

Organizing Your CoLab Recording

45 Minutes Maximum

Determine your session format:

- Single speaker with slides and/or video
- Multiple speakers with slides and/or video
- Interview conversational with video and/or slides
- Panel discussion amongst multiple speakers

Other Tasks:

- **Determine** speaker(s) and topic(s);
- **Select date** for recording;
- **Recommended:** conduct a dry run with your speakers (including slides);
- **Record CoLab** – max time is 45 minutes;
- **Include a slide at the end, or have your last speaker tell the audience to go to your booth** to ask follow-up questions and/or receive the slide deck or other handouts;
- Place CoLab **online at the URL** you submit to ASHG, by October 1.

Ideas to Encourage Booth Traffic with your CoLab:

- Add a message at the end of your CoLab asking attendees to visit your booth and ask questions in the group chat box.
- Include a lead form before attendees can view your CoLab to capture leads immediately.
- Let attendees know when speakers will be available to answer questions at your booth in the group chat box.
- Keep attendees informed of when your speakers will be available on Remo Networking platform for questions.
- Tell attendees to visit your booth to get the slide deck or handouts.
- Post on social media that your company is hosting a CoLab at the event.

Q&A for Your CoLab

All CoLabs will be available On Demand which means they can be accessed anytime when the ASHG 2020 meeting platform is open, from Monday October 26-Friday, October 30. CoLabs will also be available post-meeting to registrants for 12 months.

So how do you accommodate Q&A for your CoLab?

- Schedule chat times when your speakers or appropriate reps within your booth – anytime
- Utilize Networking Tables provided by ASHG on the Remo platform – during breaks only:
 - Tuesday: 12:30-1 pm, 2:20-3:30 pm, 5:00-5:30 pm (Eastern time)
 - Wednesday, Thursday, and Friday: 12:00-1:00 pm, 2:20-3:30 pm, 5:00-5:30 pm (Eastern time)
- To use Remo, choose one or two times each day or on the days you specify for your speakers/reps to be available for Q&A

- ASHG will have CoLab Q&A tables available each day of the Virtual Meeting during breaks. Each table will host that company’s speakers/ reps and be labeled as “Company/CoLab Title.”

[Learn more about how Remo works here.](#) ASHG will conduct training for exhibitors in October who wish to use the platform for Q&A.

CoLab Sessions: Deadlines and Specifications


Submit Title, Description, and URL to ASHG by October 1

1. Submit title – 150-character max
2. Submit description – 1000-character max. *Include “Presented by: COMPANY NAME” at end of description.*
3. Choose one (1) CoLab label: Laboratory, Clinical, Data, or Other (supply one word of text). An example of how CoLabs will appear on the online schedule as: Data CoLab: This is the title of our CoLab at ASHG 2020
4. Include “Presented by: COMPANY NAME” at the end of your description.

CoLabs will be available in the Industry Education Theater, separate from ASHG scientific sessions, and look like this (note that text is from another meeting and meant to be example only):

Welcome to the Theater Time displayed in (UTC-05:00) Eastern Time (US & Canada)

Partner Playground

<p>Island Zen Yoga with Discover Puerto Rico Live from the St. Regis Bahia Beach Resort 08/10/2020 8:45AM - 9:15AM Watch On Demand ▶</p> <p>Margarita Mile with Visit Dallas - Tacos & Salt 08/10/2020 1:15PM - 1:30PM Watch On Demand ▶</p> <p>A Bourbon City Cocktail Class 08/10/2020 4:15PM - 4:30PM Watch On Demand ▶</p> <p>Best Seat in the House: Live Music Edition presented by VisitAustin 08/11/2020 9:35AM - 10:00AM Watch On Demand ▶</p>	<div style="border: 1px solid #ccc; padding: 5px;">  <p>Island Zen Yoga with Discover Puerto Rico Live from the St. Regis Bahia Beach Resort 08/10/2020 8:45AM - 9:15AM Watch On Demand ▶</p> <p>★★★★☆ 4.7 (14) Read Comments (3) Write a comment</p> <p>[ABSTRACT] Rise and relax to thirty minutes of calming beginner yoga and meditation with a background of blue skies, turquoise ocean views and lush green gardens in Puerto Rico – and set the tone for a productive day of learning. Grab some coconut water and a yoga mat and start your day right. #discoverpuertorico</p> <p>Deborah Cohen <i>Discover Puerto Rico</i></p> </div>
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“Watch on Demand” will contain the URL you must submit to ASHG for your CoLab. The dates will read 10/27/2020 to denote when they became available. All sessions are ON DEMAND; there will be no times specific to your CoLab.

Questions? Schedule a call with [Carrie Morin](#)