



AMP2023

ANNUAL MEETING & EXPO

NOVEMBER 14-18, 2023 • SALT LAKE CITY, UT, USA

EXHIBITOR PROSPECTUS

AMP2023

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SALT LAKE CITY, UT, USA

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FROM THE EXECUTIVE DIRECTOR

Dear Colleagues,

AMP truly appreciates your support and commitment to the molecular diagnostics community. It was truly amazing to finally meet in-person after two long years! AMP's 2022 Meeting & Expo in Phoenix was a resounding success for exhibitors, sponsors as well as attendees and presenters, with nearly 2,000 attendees who were thrilled to converge on the expo hall!

Building off our renewed momentum, I personally invite you to join us November 14-18, 2023 for the 29th AMP Annual Meeting & Expo in beautiful Salt Lake City, Utah. AMP is working closely with venues and the host city to plan a safe gathering.

AMP's Annual Meeting & Expo is a world-renowned meeting where all aspects of dynamic new advances in molecular diagnostics and medicine are debuted.

Our attendees consider our vibrant Expo Hall to be a key highlight at the Annual Meeting. Check out the wide variety of innovative sponsorship opportunities that were designed to increase awareness for your brand—both during the meeting and throughout the year!

Another big attraction for our attendees is our Corporate Workshop program. Complementing our educational program, these offerings service critical roles in educating the global molecular diagnostics community on technological and therapeutic breakthroughs.

AMP prides itself on the opportunities the AMP (2023) Annual Meeting & Expo offers to connect with decision-makers as well as the opportunities 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 2023 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 2023 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 2023!



Target Audience Access

The AMP 2023 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

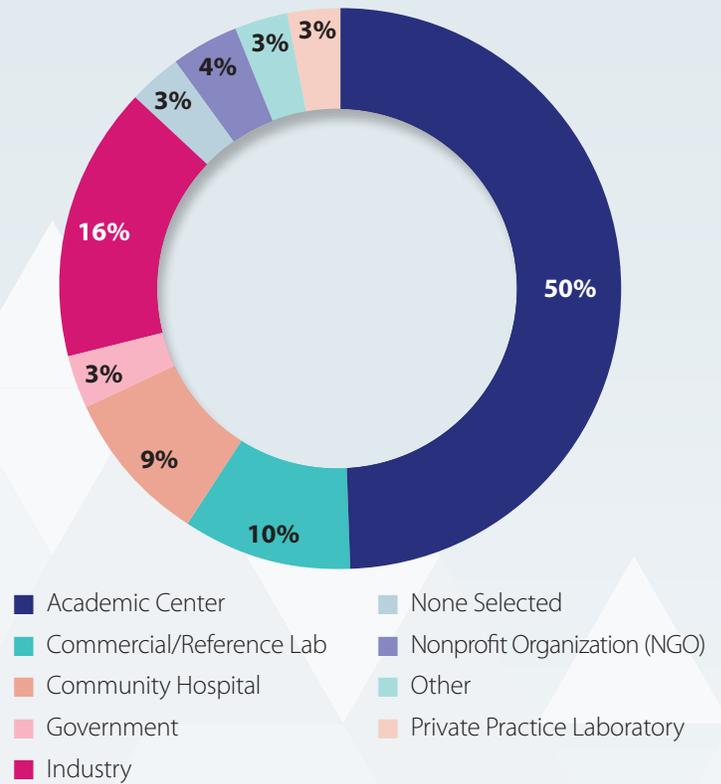
AMP Members and Meeting Attendees are experts in the clinical and research specialty areas of:

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

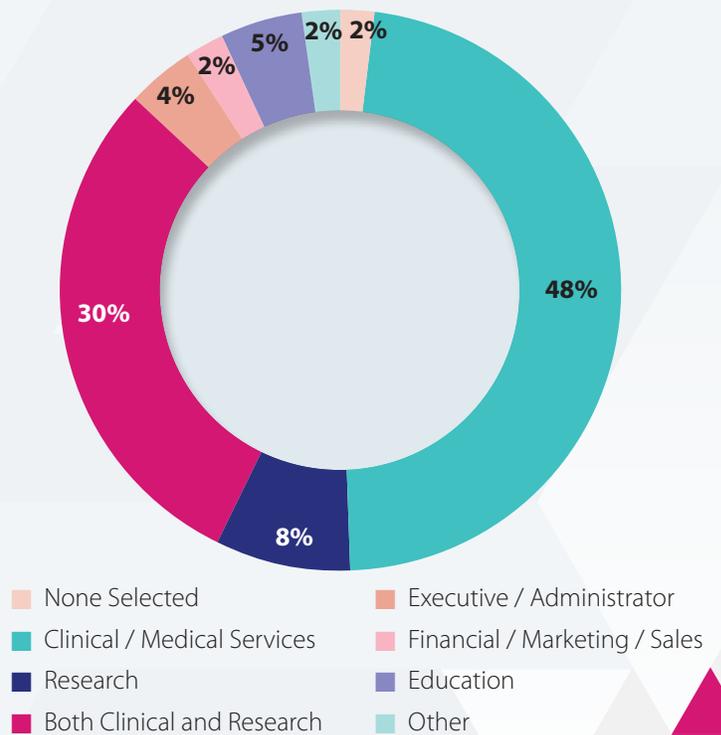
AMP Members and Meeting Attendees are decision-makers who work as:

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

Primary Workplace Setting



Primary Workplace Activity



Showcase Your Products and Services

AMP 2023 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 Stages – Hosted Presentations by Exhibitors and AMP*
- › Scientific Posters strategically placed throughout the Expo Hall
- › Welcome Reception in the Expo Hall
- › AMP CENTRAL – AMP's central Expo Hall location for member and attendee engagement
- › 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 2023 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://amp23.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 25, 2023</i>	STANDARD RATES <i>After April 25, 2023</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 2023 floorplan can be viewed online at:

<https://amp23.amp.org/exhibits-sponsorships/expo-information/>

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 Marshall 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 exhibit 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 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

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

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.

Meeting Exhibitor Logo

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



EXPO HALL HOURS & DATES

NOTE: DATES AND TIMES LISTED ARE SUBJECT TO CHANGE.

Thursday, November 16 11:15am – 7:00pm

Welcome Reception in the Expo Hall 6:00pm – 7:00pm

Friday, November 17 9:00am – 4:00pm

Appointment only demos* 4:00pm – 5:00pm

Saturday, November 18 9:00am – 1:30pm

Appointment only demos* 8:00am – 9:00am

Exhibitor Appreciation Lunch 11:45pm – 1:15pm

**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.*

Exhibit Installation/Dismantling

Move-in:

Wednesday, November 15 7:00am – 6:00pm

Thursday, November 16* 7:00am – 10:00am

**Internal booth work only, no freight delivery*

Move-out:

Saturday, November 18 1:30pm – 9:00pm

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 2023 Exhibitors only – AMP Corporate Workshop Day will be held on Wednesday, November 15,

2023. This extremely popular event will be held the day before the start of the AMP 2023 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 2023.

Ancillary & Satellite Meeting Request

Companies and nonprofit organizations that are supporters of AMP may apply to hold ancillary meetings during the AMP 2023 Annual Meeting & Expo. Entertainment, educational sessions, meetings and other non-approved activities with groups of attendees at the AMP 2023 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 2023. Please contact exhibits@amp.org for more information.

For full descriptions of the opportunities above plus MUCH more, view the complete AMP 2023 Sponsorship and Marketing Opportunities List available online at: <https://amp23.amp.org/exhibits-sponsorships/expo-information/>

OFFICIAL SERVICES CONTRACTOR/SHOW DECORATOR

The Expo Group is the official services contractor for the AMP 2023 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, 2023.

Exhibitor Service Manual (ESM)

The Exhibitor Service Manual will be provided by The Expo Group in August 2023. 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://amp23.amp.org/exhibits-sponsorships/booth-construction-examples/>.

Lead Retrieval Services

Attendees at the AMP 2023 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 2023.

Exhibitor Housing

AMP is pleased to offer excellent group rates for our exhibitors. The AMP Exhibitor Housing will open in Spring 2023 and can be reserved online. OnPeak is the official housing provider for the AMP 2023 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 2023 attendees and the Convention Center. To reserve exhibitor housing or learn more info, please visit:

<https://amp23.amp.org>.

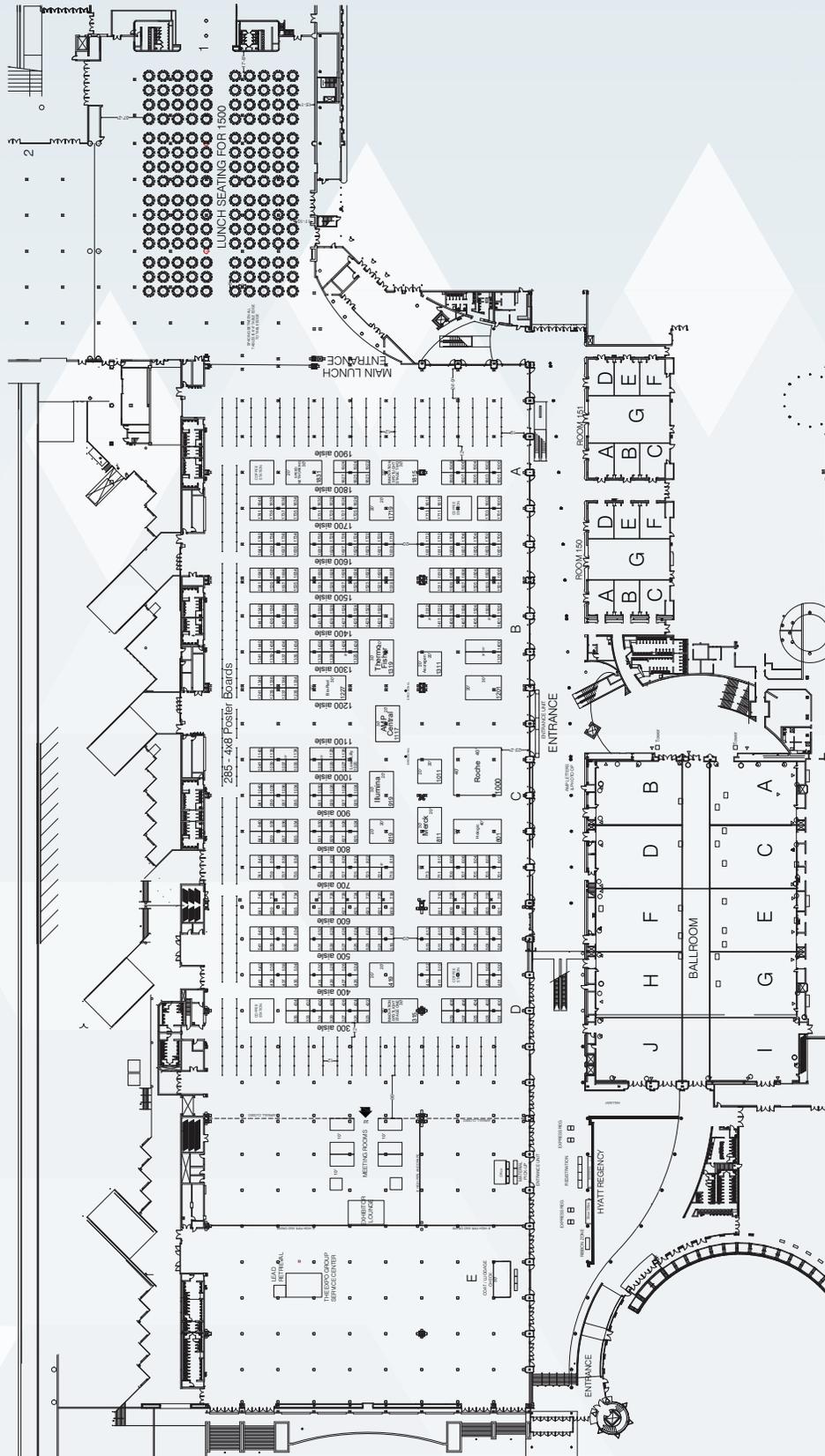
RULES AND REGULATIONS

The "AMP 2023 Exhibitor Rules & Regulations," including any amendments published on the AMP 2023 Annual Meeting & Expo Website, distributed to the exhibitor's 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/amp2023/assets/AMP_2023_Exhibitor_Rules_and_Regulations.pdf.

FLOOR PLAN

Visit <https://amp23.amp.org/exhibits-sponsorships/expo-information/> to view the current floorplan.



EXHIBITOR CHECK LIST

Please print the Exhibitor Check List and use as a reference as you prepare for a successful show at the AMP 2023 Annual Meeting & Expo!

- PAY FOR YOUR BOOTH FEES**
 Deadline: ASAP
- READ RULES & REGULATIONS**
 Deadline: ASAP
 The Rules & Regulations are agreed to by the Booth Contact as part of the booth selection process; however, all exhibitors are required to abide by the Rules & Regulations. All exhibit staff should familiarize themselves with them as part of their participation at AMP 2023.
- SECURE SPONSORSHIPS**
 Deadline: Varying – See Expo Harvester
 Be sure to prepare for a successful show by securing exclusive opportunities to connect with your client base and generate leads. Opportunities available throughout the year, before and at the meeting! Contact AMP Show Management to talk about your specific goals!
- SECURE CORPORATE WORKSHOP**
 Deadline: May 31st or until all workshops are sold!
 Take advantage of our popular Corporate Workshop Day and secure your workshop through the Expo Harvester by May 31st. Workshops will sell out prior to this date. Please book early!
- BOOK EXHIBITOR HOUSING**
 Deadline: October 12th
 (September 29th for no-name cutoff deadline)
 The AMP Exhibitor Housing will open in June 2023. OnPeak is the official housing provider for the AMP 2023 Annual Meeting & Expo. Housing information for AMP 2023 is available online at <https://amp23.amp.org>.
- CORPORATE WORKSHOP DESCRIPTION**
 Deadline: August 1st
 Be sure to submit your 100 word description for your Corporate Workshop listing in the Corporate Workshop Program materials.
- SUBMIT COMPANY DESCRIPTION & PRODUCT CATEGORIES**
 Deadline: August 1st
 Company Descriptions & Product Categories are included in the program materials and help attendees connect with you on site. Descriptions and product categories are submitted through the Expo Harvester.
- SUBMIT BOOTH RENDERING**
 Deadline: August 1st
 All companies with booths larger than a 10'x10' booth are required to submit a booth rendering in the Expo Harvester. See the Rules & Regulations for guidelines.
- ANCILLARY MEETING SPACE REQUEST**
 Deadline: August 15th
 Limited meeting space at AMP official hotels will be made available for AMP exhibitors. Details will be available online in June 2023. All ancillary events must be approved by AMP. Please contact exhibits@amp.org for more information.
- EXHIBITOR MEETING SPACE REQUEST**
 Deadline: August 15th
 Exhibitor meeting space located on the front left of the Expo Hall, can be secured through the Expo Harvester while supplies last. First-come, first-served.
- PROVIDE COI TO SHOW MANAGEMENT**
 Deadline: September 15th
 See Expo Harvester for Rules & Regulations.
- REGISTER FOR AMP SCIENTIFIC SESSIONS**
 Deadline: September 20th (early bird deadline)
 The exhibitor registration does not give exhibitors access to the meeting sessions. Anyone wishing to attend any sessions should register for the meeting. Registration for AMP 2023 is available online at <https://amp23.amp.org>.
- PROVIDE EAC TO SHOW MANAGEMENT**
 Deadline: September 15th
 Exhibitors wishing to utilize an Exhibitor Appointed Contractor (EAC) must submit written notification to AMP Show Management no later than September 15, 2023 with the name of the contractor, address and supervisor in attendance.
- REGISTER BOOTH STAFF**
 Deadline: October 20th (Advance Deadline)
 Booth Registration will open in August 2023. Instructions will be sent closer to the opening date.



ASSOCIATION
FOR MOLECULAR
PATHOLOGY

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