



# Exhibitor Welcome Packet

May 7 - 11, 2024 | Baltimore Convention Center

Last Updated: April 2024

[www.asgct.org](http://www.asgct.org)

**ASGCT 27<sup>th</sup> ANNUAL MEETING EXHIBITOR WELCOME PACKET**

**Annual Meeting Dates:** May 7<sup>th</sup> – 11<sup>th</sup>, 2024

**Exhibit Hall Open:** May 7<sup>th</sup> – May 10<sup>th</sup>, 2024

**Location:** Baltimore Convention Center, Baltimore, MD

---

**Table of Contents**

Introduction.....3

Exhibit Hall Hours.....4-5

Exhibitor Benefits.....5

Important Dates & Deadlines.....6

Exhibitor Resources.....7

- Payment & Invoicing
- Approved Vendors

Exhibit Booth Information.....8-9

- Terms and Conditions
- FAQ

Exhibitor Console.....10-11

Exhibitor Registration Portal.....12-13

Exhibitor Service Kit.....14

Dear Exhibitor,

Thank you for exhibiting at [ASGCT's 27<sup>th</sup> Annual Meeting](#)! We are delighted that you will be joining us this year in Baltimore, MD!

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.

ASGCT Show Management is here to assist you as you prepare for the Annual Meeting. We are pleased to provide you with this 2024 Exhibitor Welcome Packet, encompassing vital information such as registration procedures, navigating the enhanced exhibitor console, facilitating invoice payments, leveraging marketing resources, and more!

Again, welcome to the ASGCT 27<sup>th</sup> Annual Meeting, we look forward to working with you!

Sincerely,

ASGCT Show Management

*Liz Alagna - Exhibits Specialist*

*Rita Krueger - Senior Manager of Development, Annual Meeting & Exhibits*

### **Questions?**

Please contact [exhibits@asgct.org](mailto:exhibits@asgct.org) or schedule a 30-minute conference call through our [Development Team Calendar](#).

## **EXHIBIT HALL HOURS**

*Times are listed in Eastern Time Zone and are subject to change.*

### **Exhibit Hall Location:**

The Baltimore Convention Center – Level 100, Exhibit Halls C-G

### **Saturday, May 4:**

8 AM – 4 PM – Exhibit Hall Move-in (Island Booths Only): any exhibiting company with a 20x20 booth or larger

### **Sunday, May 5:**

8 AM – 4 PM – Exhibit Hall Move-in (All Exhibiting Companies)

### **Monday, May 6:**

8 AM to 4 PM – Exhibit Hall Move-in

### **Tuesday, May 7:**

8 AM to 12 PM – Exhibit Hall Move-in

5:30 PM to 7:00 PM – Exhibit Hall Open - Welcome Reception (This event celebrates the grand opening of the Exhibit Hall and will include food and drinks, and a DJ.)

**\*\*All exhibit booths must be fully set up by 12 PM on Tuesday, May 7.\*\***

**\*\*Any exhibit booth space not occupied by 11 AM on Tuesday, May 7 will be forfeited by the exhibitor.\*\***

### **Wednesday, May 8:**

#### **12 PM to 7 PM – Exhibit Hall Open**

12 PM to 1:30 PM – Abstract Poster Review

3:15 PM to 3:45 PM – Exhibit Hall Coffee Social

5:30 PM to 7 PM – Poster Reception

### **Thursday, May 9:**

#### **12 PM to 7 PM – Exhibit Hall Open**

12 PM to 1:30 PM – Abstract Poster Review

3:15 PM to 3:45 PM – Exhibit Hall Coffee Social

5:30 PM to 7 PM – Poster Reception

### **Friday, May 10:**

#### **12 PM to 7 PM – Exhibit Hall Open**

12 PM to 1:30 PM – Abstract Poster Review

3:15 PM to 3:45 PM – Exhibit Hall Coffee Social

5:30 PM to 7 PM – Evening / Poster Reception

7 PM to 10 PM – Exhibit Hall Move-Out

**\*\*Packing of equipment, literature or dismantling of exhibits is strictly prohibited before 7 PM on Friday, May 10. Noncomplying exhibitors will be subject to full loss of priority points for tear down of booth before official closing hours.\*\***

### **Saturday, May 11:**

8 AM to 2 PM – Exhibit Hall Move-Out

\*\* Any property not boxed and correctly labeled for shipping in the Exhibit Hall after the official move-out hours end at 2 PM on Saturday, May 11, will be disposed of, and Show Management is not liable for any disposed of property.\*\*

## **EXHIBITOR BENEFITS:**

### **Exhibit Booth Package:**

- 8' back wall drape and 3' side rail black drape (inline booths only)
- Booth identification sign with company name and booth number (inline booths only)
- Allocated number of complimentary exhibitor badges
  - **1 full conference badge per 100 sq. ft. of booth space.** Grants full access to the Annual Meeting including the virtual platform.
  - **1 exhibit hall only badge per 100 sq. ft. of booth space.** Grants access only to the in-person Exhibit Hall. ***No virtual platform access.***
- Complimentary basic Exhibitor Directory Listing
- 24-hour general security in the Exhibit Hall
- Supporter Marketing Resource Kit created by ASGCT to help you maximize your promotion at #ASGCT24.

### **Exhibitor Badges:**

As part of your exhibitor booth package, you receive an allocated number of complimentary badges. 1 full conference badge per 100 sq. ft. of booth space & 1 exhibit hall only badge. **Exhibit Hall Only badges DO NOT have access to the virtual platform.**

Total Square Feet of Booth Space	# of Complimentary Exhibit Hall Only Badges	# of Complimentary Full Conference Badges
100	1	1
200	2	2
300	3	3
400	4	4

## **IMPORTANT DATES & DEADLINES**

### **October**

October 9 Exhibit Hall Floor Plan and Sponsor & Advertiser Prospectus released

### **December**

December 5 Registration & Housing Portal opens

December 11 Exhibitor Service Kit released

### **March**

March 1 Full payments for all Annual Meeting support items, including exhibit booth space due

March 8 Certificate of Insurance due – please refer to page 85 of the [Exhibitor Service Kit](#) for instructions on how to submit your certificate of insurance

March 29 Island booth digital rendering and hanging sign plans due

March 29 Hanging light system digital renderings due via the Exhibitor Console

### **April**

April 1 Requests for exhibit booth demonstrations, giveaways, and product samples due via Exhibitor Console

April 1 Food and beverage requests due via Exhibitor Console

April 1 Requests to photograph, videotape, and/or audiotape in contracted booth space during exposition hours due via Exhibitor Console

April 1 Ancillary Event request form due via Exhibitor Console

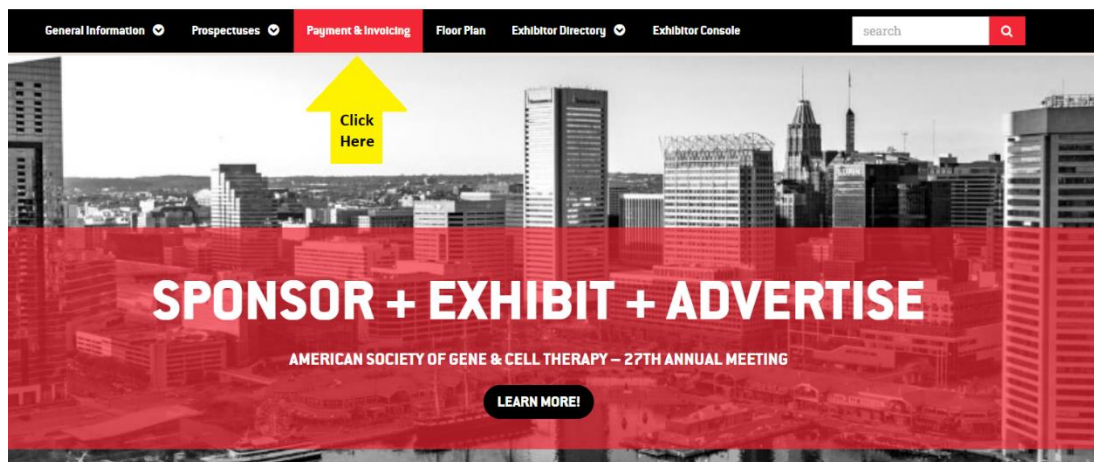
## EXHIBITOR RESOURCES

### [Click Here to Enter the Payment & Invoicing Portal](#)

- *Log in using the secure company password included in your booth confirmation email titled "ASGCT 2024 - Exhibit Booth Confirmation"*
- View financial summary/statement
  - You can download your financial statement for review to stay on top of payment deadlines
- Pay your invoice
  - **Invoices can be paid via credit card only through the Payment & Invoicing Portal.** Payments are also accepted through check or wire transfer. Please check the bottom of your invoice report statement sent via email for instructions on how to pay by check or wire transfer.



The Baltimore Convention Center  
1 W Pratt St, Baltimore, MD 21201  
May 7 - 11, 2024



Please contact [exhibits@asgct.org](mailto:exhibits@asgct.org) for assistance, including vendor setup process, W9, etc.

### **Show Services/Vendors**

- Heritage Exposition Services
  - Official Decorator for ASGCT's Annual Meeting
- Maritz Global Events
  - Registration & Housing
- Freeman
  - A/V
- Edlen Electrical Exhibition Services
  - Electricity

- Rain Protection
  - Insurance
- Sodexo
  - Catering

## **EXHIBIT BOOTH INFORMATION**

*Detailed exhibitor information can be found in the [Exhibitor Terms & Conditions](#).*

Please find below the answers to the most frequently asked questions by past exhibiting companies. Do not hesitate to reach out if you do not see the answer to your question below. We are here to help!

### **1. What comes with my exhibit booth?**

All exhibit booth space is sold as unfurnished and electricity is not included. Non-island booths include an 8' high drape, 3' high side dividers, and a 7"x44" one-line identification sign. All exhibit booth spaces in the Exhibit Hall must be carpeted or covered with appropriate flooring (bare floors are not permitted). Carpet is NOT included and flooring must be purchased by the exhibiting company.

### **2. What is the difference between an Exhibit Booth Personnel badge and an Exhibitor Full Conference badge?**

The Exhibitor Booth Personnel badges only allow access to the exhibit hall. Those with Exhibitor Booth Personnel badges DO NOT have access to the virtual platform or presentations happening outside of the exhibit hall. Exhibitor Full Conference badges grant full access to all parts of the Annual Meeting, including the virtual platform.

### **3. Can I purchase additional exhibitor registration badges past my complimentary allotment?**

Yes, additional badges can be purchased through the [Exhibitor Registration Portal](#). Additional exhibitor hall only badges are \$220/each and additional exhibitor full conference badges are \$1,200/each.

### **4. Can I purchase a regular full conference registration, or do I need an exhibitor specific badge?**

For security purposes, exhibitors must have an exhibitor labeled badge to receive early and/or late access to the Exhibit Hall. Someone without an Exhibitor Booth Personnel or Exhibitor Full Conference badge will not be able to enter the Exhibit Hall before its standard operating hours for all regular attendees nor will they be able to access lead retrieval.

If anyone on your team does not need the special access to the exhibit hall or lead retrieval, then they can register through the [main registration page](#).

### **5. Do exhibitors / sponsors receive an attendee list?**



We are unable to share a list of companies and attendee titles participating in the Annual Meeting. However, a week before the event we will release the virtual platform to everyone with a full meeting registration. The virtual platform will have a networking component where you can find the full list of attendees to connect with and schedule meetings.

**Please note:** we do not sell our attendee list to third party vendors. Please be aware of scammers attempting to sell our attendee list to you via email. This is not accurate information being sold.

## **6. Are retail sales included on the show floor?**

No retail sales are to be conducted in the Exhibit Hall or at the Baltimore Convention Center. The ASGCT Annual Meeting is held strictly as a means of product and/or services exhibiting and display. Exhibitors must not complete sales by receiving payment or delivering their products in the hall. Violation of this rule may result the exhibitor's exhibit space and/or meeting space being repossessed by Show Management. Orders may be taken for future delivery only.

## **7. How can I maximize my company's presence at the show and ensure a successful ROI?**

Your exhibit booth is only one part of the equation to ensure the best experience at the ASGCT 27<sup>th</sup> Annual Meeting! There are many other ways to maximize your presence at the Annual Meeting through sponsorships & advertisements. Opportunities include corporate presentations, sponsoring networking events, hanging banners, email banners, and more. Please review the [Sponsor & Advertiser Prospectus](#) for full details on our sponsorship offerings.

## **8. Am I required to be at my booth for the Exhibit Hall Welcome Reception?**

Yes, we require all exhibitors to be present at their booth for the Exhibit Hall Welcome Reception on Tuesday, May 7<sup>th</sup> from 5:30 – 7:00 PM. All booths must be set up by 12:00 PM on Tuesday, May 7<sup>th</sup> or you are at risk of forfeiting your exhibit space.

## EXHIBITOR CONSOLE

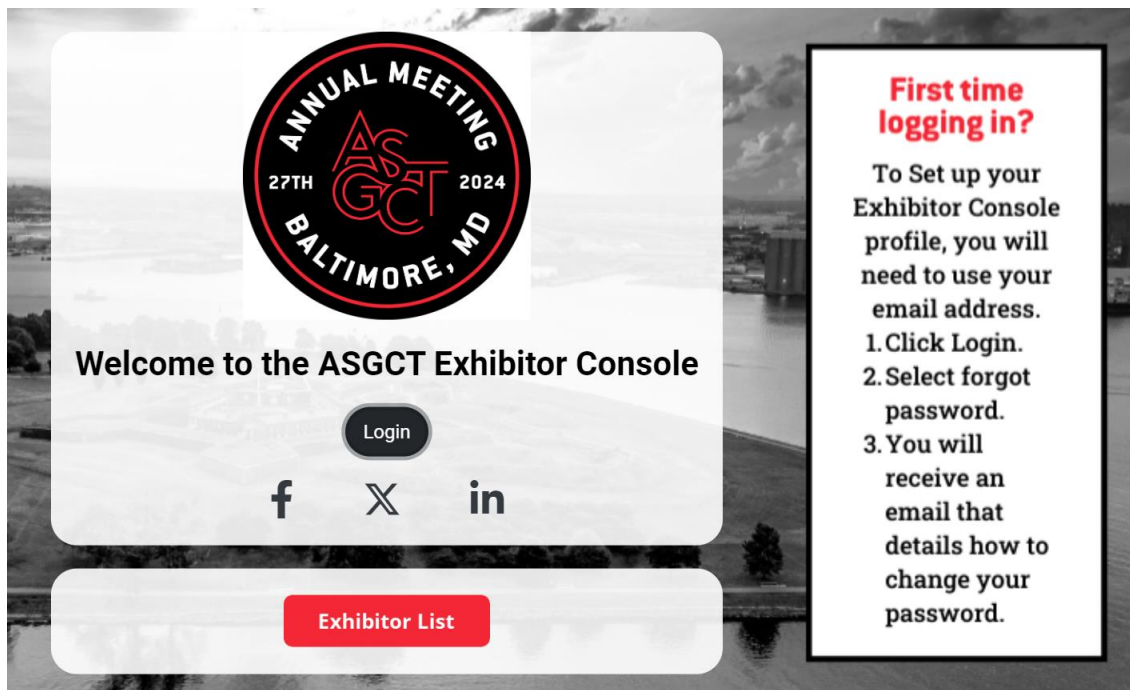
### Exhibitor Console Features:

- **Primary contact email and password will be created by the exhibitor**
- Upload your company profile picture, cover photo, and feature photos to help viewers identify you
- Add a company description
- Add company categories
- Upload press releases, products, and videos (if applicable to exhibitor listing)
- View the exhibitor directory
- Stay up to date on important tasks and deadlines

### How to log-in:

To set up your Exhibitor Console profile, you will need to use the primary company contact email used upon submitting your Exhibitor Application.

1. Please enter to the [Exhibitor Console](#) and select "Login".
2. Enter the primary contact email address and select "Forgot Password"
3. You will receive an email shortly with details on how to change your password and directions to log in.



We acknowledge this is new and we are all learning together, please do not hesitate to reach out to [exhibits@asgct.org](mailto:exhibits@asgct.org) with any questions.

### Exhibitor Profile:

Your public Exhibitor Profile is where fellow exhibitors and attendees will view information about your company including your company website, an about section, press releases, products, and/or

show specials. **Your Exhibitor Profile is utilized as your Exhibitor Listing.** Users can find your Exhibitor Profile by clicking on your company name in the [Exhibitor Directory](#) or by clicking on your booth on the [Exhibit Hall Floor Plan](#).

**Exhibitor Profile Example & instructions on how to get started:**

The image shows a screenshot of an exhibitor profile page for the American Society of Gene + Cell Therapy (ASGCT). The page features a header with the ASGCT logo and name, a navigation bar with 'Payment & Invoicing - Click Here', and three main sections: 'Press Releases', 'Products', and 'Show Specials'. Below these are 'About' and 'Contact' tabs. The 'About' tab is active, showing the company name, 'What We Do' section, and website URL. Three red callout boxes provide instructions: one points to a menu icon in the top right corner, another points to the 'Contact' tab, and a third points to an 'edit' button in the top right corner of the 'About' section.

**Click the 3 dots in the upper right hand corner to upload your profile & cover photo**

**Add in your main company contacts**

**Click "edit" in the top right hand corner to write a short introduction about your company and upload your website URL**

Each Exhibitor Profile is granted a complimentary basic listing within the Exhibitor Directory which includes:

- Company Name and Address
- Website URL
- Company Online Profile ("What We Do" section on the Exhibitor Profile)
- 3 Product Categories
- Profile Photo
- Cover Photo

## EXHIBITOR REGISTRATION PORTAL:

Within the Exhibitor Registration Portal you will:

- Register your complimentary booth personnel allotment (both your exhibit hall only badges and full conference badges)
- Reserve hotel rooms for your booth personnel
- Purchase lead retrieval services

## STEPS TO REGISTER YOUR PERSONNEL:

1. [Click Here](#) to access the Exhibitor Registration Portal
2. Search for your company name
3. Enter your company password as found on your Exhibitor Confirmation Letter. Please contact [exhibits@asgct.org](mailto:exhibits@asgct.org) if you forgot your company password and need a new one.
4. Verify your contact information
5. **To start your registrations**, click the **Manage Group** button on top of the Dashboard

The screenshot displays the Exhibitor Registration Portal dashboard. At the top, there are two buttons: "Manage Group" and "Add/Edit Personnel →", with "Manage Group" circled in red. Below these is a "Registration Activity" section with a table showing 1 completed and 1 incomplete registration. To the right is a "Group Financial Summary" table. Below the activity table is a detailed registration table. At the bottom, there are two buttons: "Order your Lead Retrieval Now" and "Contact Profile".

Registration Type(s)	Allotment Total	Total Registered	Allotment Available
Exhibitor Booth Personnel	9	0	9
Exhibitor Full Conference	9	1	8

Group Financial Summary	
Registration Total	\$0.00
Room Total	\$0.00
Booking Total	\$0.00
Payments	\$0.00

6. You have two options for registering your personnel – either you as the primary contact can register your team by starting a registration through an ASGCT account search OR you can send them an invitation to register on their own.

### 1. Option 1: Registering your team as the primary contact:

- Please click “Start a Registration – ASGCT Account Search”
- You will search the person you want to register by their last name and email. If they *DO* have an ASGCT account, you will have the option to register them either as a booth personnel badge or a full conference badge. If they *DO NOT* have an account, you will only have the option to register them as a booth personnel badge.

- **PLEASE NOTE:** anyone registering for a full conference badge will need to have an ASGCT account established. Please direct any personnel registering for a full conference badge to first visit the [ASGCT account website](#) to create an account first. Then you can log back into the Exhibitor Registration Portal to register for a badge.

## 2. Option 2: Sending an invitation to register:

- You also have the option to send your personnel an invitation to register on their own through the portal. Please remind them of the requirement of having an ASGCT account if they are registering for a full conference badge.
- **PLEASE NOTE:** by sending the invitation, you as the admin/primary contact will no longer have access to editing the registration and/or hotel reservation of the recipient.

To begin, click ASGCT Account Search below.

**Full Conference Registration (requires an ASGCT Account already established)** grants an individual full access to the Annual Meeting including plenary sessions, scientific symposia, education sessions, and more with the option to add on workshops and the Closing Night Reception. Receives access to the virtual platform.

**Booth Personnel:** grants access only to the in-person Exhibit Hall. *No virtual platform access.* If applicable, grants access to your organization's Sponsored Symposium.



### Registration-Related Questions:

2024 ASGCT Annual Meeting Registration

Email: [ASGCTExhibitor@maritz.com](mailto:ASGCTExhibitor@maritz.com)

Phone: 864-641-1540

**PLEASE NOTE:** If you are requesting any changes to your current badges (i.e. upgrading a badge from booth personnel to full conference, cancelling a registration, switching a badge, requesting an invoice, etc.) – please ensure you are the PRIMARY CONTACT listed on the Exhibitor Registration dashboard. If you are *not* the primary contact, the registration team at Maritz will not be able to approve any changes without prior approval from your primary contact.

## **EXHIBITOR SERVICE KIT**

Please [click here](#) to access the Exhibitor Service Kit. An email to access Heritage's online ordering system was sent to you from [exhibitor.services@heritagesvs.com](mailto:exhibitor.services@heritagesvs.com). Please direct all questions regarding booth ordering to our Annual Meeting general contractor – Heritage Exposition Services - [exhibitor.services@heritagesvs.com](mailto:exhibitor.services@heritagesvs.com)

The Exhibitor Kit includes decorator information, A/V ordering, telephone/internet services, catering, shipping instructions, and more.

All exhibit booth space is sold as unfurnished, and electricity is not included. Non-island booths include an 8' high drape, 3' high side dividers, and a 7"x44" one-line identification sign. All exhibit booth spaces in the Exhibit Hall must be carpeted or covered with appropriate flooring (bare floors are not permitted). Carpet is NOT included, and flooring must be purchased by the exhibiting company.

### **Booth Construction Guidelines:**

In addition to rules outlined in the [Exhibitor Terms & Conditions](#), ASGCT Show Management has compiled a quick guide of our Exhibit Booth Construction Guidelines to assist you in comprehending the booth build regulations we follow aligned by the International Association of Exhibitions and Events (IAEE).

Please [click here](#) to access our Booth Construction Guidelines.

## **Questions?**

Please contact [exhibits@asgct.org](mailto:exhibits@asgct.org) or schedule a 30-minute conference call through our [Development Team Calendar](#).