ASHG
American Society of Human Genetics

IMPORTANT DATES AND DEADLINES

Deadline Date	Item	Task	Return To
August			
August 28	Rules and Regulations Agreement	Final Due Date for Accepted Agreements	https://form.jotform.com/202264458920051
September			
September	Submit Initial Exhibitor Information Form	Available in September to complete on a rolling basis	Jot Form *(link to be sent individually)*
September 7	Booth Payment Due	Deadline to provide payment for your virtual booth space	cmorin@ashg.org
September 8	Virtual Booth Build Opens	Exhibitors can begin building their virtual booth spaces	Intrado booth builder *(To be provided)*
September 30	Register Exhibit Staff	Deadline to register exhibiting staff	Intrado Booth Builder *(To be provided)*
October			
October	Submit Final Changes Exhibitor Information Form	Deadline to submit final changes through the exhibitor information form	Jot Form *(link to be sent individually)*
October 1	Submit Virtual Booth for Digital Build	Deadline to complete and submit your virtual booth	Intrado booth builder
October 1	Submit Information for CoLab session	Deadline to submit title, description, and URL for CoLab session	ASHG
October 1	Provide in-platform announcement messages	Deadline to provide your 2 in-platform announcement messages	ASHG
October 1	Submit Networking Lounge topic	Deadline to submit Networking Lounge topic	ASHG
Week of October 8	Preview Week	Exhibitors can preview their virtual booth space	
Please walk-through your virtual booth space with your internal staff between Oct. 8 and Oct. 14 to ensure any additional edits are submitted no later than the final deadline.			
October 14	Submit Final Booth Edits	Deadline to submit all final edits for your virtual booth *No booth edits after this date*	Intrado booth builder *(To be provided)*
October 26	Virtual Annual Meeting	Professional Development Day – Platform Opens	
October 27	Virtual Annual Meeting	First day of Virtual Annual Meeting	
October 30	Virtual Annual Meeting	Final day of Virtual Annual Meeting	

Please continue to next page for exhibitor checklist

To assist with keeping track of deliverables, please find a helpful checklist below:

ASHG 2020 Gold Exhibitor Checklist

Tasks for Gold Virtual Exhibitors/Sponsors:

- ☐ Agree to Rules & Regulations for ASHG 2020 Virtual Annual Meeting **(Due August 28)**
- ☐ Select SNP ad date and position ([selection here](#)) and inform ASHG
- ☐ Review company logo and URL on Sponsor webpage
- ☐ Received invoice from ASHG and submitted payment **(Due September 7)**
  - o Informed ASHG to reapply, refund, or rollover overage funds
- ☐ Complete Goals, Objectives, and Tactics worksheet provided by ASHG **(sent August 20)**
- ☐ Review and Select Additional Advertising & Promotional Activities **(to be sent week of August 24)**
- ☐ Received and Review Booth Builder Instructions **(to be sent August 31)**
- ☐ Build Your Virtual Booth with the Intrado Booth Builder **(Opens September 8, Due October 1)**
- ☐ Submit Booth Staff Registration Names **(Due September 30)**
  - o ***Note:*** *Please make sure to designate who should have booth editing rights. This is* <u>*not*</u> *automatically available for exhibiting staff.*
- ☐ Submit all final changes for exhibitor information through the exhibitor informational form **(Due October)**
- ☐ Submit title, description, and URL for CoLab session **(October 1)**
- ☐ Provide your two (2) in-platform announcement messages **(October 1)**
- ☐ Submit Networking Lounge topic to ASHG **(October 1)**
- ☐ Conduct a training for your staff to walk through the virtual booth prior to the deadline for all changes to be submitted
- ☐ Submit all final booth changes before booth builder is locked **(Due October 14)**
- ☐ Received Complimentary Scientific Meeting Registration code **(to be sent in September)**