



OPPORTUNITY TO CONNECT WITH INDUSTRY
LEADERS IN AUSTRALASIA'S GENOMICS AND
GENOMIC TECHNOLOGY FIELD

SPONSORSHIP PROPOSAL



AGTA

Australasian
Genomic
Technologies
Association



**2019
Conference**

7-9 OCT
Pullman Melbourne Albert Park

INVITATION FROM THE PRESIDENT

On behalf of the managing Executive of the Australasian Genomic Technologies Association (AGTA), it is my great pleasure to welcome you to the 19th annual conference of the Association (AGTA-2019).

Whether you are a sponsor or exhibitor our delegates, expected to number upwards of 250, offer an excellent audience to share your innovations and to market new technologies, products and services over the course of the event and beyond. Our conferences are attended by many very senior scientists, Laboratory Heads and Institute Directors, who are often the ultimate decision maker on technology investments for their respective organisation. You will also have the opportunity to expand your network and to survey the offerings of other biotechnology providers.

The last few years has seen considerable increase in delegate engagement at our annual conference. Feedback from attendees on the variety, diversity and generosity of our exhibitors has been excellent. AGTA has been commended on the high quality scientific program it provides.

It is well recognised in the genomics community that your commitment and support of AGTA is pivotal to the very existence of our conferences and to their ongoing success.

This document outlines a variety of sponsorship packages that have been designed to ensure that our sponsors and exhibitors get the maximum value for their investment. Whether your focus is on driving awareness through branding, building relationships through face-to-face interactions, product launch or demonstrating your latest instrumentation and products, the Leishman's sponsorship team is more than happy to tailor a package that suits your specific objectives and enhance your business outcomes.

We very much look forward to seeing you at AGTA-2019 and if you are not a local, to welcoming you to the wonderful city of Melbourne.



Vikki Marshall
AGTA President

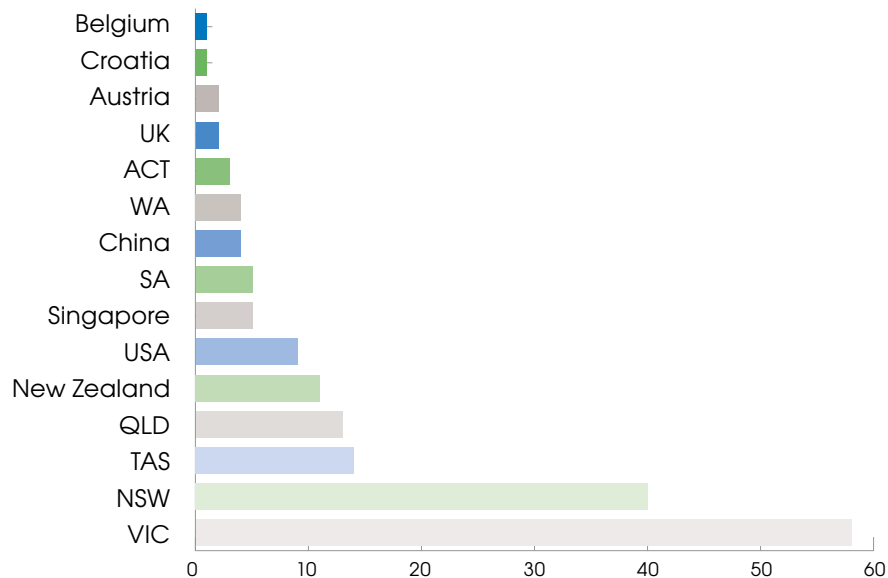
REASONS WHY YOU SHOULD PARTNER WITH AGTA IN 2019

- Engage and connect with industry leaders, peak body representatives, opinion shapers and professionals working in Australasia's genomics and genomic technologies field that are directly relevant to your target market
- Lead the agenda on key industry issues by supplying a Keynote Speaker for inclusion in the main Scientific Program (see details in the Platinum and Gold Packages)
- Exclusive branding opportunities including the Delegate Name Badge, Conference Dinner, Wi-Fi, Barista Cart, Welcome Reception
- Build relationships with delegates at key social functions
- Generate extensive new leads from Australia and overseas
- Increase your brand awareness before, during and after the conference through EDM's, signage, website handbook and program opportunities
- Drive awareness by participating in the exhibitor prize draw
- Expose your organisation to leading genomics researchers

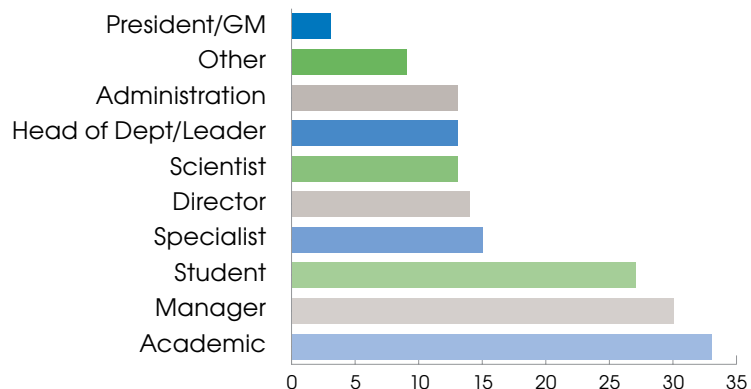


CONFERENCE AUDIENCE

Attendee breakdown by location:



Position description of attendees:



- Communicate key messages by aligning your organisation with the conference themes of new technologies, single cell omics, long-read and single molecule sequencing, microbiome, epigenomics, cancer and clinical genomics, functional genomics
- Build long term relationships with potential and existing customers
- 250+ delegates who are researchers and industry professionals from research institutes, genomic service providers, clinical facilities and universities from across the globe **

**Expected delegate numbers are based on historical fact and are not guaranteed

CONFENCING ORGANISING COMMITTEE

Richard Tothill, University of Melbourne, Co-convenor

Alicia Oshlack, Murdoch Childrens Research Institute, Co-convenor

Vikki Marshall, Monash University

Liz Christie, Peter MacCallum Cancer Centre

Torsten Seemann, University of Melbourne

Roxanne Legaie, Peter MacCallum Cancer Centre

Jeff Craig, Deakin University

Matt Ritchie, Walter and Eliza Hall Institute



THEMES

The AGTA 2019 themes will encompass the newest and most exciting genome technologies available and their applications across basic, translational and clinical research. Many AGTA members are early adopters of genomic technology platforms. We therefore expect that industry and trade sponsors will be given a prime opportunity to network with our research scientists and to showcase their new technology platforms and associated products.

Single cell omics is a revolutionary field that is transforming our understanding of multi-cellular organisms. AGTA recognises that this is a major growth area and many of its members are at the forefront of single cell research. Long-read and single molecule sequencing involving nanopore, linked reads or spatial mapping are also exciting and rapidly evolving technologies with a range of applications across diverse fields from microbial ecology to clinical diagnostics.

Nearly all of these genomics platforms have application for analysis of DNA, RNA and the epigenome. Furthermore, we recognise the potential use of genomic technologies for high-throughput functional screens involving RNAi or CRISPR technologies.

We expect AGTA 2019 to attract a diverse audience who will be eager to learn more about new genomic technologies and how these can be applied in their research.

New Technologies

Single cell omics

Long-Read and Single Molecule Sequencing

Microbiome

Epigenomics

Cancer and Clinical Genomics

Functional genomics



AGTA | Australasian
Genomic
Technologies
Association

AGTA is a not-for-profit association dedicated to advancing and promoting the field of genomics and genomic technologies in Australasia. It is the principal body for the promotion of genomics research in Australasia and draws on the astounding breadth of genomics research and technology development across Australasia.

TESTIMONIALS

It was our second time to work with the AGTA team as the major sponsor and we had another great experience. We were well informed and reminded every step of the way to prepare things for the conference, plans were well carried out as expected almost seamlessly and if there was an issue a solution was provided very quickly, thanks to the team's quick response and assistance.

Marketing Manager, BGI

The AGTA conference was designed to maximise networking opportunities. There was extremely good interactions with the delegates at AGTA and we plan to be back again next year. I found Leishman Associates went above and beyond during AGTA to make sure that all the stakeholders were not only satisfied but were completely covered.

Business Manager, Decode Science

KEY CONTACTS



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PROGRAM AT A GLANCE

Sunday 6 October

Exhibition bump in – late afternoon

Monday 7 October

Exhibition & Conference Sessions

Tuesday 8 October

Exhibition & Conference Sessions

Conference Dinner

Wednesday 9 October

Exhibition & Conference Sessions till lunchtime

Exhibition bump out - lunchtime

Please note, dates and times are a guide only and may be subject to change.

PREVIOUS SPONSORS & EXHIBITORS



PACKAGE SUMMARY

	Packages available	Supply Keynote Speaker	Speaking Opportunity	Exclusive VIP Dinner tickets	Exclusive branding opportunities	Website, handbook, EDMs, venue signage etc	Advertisement in Handbook	Registration	Dinner Tickets	Exhibition Space	Delegate List	Electronic Brochure
PLATINUM SPONSOR \$15,000												
Barista Cart	1	✓	3 min plenary	4	✓	✓	Full page	4	4	2	✓	✓
GOLD SPONSOR \$11,000												
Please select one of the following:												
WiFi	1	✓		2	✓	✓	Full page	2	2	1	✓	✓
Conference Dinner	1	✓	3 min Dinner	2	✓	✓	Full page	2	2	1	✓	✓
SILVER SPONSOR \$9,000												
Please select one of the following:												
Name Badge	1				✓	✓	Full page	2	2	1	✓	✓
Networking Lounge	1				✓	✓	Full page	2	2	1	✓	✓
Conference App	1				✓	✓	Full page	2	2	1	✓	✓
BRONZE SPONSOR \$6,000												
Please select one of the following:												
Early Start Well Being Session	1				✓	✓	Half page	1	1	1	✓	✓
Grab n Go Breakfast Bar	1				✓	✓	Half page	1	1	1	✓	✓
Poster Session	1				✓	✓	Half page	1	1	1	✓	✓
Best Poster Student Award	1				✓	✓	Half page	1	1	1	✓	✓
Best Poster ECR Award	1				✓	✓	Half page	1	1	1	✓	✓
Session Sponsor	Multiple				✓	✓	Half page	1	1	1	✓	✓
Keynote Speaker Sponsor	Multiple				✓	✓	Half page	1	1	1	✓	✓
Seated Massage	1				✓	✓	Half page	1	1	1	✓	✓
Refreshment Break	2				✓	✓	Half page	1	1	1	✓	✓

PLATINUM SPONSOR

\$15,000

Exclusive sponsorship and branding across the conference including sponsorship of the Barista Cart and the opportunity to supply a Keynote Speaker. This substantial sponsorship package can be tailored to your organisations specific needs to deliver the highest return on investment possible.

PROMOTION

- Exclusive sponsorship of AGTA 2019
- Exclusive sponsorship of the Barista Cart
- Opportunity to supply a Keynote Speaker for inclusion in the Scientific Program*
- Opportunity to address delegates in a conference plenary session (3 minutes)
- Four tickets to the VIP Dinner. The VIP Dinner is a private, invitation only event and guests will include Executive Members of AGTA, Keynote and Invited Speakers, as well as Platinum and Gold Sponsors
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners to be displayed)
- One full page (A4) advertising space in the electronic conference handbook (finished artwork to be supplied by sponsor)
- Logo recognition in all conference promotional material, including conference program and venue signage
- Company logo and profile in the conference handbook, app and website (including link)
- Delegate list – Name, Organisation, Position, City, Country
- Electronic brochure for the conference app

EXHIBITION & REGISTRATION

- One 6m x 2m exhibition booth
- Four registrations including day catering and conference dinner

Barista Cart Detail

This popular package allows you to brand the Barista Cart area, including:

- Barista cart signage (artwork to be supplied by sponsor)
- Acknowledgement in the program as the Barista Cart Sponsor
- Corporate branded aprons and caps (supplied by sponsor)
- Corporate branded coffee cups (supplied by sponsor)
- Literature on the coffee tables (supplied by sponsor)

Keynote Speaker Detail

- Opportunity to supply a Keynote Speaker for inclusion in the main Scientific Program*
- Sponsors logo displayed at the commencement and conclusion of the Keynote Speaker address

** Supply of the Keynote Speaker is at the sponsors own expense and is subject to approval by the conference organising committee following an application process. Time allocated to the speaker will be at the discretion of the conference organising committee. Applications need to be submitted early to secure a place as the technical program fills up quickly.*



GOLD SPONSOR

\$11,000 (2 available)

Opportunity to supply a Keynote Speaker to the Scientific Program and also your choice to sponsor the Conference Dinner or WiFi.

PROMOTION

- Recognition as a Gold Sponsor of AGTA 2019
- Opportunity to supply a Keynote Speaker for inclusion in the main Scientific Program*
- Two tickets to the VIP Dinner. The VIP Dinner is a private, invitation only event and guests will include Executive Members of AGTA, Keynote and Invited Speakers, as well as Platinum and Gold Sponsors
- One full page advertising space in the electronic conference handbook (finished artwork to be supplied by sponsor)
- Logo recognition as a Gold Sponsor in all conference promotional material, including conference program and venue signage
- Company logo and profile in the conference handbook, app and website (including link)
- Delegate list – Name, Organisation, Position, City, Country
- Electronic brochure for the conference app

EXHIBITION & REGISTRATION

- One 3m x 2m exhibition booth
- Two registrations including day catering and conference dinner

Keynote Speaker Detail

- Opportunity to supply a Keynote Speaker for inclusion in the main Scientific Program*
- Sponsors logo displayed at the commencement and conclusion of the Keynote Speaker address

Please select one of the following options:

Conference Dinner

- Exclusive sponsorship of the conference dinner
- Verbal recognition as the conference dinner sponsor throughout the dinner
- Logo featured on menus and any other related dinner collateral
- Opportunity to welcome delegates to the dinner (3 minutes maximum)
- Opportunity to provide a small branded gift for each delegate at the dinner (to be provided by sponsor)
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners to be displayed)

Wi-Fi

- Exclusive sponsorship of Wi-Fi at the conference
- Recognition as the Wi-Fi Sponsor (with organisation logo) on the conference website
- Logo recognition as the Wi-Fi Sponsor on access instruction information

** Supply of the Keynote Speaker is at the sponsors own expense and is subject to approval by the conference organising committee following an application process. Time allocated to the speaker will be at the discretion of the conference organising committee. Applications need to be submitted early to secure a place as the technical program fills up quickly.*



SILVER SPONSOR

\$9,000 (3 available)

PROMOTION

- Recognition as a Silver Sponsor of AGTA 2019
- One full page advertising space in the conference handbook (finished artwork to be supplied by sponsor)
- Logo recognition as a Silver Sponsor in all conference promotional material, including conference program and venue signage
- Company logo and profile in the conference handbook, app and website (including link)
- Delegate list – Name, Organisation, Position, City, Country
- Electronic brochure for the conference app

EXHIBITION & REGISTRATION

- One 3m x 2m exhibition booth
- Two registrations including day catering and conference dinner

Please select one of the following options:

Delegate Name Badge

- Exclusive sponsorship of Delegate Name Badges including logo recognition on each Delegate Name Badge along with the conference logo
- Recognition as the Delegate Name Badge Sponsor (with organisation logo) on the conference website

Networking Lounge

- Exclusive sponsorship of the Networking Lounge
- Sponsor's own signage prominently displayed at the lounge (one pull up banner)
- Opportunity to provide material for distribution on the lounge furniture
- Signage acknowledging your sponsorship of the Networking Lounge

Conference App

- Exclusive sponsorship of the Conference App
- Banner and landing page advertisement to be included on the Conference App (artwork supplied by sponsor)
- Acknowledgment as the Conference App Sponsor on App instructions



BRONZE SPONSOR

\$6,000 (multiple available)

PROMOTION

- Recognition as a Bronze Sponsor of AGTA 2019
- Logo recognition as a Bronze Sponsor in all conference promotional material, including conference program and venue signage*
- One full page advertising space in the conference handbook (finished artwork to be supplied by sponsor)
- Company logo and profile in the conference handbook, app and website (including link)
- Delegate list – Name, Organisation, Position, City, Country
- Electronic brochure for the conference app

EXHIBITION & REGISTRATION

- One 3m x 2m exhibition booth
- One registration including day catering and conference dinner

Please select one of the following options:

Refreshment Break – 2 available

- Exclusive sponsorship of one day's refreshment breaks during the conference (morning tea, lunch & afternoon tea)
- Sponsor's own signage prominently displayed at the venue (maximum one pull up banner to be displayed)
- Company literature may be displayed on the catering stations on the day of sponsorship
- Signage acknowledging you as the Refreshment Break Sponsor on the catering stations

Poster Session

- Exclusive sponsorship of the official Poster Presentation session at the conference
- Your organisation logo to appear on the screen in the plenary hall prior to the Poster Session and acknowledgement given by the last sessions Chair
- Poster Session signage acknowledging your sponsorship
- Opportunity to supply posters that can be added to the poster session display as advertising for the sponsor

Best Poster Student Award

- Exclusive sponsorship of the Best Poster Student Award at the conference
- Organisation logo printed on relevant Award Certificate
- Opportunity for one representative to attend the award presentation and present the award

Best Poster Early Career Researcher Award

- Exclusive sponsorship of the Best Poster ECR Award at the conference
- Organisation logo printed on relevant Award Certificate
- Opportunity for one representative to attend the award presentation and present the award

Session Sponsor - multiple available

- Exclusive sponsorship of one of the Sessions at the conference
- Sponsors logo in the program at the relevant session
- Sponsors logo displayed at the commencement of the session

Keynote Speaker Session – multiple available

- Exclusive sponsorship of one Keynote Speaker presentation at the conference
- Sponsors logo in the program for the Keynote Speaker presentation
- Sponsors logo displayed at the commencement and conclusion of the Keynote Speaker address

Grab n Go Breakfast Bar

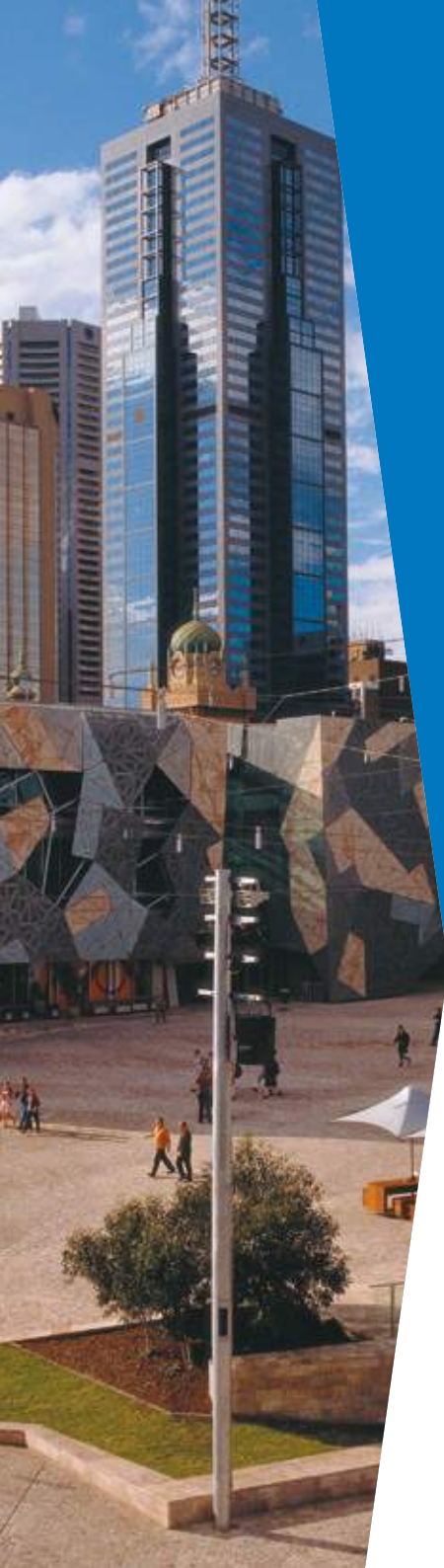
- Exclusive sponsorship of the Grab n Go Breakfast Bar for the duration of the conference
- Supply of breakfast provision options ie. pastries, muffins, yoghurt, fruit in the exhibition space
- Signage acknowledging your sponsorship at the breakfast bar

Early Start Wellbeing Session

- Exclusive sponsorship of the Early Start Wellbeing Session on Monday and Tuesday morning
- Group exercise session lead by a professional trainer will be available to delegates before the program commences

Seated Massage

- Exclusive sponsorship of the Seated Massage for Monday and Tuesday
- Professional massage practitioners will provide delegates with the opportunity to enjoy a 3-5 minute massage
- Practitioners can wear your branded corporate merchandise
- Opportunity to display one pull-up banner at the event



ADVERTISING

ELECTRONIC ADVERTISEMENT – CONFERENCE HANDBOOK

Full page \$500

ELECTRONIC BROCHURE – CONFERENCE APP

Full page \$250

EXHIBITION

Taking an exhibition booth is a great way to position your organisation connect with conference delegates and promote your products and services. With the exhibition area open for the duration of the conference, that's a whole lot of quality exposure for your organisation. All conference lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates.

The floor plan for the exhibition will be forwarded as soon as it is finalised. Please note the floor plan is subject to change at the discretion of the venue or the conference organisers at any time.

Early Bird	Valid until 1 April 2019	\$3000
Standard	From 2 April 2019	\$3500

EXHIBITION FEATURES

- One 3m x 2m (2.4m high) shell structure booth
- White melamine back and side walls
- Organisation name on fascia board
- 2 x 120w spot lights
- 1 x 4amp/100w power outlet
- Company logo and profile in the conference handbook, on the website (including link)
- Company logo included on venue signage and promotional materials
- One exhibitor registration (does not include the Conference Dinner)
- Electronic brochure for the conference app
- Delegate List – (name, position, company, state, country only)

Please note that no furniture is included as part of the exhibition package.

Custom Built Displays

A custom build will need to be approved by the venue 6 weeks prior to the conference. The Exhibition Build company will be in contact to coordinate a suitable time for the build.

ADDITIONAL TICKETS & REGISTRATIONS

All staff on site must be registered to attend either by utilizing your complimentary registration or by purchasing an additional exhibitor registration for \$470 each, which includes:

- Daily catering
- Attendance at conference sessions

Conference dinner tickets may be purchased separately.

This Exhibitor/ Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event. Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor.

APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007, and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted. The venue is at liberty to check that the electrical appliances that you bring onsite are appropriately tagged.



EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

The following terms and conditions apply to your application to sponsor and/or exhibit:-

1. DEFINITIONS

Event means the event referred to in the online Booking Application Form. Exhibition/Sponsorship means the exhibition and/or sponsorship as detailed in the online Booking Application Form. GST means GST within the meaning of the GST Act. GST Act means A New Tax System (Goods and Services Tax) Act 1999 (Cth) (as amended).

Us/We means Leishman Associates Pty Ltd (ACN 103 078 897) as Conference Managers representing the Conference Committee and the Host Organisation. You means the entity submitting the Booking Application Form to sponsor and/or exhibit.

2. APPLICATION

You will submit the online Booking Application Form for the Exhibition/Sponsorship.

3. APPROVAL

The Exhibition/Sponsorship will be confirmed upon return to You of the approved Booking Application Form, together with a tax invoice for the full amount of the Exhibition/Sponsorship fee, 50% of this total is payable within 14 days. The deposit is non-refundable and will be deducted from the booking fee. Your company logo and profile will only feature on the conference website once this deposit has been paid.

4. PAYMENT

Upon payment of the deposit, You will receive a tax invoice for the balance of the Exhibition/Sponsorship fee. Payment of the balance of the fee is due and payable 30 days prior to the commencement of the Event. All online Booking Application Forms received within 30 days of the commencement of the Event must include full payment of the booking fee. Only once payment has been made in full will your logos and profiles be placed on Event collateral. Due to printing deadlines, You will not be guaranteed inclusion on Event collateral if payment of the booking fee is not received 30 days prior to the Event.

All international payments must include provision for bank fees and exchange rates in the payment amount. Any outstanding balance will be required to be paid by You prior to the commencement of the Event.

5. CANCELLATION

In the event that You cancel your Exhibition/Sponsorship, your deposit will not be refunded. In the event that You cancel your Exhibition/Sponsorship more than 90 days before the Event, You will receive a 25% refund of the Exhibition/Sponsorship fee. In the event that You cancel within 90 days of the Event, You will not receive any refund. Any monies outstanding at cancellation will need to be paid in full.

6. CHANGES

Once your Exhibition/Sponsorship has been confirmed and accepted, a reduction in Sponsorship/Exhibition space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of your Exhibition/Sponsorship at Our discretion. Any space not claimed one hour before the Event commences and will be reassigned and no refund will be payable to You.

We reserve the right to rearrange the floor plan and/or relocate any Exhibition/Sponsorship without notice to You. We reserve the right to amend existing unsold sponsorship packages or add additional sponsorship packages as required without notice to confirmed sponsors and exhibitors.

7. STANDS

If You intend to utilise a custom built exhibit stand, We must be advised of the full details and dimensions a minimum of six weeks prior to the commencement of the Event. All display construction requires our approval.

8. ASSIGNMENT/SHARED PACKAGES

You are not permitted to assign, sublet or apportion the whole or any part of Your sponsorship package or booked space except upon our prior written consent. Shared sponsorship and exhibition packages will result in one set

of benefits only being available to be shared by all parties involved. This includes but is not limited to logo recognition, profile inclusion, signage and registration benefits.

9. INSURANCE

Public Liability insurance to a minimum amount nominated in the event sponsorship prospectus must be taken out by You. A copy of the certificate of Insurance currency must be provided to Us a minimum of four weeks prior to the commencement of the Event.

10. EXCLUSION

All information supplied to You in relation to the Event is accurate to the best of our knowledge and belief and does not constitute a warranty and any inaccuracy or mistake will not entitle You to cancel your booking without penalty. All estimates of attendee/delegate numbers attending the Event are estimates only, and You agree that We are not responsible for any discrepancy in these estimated attendee/delegate numbers.

11. MARKETING

We will use your information to send you updates and other news about this Event. We will only pass on your information to reputable third party official contractors of the Event for the purpose of assisting you with your participation.

12. GST

All amounts paid or payable under these terms and conditions are inclusive of any GST which may be applicable to any supplies made by either party under this Agreement. To the extent GST is applicable to any amount paid or payable in respect of a taxable supply made under or in connection with this Agreement, subject to that party receiving a valid tax invoice for GST purposes from the other party in respect of the supply before the time of payment.