

January 8-12, 2022
Town & Country Hotel
San Diego, CA

PLANT & ANIMAL GENOME CONFERENCE XXIX

Digital Media Sponsorship Package

The PAG XXIX Digital Media Sponsorship provides brand recognition and message reach via digital advertising locations both online and onsite.



Place your customized advertisements adjacent to important conference information via prominent communication and social media channels utilized by PAG attendees.

Map Station Video Advertisement

Your visual presentation will be displayed on media players next to freestanding map stations on site, in multiple high traffic areas.

Fee: \$3,000

- ▶ Your Custom 20 Second video (with sound)
- ▶ Displayed on 28" HD Video Monitors
- ▶ 3 Prominent Locations:
Pacific Foyer, Town and Country Foyer, Golden State Foyer
- ▶ A Maximum of 5 Videos in Rotation

Video Media Player Specs:

Maximum 20 second video, can include sound, 1366 x 768 HD resolution, MP4 format

*sample player shown, actual equipment may vary

Sponsorship Package Also Includes:

- **Exclusive Sponsorship of One Newsletter**
- Reach our focused list of 12,000+ past attendees and subscribers with a prominent banner ad
- **Banner Ad on the PAG website**
- Be in front of over 13,000 site users and an estimated 50,000 pageviews per/month
- **Recognition Via a Twitter Post from PAGmeeting**
- Promotion to our 2,800+ social media followers
- **Your Logo on our Website and Newsletter Footer**
- Enhancing your company's brand recognition to the entire PAG community
- **Complimentary Use of the Registration Mail List**
- Our Pre-Registration list, available in early December, contains approximately 2,300 names
- **Priority Booth Selection for 2023**
- Preferential selection, ahead of other exhibitors

For more information, call Darrin Scherago at 201-653-5141 or email pag@scherago.com