

Thank you for expressing interest in hosting a 30 minute Exhibitor Showcase at ASGCT's 26th Annual Meeting. The meeting will be held May 16-20, 2023 at the Los Angeles Convention Center, Los Angeles, CA. Below is a detailed guide describing this opportunity's included benefits and options, expectations for participating organizations, and ASGCT's efforts to promote these sessions. Please reach out to exhibits@asgct.org with any questions.

**Schedule + Meeting Room
Diagrams with Max Capacities** 

INCLUDED BENEFITS:

The Exhibitor Showcase opportunity includes:

- An A/V equipped room for a 30 minute session
- Inclusion of your session in the Annual Meeting PDF program
- Customizable livestream session page on the Annual Meeting virtual platform
- Promotion by ASGCT (see description on page 4)
- One complimentary Annual Meeting registration

IMPORTANT DATES FOR DELIVERABLES:

Specific deadlines for the deliverables below will be communicated in early 2023. We cannot guarantee benefits will be executed if deliverables are received after the deadline date.

Early March 2023:

- Submit session information (company name as it should appear; session title) for inclusion in online PDF program

Early April 2023:

- Submit any slides or pre-recorded virtual presentations
 - Submit information for virtual livestreaming session page
 - Claim your one complimentary full meeting registration
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ROOM SETUP:

See [Meeting Room Diagrams and Max Capacities](#) for the specifics of an individual room

Inside your session room:

- Chairs can be added or removed from the stage, however tables and the podium must remain in place. Room must return to its original setup at the conclusion of your presentation.
- A podium sign with ASGCT's logo will be provided. We request that you please do not remove this or replace it with your own podium sign.
- The panel tables will be skirted. We request that you please do not remove or change this skirting.
- Popup banners or other signage are allowed on stage.
- Speaker name tents are optional, and the responsibility of the sponsor to create.
- Because the space will be used for other ASGCT presentations throughout the meeting, room must remain as set; thank you for not changing the layout.

Outside of your session room:

- ASGCT will provide signage outside of each room listing the sessions scheduled to take place that day; your session's information will be accompanied by your logo.
- One (1) retractable roll up banner stand (no larger than 3'x 5') may be brought by the sponsor and placed next to the entrance to your session room, up to 15 minutes before the start of the session. Additional signage may be placed inside your room.
- ASGCT does not allow sponsors to place their own directional signage elsewhere in the convention center. Per our [Terms and Conditions](#), canvassing/distributing flyers or other materials is not permitted outside of an exhibit booth.

AUDIO AND VISUAL:

An A/V tech will be stationed in your presentation room during the entire session.

Included A/V:

- Podium microphone (gooseneck)
- (2) Tabletop gooseneck microphones
- (2) wireless lavalier microphones
- Aisle microphone
- 55" confidence monitor
- Speaker timer
- Wireless presenter clicker to advance slides

Need additional A/V beyond what is provided by ASGCT above? An audio and visual equipment order form will be provided in early 2023.

SPEAKERS/STAFF:

- Speakers are required to present in-person or by a pre-recorded presentation. We are unable to stream in a virtual speaker into the live session, either to present or to participate in Q&A or panel discussions.
 - ASGCT does not provide a moderator.
 - All speakers/staff must have one of the following to **access your on-site session room**:
 - Full meeting registration
 - ***One complimentary full meeting registration is included with your ISS. ASGCT will send you more information to claim this in early 2023.***
 - Exhibitor booth personnel badge from the sponsor's booth
 - Slides and/or pre-recorded presentation files must be submitted in advance. Instructions and deadline will be communicated in early 2023.
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LIVE-STREAMING:

All Exhibitor Showcase presentations will automatically be livestreamed on the virtual platform during the scheduled time.

- The Annual Meeting virtual platform will be accessible to all attendees with full meeting registrations. Exhibit booth personnel badges will not grant access to the virtual platform.
 - Virtual livestreaming session page can include:
 - "Information" section text
 - Links to external websites or documents
 - Documents uploaded directly to the platform session page
 - Deadlines to submit this information will be communicated in early 2023.
 - ASGCT will be unable to monitor or manage your on-site room capacity. In the event that your session room becomes full, you can direct attendees to view the livestream on the virtual platform instead.
 - ***ENCOURAGED ADD ON!***
Purchase the "Virtual Leads, 30 Day On-Demand Inclusion, and MP4 Recording" package described on page 10 of the [Sponsor and Advertiser Prospectus](#). By securing this option, your session will be added to on-demand viewing approximately 72 hours AFTER your session concludes. Plus, you'll receive virtual leads from both the live-stream and on-demand period
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Q&A LOGISTICS:

Inclusion of a Q&A portion in your session program is **optional**. If you choose to field questions from in-person attendees, an aisle microphone will be available. If you choose to field questions from virtual



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attendees that are posted in the virtual platform session chat, we encourage speakers/moderators/staff to read the question aloud prior to answering. This session chat can be accessed through the laptop provided on stage or through any device if the user is registered for the full Annual Meeting.

Q&A for your presentation is managed by your team; ASGCT does not provide a moderator.

OPTIONAL ADD-ONS:

Enhance the value of your session! Order forms for the items below will be shared in early 2023.

- Catering – Entice attendees with refreshments
 - Lead Retrieval Scanners – Enable your team to collect leads from attendee badges on-site
 - Audio and Visual Equipment in addition to that provided by ASGCT (see page 2)
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PROMOTION BY ASGCT:

ASGCT cannot guarantee the success of your participation and lead generation, but will promote your session as follows:

- Company name and talk title included in:
 - Online Program PDF
 - Virtual platform agenda
 - (1) email sent by ASGCT to all confirmed attendees in April 2023 promoting confirmed ISS presentations
- Signage outside of room with your logo produced by ASGCT.
- Live presentations will automatically be livestreamed on the ASGCT virtual platform. 30-day on demand inclusion with virtual leads is a separate add on available for purchase. Checkout page 10 of the [Sponsor and Advertiser Prospectus](#) to learn more.

Please contact exhibits@asgct.org with any questions. Thank you for your interest in hosting an Exhibitor Showcase at ASGCT's 26th Annual Meeting!