ASGCT 28TH ANNUAL MEETING EXHIBITOR WELCOME PACKET

May 13 - 17, 2025
New Orleans, LA

Last Updated: September 2024

ASGCT 28th Annual Meeting Exhibitor Welcome Packet

Annual Meeting Dates: May 13th – 17th, 2025

Exhibit Hall Open: May 13th – May 16th, 2025

Location: New Orleans Ernest N. Morial Convention Center (NOENMCC)
New Orleans, LA

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Version 2 of the Exhibitor Welcome Packet – coming December 2024 including:

- Exhibitor Registration Portal
- Exhibitor Service
- Exhibit Booth Build and Construction Guidelines

Dear Exhibitor,

Thank you for exhibiting at [ASGCT's 28th Annual Meeting](#)! We are delighted that you will be joining us this year in New Orleans, LA.

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 2025 Exhibitor Welcome Packet, encompassing vital information such as registration procedures, navigating the enhanced exhibitor console, facilitating invoice payments, leveraging marking resources, and more!

Again, welcome to the ASGCT 28th Annual Meeting, we look forward to working with you!

Sincerely,

ASGCT Show Management

Rita Krueger – Director of Development

Liz Alagna – Development Manager

Dan Brever – Development Manager

Leanne Klawien – Development Coordinator

Questions?

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

Exhibit Hall Hours

Times are listed in Central Time Zone and are subject to change.

Exhibit Hall Location:
New Orleans Ernest N. Morial Convention Center (NOENMCC) – Level 100, Exhibit Halls G-I2

Saturday, May 10:
10 AM to 5 PM – Exhibit Hall Move-in (Island Booths Only – 20'x20 booth or larger)

Sunday, May 11:
8 AM to 5 PM – Exhibit Hall Move-in (All Exhibiting Companies)

Monday, May 12:
8 AM to 5 PM – Exhibit Hall Move-in (All Exhibiting Companies)

Tuesday, May 13:
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.)

All exhibit booths must be fully set up by 12 PM on Tuesday, May 13th.
Any exhibit booth space not occupied by 12 PM on Tuesday, May 13th will be forfeited by the exhibitor.

Wednesday, May 14:
9 AM to 5:30 PM – Exhibit Hall Open
9:15 AM to 9:45 AM – Morning Coffee Break
12 PM to 1:30 PM – Concessions and Abstract Presentations in the Exhibit Hall Presentation Theater
3:15 to 3:45 PM – Afternoon Coffee Break

Thursday, May 15:
9 AM to 5:30 PM – Exhibit Hall Open
9:15 AM to 9:45 AM – Morning Coffee Break
12 PM to 1:30 PM – Concessions and Abstract Presentations in the Exhibit Hall Presentation Theater
3:15 to 3:45 PM – Afternoon Coffee Break

Friday, May 16:
9 AM to 5:30 PM – Exhibit Hall Open
9:15 AM to 9:45 AM – Morning Coffee Break
12 PM to 1:30 PM – Concessions and Abstract Presentations in the Exhibit Hall Presentation Theater
3:15 to 3:45 PM – Afternoon Coffee Break
3:45 to 8:00 PM – Exhibit Hall Move-Out

Saturday, May 17:
8 AM to 3 PM – Exhibit Hall Move-Out
*All drivers must be checked in with Heritage at the Exhibitor Service Desk by 11:00 AM. Any property not boxed and correctly labeled for shipping in the Exhibit Hall after the official move-out hours end at 3 PM on Saturday, May 11, will be disposed of, and Show Management is not liable for any disposed of property.**

Please note: *Both the morning and afternoon coffee breaks will take place within the main aisles of the exhibit hall.*

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 #ASGCT2025.

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 and Deadlines

September 25

September 25   Exhibit Hall Floor Plan and Sponsor and Advertiser Prospectus released to the public

December

December TBD   Registration and Housing Portal opens

December TBD   Exhibitor Service Kit released

February

February 28   Last day to update Exhibitor Listing via the Exhibitor Console

March

March 31   Island booth digital renderings and hanging sign plans due (Submitted via Exhibitor Console – Tasks Section)

March 31	Hanging light system digital renderings due (Submitted via Exhibitor Console – Tasks Section)

April

April 7	Exhibit booth demonstrations, giveaways, and product samples due (Requests submitted via Exhibitor Console – Tasks Section)
April 7	Food and beverage requests due (Requests submitted via Exhibitor Console – Tasks Section)
April 7	Photography and videography requests due (Requests submitted via Exhibitor Console – Tasks Section)

Exhibitor Resources

Payment / Invoicing:

Click Here to Enter the Payment & Invoicing Portal

- *Log in using the secure company password included in your booth confirmation email titled "ASGCT 28th Annual Meeting - 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.

Payment Schedule:

Application Submission Date:	Any Outstanding Balances will be Due:
Open - October 31, 2024	December 3, 2024
November 1 - 30, 2024	January 3, 2025
December 1, 2024 - January 5, 2025	February 3, 2025
January 6 - 31, 2025	March 3, 2025
February 1, 2025	Full payment must be submitted with application

Please contact exhibits@asgct.org for assistance, including vendor set-up process, W9, etc.

Show Services / Vendors:

- Heritage Exposition Services
  - Official Decorator for ASGCT's Annual Meeting

- Maritz Global Events
  - Registration, Housing, and Exhibitor Lead Retrieval

- Freeman
  - Audio / Visual

- Rainprotection Insurance
  - ASGCT now provides compliant liability insurance through Rain Protection Insurance, which meets all of our requirements. The insurance fee is included within your exhibit booth space fee. Exhibitors do not need to submit a certificate of insurance to ASGCT Show Management. The included insurance provides protection for against claims of bodily injury liability, property damage liability, personal and advertising injury liability, host liquor, and the litigation costs to defend against such claims. Coverage is provided up to $1,000,000 per occurrence with $2,000,000 aggregate. There is no deductible amount.

- Sodexo LIVE!
  - Booth 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. Set to open in December 2024.

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 and/or 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 New Orleans Ernest N. Morial Convention Center (NOENMCC). 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 28th 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 and 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 13th from 5:30 – 7:00 PM. All booths must be set up by 12:00 PM on Tuesday, May 13th 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.
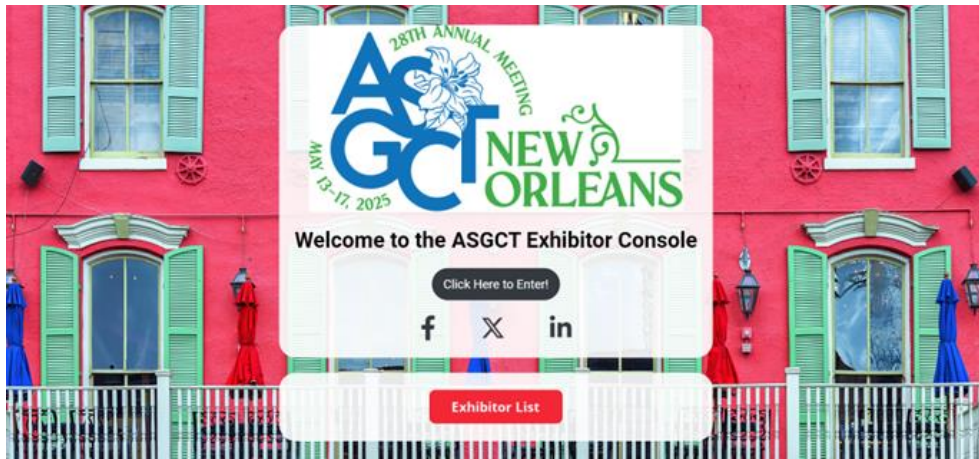
Please do not hesitate to reach out to exhibits@asgct.org with any questions.

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:

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

- Company Name and Address
- Company Logo
- Website URL
- Company Online Profile ("What We Do" section on the Exhibitor Profile – 500 characters)
- 3 Product Categories
- 1 Digital Product Showcase
- Profile Photo
- Cover Photo

If you wish to upgrade your Exhibitor Listing for $395, you will receive the above benefits in addition to the below benefits:

- Videos – unlimited
- Digital Product Showcases - unlimited
- Show Specials – unlimited
- Press Releases – unlimited
- Product Categories – unlimited
- Company Online Profile – 2000 characters

Questions?
Please contact exhibits@asgct.org or schedule a 30-minute conference call through our Development Team Calendar.

Version 2 Additions (Coming December 2024):

- Exhibitor Registration Portal
- Exhibitor Service Kit
- Booth Build & Construction Guidelines