



# SPONSOR AND ADVERTISER PROSPECTUS

Baltimore Convention Center, Baltimore, MD



# Join Us In Baltimore, MD



## Join us at #ASGCT24!

The American Society of Gene and Cell Therapy's (ASGCT) Annual Meeting is the premier event for professionals in gene and cell therapy. It's the best place for people in the field to learn from the latest scientific research, stay up to date on new technologies, and make career-advancing connections with peers.

Originally designed as a venue for academic researchers to share their work, the Annual Meeting has grown to serve a wide community encompassing clinicians, bio-industry development, regulatory agencies, equipment manufacturers, patient advocates, and more.

## Meeting Location: Hybrid

The Annual Meeting will be a hybrid event again in 2024. The in-person portion will gather at the Baltimore Convention Center in Baltimore, MD. A virtual registration will also be offered. In-person full conference attendees will have access to the virtual platform and on-demand content.



### Venue:

The Baltimore Convention Center  
1 W Pratt St, Baltimore, MD 21201

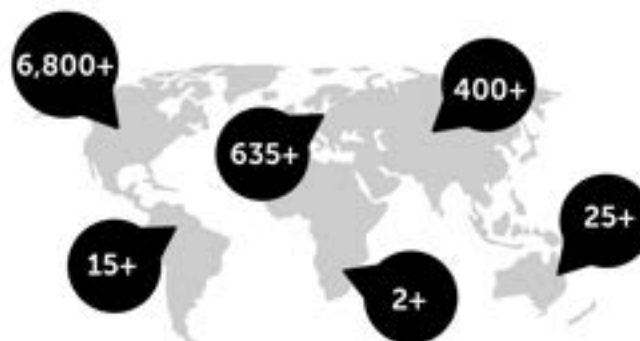
## Attendance is Growing

ASGCT welcomed over 7,900 attendees to the 2023 Annual Meeting in Los Angeles, CA! Learn more about our 2022 attendees below and view the full meeting [recap here](#).



**7,900+ total attendees**  
**(86% in-person, 14% fully virtually)**

2022: 7,600+ attendees (in-person & virtual)  
2021: 6,864 attendees (fully virtual)  
2020: 6,204 attendees (fully virtual)  
2019: 4,503 attendees (in-person)



41% **Decision Maker for Organization**

42% **10+ Years Professionals**

## Join Us In Baltimore

How to Become a Sponsor

Sponsorship Recognition

Align With Science

Support Affinity Groups

Demonstrate  
Thought Leadership

Marquee Logo Visibility

High Impact Branding

Advertising

**APPLY NOW!**

## Questions?

Please email [exhibits@asgct.org](mailto:exhibits@asgct.org).  
[annualmeeting.asgct.org](http://annualmeeting.asgct.org)



# HOW TO BECOME A SPONSOR



Unlock sponsorship recognition at the Annual Meeting by meeting the requirements of one of these routes:

## ROUTE ONE

Select \$15k+ of A La Carte Sponsorship Offerings

Based on your total investment from the a la carte selections on pages 5-25, you will land in one of the following Sponsorship Levels, listed below.

## ROUTE TWO

Make a \$15k+ General Contribution

Looking to support the ASGCT Annual Meeting through a general contribution? Based on your total investment, you will land in one of the following Sponsorship Levels, listed below.

## ROUTE THREE

Combine Routes One and Two, totaling \$15k+

Select a la carte selections on pages 5-25, plus make a general contribution. Based on your total investment, you will land in one of the following Sponsorship Levels, listed below.

### Sponsorship Levels and Benefits Based On Total Investment

- \$15,000+**..... Bronze Level Sponsor
- \$30,000+**..... Silver Level Sponsor
- \$50,000+**..... Gold Level Sponsor
- \$75,000+**..... Platinum Level Sponsor
- \$100,000+**... Diamond Level Sponsor

Exhibit booths and advertisements do not count toward sponsorship recognition.

# SPONSORSHIP RECOGNITION



Automatically enjoy high-impact brand visibility based on your total level of sponsorship investment level. Exhibit booths and advertisements do not apply.	Bronze	Silver	Gold	Platinum	Diamond
	\$15,000+	\$30,000+	\$50,000+	\$75,000+	\$100,000+
Two tickets to attend the VIP President's Reception					✓
Logo in general emails promoting the 27th Annual Meeting					✓
Logo on front page of Annual Meeting website					✓
Logo on virtual platform home page**				✓	✓
Logo in virtual lead-in slides that rotate before each session*			✓	✓	✓
Logo in PDF online program*		✓	✓	✓	✓
Logo included in on-site sponsor recognition produced by ASGCT*	✓	✓	✓	✓	✓
Logo on Annual Meeting Support Page*	✓	✓	✓	✓	✓

\*Logos scaled by level in ABC order.

\*\*Logos listed by level in ABC order.

**We cannot guarantee benefits will be executed if deliverables are received after the deadline date.**



# ALIGN WITH SCIENCE

A LA CARTE SPONSORSHIPS

# PREMIERE GENERAL SESSIONS



Each general session is an exclusive opportunity to sponsor the most popular and unopposed Annual Meeting presentations, which feature premiere keynote speakers and award winners.

Your company's support includes verbal recognition by ASGCT during the session, the opportunity to include a static banner ad in the rotating slides before the sponsored session begins, logo on the virtual platform session viewing page, and within the online PDF agenda.

## The George Stamatoyannopoulos Memorial Lecture Featuring the Outstanding Achievement Award

\$60,000 - Exclusive **Sold!**

## Presidential Symposium

\$60,000 - Exclusive **Sold!**

## Outstanding New Investigator Symposium

\$60,000 - Exclusive

## Founders, Catalyst, and Mendell Award Symposium

\$60,000 - Exclusive

### Past General Session Speakers

Jennifer Doudna, PhD  
UC Berkeley

David R. Liu, PhD  
Broad Institute, Harvard University, HHMI

Crystal Mackall, MD  
Stanford University

Stanley Riddell, MD  
Fred Hutchinson Cancer Research Center

Francis Collins, MD, PhD  
National Institutes of Health (NIH)

Carl June, MD  
University of Pennsylvania

Kathy High, MD  
AskBio

Drew Weissman, MD, PhD  
University of Pennsylvania



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# FOCUSED WORKSHOPS



Workshops will kick-off #ASGCT24 on Tuesday, May 7. Support these educational opportunities and receive branding awareness at all workshops!

## Focus Areas

Gene Editing

AAV/Vector Manufacturing

CAR-T/Immune Effectors

Patient Engagement

CMC Regulatory Issues

## Targeted Audiences

CMC and Regulatory Professionals

Clinicians, patient advocates, industry professionals, foundation leaders, and researchers in the CGT field

Academic scientists and industry researchers specializing in the field

Want to support year-round scientific programming beyond the Annual Meeting?  
Click here to learn more!

## Premier Sponsor

\$10,000

Logo scaled to 100% in:

- Lead-in slides rotating prior to each of the workshops
- Meter board signage on 5/7 thanking all workshop supporters

## Standard Sponsor

\$5,000

Logo scaled to 50% in:

- Lead-in slides rotating prior to each of the workshops
- Meter board signage on 5/7 thanking all workshop supporters



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# SUPPORT AFFINITY GROUPS

A LA CARTE SPONSORSHIPS



# SUPPORT AFFINITY GROUPS



## Women in Gene and Cell Therapy Reception

\$25,000 - Exclusive! **Sold!**

Elevate and empower the women driving innovation in gene and cell therapy! Sponsor this remarkable reception designed to foster connection, knowledge sharing, and celebration within this dynamic field.

Sponsor will receive customized high-level logo recognition throughout the evening reception.



## Career Center Sponsor

\$25,000 - Exclusive!

Are you ready to make a significant impact on the careers of aspiring professionals while gaining valuable exposure for your organization? Play a pivotal role in bridging the gap between job seekers and industry-leading employers by sponsoring the Career center.

Sponsor will receive customized high-level logo recognition throughout the event space, plus one table at the Career Fair to connect with job seekers



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# SUPPORT AFFINITY GROUPS



## Global Outreach: Abstract Travel Awards

\$15,000 - Exclusive!

ASGCT will cover travel reimbursement to 8 oral abstract or poster presenters that reside and work in countries with low income, lower-middle income, or upper-middle income economies as classified by the World Bank.

Sponsor receives logo recognition on the online awards page and at the Global Gathering event.

## Excellence in Research Awards

\$2,000 each - Purchasing multiple is encouraged!

Support future leaders in the gene & cell therapy field by recognizing the top 15-20 abstract presenters. Sponsor receives logo recognition on the online awards page.

## Underrepresented Population Travel Awards

\$2,000 each - Purchasing multiple is encouraged!

ASGCT will offer a number of Underrepresented Population Travel Awards to Associate Members submitting an abstract to the meeting. Sponsor receives logo recognition on the online awards page.

## Meritorious Abstract Travel Awards

\$2,000 each - Purchasing multiple is encouraged!

ASGCT supports the travel of approximately 150 Associate Members each year through the Meritorious Abstract Travel Award program. Sponsor receives logo recognition on the online.

**14%**

of all attendees at ASGCT's 26th Annual Meeting reside outside of North America!

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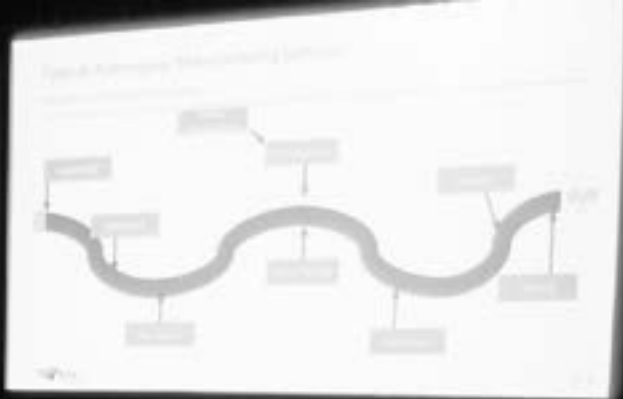
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# DEMONSTRATE THOUGHT LEADERSHIP

A LA CARTE SPONSORSHIPS



# IN-PERSON PRESENTATIONS



## SESSION HOSTED BY SPONSOR

### Sponsored Symposia

\$25,000-\$50,000

We provide the room, and you lead the planning, content, speakers, and more for a 30 or 60 minute session open to all full conference attendees. Review the [Overview and Planning Guide](#) to learn more about what this opportunity includes.

#### Format:

- Premier 60 Minute Block
- 60 Minute Block
- 30 minute Block

[Real-Time Schedule and Pricing](#)

### Add-On Package: On-demand Exposure, Virtual Leads, MP4 Recording

\$5,000 for each Sponsored Symposia

ASGCT will record your sponsored symposia and include it in the on-demand viewing 1 week after the event concludes. Lead retrieval data from the virtual livestreaming session page will be provided by May 31. Lead retrieval from on-demand viewers will be provided two weeks after the platform closes. Leads include: opted in attendee's name, title company, email, city, state, country. ASGCT is GDPR compliant.

## SESSION HOSTED BY ASGCT

### Tools and Technology Forum Presentation

\$5,000

Exclusive opportunity for exhibitors to give a 15-minute presentation on their latest tools and technologies. Limited to one presentation per company.

#### Format:

- Speakers are required to present in-person.
- Rapid-fire 15-minute presentation includes any time for Q&A.
- Speaker registration is not included. Exhibitor Booth Personnel Badges grant access to Exhibit Hall Presentation Theater for speaker or staff.
- Deadline to submit talk information (company name and talk title) for inclusion in online PDF program is early March 2024.

[Real-Time Schedule](#)

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# ON-DEMAND VIDEOS



## Pre-Recorded Video

\$15,000 each - 5 spots available!

Do you have a pre-recorded video or webinar you're excited to share with our audience? If yes, this opportunity is tailor-made for you!

Pre-recorded videos will be available to view when the virtual platform launches before the event through the on-demand period.

Lead retrieval data included! Viewing data from the live event period will be provided by May 31. Lead retrieval from on-demand viewers will be provided two weeks after the platform closes. Leads include: opted in attendee's name, title company, email, city, state, country. ASGCT is GDPR compliant.

File Deadline: April 12, 2024



## Startup Spotlight Pre-Recorded Video

\$1,500 each

Secure a 10-minute pre-recorded video slot within our On-Demand Startup Spotlight series. This opportunity is designed for companies prior to Series B Financing to shine, showcasing your innovative ideas, products, and vision to the ASGCT audience.

Startup Spotlight videos will be available to view when the virtual platform launches before the event through the on-demand period.

Lead retrieval data is not included.

File Deadline: April 12, 2024

### Participating company must have the following:

- ✓ Official Company Name and Office Location
- ✓ Established Leadership Structure
- ✓ Corporate Mission and/or Vision Statement
- ✓ Prior to Series B Financing

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# MARQUEE LOGO VISIBILITY

A LA CARTE SPONSORSHIPS

# MARQUEE LOGO VISIBILITY



TOP SPONSOR EXPOSURE!

## Registration Sponsor

\$50,000 - Exclusive! **Sold!**

Support includes logo recognition in registration confirmation emails, the registration portal, plus in the digital ScanNGo tablets that attendees will use during onsite registration.

### Pre-event Exposure



### Pre-event Exposure



### Onsite Exposure



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# MARQUEE LOGO VISIBILITY



## Wi-Fi Sponsor

\$60,000 - Exclusive!

Conference-wide Wi-Fi is an essential meeting tool, and this exclusive sponsorship is a premier logo opportunity.

Support includes logo recognition on all instrumental messages and onsite signage.



## Co-Branded Photo Wall

\$40,000 - Exclusive!

Great photo and social media opportunity!  
Placed in a high trafficked location.

Support includes logo recognition on the popular photo wall, as pictured below.



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# MARQUEE LOGO VISIBILITY



## Co-Branded Exhibit Hall Aisle Signs

\$75,000 - Exclusive! **Sold!**

Logo and exhibit booth number included on hanging aisle signs to guide attendees through the Exhibit Hall.

## Co-Branded Abstract Poster Navigation Aisle Signs

\$45,000 - Exclusive!

Logo and exhibit booth number on hanging sign(s) to direct attendees to 500+ abstract posters.

## Closing Night Reception Sponsor

\$30,000 - Exclusive!

Bring the fun to the Annual Meeting by supporting the consistently sold-out Closing Night Reception taking place at a popular venue in Baltimore.

Sponsor will receive customized high-level logo recognition throughout the event space. Plus, receive 10 complimentary tickets to the reception! Please note: tickets must go to individuals registered to attend the Annual Meeting.



Dance! Network! Have fun!



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# MARQUEE LOGO VISIBILITY



Get a one-color logo directly into the hands of in-person attendees. Swag is chosen and designed by ASGCT and co-branded with the ASGCT conference logo. Items and designs are subject to change based on availability. Deadline to secure is January 15, 2024.

Distributed to all in-person attendees on-site.

## Lanyards

\$75,000 - Exclusive!

**Sold!**

Available to the first 5,000 attendees on-site.

## Registration Bag

\$65,000 - Exclusive!

## Water Bottle

\$50,000 - Exclusive!

## Notebook

\$30,000 - Exclusive!

## Ear Phones

\$30,000 - Exclusive!

## Pen

\$25,000 - Exclusive!



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uniQure

PIONEERS IN  
THE FIELD OF  
GENE THERAPY

# HIGH IMPACT BRANDING

A LA CARTE SPONSORSHIPS

TRACTIONS



# DIGITAL BRANDING



## Virtual Platform/App Sponsor

\$50,000 - Exclusive!

Want the most amount of brand exposure on ASGCT's Annual Meeting virtual platform? Then this opportunity is for you!

Sponsor receives a static hyperlinked URL banner graphic on the homepage of the virtual meeting platform. Plus, the banner graphic is included in the launch email announcing the virtual platform is now open. High visibility!

### Exposure time:

Opening of the virtual platform before the live event through the on-demand period.

## Splash Ad on the Virtual Platform/App

\$12,500 each

Each time an attendee opens the ASGCT Annual Meeting mobile app, a splash ad banner will appear. Join the rotating schedule of ads to ensure that fresh and engaging ad content greets in-person attendees every time they use the app. Use the "Learn More" button to drive attendees to the destination of your choice!

5 sponsored ad placements are available and will rotate alongside ASGCT content.

### Exposure time:

Opening of the virtual platform before the live event through the on-demand period.



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# ACTIVATE DIGITAL BRANDING



By investing in digital branding, you're not just securing a space; you're ensuring that your brand becomes an unforgettable part of the event experience, creating a lasting impression that extends far beyond the conference walls.

## Three-Sided Digital Column

\$15,000

10 second artwork (video or static image) will continually rotate alongside other sponsored and ASGCT content. Limit of one file per organization.

### Tower Dimensions:

Three-sided  
Each side is 4ft W x 8ft H

### Run Time:

May 7-11 during event hours

### Acceptable File Types:

MP4, PNG, JPEGS  
Maximum length: 10 seconds  
No sound permitted.

### Deadline to Provide File:

April 1, 2024



### Location:

Level 300: placed in a high-trafficked location near registration that attendees will pass by on their way to sessions.



## LED Panel Package

\$7,500

10 second artwork (static image) will continually rotate alongside other sponsored and ASGCT content. Limit of one file per organization.

### Panel Dimensions:

3 Panels. Each is 2ft W x 6ft H

### Run Time:

May 7-11 during event hours

### Acceptable File Types:

PNG, JPEGS

### Deadline to Provide File:

April 1, 2024



### Locations:

Three individual LED Panels will be placed throughout the Baltimore Convention Center, in high-trafficked areas.



Your captivating artwork will take center stage on three state-of-the-art LED panels!

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Visit our event website!

# BRANDING IN LOUNGES



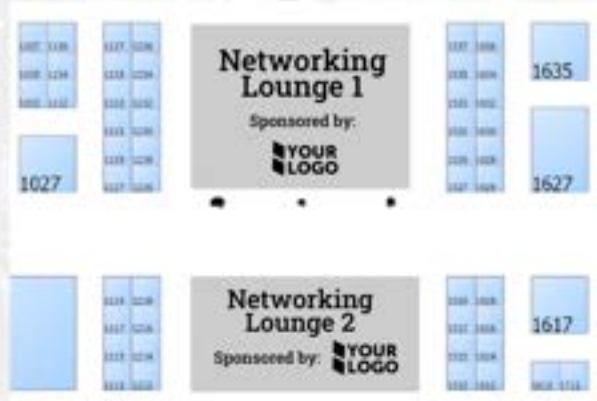
## Exhibit Hall Networking Lounges Sponsors

\$60,000-\$75,000

Want to have a grand presence inside the Exhibit Hall beyond an exhibit booth? Sponsor one (or both!) of the HUGE Networking Lounges. This space is ideal for attendees to connect with others at the Annual Meeting.

Sponsor receives high-level customized branding on tables throughout the space that is co-branded with ASGCT, plus their company logo on the interactive exhibit hall floor plan noting their sponsorship of the Networking Lounge. The Networking Lounge will be accessible to attendees during Exhibit Hall hours.

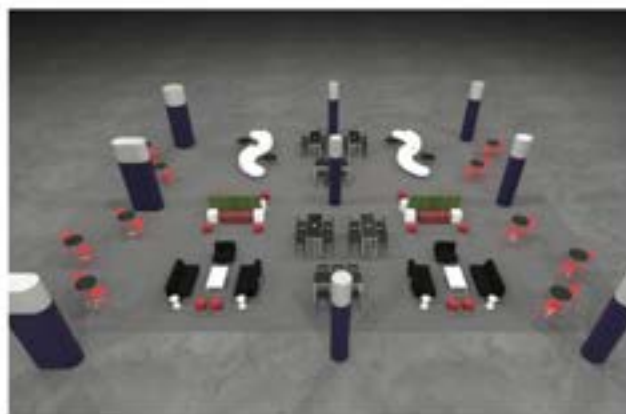
Receive logo recognition on the interactive Exhibit Hall Floor Plan!



## Lounge #1

\$75,000 - Exclusive!

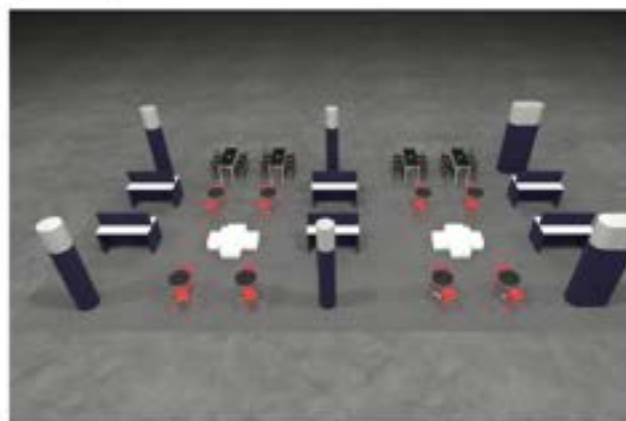
4,800 sq feet



## Lounge #2

\$60,000 - Exclusive!

3,200 sq feet



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# BRANDING WITH COFFEE!



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## Coffee Break Sponsors

Elevate your brand's visibility and energize attendees at our Annual Meeting by sponsoring our Coffee Breaks! By sponsoring our coffee breaks, you not only keep our attendees fueled and refreshed but also position your brand prominently, creating a memorable presence throughout the Annual Meeting.

### Morning Coffee Break Sponsor

\$45,000 - Exclusive!

**Time:** 9:45 - 10:15 AM  
**Days:** Wed., May 8 - Fri., May 10  
**Location:** Level 200  
**Branding:** Logo and booth number on coffee sleeves or napkins (based on availability). Plus, branding on 10 table clings near the coffee break area.



### Afternoon Coffee Break Sponsor

\$45,000 - Exclusive!

**Time:** 3:15 - 3:45 PM  
**Days:** Wed., May 8 - Fri., May 10  
**Location:** Main aisles of the exhibit hall  
**Branding:** Logo and booth number on coffee sleeves or napkins (based on availability). Plus, branding on 10 table clings in the main aisle of the exhibit hall.



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TOP SPONSOR EXPOSURE!

# BRANDING DURING RECEPTIONS



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## Evening Exhibit Hall Reception Sponsor

\$45,000 - Exclusive for the entire week!

Join us in creating memorable networking experiences as attendees converge to explore scientific posters and connect with peers.

As the exclusive Evening Exhibit Hall Reception sponsor for the entire event, your brand will shine through napkins with your logo and booth number on it and up to 10 cocktail bar tables in the main aisles (designed by you!), ensuring prime visibility and engagement during these lively gatherings.



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TOP SPONSOR EXPOSURE!



# VENUE BRANDING



## Hanging Banners: Q1-Q4

\$25,000 each  
Specs: 18'w X 4' h



Visible as attendees walk to the convention center from the Pratt Street Lobby Entrance

## Escalator Clings: M1-M2 or M3-M4

\$30,000 each  
Specs:  
29'w x 23.5h - interior and exterior clings included in each package!



Visible by the entrances to the general session and exhibit hall

- Join Us In Baltimore
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# BRANDING IN THE EXHIBIT HALL



## Co-Branded Abstract Push Pin Holder

\$4,000 each

4 available. Placed by ASGCT in the Exhibit Hall.

Sponsor branding is on two sides of the unit.

Specs: 1.5'w x 1.75'h - Two sides



## Floor Stickers

\$7,500 each

Full graphic is designed by you and placed by ASGCT in the main center aisles of the exhibit hall

Specs: 8'w x 8'h



## Co-Branded Abstract Poster Container Bin

\$5,000 each

4 available. Placed by ASGCT in the Exhibit Hall.

Sponsor branding is on two sides of the unit.

Specs: 4.5'w x 2.6'h - Two sides



Your design on two sides!

## Park Bench

\$3,500

Full graphic is designed by you and placed by ASGCT in the main center aisles of the exhibit hall.

Specs: 3.3'w x 1'h



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A black and white photograph of a row of four townhouses. The townhouses have distinctive bay windows with decorative brackets. A large, semi-transparent red horizontal band is overlaid across the middle of the image, containing the text. The text is in white, bold, sans-serif font. The word 'ADVERTISING' is the largest and most prominent. Below it, in a smaller font, is the text '(SEPARATE AND NOT COUNTED TOWARD SPONSORSHIP INVESTMENT ON PAGE 4)'. The red band also covers the middle portion of the townhouses' facades.

# ADVERTISING

(SEPARATE AND NOT COUNTED TOWARD SPONSORSHIP INVESTMENT ON PAGE 4)

# PRE-EVENT EMAIL BANNER ADS



Advertising is sold separately and not counted toward sponsorship. Advertising is subject to deadlines and ASGCT approval. Placements are first come, first served. Advertisers cannot promote another event outside of the Annual Meeting.

## Know Before You Go Email

\$20,000 - Exclusive!

Sent by ASGCT before the meeting to all attendees. One hyperlinked banner available.

## Sponsored Symposia Email

\$3,000 each **Sold Out!**

Email is sent once in April by ASGCT to all attendees highlighting the 60 and 30 minute Sponsored Symposia. Three hyperlinked banner ads available.

## Tools and Technology Forum Email

\$2,000 each **Sold Out!**

Sent once in April by ASGCT to all attendees highlighting the Tools and Technology Forum presentations. Exclusively for TTF sponsors. Three hyperlinked banner ads available.

## Startup Spotlight Email

\$1,500 each

Sent once in April by ASGCT to all attendees highlighting the on-demand Startup Spotlight presentations. Exclusively for Startup Spotlight sponsors. Three hyperlinked banner ads available.

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## Questions?

Please email [exhibits@asgct.org](mailto:exhibits@asgct.org).  
[annualmeeting.asgct.org](http://annualmeeting.asgct.org)



# LIVE EVENT EMAIL BANNER ADS



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## Thank You For Attending Email

\$12,500 - Exclusive!

Sent by ASGCT after the meeting to all attendees highlighting on-demand content. One hyperlinked banner available.

## Daily Morning Highlight Email

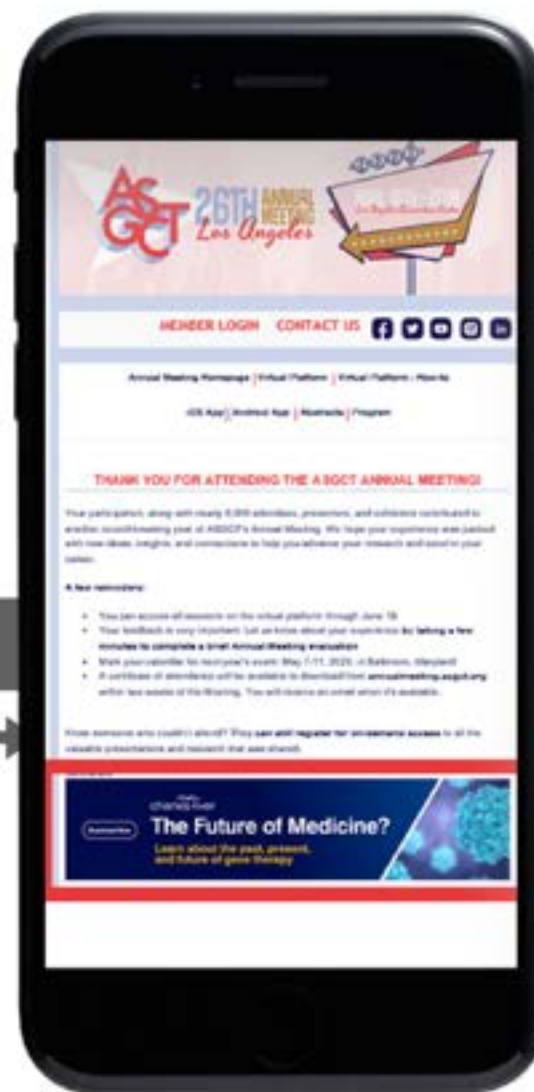
\$7,500 - Daily Exclusive!

Morning Highlight Email: sent by ASGCT each morning highlighting the day's activities. One hyperlinked banner available per day, daily exclusive.

## Daily Industry Interactions Email

\$5,000 each

ASGCT will send out mid-morning emails to all attendees highlighting the exhibit hall, sponsored symposia, Tools and Technology Forums, and more. Three hyperlinked banners available per day.



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# ADDITIONAL ADVERTISEMENTS



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## Online PDF Program:

Distributed electronically before the event to all attendees. Please note: this is not a printed resource.

## Schedule at a Glance:

A condensed version of the online PDF program, with a limited available for printed pickup at registration.

### Second Full Page Ad - Hyperlinkable!

\$10,000 - Exclusive! **Sold!**

Color. One Available.

### Full Page Ad - Hyperlinkable!

\$7,500 each

Full Page Ad (color). Limit 2 per company. 6 available. Ads placed by ASGCT.

### Half Page Ad - Hyperlinkable!

\$5,000 each

Half Page Ad (color). Limit 4 per company. 12 available. Ads placed by ASGCT.

### Inside Front Cover Full Page Ad

\$10,000 - Exclusive!

Color. One Available.

### Inside Back Cover Full Page Ad

\$10,000 - Exclusive!

Color. One Available.

### Mailing Label Rental

\$2,000

Receive one-time use printed mailing labels to a share promotional material with opted in Annual Meeting attendees. Please note: Promotional material subject to ASGCT approval. Printed, self-adhesive address labels are 2.625 inches wide by 1 inch high. Electronic files are not available. Email addresses are not available.

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# IMPORTANT LINKS TO REVIEW



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