

2020

ACMG Annual Clinical Genetics Meeting

Digital Edition

ACMG Annual Clinical Genetics Meeting Digital Edition – Exhibitor Information

About the ACMG 2020 Digital Edition

When the 2020 ACMG Annual Clinical Genetics Meeting was cancelled due to the COVID-19 crisis ACMG elected to transform the educational content that was to be offered onsite into the ACMG 2020 Digital Edition. This will be an online blended learning format available through www.acmgmeeting.net and the ACMG Genetics Academy. The ACMG 2020 Digital Edition will feature approximately 50 presentations (Scientific Sessions, Workshops, Satellite Symposia and Exhibit Theaters) in an audio sync to slide format, a series of webinars (offered live and then archived) and will also provide users the opportunity to interact with poster presenters and view the Exhibit Hall eBooths that are online at www.acmgmeeting.net.

This is a screen shot of the Digital Edition Launch page. Recorded sessions will be available on May 1.

2020 | ACMG Annual Clinical Genetics Meeting

Henry B. González Convention Center | San Antonio
March 17-21, 2020 | Exhibit Dates March 18-20

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ACMG 2020 ANNUAL MEETING - DIGITAL EDITION



Genetics Academy

The Genetics Academy is the starting point for access to the Abstracts and Posters, recorded Scientific Sessions, Exhibit Theaters and Satellite Symposia. For log-in instructions, start [here](#). Log-in to your account [here](#)



Exhibit Hall

View the exhibitor online descriptions for state-of-the-art technologies, products, services and resources tailored to the needs of genetics professionals.



2021 ACMG Annual
Clinical Genetics Meeting
APRIL 13-17
EXHIBIT DATES: APRIL 14-16
LOS ANGELES CONVENTION CENTER
LOS ANGELES, CA

Call for Proposals
Deadline for Submission: **May 27, 2020**



Recorded Scientific Sessions

Available in May: full access to recorded sessions which were to have been presented at the 2020 ACMG Annual Clinical Genetics Meeting. Included for attendees who transferred registration funds to the Edition or available for purchase in the ACMG Genetics Academy



Webinar Series

Six webinars will be offered in live or blended learning format. See the list [here](#)



2020 ACMG Annual Clinical Genetics Meeting Webinar

UP NEXT
Webinar on April 29th
1:00 - 2:30 PM ET
Paving the Path Towards
a Clinical-Grade HGVS
Nomenclature



Abstracts and Poster Gallery

View all the accepted abstracts for the meeting as well as posters, where those have been added. Search by keyword or author. Features include star rating, bookmarking, a comment area and a presenter email listing. **Available to all.**



Exhibit Theaters and Satellite Symposia

Select Exhibit Hall Theater Presentations and Satellite Symposia recorded presentations which were to have been presented at the Annual Meeting. **Available to all**

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What does this mean for ACMG 2020 Exhibitors?

Access to all of the exhibitor online eBooths will be part of the Digital Edition. Close to 2,000 of the 2020 Annual Meeting pre-registered attendees have transferred a portion of their registration fee for access to the Digital Edition, and access will be promoted for purchase to ACMG members and anybody who was not registered for the 2020 meeting. The Digital Edition will provide all exhibitors with an opportunity to be seen by even more attendees than would have visited your booth onsite. This is going to provide exhibitors with a huge opportunity to expand your reach far beyond those that would have visited your booth on-site.

Next Steps

To make the most of this opportunity, we encourage you to enhance and expand your original eBooth listing so that it is useful in the online format versus the listing you had developed when you expected to meet your customers on site face-to-face. Here are some suggestions for enhancing your eBooth to assure interest from the Digital Edition users:

- Did your original description say “come visit us in Booth 123”? Change this wording to something that urges the user to go to your website to learn more about the products and services that you were planning to showcase at the 2020 ACMG Meeting.
- The ACMG exhibitor system collects the number of clicks on booth descriptions and company URLs, but does not capture the identity of individuals or IP addresses for those clicks. To capture “leads”, we recommend within the landing page recommended above, you provide a form for attendees to complete to receive more information. The concept is equivalent to an attendee offering their badge for lead retrieval scanning – making it a voluntary action on the part of the attendee.
- How did your original listing look? Did you complete it? Here are some examples of listings that will and will not garner further interest from Digital Edition users.

INCOMPLETE LISTING EXAMPLE: No description, no company logo, no “call to action”.

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MA
United States
http://www.

No logo

No description

Booth: [redacted] [location icon] [share icon] [star icon]

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COMPLETE LISTING EXAMPLE: Logo, listing that provides information about the exhibiting company

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Association of Public Health Laboratories

Silver Spring, MD
United States
http://www.aphl.org/NBS

APHL

Categories

- ORGANIZATIONS
 - Government Agencies
 - Non-profit Institute/Organization
 - Professional Association/Organization
- TESTING LABORATORIES, SERVICES AND PROCEDURES
 - Newborn screening

Booth: 757 [location icon] [share icon] [star icon]

Learn more about newborn screening and genetics testing!

Profile

The Association of Public Health Laboratories (APHL) represents governmental laboratories that monitor and detect public health threats, from lead contamination to infectious disease outbreaks to newborn screening. APHL offers a range of high-quality continuing education and professional development programs to strengthen laboratory skills and promote excellence in laboratory science.

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- Digital Upgrades/Enhanced Listings

Had you purchased the Digital Upgrade option? To purchase an enhanced listing – visit the [Digital Upgrades page](#) in the Exhibitor Section of www.acmgmeeting.net and take advantage of the opportunity to provide more information about your company and products in the online platform. Benefits of the Premium Packages with the Digital Upgrades include:

- Increase traffic to your eBooth by 4 - 5 times
- Enhance web exposure and search engine performance
- Promote your products & services 24/7/365
- Maximize ROI by generating high quality new leads
- Increase your online leads by 3 - 4 times

There are several price points for Digital Upgrades so be sure to check out the options to help enhance and augment your online listing and eBooth.

Here are two examples of what the Upgrades can show.

Enhanced listing with specific product information and graphics:

Amry Genetics, A Konica Minolta Company

Aliso Viejo, CA
United States
<http://www.amrygen.com>

Categories

- BIOINFORMATICS/COMPUTATIONAL SERVICES AND PRODUCTS**
- Bioinformatics technology
- Family and pedigree data analysis tools
- MICROARRAY TECHNOLOGIES**
- CGH (comparative genomic hybridization)
- Gene expression/microarray analysis
- SNP-based microarray testing/genetic polymorphism detection
- PERSONALIZED MEDICINE**
- Precision medicine
- RESEARCH**
- Clinical trials
- TESTING LABORATORIES, SERVICES AND PROCEDURES**
- Aneuploidy Screening
- Custom Microarray Services
- DNA copy number and LOH analysis
- Exome sequencing
- Genomic and proteomic analyses
- Genotyping and sequencing services
- Mutation detection

Booth: 641

Home
Products

The world would be better if human disease was understood.

Profile

We are a lab with a long history of firsts. First to offer exome services. First and only to participate and lead a study powered to verify that confirmation testing is essential for accurate results. First to invest in the building of a super lab, ensuring highly accurate test results and increased efficiencies. First to self-fund a platform designed to give away our data in a mission to understand disease better through AmryShare. But it's not our 'firsts' that set us apart. It's our mission to put patients and understanding of genetics above all else.

WE ARE DRIVEN TO GIVE HEALTHCARE PROVIDERS THE MOST ADVANCED TESTING INFORMATION AVAILABLE SO YOU CAN DETERMINE THE BEST TREATMENT OPTIONS FOR YOUR PATIENTS

Products

+RNAinsight

Working in tandem with Amry Genetics' DNA testing, +RNAinsight improves the sensitivity and clarity of genetic testing.... [More Info](#)

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Prominent placement and expanded offerings on the main Exhibit List page:

EXHIBITOR NAME	BOOTH#	Icons
Illumina, Inc.	409	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Myriad Women's Health	436	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
ACMG & Genetics in Medicine	533	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Admera Health	954	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
ADS BIOTEC	619	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Agilent	809	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
AI Life Diagnostics	927	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Alexion Pharmaceuticals	347	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Allele Diagnostics	608	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Alnylam Pharmaceuticals, Inc.	213	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Ambry Genetics, A Konica Minolta Company	641	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
American Board of Medical Genetics and Genomics	741	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
American Porphyria Foundation	838	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
American Society of Human Genetics	743	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Amicus Therapeutics	711	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Anchor Molecular Inc.	927	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Arkansas Children's Hospital	207	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Arkansas Children's Hospital	CF1	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
ARUP Laboratories	707	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Association for Molecular Pathology	749	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Association of Public Health Laboratories	757	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
AstraZeneca	1047	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]
Asuragen	937	[Star] [Globe] [Lock] [Wi-Fi] [Dollar] [Facebook] [Twitter] [LinkedIn] [YouTube]

- Create a landing page on your website that is specific to the ACMG audience. One ACMG exhibitor was very creative when the meeting was cancelled. They immediately created a page on their website that highlighted what they would have shown at the meeting. Check out their page at <https://blog.goldenhelix.com/golden-helixes-virtual-acmg-2020-booth>



Creating such a page within your website can be a cost effective way of engaging users online. Just link the page from within your eBooth description to the specific page on your website.

CALL TO ACTION:

Log on today and update your eBooth listing. You can find your log in password in previous correspondence from ACMG such as your booth assignment email. If you cannot locate the password send an email to acmgmeeting@acmg.net and we will send your log in credentials.

ADDITIONAL OPPORTUNITIES:

The following are some opportunities that will help exhibitors to become an active promoter of the ACMG 2020 Digital Edition. We all agree, in this difficult time brands still want to connect with your audience, and associations still need sponsors to keep providing virtual events and services to our members.

Become a Sponsor

If you have not yet completed the refund request form – consider becoming a Promotional Sponsor of the Digital Edition. Your refund can be transferred to a promotional sponsorship. See the screen shot of the Digital Edition landing page above. Sponsor logos will appear on the landing page with a URL link directed to your website. OR if you did already request and receive your refund – there is still the opportunity to become a Promotional Sponsor contact jdahlroth@acmg.net to discuss.

Digital Edition Email Banner Ads

Gain visibility via the Digital Edition promotional emails that will be sent to registered and potential users monthly through the rest of the year. Emails will be sent to approximately 7,000 people each time. Banner ads are available at a cost of \$2,500 each. Purchase this opportunity in the [Sponsorship Gallery](#) at www.acmgmeeting.net.

Digital Retargeting Campaigns

The opportunity for Digital Retargeting Campaigns is still available. This opportunity works by keeping track of people who visit ACMG websites via a cookie, and then displays your ads to them as they visit other sites online. ACMG has created and tracked audiences through our site visitors and through our own campaigns produced from 2017 through this year. The sponsor develops a set of 3 - 7 ads, which will target our audiences wherever they go online. For more information contact pfreire@acmg.net. Purchase this opportunity in the [Sponsorship Gallery](#) at www.acmgmeeting.net.