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

20TH ANNIVERSARY CONFERENCE
6–9 September 2020
Novotel Twin Waters
Sunshine Coast, Queensland

SPONSORSHIP PROPOSAL
INVITATION FROM THE PRESIDENT

It is my great pleasure to welcome you to AGTA 2020. This year marks the 20th anniversary for the association. With our first meeting held in Queensland’s Couran Cove in 2000, this year we return to Queensland’s beautiful Sunshine Coast for a special celebration.

Whether you are a sponsor or exhibitor this year, our expected 180+ delegates offer an excellent audience to share your innovations and to market new technologies, products and services over the course of the event and beyond. With a strong line up of local and international speakers, AGTA attracts leading scientists, laboratory heads and institutes directors from across Australia, many of who are key decision makers on technology investments for their organisation. AGTA provides extensive opportunity to expand your network and to survey the offerings of other biotechnology providers.

Recent years have seen an increase in delegate engagement at our annual conference. Feedback from attendees on the variety, diversity and generosity of our exhibitors has been excellent. 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, face-to-face interactions, product launch or demonstrating your latest instrumentation and products, the Leishman team are more than happy to tailor a package that suits your specific objectives and enhance your business outcomes.

We very much look forward to welcoming you to Queensland’s Sunshine Coast!

Professor Marcel Dinger
Head of School, Biotechnology and Biomedical Sciences
University of New South Wales
CONFERENCE AUDIENCE

REASONS WHY YOU SHOULD PARTNER WITH AGTA IN 2020

• 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 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

• Communicate key messages by

DELEGATES BY LOCATION

- Australia 81%
- New Zealand 5%
- United States 7%
- Singapore 2%
- United Kingdom 3%
- China 1%
- Japan & South Korea 1%

DELEGATES BY POSITION

- Top Management Level 2%
- Sales & Marketing 4%
- Administration 4%
- Supervisor/Team Leader 5%
- Specialist 6%
- Department Head 6%
- Director 7%
- Student 8%
- Scientist 14%
- Manager 20%
- Academic 24%
CONFERECE THEMES

The AGTA 2020 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 and associated computational 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. ‘Omics approaches are transforming our understanding of multi-cellular organisms and the ways in which we implement genomic technologies into healthcare, agriculture and biotechnology. 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, as well as its potential to create large scale datasets requiring advanced high performance computing and cloud solutions. We expect AGTA 2020 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.

aligning your organisation with the conference themes

- Build long term relationships with potential and existing customers
- 180+ 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.

THEMES AT A GLANCE

Plant and Animal Genomics
Microbial and Metagenomics
Comparative Genomics
Gene Editing and Gene Regulation
Computational Biology and Bioinformatics
Single Cell
Cancer and Medical Genomics
Indigenous Genomics
TESTIMONIALS

The Leishman team provided impeccable service once again made our AGTA 2019 experience a smooth and successful one. Everything went well before, during and after the event. The conference provided the opportunity for social interaction and exposure, which resulted in solid leads.

**Stephanie Sun, BGI Australia**

As a PhD student, I have been fortunate enough to attended several AGTA conferences including Melbourne 2019. As AGTA is a technology based conference, the committee do a great job blending both cutting edge scientific content with evolving new technologies. There is a strong focus on the development of students and early career scientists, both in supporting talks, posters and with student travel grants. I would highly recommend AGTA to anyone that is interested in genomic technologies and how these can be applied to virtually any scientific question. The network of friends and potential collaborators that I have developed will stand me in good stead as I move forward as a Scientist.

**Sandra Fitzgerald, University of Auckland**

KEY CONTACTS

**Emma Harrison**  
Conference Manager  
Ph +613 6234 7844  
emma@laevents.com.au

**Sandra Leathem**  
Sponsorship & Exhibition  
Ph +613 6234 7844  
sandra@laevents.com.au

PROGRAM AT A GLANCE

<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday 6 September</td>
<td>Exhibition Bump In, Welcome Reception</td>
</tr>
<tr>
<td>Monday 7 September</td>
<td>Exhibition, Conference Sessions</td>
</tr>
<tr>
<td>Tuesday 8 September</td>
<td>Exhibition, Conference Sessions, Dinner</td>
</tr>
<tr>
<td>Wednesday 9 September</td>
<td>Exhibition, Conference Sessions, Bump Out</td>
</tr>
</tbody>
</table>

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

## Platinum Sponsor $15,000

<table>
<thead>
<tr>
<th>Packages available</th>
<th>Supply Speaker</th>
<th>Speaking Opportunity</th>
<th>VIP Function tickets</th>
<th>Website, App, handbook, EDMs, venue signage etc</th>
<th>Exclusive Branding Opportunities</th>
<th>Handbook Advertisement</th>
<th>Electronic Brochure</th>
<th>Registration</th>
<th>Dinner Tickets</th>
<th>Exhibition Space</th>
<th>Delegate List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barista Cart</td>
<td>Multiple</td>
<td>✔️</td>
<td>3 min plenary</td>
<td>4</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>4</td>
<td>4</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Additional opportunities are available at the platinum level to tailor a custom package.

## Gold Sponsor $11,000

Please select one of the following:

| Wi-Fi | 1 | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Conference Dinner | 1 | ✔️ | 3 min Dinner | 2 | ✔️ | ✔️ | ✔️ | ✔️ |

## Silver Sponsor $9,000

Please select one of the following:

| Conference App | 1 | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Delegate Name Badge | 1 | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Welcome Reception (WR) | 1 | ✔️ | 3 min WR | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |

## Bronze Sponsor $6,000

Please select one of the following:

| Refreshment Break | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Poster Session | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Best Poster Student Award | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Best Poster ECR Award | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Session Sponsor | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Speaker Sponsor | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |

## Exhibition

| Early Bird until 9 April 2020 – $3,500 | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| Standard Post 9 April 2020 – $4,000 | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |

Sponsorship packages are linked to key events or opportunities within the conference program.

All prices shown are in $AU and are inclusive of GST.
PLATINUM SPONSOR $15,000

Sponsorship and branding across the conference including sponsorship of the Barista Cart and the opportunity to supply a 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 the Barista Cart
- Opportunity to supply a Speaker for inclusion in the Scientific Program*
- Opportunity to address delegates in a conference plenary session (3 minutes)
- Four tickets to the VIP Function. The VIP Function is a private, invitation only event and guests will include Executive Members of AGTA, Invited Speakers, as well as Platinum and Gold Sponsors
- Sponsor’s own signage prominently displayed at the venue (maximum of two pull up banners)
- 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)
- Opted in Delegate List – Name, Organisation, Position, State/Country
- One electronic brochure on the conference app

Additional opportunities are available at the platinum level to tailor a custom package

EXHIBITION & REGISTRATION

- One 6m x 2m exhibition booth
- Four registrations including day catering, the Conference Dinner and Welcome Reception

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)
- Literature on the coffee tables (supplied by sponsor)

Speaker Detail

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

* Supply of the 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**

Opportunity to supply a Speaker to the Scientific Program and also your choice to sponsor the Conference Dinner or Wi-Fi.

**PROMOTION**
- Recognition as a Gold Sponsor of AGTA 2020
- Opportunity to supply a Speaker for inclusion in the main Scientific Program*
- Two tickets to the VIP Function. The VIP Function is a private, invitation only event and guests will include Executive Members of AGTA, 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)
- Opted in Delegate List – Name, Organisation, Position, State/Country
- One electronic brochure on the conference app

**EXHIBITION & REGISTRATION**
- One 3m x 2m exhibition booth
- Three registrations including day catering, the Conference Dinner and Welcome Reception

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

---

**$11,000 (2 available)**

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)

**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 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

PROMOTION

- Recognition as a Silver Sponsor of AGTA 2020
- 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)
- Opted in Delegate List – Name, Organisation, Position, State/Country
- One electronic brochure on the conference app

EXHIBITION & REGISTRATION

- One 3m x 2m exhibition booth
- Two registrations including day catering, the Conference Dinner and Welcome Reception

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

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

Welcome Reception

- Exclusive sponsorship of the conference Welcome Reception
- Recognition as the Welcome Reception Sponsor (with organisation logo) on the conference website
- Sponsor’s own signage prominently displayed at the venue (maximum 2 pull up banners)
- Opportunity to welcome delegates to the Welcome Reception (3 minutes maximum)
BRONZE SPONSOR

PROMOTION
- Recognition as a Bronze Sponsor of AGTA 2020
- Logo recognition as a Bronze Sponsor in all conference promotional material, including conference program and venue signage*
- One half 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)
- Opted in Delegate List – Name, Organisation, Position, State/Country
- One electronic brochure on the conference app

EXHIBITION & REGISTRATION
- One 3m x 2m exhibition booth
- One registration including day catering, at the Welcome Reception

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

$6,000 (multiple available)

- Your organisation logo to appear on the screen in the plenary hall prior to the Poster Session and acknowledgement given by the last session’s Chair
- Poster Session signage acknowledging your sponsorship
- Opportunity to provide 2 posters for display in the poster session

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

Speaker Sponsor – multiple available
- Exclusive sponsorship of one Speaker presentation at the conference (Keynote and Invited Speakers)
- Sponsors logo in the program for the Speaker presentation
- Sponsors logo displayed at the commencement and conclusion of the Speaker address
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 9 April 2020  $3,500
Standard   From 10 April 2020  $4,000

EXHIBITION FEATURES
- One 3m x 2m (2.4m high) shell structure booth
- White melamine back and side walls
- Organisation name on fascia board (30 characters)
- 2 x 120w spot lights
- 1 x 4amp/100w power outlet
Please note that no furniture is included as part of the exhibition package.

PROMOTION
- Company logo and profile in the conference handbook and on the website (including link)
- Company logo included on venue signage and promotional materials
- One electronic brochure on the conference app
- Opted in Delegate List – Name, Organisation, Position, State/Country

Registration
- One exhibitor registration including daily catering and the Welcome Reception (does not include the Conference Dinner)

Custom Built Displays
A custom build will need to be approved by the venue 6 weeks prior to the conference. Please contact Sandra for details.
ADDITIONAL TICKETS & REGISTRATIONS

All staff on site must be registered to attend either by utilising your complimentary registration or by purchasing an additional exhibitor registration for $600 each, which includes:

- Daily catering
- Attendance at conference sessions
- Attendance at the Conference Welcome Reception

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.

PUBLIC LIABILITY INSURANCE

Australian regulations require all exhibitors to have adequate Public Liability Insurance cover based on a limit of indemnity to the value of $10,000,000 or above. This refers to damage or injury caused to a third party/visitor on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate when they confirm their booking.

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 on site. Instead, power boards with overload cut off are permitted. The venue is at liberty to check that the electrical appliances that you bring on site are appropriately tagged.
The following terms and conditions apply to your application to sponsor and/or exhibit:-

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.

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

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.