



AMP 2022

ANNUAL MEETING & EXPO

November 1-5, 2022 | Phoenix, AZ

EXHIBITOR PROSPECTUS



EXHIBITOR PROSPECTUS

2022



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LETTER FROM THE EXECUTIVE DIRECTOR

Dear Colleagues,

Thank you for your continued support of the Association for Molecular Pathology (AMP). It has been two **long** years since our community last gathered in person, and we miss you! Attendees, presenters and exhibitors alike recognize that there is no substitute for face-to-face interaction. In fact, there is a renewed appreciation for the intrinsic value of in-person events, making this the perfect year to capitalize on your company's presence at AMP events.

I invite you to join us this November 1-5, 2022, for the 28th AMP Annual Meeting & Expo in Phoenix, Arizona. This meeting is *the* premier gathering place where all aspects of new advances in molecular diagnostics and medicine are first discussed. AMP is working closely with venues and the host city to plan a safe gathering.

As always, our Corporate Workshop program and dynamic Expo Hall will be key highlights at the annual meeting. Complementing our educational program, these offerings serve critical roles in educating the global molecular diagnostics community on technological and therapeutic breakthroughs. This year, we are providing a wide variety of innovative sponsorship options designed to increase awareness for your brand, both during the meeting and throughout the year. I encourage you to check out the sponsorship opportunities listed in this prospectus, or to contact our team if you have alternative suggestions for collaboration.

In addition to serving as a venue for sharing your products and services with the decision makers of our field, the AMP 2022 Annual Meeting & Expo is world-renowned for the opportunities it provides for business-to-business networking. Exhibiting companies consistently report that the chance to find partners and solutions to achieve their business goals as a main reason for exhibiting at AMP.

The AMP Annual Meeting & Expo has a long tradition of serving the molecular diagnostics community through education, networking, and collaboration. We hope you will join us this year as our valued partners in improving patient care.

Regards,



Mary Steele Williams, MNA, MT(ASCP)SM
AMP Executive Director

WHO IS AMP?

The Association for Molecular Pathology (AMP) was founded in 1995 to provide structure and leadership to the emerging field of molecular diagnostics. AMP's 2,600+ members include individuals from academic and community medical centers, government, and industry; including pathologist and doctoral scientist laboratory directors; basic and translational scientists; technologists; and trainees. The Association provides global expertise in molecular testing that drives patient care.

AMP is a nonprofit corporation, incorporated in the State of Maryland, and tax exempt under IRC 501(c)3.

WHY EXHIBIT AT AMP?

The AMP 2022 Annual Meeting & Expo is the only educational event developed and presented by internationally renowned molecular diagnostic professionals. As the premier event for molecular diagnostics, AMP historically hosts 2,200+ molecular medicine professionals from around the globe, representing every aspect of the molecular diagnostics industry. Our attendees are seeking the newest information and the latest advances to enhance their ability to provide best patient care. AMP 2022 gives you unparalleled access to the key decision-makers in the market for the products and services you provide. Generate leads, build relationships, showcase your products and services, and create future sales by spending quality time with quality buyers at AMP 2022!

As we transition back to in-person meetings, we must acknowledge that the COVID-19 pandemic could impact the meeting. We anticipate that our attendance may be one-third lower than our historical trends, maybe less. However, we are confident that the AMP 2022 Annual Meeting & Expo will remain a must-attend event in the Molecular Diagnostics field. We are all eager to get back to the face-to-face conferences we love! AMP will comply with CDC guidelines as well as applicable State and local laws regarding health and safety and are creating communications plans designed to lessen disruption and smooth the months nearing the event. In addition, we are committed to keeping Exhibitors informed of registrant numbers after the early and standard registration dates. This will enable you to plan exhibiting experiences tailored to the size of our attendance.



Target Audience Access

The AMP 2022 Annual Meeting & Expo is the only opportunity to connect historically with key decision makers involved in every aspect of molecular diagnostics, including:

- Emerging and Evolving Biomarkers
- Selection of Patients for Novel Therapies
- Latest Developments in Testing for Infectious Diseases
- Challenges and Opportunities in Bioinformatics
- Assay Development, Validation, and Performance
- Interpretation and Reporting of Molecular Tests
- Precision Medicine & Targeted Therapeutics
- Novel Genomic Technologies
- NGS, Whole Exome, Whole Genome Analysis
- RNA Sequencing
- Educators

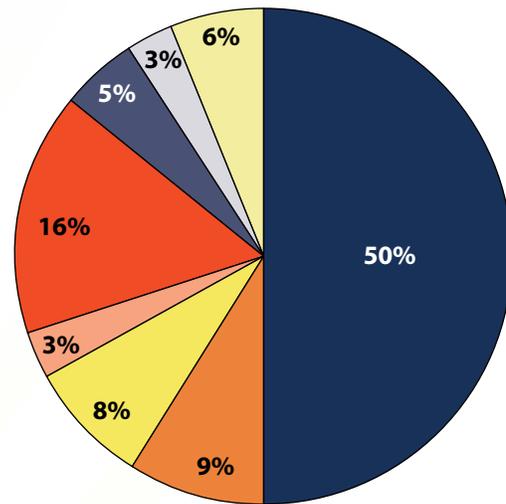
AMP Members and Meeting Attendees are experts in the clinical and research specialty areas of:

- Infectious Diseases
- Informatics
- Inherited Conditions
- Hematopathology
- Oncology
- Technical Advances

AMP Members and Meeting Attendees are decision-makers who work as:

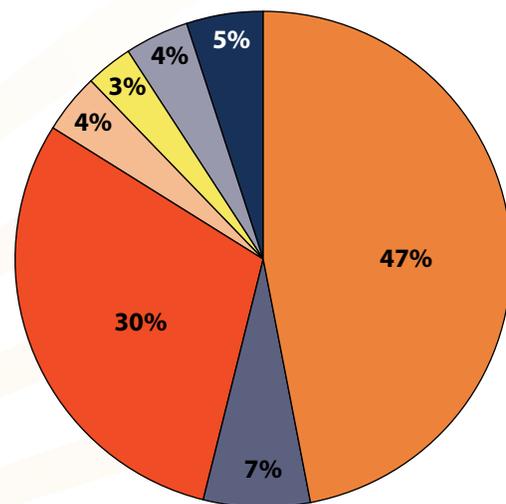
- Pathologists
- Doctoral and Clinical Laboratory Scientists
- Clinicians and Other Health Care Personnel
- Laboratory Managers

Primary Workplace Setting



- Academic Medical Center
- Industry
- Community Hospital
- Nonprofit/NGO
- Commercial Reference Lab
- Private Practice Laboratory
- Government
- Other

Primary Workplace Activity



- Clinical/Medical Services
- Financial/Marketing/Sales
- Research
- Education
- Clinical and Research
- Other
- Executive/Administrator

Showcase Your Products and Services

AMP 2022 attendees are on a quest for knowledge, information, innovation, and technology. AMP Exhibitors have incredible special event opportunities to capture the attention of the AMP audience and generate an exchange with prospects who need what you have to offer! Demonstrate your products in AMP's high-visibility interactive environment on Corporate Workshop Day or share your expertise in hands-on education sessions at our Innovation Spotlight Stages as part of the Expo Hall. These engaging opportunities – and more – are available exclusively to Exhibitors at an additional fee.

Events and Attractions to Drive Traffic to your Booth!

- 11+ Hours of Dedicated and Unopposed Exhibit Time
- Category-specific listing and descriptions in program materials
- Innovation Spotlight Stage – Hosted Presentations by Exhibitors and AMP*
- Scientific Posters strategically placed throughout the Expo Hall
- AMP CENTRAL – AMP's central Expo Hall location for member and attendee engagement
- NEW in 2022! Relaxation Station*
- Welcome Reception in the Expo Hall*
- General Lunches in Expo Hall*
- Coffee Stations in Expo Hall*
- Unique Branding Opportunities*
- Photo Op to Encourage Sharing of Pics on Social Media*
- Exhibitor Meeting Rooms & Offices*
- Prize Giveaways to Encourage Expo Participation*
- Marketing & Social Media Promotions to Encourage Traffic to the Expo Hall*
- Exhibitor Appreciation Lunch on Saturday

**These attractions are available for sponsorship and may vary based on what sponsorships are secured.*

Who are AMP Exhibitors?

The AMP 2022 Annual Meeting & Expo is an opportunity for any company servicing the field of molecular medicine. Product and service offerings from previous Exhibitors include:

- Next Generation Sequencing
- Sequencing
- Bioinformatics and Data Platforms
- Laboratory Information Systems
- Digital PCR
- DNA/RNA Analysis
- Sample Collection & Preparation
- Targeted Therapies
- Staffing Solutions
- Mutation Variant Detection
- Circulating Tumor Cell Analysis
- Inherited Conditions Detection
- Infectious Diseases Diagnosis
- Pharmacogenetics/Genomics
- Reference Laboratory Testing Services
- Gene Expression Profiling
- Medical & Scientific Publishing
- Laboratory Automation
- Reference Materials
- Diagnostic Platforms
- And more...

For a list of past Exhibitors, please look on the AMP website here:

<https://amp22.amp.org/exhibits-sponsorships/past-exhibitors/>

EXHIBITOR FEES, EXPO FLOOR PLAN, BOOTH CONFIGURATION & ASSIGNMENT

EXHIBITOR FEES <i>Booth Size</i>	ADVANCED RATES <i>On or before April 28, 2022</i>	STANDARD RATES <i>After April 29, 2022</i>
10' x 10' Inline (bound by front aisle only)	\$4,200	\$4,620
10' x 10' Corner (bound by a front & side aisle)	\$4,990	\$5,495
10' x 20' Inline (bound by front aisle only)	\$8,400	\$9,240
10' x 20' Corner (bound by a front & side aisle)	\$9,190	\$10,115
10' x 20' Endcap	\$9,980	\$10,990
20' x 20' Island	\$19,960	\$21,980
20' x 30' Island	\$28,900	\$31,175
20' x 40' Island	\$36,750	\$40,425
30' x 30' Island	\$41,000	\$45,050
10' x 10' Inline (Non-Profit*)	\$2,250	\$2,500

*Non-Profit Organizations

The non-profit rate of \$2,250 for one 10' x 10' inline booth is available to 501(c)3 organizations that are also one of the following: family or patient advocacy group; membership or volunteer organization; university; school; college; or government agency. W-9 form required. Not eligible for first-come, first-served booth assignment. Quantity is limited to one 10' x 10' space per qualifying organization. To qualify for first-come, first-served booth assignment process, non-profit organizations may exhibit at the for-profit rate. Contact AMP Show Management (exhibits@amp.org) for more information.

Expo Hall Floorplan

The most current version of the 2022 floorplan can be viewed online at <https://amp22.amp.org/exhibits-sponsorships/>

Booth Space Configuration

All booth space configurations are 10' x 10' or multiples thereof. A combination of inline and corner booths may be secured to create an inline booth size larger than 10' x 10' (limited number available). Island booths or spaces other than those noted on the expo floor plan must be approved by AMP Show Management and Fire Marshal Regulations; and the Exhibitor Fee will include the full cost of any booths deleted to create such an island. Please reference the Rules & Regulations for complete guidelines on booth construction.

Space Assignment – Reserving Your Booth*

Applications for booth space at the AMP meeting are received online using our online Expo Harvester. Booth spaces are approved solely at the discretion of AMP – after which payment is due in full. Exhibitors must agree to the Rules & Regulations to complete the contract. To reserve your booth space please visit our online Expo Harvester to review the floorplan and secure your booth space today!

** Note – AMP is not responsible for assignment of booth spaces and the booth location of competing companies.*

INCLUDED WITH YOUR EXHIBITOR FEES

Year-Round Benefits

AMP will provide Exhibitors with year-round exposure through various marketing channels, including website visibility, newsletter highlights and social media push.

Amenities

- One (1) 7" x 44" booth sign, listing company name & booth number (Inline booths only)
- 8' high drape & 3' high side rails (inline booths only)

Badges

Exhibitors receive six (6) badges per 10' x 10' booth space. Additional Exhibitor Booth Staff badges will be available online and onsite for a fee of \$50.00 each online from the Expo Harvester. Additional badges are non-refundable. Exhibitor badges must be worn at all times and allow access to the Expo Hall only. Exhibitors wishing to attend scientific sessions must register for the event at the full scientific registration rate. Please note that exhibitor badges are non-transferable.

Guest of Exhibitor Badges

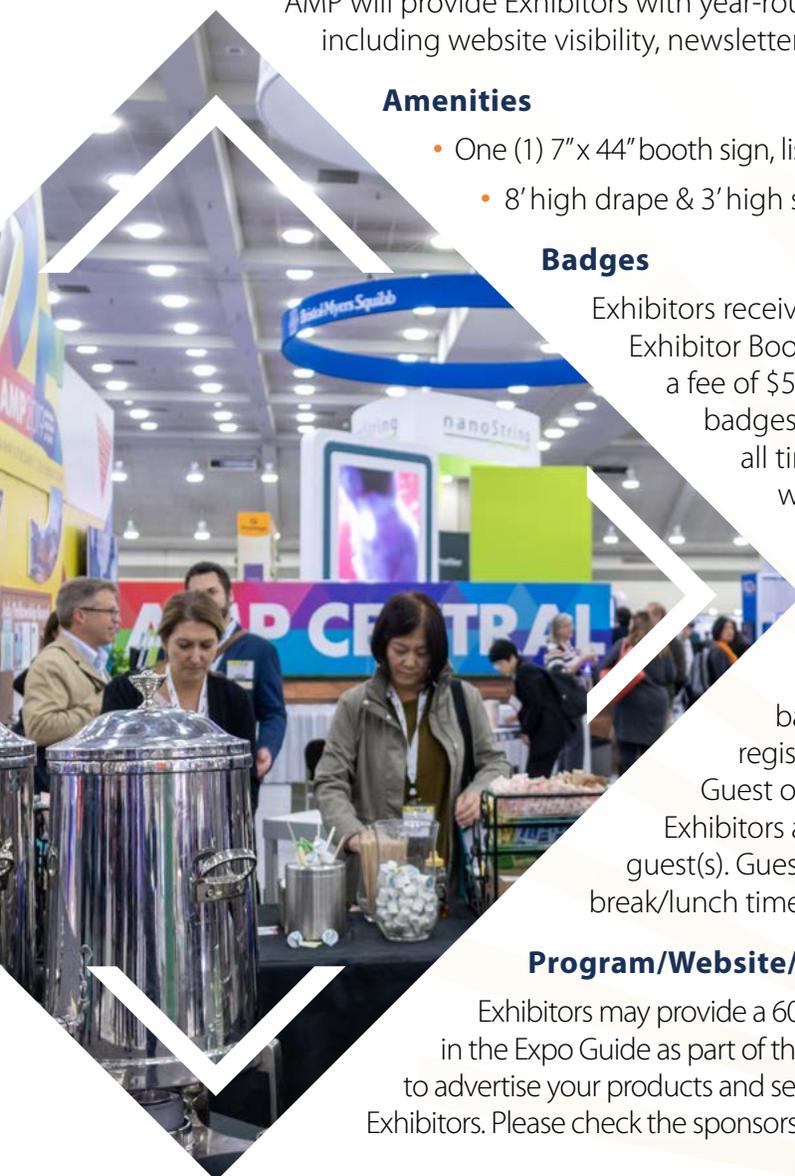
Each Exhibitor is entitled to six (6) Guest of Exhibitor badges; the badges will be available for pick up at the registration desk, by a designated company representative. Guest of Exhibitor badges allow for access to the Expo Hall, only. Exhibitors are responsible for coordinating all logistics with their guest(s). Guests are not allowed into the Expo Hall during designated break/lunch times for registered meeting attendees.

Program/Website/Mobile App Listing

Exhibitors may provide a 60-word (max.) company or product description to be included in the Expo Guide as part of the meeting materials provided to attendees. The opportunity to advertise your products and services is complimentary and is available only to AMP's Exhibitors. Please check the sponsorship items for additional add-ons and other opportunities.

Meeting Exhibitor Logo

The official Annual Meeting exhibitor logo to use for your advertising in print, online and social media.



Pre-registered Media List

AMP encourages all Exhibitors to take advantage of the venue to announce and promote new products, publications, collaborations, or significant milestones. Approximately two weeks before the meeting, the list of pre-registered media contacts will be made available to Exhibitors upon request so that they can set up their own private in-person briefing. Exhibitors can meet with reporters and leave press materials in the designated News Room.

Loyalty Rewards Program

We reward AMP Exhibitors for their loyalty and participation at previous AMP shows. By exhibiting and purchasing sponsorship opportunities at AMP events, Exhibitors earn loyalty credits that are used when selecting a booth space for the following year’s meeting and other sponsorship opportunities.

Exhibitor Lounge

Access to the Exhibitor Lounge, featuring complimentary refreshment breaks. Available during Expo Hall hours.

EXPO HALL HOURS & DATES

Note: Dates and times listed are subject to change.

Thursday, November 3	12:00pm – 7:00pm 6:00pm – 7:00pm: <i>Welcome Reception in the Expo Hall</i>
Friday, November 4	9:00am – 4:00pm <i>*Appointment only demos – 4:00pm – 5:00pm</i>
Saturday, November 5	9:00am – 1:30pm <i>*Appointment only demos – 8:00am – 9:00am</i> 11:45am – 1:15pm: <i>Exhibitor Appreciation Lunch</i>

**Appointment Only Demos can be scheduled during these times. Exhibitors are responsible to meeting attendees/guests at the Expo Hall entrance and accompany them while in the Expo Hall during non-show hours. Demos are meant to provide Exhibitors one-on-one opportunities with attendees and must be limited to no more than 10 attendees.*

Exhibit Installation/Dismantling

Move-in:

Wednesday, November 2	7:00am – 6:00pm
Thursday, November 3*	7:00am – 10:00am <i>*Internal booth work only, no freight delivery</i>

Move-out:

Saturday, November 5	1:30pm – 9:00pm
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Exhibitor Booth Staffing

Booths must be staffed at all times during Expo Hall hours. Early departure or absence from the booth will result in the company or group losing exhibitor loyalty credits for the current exhibit year, and a penalty fee of up to \$2,500. Exhibitors should make travel and staffing arrangements accordingly. It is understood that booths staffed by one person will be vacant as necessary for breaks, meals, etc.

EXCLUSIVE EXHIBITOR ONLY MARKETING OPPORTUNITIES

Exclusive Advertising & Sponsorship Opportunities

Only AMP Exhibitors may host Corporate Workshops, rent meeting space or the pre-registration list, and participate in many other select marketing opportunities designated exclusively for Exhibitors.

Corporate Workshop Day

Available to AMP 2022 Exhibitors only – AMP Corporate Workshop Day will be held on Wednesday, November 2, 2022. This extremely popular event will be held the day before the start of the AMP 2022 Scientific Program. These industry-sponsored workshops are an attendee favorite but are also open to the local scientific and healthcare community, free of charge. Historically, over 2/3 of meeting attendees arrive a day early specifically to attend Corporate Workshop Day. Take advantage of this opportunity to present your company's products and services directly to your prospective clients in the intimate setting of a Corporate Workshop.

Additional Promotional Opportunities

Including rental of pre-registrant mailing list, discounted rental of the AMP membership mailing list, Program Book ad placement, onsite signage, support of services, dining, and networking events onsite at the Annual Meeting & Expo, and much more.

Attendee Bag Insert

Drive traffic to your booth by inserting an approved flyer (maximum 2 pages; 8.5" x 11") into the official AMP Meeting Bags. Bags will be distributed to scientific program registrants who will carry them throughout the show. Limited number available. Approval of insert by AMP Show Management is required. Freight and Materials Handling is not included in the price of the insert and will be billed to the sponsor directly.

Innovation Spotlight Stages

Launching a new product? Looking to educate potential customers about your offerings in an exclusive educational environment? The Innovation Spotlight Stages are the perfect opportunity! Present a custom 30-minute session in front of an engaged audience right on the show floor. Package includes basic AV, space for approximately 50 people and session information in program materials and signage.

Expo Hall Meeting Space

A limited number of hard-walled flex units will be available for Exhibitors to have individual client meetings. These rooms will be available to rent for the duration of the show, one day and half day increments. Each room will be set with a table and chairs. Additional features, such as audio visual/internet and keyed access area available at the expense of the Exhibitor. Expo Hall Meeting Rooms will be available for purchase on the Expo Harvester on a first come, first served basis beginning in July 2022.

Ancillary & Satellite Meeting Request

Companies and nonprofit organizations that are supporters of AMP may apply to hold ancillary meetings during the AMP 2022 Annual Meeting & Expo. Entertainment, educational sessions, meetings and other non-approved activities with groups of attendees at the AMP 2022 Annual Meeting & Expo will not be permitted. Contracted hotels will not reserve meeting rooms or function space for anyone during the meeting dates without prior approval from AMP. Check the AMP website for additional information on the application and approval process. All Exhibitors hosting ancillary & satellite events must adhere to the policies outlined on the ancillary application, which will be available in June 2022. Please contact exhibits@amp.org for more information.

For full descriptions of the opportunities above plus MUCH more, view the complete AMP 2022 Sponsorship and Marketing Opportunities List available online now at: <https://amp22.amp.org/exhibits-sponsorships>

OFFICIAL SERVICES CONTRACTORS

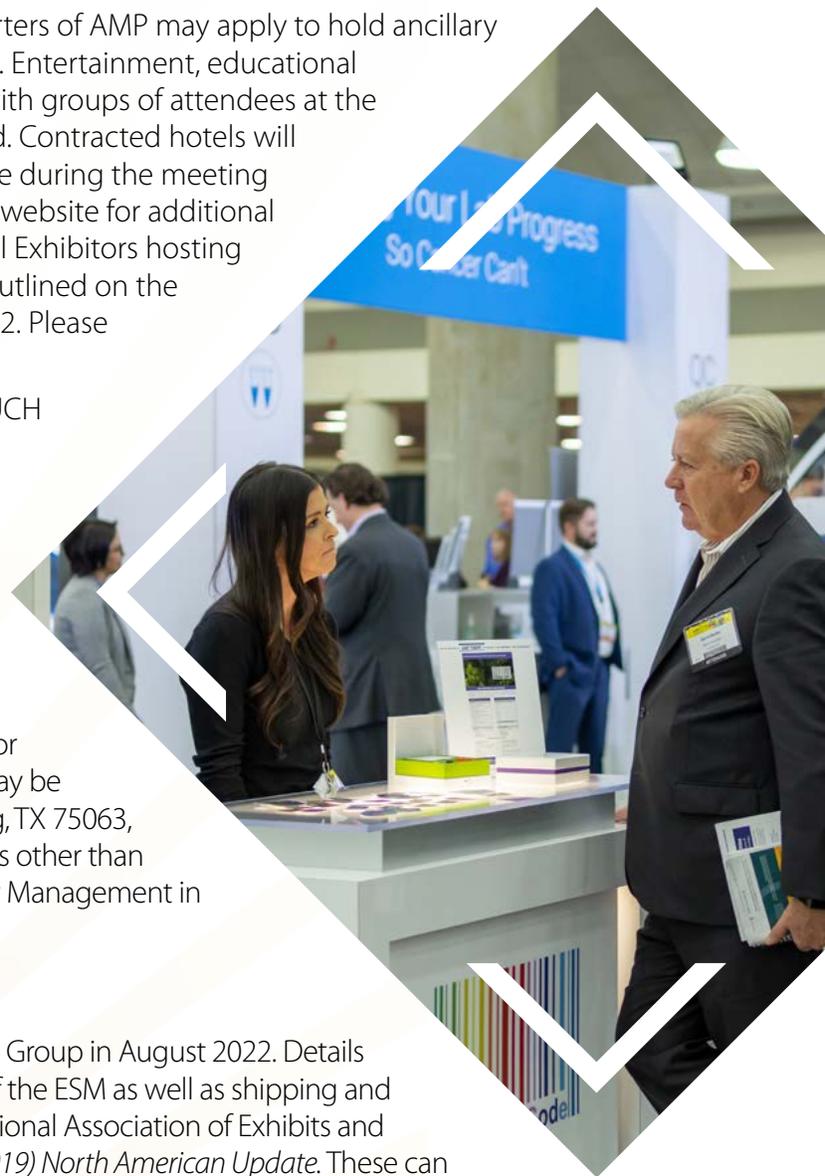
The Expo Group is the official General Service Contractor for the AMP 2022 Annual Meeting & Expo. The Expo Group may be contacted by mail at 5931 West Campus Circle Drive, Irving, TX 75063, USA or by phone at 972-580-9000. Those using the services other than those provided by The Expo Group must notify AMP Show Management in writing no later than September 15, 2022.

Exhibitor Service Manual (ESM)

The Exhibitor Service Manual will be provided by The Expo Group in August 2022. Details regarding booth decor, Internet, & electricity will be part of the ESM as well as shipping and other on-site related information. AMP follows the International Association of Exhibits and Events (IAEE) *Guidelines for Display Rules and Regulations (2019) North American Update*. These can be referenced at: <https://amp22.amp.org/exhibits-sponsorships/booth-construction-examples/>.

Lead Retrieval Services

Attendees at the AMP 2022 Annual Meeting & Expo will carry electronically coded name badges. Lead retrieval services will be available for all Exhibitors. Lead retrieval service order forms will be available from the designated lead retrieval company.





IMPORTANT ADDITIONAL SHOW INFORMATION

Tap Into AMP Show Management Expertise

Leading up to and onsite at the Annual Meeting & Expo, AMP Show Management will provide support, services, and suggestions to help you make the most of your participation at AMP 2022.

Exhibitor Housing

AMP is pleased to offer excellent group rates for our Exhibitors. The AMP Exhibitor Housing will open in Spring 2022 and can be reserved online. OnPeak is the official housing provider for the AMP 2022 Annual Meeting & Expo. We recognize that Exhibitors have many options with area hotels. We encourage you to act on the importance of selecting an official AMP hotel for proximity to AMP 2022 attendees and the Phoenix Convention Center. To reserve Exhibitor housing or learn more info, please visit: <https://amp22.amp.org>.

RULES AND REGULATIONS

The "AMP 2022 Exhibitor Rules & Regulations," including any amendments published on the AMP 2022 Annual Meeting & Expo Website, distributed to the Exhibit Booth Contact, or communicated to the onsite contact, are a part of the Exhibitor Contract by reference. The Rules & Regulations can be viewed here: <https://www.amp.org/AMP2022/assets/AMPExhibitorRulesRegulations.pdf>.



ASSOCIATION
FOR MOLECULAR
PATHOLOGY

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