meaningful connection, wellness, and excitement — driving brand awareness and traffic to your booth.

Click on the print icon below to download a printable NSGC Annual Conference sponsorship document.

*Production expenses not included in listed price.

INSPIRE ATTENDEES TO TAKE THE NEXT STEP!

Education and venue specific opportunities

Build Your Own Package

Customized packages can be created upon request. Contact Emily Marxer at emarxer@nsgc.org or 312.673.5502.



Education

Morning
Afternoon

\$5,750*
(Sold)



Venue Specific



Education and Venue Specific Opportunities

Hover your mouse over each listed opportunity to view additional information.

Education and Venue Specific opportunities at the NSGC Annual Conference are unique occasions to showcase your team as influential opinion leaders in the genetic services industry.

Click on the print icon below to download a printable NSGC Annual Conference sponsorship document.

*Production expenses not included in listed price.

CONNECT WITH US TODAY!

Annual conference contact information

Please contact Emily Marxer with any questions about exhibiting or sponsoring at NSGC's Annual Conference. We look forward to partnering with you and welcome the opportunity to recommend options that meet your goals.



EMILY MARXER

330 N. Wabash Ave.
Suite 2000
Chicago, IL 60611
Phone: 312.673.5502
Email: emarxer@nsgc.org

Sponsor resources

For the most up to date sponsor resources please visit <https://www.nsgc.org/p/cm/ld/fid=672>.

Page reference

Interested in year-round sponsorship opportunities?

The NSGC Premier Sponsorship Program is designed to maximize your visibility to our audience of Genetic Counselors on year-round basis. Click the image below to view year-round opportunities.