



Academy of
Managed Care
Pharmacy®



2017

Exhibitor Prospectus & Marketing Opportunities

EXHIBIT • ENGAGE • EXCITE!

AMCP Managed Care & Specialty Pharmacy Annual Meeting
March 27-30 • Denver, CO • Colorado Convention Center



QUESTIONS REGARDING PARTICIPATING AT 2017 ANNUAL MEETING?

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IMPORTANT DATES TO REMEMBER

2016

APRIL 22	START ACCEPTING EXHIBIT SPACE CONTRACTS WITH 50% DEPOSIT
OCTOBER 13	CANCELLATION/WITHDRAWAL DEADLINE, RECEIVE REFUND OF 75% OF TOTAL BOOTH FEE DUE

2017

JANUARY 9	EXHIBIT SPACE CONTRACTS MUST BE SUBMITTED WITH FULL PAYMENT SCIENCE & INNOVATION THEATER APPLICATIONS MUST BE SUBMITTED WITH FULL PAYMENT
JANUARY 13	CANCELLATION/WITHDRAWAL DEADLINE, RECEIVE 50% OF TOTAL BOOTH FEE DUE; AFTER JANUARY 13, NO REFUND
JANUARY 20	EXHIBITOR SERVICE KIT EMAILED TO EXHIBITORS AND POSTED ONLINE
JANUARY 31	DEADLINE FOR COMPANY LISTING IN AMCP MANAGED CARE & SPECIALTY PHARMACY ANNUAL MEETING <i>FINAL PROGRAM</i>

FEBRUARY 17	BOOTH DIAGRAMS DUE FOR REVIEW AND APPROVAL
FEBRUARY 28	NOTIFICATION OF INTENT TO USE AN EXHIBITOR-DESIGNATED CONTRACTOR (EDC)
MARCH 27-28	INSTALLATION OF EXHIBITS MONDAY, MARCH 27, 8:00 AM – 5:00 PM TUESDAY, MARCH 28, 8:00 AM – 3:00 PM
MARCH 28	EXPO OPEN* 5:45 PM – 7:30 PM OPENING NIGHT RECEPTION
MARCH 29	EXPO OPEN* 11:45 AM – 2:45 PM (LUNCH, POSTERS, AND SCIENCE & INNOVATION THEATERS)
MARCH 30	EXPO OPEN* 9:30 AM – 11:00 AM (BREAKFAST, POSTERS, AND SCIENCE & INNOVATION THEATERS)
MARCH 30-31	DISMANTLING OF EXHIBITS BEGINS AT 11:30 AM THURSDAY, MARCH 30, 11:30 AM – 5:00 PM FRIDAY, MARCH 31, 8:00 AM – 11:00 AM (PACKING OF MATERIALS CANNOT BEGIN BEFORE 11:30 AM AND MUST BE COMPLETED BY FRIDAY, MARCH 31, AT 11:00 AM)

* Dates are subject to change. Please visit www.amcp.org for the most up-to-date deadlines.

CONNECT WITH HEALTH CARE PROFESSIONALS

Take advantage of this unique opportunity to reach a diverse audience under one roof. AMCP's Expo attracts pharmacy professionals from health plans, PBMs, accountable care organizations, integrated health networks, and federal and state programs specializing in:

pharmacy administration	pharmacy network administration
clinical pharmacy services	pharmacy benefit management
medical informatics	government relations
formulary management	disease management
medication therapy management	specialty pharmacy & biosimilars
health and utilization management	

Exhibiting at the AMCP Managed Care & Specialty Pharmacy Annual Meeting extends your company's reach beyond meeting attendees to the organizations where they work – and the colleagues, clients, customers and vendors they work with every day.

The Expo provides a more informal, personal atmosphere for exhibitors to not only present new, cutting-edge products and services, but also share new ways for managed care pharmacists to improve patient outcomes, expand their role in the caregiving team and learn new strategies for making effective and quality-driven pharmacy management decisions.

AMCP celebrates 29 years as the national professional association of pharmacists and other health care practitioners who serve society by the application of sound medication management principles and strategies to improve health care for all. The Academy's 7,000 members develop and provide a diversified range of clinical, educational and business management services and strategies on behalf of the more than 200 million Americans covered by a managed care pharmacy benefit. www.amcp.org.

The AMCP Annual Meeting is still the only event that brings together all the voices and visions of managed care pharmacy, health care, and breakthrough drug therapies. While we're expanding our focus on specialty pharmacy, we will continue to bring attendees up to date on legislation and regulation, research, formulary management and other concerns of our profession. You can't afford to miss Annual Meeting 2017!

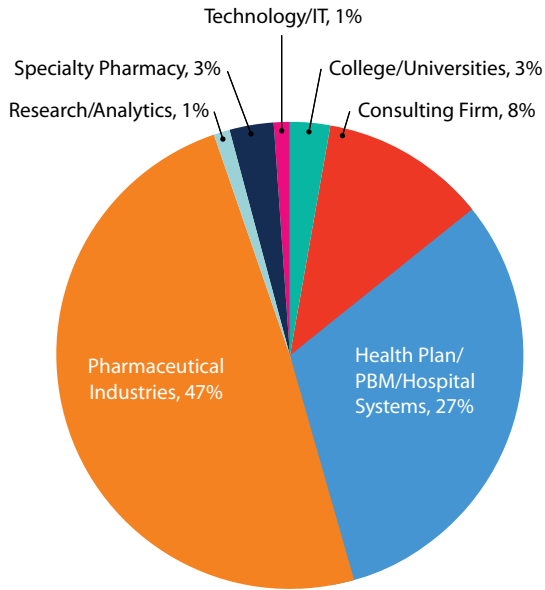
How AMCP Will Drive Traffic

The Expo by itself is always a big draw at AMCP Annual Meetings, with an array of companies offering services and information of great interest to managed care professionals – all under one roof. On top of that, these features also drive traffic:

- Dedicated, unopposed exhibit hours
- Poster presentations
- Social events for networking (reception and lunch)
- Science & Innovation Theater presentations
- AMCP Member Services

WHO ATTENDS AMCP'S NATIONAL MEETINGS?

ATTENDEES EMPLOYER CHART



ATTENDEES WORK FOR 19 OF THE

TOP 25 HEALTH PLANS

INCLUDING:
 United Healthcare
 WellPoint
 Aetna
 Cigna
 Humana

ATTENDEES

work for PBM's that cover

93%

of the 223.8 million PBM lives, including the following:

Express Scripts
 CVS Caremark
 Optum Rx
 Catamaran
 Prime Therapeutics

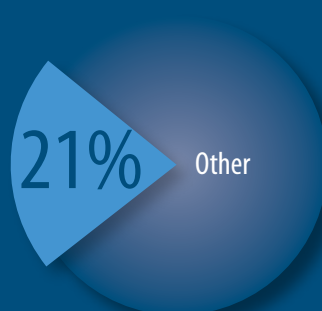


MANAGED CARE PHARMACY DECISION MAKERS

45% are Directors, VPs, Associate Directors, CPOs

Health plan attendees come from companies who cover

TWO HUNDRED MILLION LIVES



The ratio of exhibiting companies to managed care pharmacy decision makers

EXHIBIT • ENGAGE • EXCITE!

Exhibiting in the Expo at the AMCP Managed Care & Specialty Pharmacy Annual Meeting offers your company unopposed exhibit hours, poster presentations and Science & Innovation Theaters, a reception, lunch, and much more are held in the Expo. Beyond that – there are other ways to gain greater access and visibility among meeting attendees.

Science & Innovation Theaters

With these exhibitor-hosted sessions, attendees have another chance to learn about your company. Theaters offer company-designated presenters a structured venue right in the Expo in which to inform attendees about specific products, therapeutic areas and/or disease states. As Science & Innovation Theaters are considered promotional activities, continuing education credit may not be offered. You must be an exhibitor to sponsor a Science & Innovation Theater presentation.

Sponsorship Opportunities

AMCP offers many opportunities for participating companies to raise their visibility and augment their support of the Annual Meeting 2017. These sponsorship opportunities include special events, meeting publications, identity item sponsorships (tote bag, lanyards, hotel keys, etc.), AMCP Foundation activities and other advertising and marketing services. Sponsorships are acknowledged in the *Final Program* and on signage; packages are available that provide for varying levels of recognition.

Promotional Opportunities

AMCP will list participating companies of the Expo in the Annual Meeting 2017 *Final Program*, Annual Meeting website, mobile app, and pocket guide. AMCP also provides exhibiting companies with an info-only attendee list approximately four weeks in advance of the meeting. However, you can expand your reach with meeting attendees before you get to the Annual Meeting by purchasing a full pre-registration list for mail purposes and/or sending a special invite to visit your booth through the Annual Meeting 2017 Mobile App. The full pre-registration list includes street addresses and will be available four weeks prior to the meeting. AMCP pre-registration lists are only available to exhibitors, sponsors and those with approved AMCP meeting events.

Annual Meeting 2017 Final Program

This publication will include an alphabetical listing of all participating companies, including name and company description of 50 words or less and listing by booth number order and by product categories.

Advertising in the *Final Program* is a great way to reach thousands of managed care professionals. It's an excellent and cost-effective way to get your message out. Ad pricing and deadlines can be found on page 19.

Advertising in the *JMCP* – *The Journal of Managed Care & Specialty Pharmacy* (JMCP)

An ad in *JMCP* is your direct connection to managed care pharmacy decision-makers. With a readership of 32,000, its reach includes medical directors and pharmacy directors of health plans, PBMs, HMOs, and large health systems. It also includes P&T committee directors and members, specialty pharmacists, clinical pharmacists, and researchers who evaluate drug effectiveness, medical executives at accountable care organizations, and other professionals engaged in improving health at the population level. This premier managed care pharmacy publication will highlight the Annual Meeting 2017 in its show issue.

Corporate Membership

This is your connection to the community of managed care pharmacy. Reap the benefits at the meeting – which includes a discount on exhibit space, Science and Innovation Theaters, complimentary registrations to AMCP meetings – and other discounts throughout the year. This is your company's opportunity to enhance visibility among, and access to, the decision makers

AMCP welcomes any managed care/pharmacy-related company to participate in the Expo. AMCP reserves the right to reject any application with or without cause.



THE EXPO – GENERAL INFORMATION

When and Where?

The Expo will be held at the Colorado Convention Center.

Tuesday, March 28, 2017

5:45 PM – 7:30 PM *(subject to change)*

Wednesday, March 29, 2017

11:45 AM – 2:45 PM *(subject to change)*

Thursday, March 30, 2017

9:30 AM – 11:00 AM *(subject to change)*

Other Expo events include:

- The Opening Night Reception on Tuesday evening
- Buffet lunch on Wednesday
- Continental Breakfast on Thursday

Who Will Be There?

The Expo is open to all registered attendees of the Annual Meeting 2017, which is expected to draw approximately 3,400 attendees. See pages 3-4 for more demographic information.

Eligibility for Participation in the Expo

AMCP welcomes any managed care or pharmacy-related company to participate in the Expo. Your service specialty can range from pharmacy benefit management, consulting, data/analytics, hardware or software vendor, managed market agency, or pharmaceutical manufacturer, to any organization with a need to reach managed care pharmacy decision makers. AMCP reserves the right to reject any application with or without cause. AMCP Corporate Members receive a discount on exhibit space and Science & Innovation Theaters.

Assignment of Booth Space

Booth space will be allocated on a priority points system. Every effort will be made to accommodate your location preference. Upon assignment, you will receive written confirmation informing you of your assigned booth number along with other pertinent information concerning the Expo.

Booth Fees

The minimum booth size is 10' x 10'. Exhibit space fees are:

	AMCP Corporate Member	Non-Corporate Member
10' x 10' standard	\$3,875	\$4,600
10' x 10' corner	\$4,125	\$4,850
10' x 20' booth	\$7,925	\$9,325
10' x 30' booth	\$12,000	\$14,000
10' x 40' corner	\$16,000	\$18,675
20' x 20' island	\$17,000	\$19,625
20' x 30' island	\$25,225	\$29,525
20' x 40' island	\$33,625 Members Only	
30' x 30' island	\$40,000 Members Only	
30' x 50' island	\$60,150 Members Only	
40' x 40' island	\$65,725 Members Only	
Expo Partnership Package*	\$15,000	\$18,500

(*Benefits listed under Sponsorships, page 19.)

Booth Specifications

The booth fee includes:

- One (1) 10' x 10' booth consisting of 8' high quality fabric backdrop and 3' high quality fabric divider side drape.
- Standard booth identification sign (7"x44") showing your company name and booth number.
- Aisle carpet throughout the hall. **AMCP requires all exhibitors to carpet their booth.**
- General exhibit hall cleaning.
- Opening Night Reception.
- 24 hour security for the duration of the show.
- One (1) complimentary full meeting registration per company and two (2) complimentary Expo Only badges. Additional badges based on booth size.
- Complimentary buffet lunch
- Discounted Registration Mail List Rates
- Company listing (50 words or less) in *Final Program*, mobile app, and on Annual Meeting 2017 website.

The booth fee does not include any booth furnishings (table, chairs, wastebasket, or electricity).

Booth Preparation

Exhibitor Service Kits will be available online January 20, 2017. The person listed as the Exhibit Contact on the Contract for Exhibit Space will be sent an email with a link when the Exhibitor Service Kit is available online. The kit will include information on drayage, electrical services, furniture rental, labor, electricity, etc. with a complete list of charges. *Full payment must be received in order to receive a kit.*

Booth Staffing

Each booth must be staffed during the Expo hours by qualified employees of the exhibiting company who must be able to discuss the programs or information of the exhibiting company. Exhibitor badges are for the exclusive use of those individuals who will be staffing your booth. In addition to your exhibitor badges, each company that has purchased booth space receives one full meeting registration.

Each exhibiting company with a 10x10 booth is entitled to three (3) complimentary badges. One of the three (3) badges will be designated as "Full Meeting" enabling this individual to attend any of the educational sessions Tuesday - Thursday. The other two badges will be "Expo Only" badges.

In addition, each company with a booth larger than 10x10 will receive one complimentary "Expo Only" badge for each additional 10x10 space reserved. For example, a company with a 20x20 booth will receive one complimentary "Full Meeting" registration and a total of five (5) complimentary "Expo Only" badges. Two Expo Only badges for the first booth and one for each additional 10x10.

Additional badges may be purchased for the following fee:

Expo Only (up to 5 may be purchased)\$ 75.00 each

Full meeting registration includes access to all AMCP sessions and events. Additional company representatives interested in attending sessions must register for the meeting and pay the appropriate fees.

Note: "Exhibitor Only" badges are for show floor access only. "Expo Only" attendees are not permitted to attend any sessions.

Booth Set-Up

Colorado Convention Center exhibit hall has been reserved for display set-up on Monday, March 27 from 8:00 AM – 5:00 PM and Tuesday, March 28, 8:00 AM – 3:00 PM (times are subject to vary slightly). Participants must be ready by 3:00 PM, Tuesday, March 28. After this time, no set-up work will be permitted without special permission from AMCP.

Packing of materials cannot begin earlier than 11:30 AM on Thursday, March 30, 2017. All materials must be removed from the Colorado Convention Center exhibit hall no later than 11:00 AM on Friday, March 31, 2017.

AMCP and the Colorado Convention Center each reserve the right to remove display materials and charge the Exhibitor so described above plus damages in the event these booth materials are not cleared in a timely manner. AMCP and the Colorado Convention Center assume no obligation to undertake material removal and assume no liability for any action in connection herewith.

Payment Schedule (New Payment Schedule)

A deposit of 50% of the full payment is due with the contract and must be received before space will be assigned. The balance of the payment is due after the booth allocation is confirmed, or by Monday, January 9, 2017. Full payment of the booth space is due with any contracts submitted after Monday, January 9, 2017. At that time, booth space allocation is confirmed or space will be released. Payment must be made by credit card, check or money order, made payable to AMCP.

Booth Materials

Participants are allowed to distribute educational materials related to managed care including, but not limited to:

- Outcomes Studies
- Health Management Programs
- Pharmacoeconomic Studies
- Drug Use Evaluations
- Computer Demonstrations
- Physician Prescribing Profile
- Information
- Compliance Programs

Cancellation/Withdrawal/Refunds

Withdrawal by an Exhibitor will not be accepted unless written notice of such withdrawal has been received by AMCP. Exhibitors canceling or withdrawing booth space or any portion of booth space are eligible for a refund, as follows:

- Cancellation/withdrawal before or on Friday, October 13, 2016: 75% refund of total booth fee due
- Cancellation/withdrawal after Friday, October 13, 2016 but before or on Friday, January 13, 2017: 50% refund of total booth fee due
- Cancellation/withdrawal after Friday, January 13, 2017: AMCP will retain the full price of Exhibitor's booth fee as liquidated damages

Note: Cancellation of exhibit space will result in a forfeit of any complimentary registrations related to your exhibit space.

Registering and Making Hotel Arrangements

Individuals will be able to register for the Annual Meeting 2017 and make hotel accommodations simultaneously — enhancing convenience and alleviating the difficulty that some attendees have

encountered in attempting to reserve a room in one of the AMCP-contracted hotels. *NOTE: Reservations for suites in an AMCP hotel must be made through AMCP's housing and registration vendor.*

Meeting Room Request at an AMCP Contracted Hotel

If you wish to conduct a meeting at an AMCP contracted hotel, you must complete a Meeting Space Request Form and submit for processing and approval. Once you receive an approval notification from AMCP, you may work directly with the hotel to arrange your meeting. Companies agree not to schedule or conduct an outside activity including, but not limited to, receptions, seminars, symposia, advisory boards, and hospitality suites that are in conflict with the official program of the Annual Meeting 2017. Internal staff meetings may be scheduled at any time during Annual Meeting 2017; however still require approval.

For a meeting space request form, you may access AMCP's website (www.amcpmeetings.org) or contact AMCP at 800/827-2627 to have a form emailed to you.

Quick References

AMCP SHOW MANAGEMENT

Joshua Maze
Assistant Director, National Meeting Sales
jmaze@amcp.org

DECORATOR

Freeman
Email Questions:
FreemanDenverES@freeman.com
(303) 320-5100

FACILITY

Colorado Convention Center
700 14th Street
Denver, CO 80202
EXPO held in halls D & E1

EXHIBITOR SERVICE DESK

Freeman, the official General Service contractor will provide a service desk in the Expo at which Exhibitors may verify, check, and adjust their requirements for installation. This service will be available during the set-up period to cover all requirements and will be in operation throughout the entire Expo and dismantle period.



BOOTH CONFIGURATION AND CONSTRUCTION GUIDELINES

In an effort to maintain a uniform appearance, AMCP follows the Display Rules and Regulations set forth by the International Association of Exhibitions and Events, updated 2011. Displays not conforming to these specifications, or which, in design, operation, or are otherwise found objectionable in the opinion of AMCP, will be prohibited.

The following basic standards apply to all exhibits:

1. No exhibit may include, or overflow into, an aisle or an exhibit occupied by another organization
2. Display roofing, signage, or floor covering may not span into the aisle.
3. No balloons are allowed in the facility/convention center.
4. All exhibit spaces must be safely constructed and carpeted.
5. Booths must be constructed to allow and contain all spectators within the confines of the booth (booth visitors are not permitted to queue in the aisles for any reason).
6. Specific size requirements are needed for booth activities and events with a potential to generate large crowds.
7. No two-story or endcap (peninsula) booths exhibits will be allowed.

Inline (linear) and Corner Booths

- Each booth will have an 8'-high draped back wall and 36" (3')-high draped side rails.
- Inline booths may not exceed 8' in height, including signs.
- No exhibit construction (including lighting fixtures) will be permitted to exceed 48" (4') in the front 5' of the booth.
- Diagonal site lines of neighboring exhibits cannot be obstructed.
- The rear 5 feet of the exhibit (5 feet from the back wall) may contain construction up to 8 feet. Note: if 3 or more (300 linear sq. ft. or larger) inline booths are used in combination as a single exhibit space, the 4' height limitation in the front 5' of the booth is applied only to that portion of exhibit space within 10' of an adjoining booth.
- Exposed or unfinished sides of your constructed booth (including ends of pop-up displays) must be draped. If not completed by the exhibitor, AMCP will instruct Freeman to correct the condition at the expense of the exhibitor. To accommodate the needs of our exhibiting companies, some inline exhibit spaces may be converted into an island when assignments are made. These converted exhibit spaces may not be reflected on the floor plan contained in this exhibitor prospectus. All changes to the floor plan must adhere to all prevailing fire regulations and must be made by AMCP Exhibits Management.

Peninsula Exhibits

No exhibitor will be allowed to merge two corners exhibits (peninsula exhibits).

Island Booths

Please review carefully – if the guidelines are not taken into account when designing your booth, you may be asked to make modifications at show site.

Island booths, bounded on four sides by aisles:

1. Cannot exceed 20' in height including but not limited to fixtures, components, trusses, and identification signs (banners).

2. Must allow accessibility from all four aisles.
3. All walls must be set 2 feet back from all aisles. Must provide a 40% see-through effect (line-of-sight) for the first 8' in height (measured from the exhibit floor).
4. Exhibits Management requires all island booths to submit complete booth diagrams for review and approval. Complete booth diagrams should include:
 - Heights and widths on all structures;
 - Overview of booth;
 - And isometric views of booth.

These features will allow Exhibits Management to review the booth completely and facilitate approval. Diagrams must be submitted by Friday, February 17, 2017. Earlier submissions are encouraged, so as to provide adequate time to make any necessary changes to booth layouts to ensure that AMCP's construction rules have been applied.

If suggested changes cannot be made and the booth layout is in violation of rules, the exhibiting company will receive a warning violation for the first year the booth is non-compliant. If exhibitor is in violation of booth construction policy in subsequent years, the exhibitor will be required to alter booth on site or will be asked to dismantle booth, and will lose priority points and may be sanctioned for future meetings.

Hanging Signs and Trusses for Island Booths

1. The top of a sign suspended from the exhibit hall ceiling must not exceed 20' from the exhibit floor and cannot block AMCP signage. **Banner signage and rigging is only allowed for island exhibitors.**
2. Exhibitor's signs or lights may not bear AMCP name or its logo.
3. No part of the display for inline, corner, or island booths may be suspended over an aisle.
4. The exhibitor must submit a full description and diagram of the booth to AMCP's Exhibits Management for written approval no later than Friday, February 17, 2017.

Canopies, Ceilings, and Roofs

Canopies, including ceilings, trusses, roofs, and canopy frames, can be either decorative or functional (i.e., to shade computer monitors from ambient light). All line-of-sight standards listed in this document apply. For inline (linear) booths, the base of the canopy may not be lower than 7' from the floor within 5' of any aisle and canopy supports must be no more than 3" wide. A diagram must be submitted by Friday, February 17, 2017, for approval.

Carpet – Very Important

All exhibitors are required to carpet their exhibit space. Cross-aisle carpeting is not permitted.

Lighting

Flashing lights, strobes, and other distracting lighting elements are not permitted.

ANNUAL MEETING 2016 EXHIBITOR LIST

(Bolded companies denote AMCP Corporate Member)

AMCP Annual Meeting 2016 Exhibitor List as of 3/22/16

AbbVie

ACADIA Pharmaceuticals Inc.

Accreditation Commission for Health Care (ACHC)

Accredo

Adaptive Software

Adhearx

Advera Health Analytics, Inc.

Agadia Systems, Inc.

Alcon Laboratories, Inc.

Alkermes, Inc.

Allergan

AltheaDx

Amarin Pharma, Inc.

American Health & Drug Benefits

American Journal of Managed Care

AmerisourceBergen/US Bioservices/Xcenda

Amgen

Arbor Pharmaceuticals, LLC

ARKRAY USA, INC.

Astellas Pharma US, Inc.

AstraZeneca/**Daiichi Sankyo**, Inc.

Baxalta US, Inc.

Bayer Healthcare Pharmaceuticals, Inc.

Biogen

BiologicTx

BluePeak Advisors

Boehringer Ingelheim Pharmaceuticals, Inc.

Bristol-Myers Squibb

Calmoseptine, Inc.

Celgene Corporation

Center for Pharmacy Practice Accreditation (CPPA)

CMS Outreach & Education MEDIC

CutisPharma, Inc.

Decision Resources Group

Dexcom, Inc.

Dymaxium & AMCP eDossier

eMAX Health Systems, LLC

EMD Serono, Inc.

FDB (First Databank)

Genentech, A Member of the Roche Group

Genoa, a QoL Healthcare Company

Gilead Sciences, Inc.

GSK

Health Information Designs

IMS Health

Incyte Corporation

Innovation

Insulet Corporation

InVentiv Health

Johnson & Johnson Health Care Systems, Inc.

L.A. Care Health Plan

Lilly USA, LLC

Linden Care LLC

Lumara Health, a division of AMAG Pharmaceuticals

Magellan Rx Management

Mallinckrodt Pharmaceuticals

Managed Healthcare Executive/Drug Topics

MedHOK, Inc.

Medical Review Institute of America

Medication Management Systems, Inc.

MedImpact Healthcare Systems, Inc.

Milliman, Inc.

Mirixa Corporation

MMIT

Mosaic Group

National Association of Specialty Pharmacy

National Pharmaceutical Council (NPC)

Novartis Oncology

Novartis Pharmaceuticals Corporation

Novo Nordisk, Inc.

OptumRx

Otto Trading Inc.

OutcomesMTM

PerformRx/Perform Specialty

PersonalMed

Pharmacy Quality Solutions

Pharmerit International

Policy Reporter

Precision for Value

Prime Therapeutics

Prometheus Laboratories Inc.

Purdue Pharma L.P.

RelayHealth

Relypsa, Inc.

Revation Systems

RJ Health Systems

RxAdvance

RxAnte

Sanofi Genzyme

Sanofi Genzyme/Regeneron Pharmaceuticals

Sanofi/Regeneron Pharmaceuticals

Silergate Pharmaceuticals, Inc.

Supernus

Surescripts

Symphony Health Solutions/Synoma Health Analytics

Taiho Oncology, Inc.

Takeda Pharmaceuticals U.S.A., Inc.

Teva Pharmaceuticals

The Compliance Team, Inc.

Truven Health Analytics

UF Online MS in Pharmacy - Pharmaceutical Outcomes

& Policy

University of Wyoming, School of Pharmacy

Upsher-Smith Laboratories, Inc.

Valeritas

Walmart

Xerox

ZS Pharma

AMCP MANAGED CARE & SPECIALTY PHARMACY ANNUAL MEETING EXPO

COLORADO CONVENTION CENTER – EXHIBIT HALL, D & E1

Exhibit Installation

Monday, March 27, 2017 • 8:00 am – 5:00 pm
Tuesday, March 28, 2017 • 8:00 am – 3:00 pm

EXPO Show hours

Tuesday, March 28, 2017 • 5:45 pm – 7:30 pm
Wednesday, March 29, 2017 • 11:45 am – 2:45 pm
Thursday, March 30, 2017 • 9:30 am – 11:00 am
(Date and times subject to change)

Exhibit Dismantle

Thursday, March 30, 2017 • 11:30 am – 5:00 pm
Friday, March 31, 2017 • 8:00 am – 11:00 am
No dismantling may begin before 11:30 am and all booth materials must be removed from the Expo by Friday, March 31st at 11:00 am.

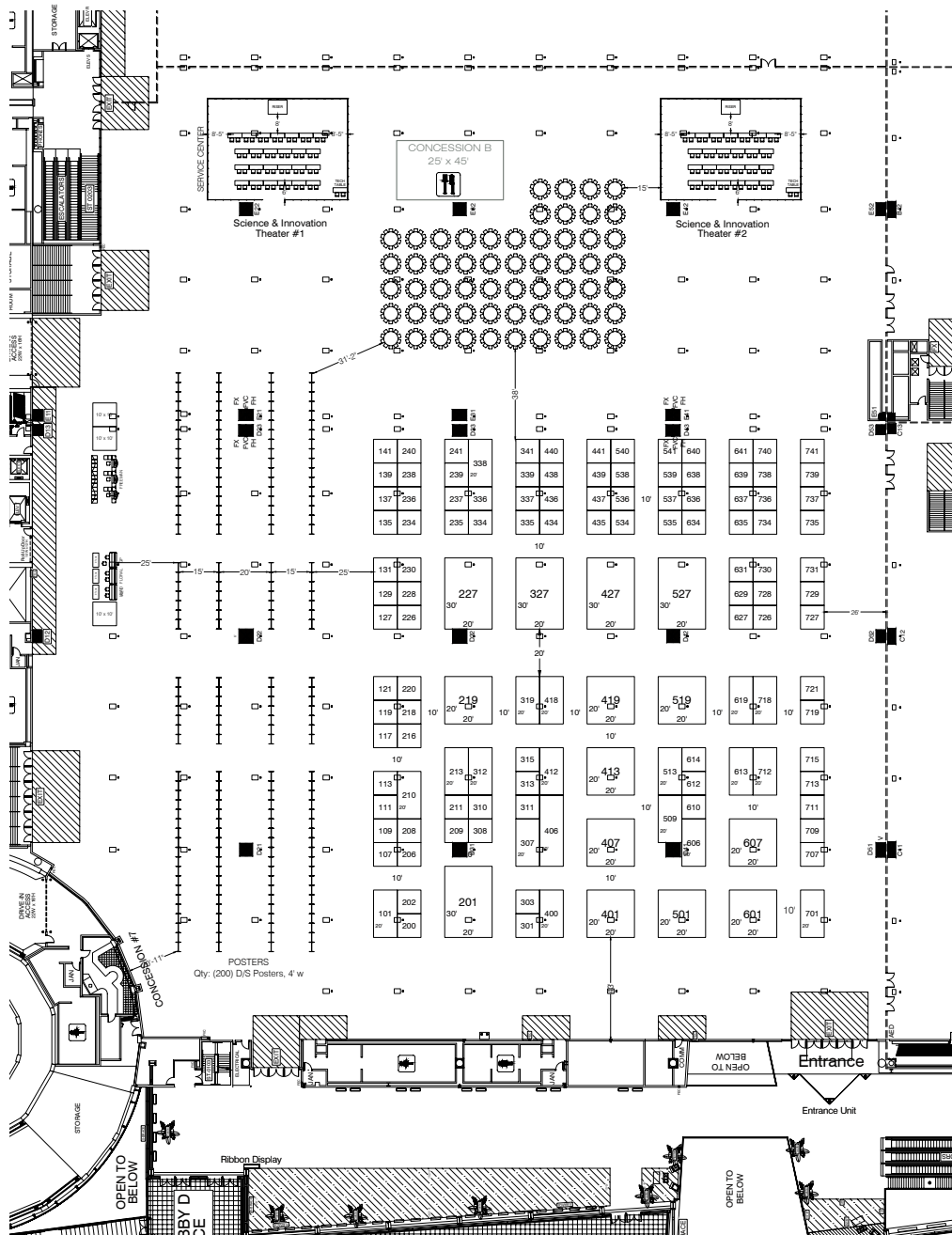


EXHIBIT SPACE CONTRACT

AMCP MANAGED CARE & SPECIALTY PHARMACY ANNUAL MEETING
 COLORADO CONVENTION CENTER • DENVER, CO
 MARCH 27 - 30, 2017 (Expo dates MARCH 28-30)

COMPANY AND CONTACT INFORMATION *(Please type or print clearly)*

COMPANY NAME		COMPANY ADDRESS	
CITY	STATE	ZIP	
NAME OF CONTACT		TITLE	CONTACT PERSON'S EMAIL ADDRESS
TELEPHONE	FAX	WEBSITE	

BOOTH SPACE FEES *(Please check the appropriate circle below)*

	Quantity	AMCP Corporate Member	Non-Corporate Member		Quantity	AMCP Corporate Member	Non-Corporate Member
<input type="radio"/> 10'x 10' standard	_____	\$3,875	\$4,600	<input type="radio"/> 20'x 30' Island	_____	\$25,225	\$29,525
<input type="radio"/> 10'x 10' corner	_____	\$4,125	\$4,850	<input type="radio"/> 20'x 40' island	_____	\$33,625 Members Only	
<input type="radio"/> 10'x 20' booth	_____	\$7,925	\$9,325	<input type="radio"/> 30'x 30' island	_____	\$40,000 Members Only	
<input type="radio"/> 10'x 30' booth	_____	\$12,000	\$14,000	<input type="radio"/> 30'x 50' island	_____	\$60,150 Members Only	
<input type="radio"/> 10'x 40' corner	_____	\$16,000	\$18,675	<input type="radio"/> 40'x 40' corner	_____	\$65,725 Members Only	
<input type="radio"/> 20'x 20' island	_____	\$17,000	\$19,625				

THE EXPO PARTNERSHIP PACKAGE *(view benefits listed under Sponsorships, on page 19)*

	Quantity	AMCP Corporate Member	Non-Corporate Member
<input type="radio"/> Expo Partnership Package - 10'x 10' standard	_____	\$15,000	\$18,500

Please reserve _____ booth space(s) checked above to be occupied solely by our organization at AMCP Managed Care & Specialty Pharmacy Annual Meeting, at the Colorado Convention Center. Exhibiting company must be a member in good standing at the time of booth reservation and by March 24, 2017 to receive the discounted pricing.

Our preference for booth space(s) are: FIRST CHOICE: _____ SECOND CHOICE: _____ THIRD CHOICE: _____ FOURTH CHOICE: _____

METHOD OF PAYMENT *(Please DO NOT EMAIL credit card information)*

Check made payable to AMCP or Wire Transfer for \$ _____ (in U.S. funds drawn on a U.S. Bank); AMCP Federal Tax Id: 22-3020486. Visa Mastercard American Express

CARD NUMBER	EXPIRATION DATE (MONTH/YEAR)	CVS NUMBER (3 OR 4 DIGIT SECURITY)
CARDHOLDER PRINTED NAME (AS IT APPEARS ON YOUR CARD)	CARDHOLDER SIGNATURE (REQUIRED)	
CARDHOLDER TELEPHONE	CARDHOLDER EMAIL	

Acceptance of Contract — The Contract for Exhibit Space must be completed in its entirety and accompanied by 50% of the payment for the total booth fee for the number of spaces requested before it will be processed or space assigned. If said Contract is accepted by AMCP, it shall become binding upon both AMCP and the exhibitor with respect to space assigned and the use thereof and all other matters included in the Contract and the Exhibit Rules and Regulations. Any point not specifically covered in these regulations is subject to the decision of AMCP, whose decision shall be final. The remaining 50% of the payment is due within 30 days after booth space allocation is confirmed. Payment must be made by check, credit card or money order, payable to AMCP.

General Rules — All rights and privileges granted Exhibitor hereunder are subject to and subordinated to a master lease between the Academy of Managed Care Pharmacy (hereinafter referred to as AMCP) and the Colorado Convention Center and the policies, rules, and regulations of said Convention facility. This agreement provides a personal right to Exhibitor and creates no interest or estate in the Colorado Convention Center or its equipment or facilities. Exhibitor will comply with all applicable federal, state, and municipal statutes, ordinances, regulations, rules, and requirements including without limitation laws applicable to patents, copyrights and trademarks, and all rules and regulations of the Colorado Convention Center. Exhibitors will not mar, deface, or otherwise damage any area or equipment of the Colorado Convention Center. Exhibitor assumes all responsibility of its exhibit personnel, employees, contractors, servants, agents, and for all persons admitted to the exhibit area using its exhibitor badges. Exhibitors will not discriminate against any person on account of race, creed, color, sex, religion, national origin, or physical or mental disability. See previous page for additional rules and regulations.

We agree to comply with all of the Exhibit Rules and Regulations outlined above and in this Prospectus.

SIGNATURE	DATE
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PRODUCT CATEGORY :

- | | |
|--|--|
| <input type="checkbox"/> ACO/IDS/IDN | <input type="checkbox"/> Hospital/Health System |
| <input type="checkbox"/> Accreditation Agency | <input type="checkbox"/> Laboratory Services/ Diagnostic Screening |
| <input type="checkbox"/> Adherence Service Provider | <input type="checkbox"/> Managed Markets Agency |
| <input type="checkbox"/> Association/Medical Society | <input type="checkbox"/> Medical Education Company |
| <input type="checkbox"/> College/University | <input type="checkbox"/> Medical/Physician Provider Group |
| <input type="checkbox"/> Community Pharmacy | <input type="checkbox"/> Medication Therapy Management/MTM |
| <input type="checkbox"/> Consulting Firm | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> Data Analytics/Informatics | <input type="checkbox"/> Publications (Journals, Magazines, Books) |
| <input type="checkbox"/> EMR/Patient Management Software | <input type="checkbox"/> Specialty Pharmacy |
| <input type="checkbox"/> Government/Military | <input type="checkbox"/> Wholesale/Distributor/Group Purchasing Organization |
| <input type="checkbox"/> HMO/PPO/Health Plan | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Home Care/Home Infusion | |

AMCP USE ONLY – EXPO ID

DATE RECEIVED _____

PYMT TYPE _____ AMT RECEIVED _____

BOOTH # ASSIGNED _____

BOOTH SIZE _____

MAIL COMPLETED CONTRACT WITH PAYMENT TO:
 AMCP
 ATTN: Joshua Maze
 ASSISTANT DIRECTOR, NATIONAL MEETING SALES
 100 NORTH PITT STREET, SUITE 400
 ALEXANDRIA, VA 22314

FOR QUESTIONS, PLEASE CONTACT JOSHUA AT:
jmaze@amcp.org
 800/827-2627 – 703/684-2619 –
 FAX: 703/683-8417

RULES & REGULATIONS

Eligibility for Exhibiting — Participation in the AMCP Managed Care & Specialty Pharmacy Annual Meeting Expo (i.e. exhibit hall) is open to all Corporate Member and non-member companies and their representatives. Services/products exhibited by a company must be industry related. AMCP reserves the right to reject any application.

Floorplan — All measurements shown on the floorplan have been drawn as accurately as possible but AMCP reserves the right to make such modifications as may be needed, making equitable adjustments with the Exhibitors affected thereby.

Assignment of Space — Booth space will be allocated at the sole and exclusive discretion of AMCP with due regard to grouping of exhibitors and date upon which Contract for Exhibit Space is received and approved. AMCP will attempt to assign requested spaces, however Exhibitors must be aware that other requests may have been made for the same booth space, especially for popular locations. The decision of AMCP with respect to allocation of booth space will be final and binding upon all exhibitors. Applications must be made by mail. Facsimiles or phone requests will be accepted on a conditional basis pending receipt of payment. *Space is officially confirmed when AMCP accepts contract and full payment is received.*

Subletting of Space — AMCP prohibits and enforces that exhibitors cannot assign or sublet any part of their allotted exhibit space with another business or firm. Contracts for exhibit space are between AMCP and each individual exhibitor, not between exhibiting companies. Therefore, the subletting of space is grounds for AMCP's termination of any contract that exists.

Payment — A deposit of 50% of the full payment is due with the contract and must be received before space will be assigned. The balance of the payment is due after the booth allocation is confirmed, or by Friday, January 9, 2017. At that time, booth space allocation is confirmed or space will be released. Payment must be made by credit card, check or money order, made payable to AMCP. Exhibitor Service Kits will not be made available until full payment has been received. Exhibitors failing to make the required final exhibit space payment as scheduled shall forfeit their right to participate as an Exhibitor and will lose their deposit.

Withdrawal — Withdrawal by an Exhibitor will not be accepted unless written notice of such withdrawal has been received by AMCP. Exhibitors canceling or withdrawing booth space or any portion of booth space prior to October 13, 2016 will receive a 75% refund of the total booth fee due. Exhibitors canceling or withdrawing after October 13, 2016 but before January 13, 2017 will receive a 50% refund of the total booth fee due. AMCP shall retain the full price of Exhibitor's booth as liquidated damages for any Exhibitor who withdraws after January 13, 2017. Cancellation of participation after January 13, 2017 does not release the exhibiting company from its obligation to pay 100% of the total contracted space fee and/or all other fees and expenses incurred from submission of contract. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the same policies outlined above. Any refundable amount will first apply to the outstanding balance due for the new space. Reduction in space may result in relocation of exhibit space at discretion of AMCP. AMCP reserves the right to reassign canceled or reduced space without obligation to the exhibitor. Cancellation of booth space will result in a forfeit of any and all complimentary registrations.

Termination of Annual Meeting 2017 & the Expo — Should the premises in which the Annual Meeting 2017 is to be held become, in the sole judgment of AMCP, unfit for occupancy, or should Annual Meeting 2017 be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency or any other act beyond the control of AMCP, the Contract for Exhibit Space may be terminated. AMCP will not incur any liability for damages sustained by Exhibitor as a result of such termination. In the event of such termination, the Exhibitor expressly waives such liability and releases AMCP of and from all claims for damages and agrees that AMCP shall have no obligations except to refund to the Exhibitors a pro-rated share of the aggregate amount received by AMCP (as rental for exhibit space for said Exhibit), after deducting all costs and expenses in connection with such Exhibit, including a reasonable reserve for claims, such deductions being hereby specifically agreed to by the Exhibitor.

Booth Personnel — Exhibit booths must be staffed during the stated Expo hours by qualified employees of the exhibiting company.

Display Rules and Regulations — AMCP will provide the following: Standard 10' X 10' booth with 8'-high back drape and 3'-high side rail drape; a 7" x 44" identification sign listing the company name, and booth number; aisle carpeting in all main aisles of the Expo; 24-hour security beginning with set-up and concluding after all freight has been removed. **NOTE: AMCP requires all exhibitors to carpet their entire booth space.** Display Rules and Regulations are those set forth by the International Association of Exhibitions and Events, updated 2011. Displays not conforming to these specifications, or which, in design, operation, or are otherwise found objectionable in the opinion of the AMCP, will be prohibited.

For all booth types, exhibit booth is considered to be contained in the space as contracted, to the maximum heights stated. The Expo hall ceiling may be used for suspension of pre-approved displays only. No ceiling projection will be allowed.

Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other Exhibitor's displays. Canvassing or distributing advertising matter outside of the Exhibitor's rented space is not permitted and is grounds for removal from the Expo, and company may be excluded from participation in future AMCP Expos. All exhibits must conform strictly to the Exhibit Rules and Regulations. AMCP also reserves the right to make any modifications to these displays, at Exhibitors expense, so that the exhibit conforms to the Exhibit Rules and Regulations. AMCP also reserves the right to adjust the floor plan to meet the needs of efficient use and layout of the Expo. AMCP reserves the sole right to prohibit and require immediate cessation of any activity or distribution which, in AMCP's sole discretion, is determined not to conform as aforesaid. AMCP will provide advance approval of activities and items upon request of an Exhibitor. The Academy's decision to prohibit and require cessation of any activity will be in the sole and exclusive discretion of AMCP and will be final. The rights and benefits hereunder are personal to Exhibitor and may not be assigned without the express written consent of AMCP. AMCP reserves the right to restrict any exhibit which might be considered undesirable. Restrictions include, but are not limited to, articles, conduct, printed matter, or anything objectionable to the Expo or AMCP Managed Care & Specialty Pharmacy Annual Meeting as a whole.

Installation and Dismantling of Exhibits — The Expo has been reserved for exhibit installation on Monday, March 27, 2017 from 8:00 am to 5:00 pm; and Tuesday, March 28th from 8:00 am – 3:00 pm. All exhibits must be operational by 3:00 pm on Tuesday, March 28, 2017. After this hour no installation work will be permitted without special permission from AMCP. If installation of any exhibit has not started by 1:00 pm on March 28, 2017, AMCP shall order the exhibit to be installed and the Exhibitor will be responsible for payment of expenses incurred. Dismantling or packing of exhibits cannot begin earlier than 11:30 am on Thursday, March 30, 2017. All displays must be ready for removal from the Expo no later than 11:00 am on Friday, March 31, 2017. **Please note that these times may be subject to change slightly.** AMCP and the Colorado Convention Center each reserves the right to disassemble exhibits and charge the Exhibitor so described above plus damages in the event these exhibits are not dismantled in a timely manner causing Exhibitor to remain on the premises beyond authorized times. AMCP and the Colorado Convention Center each assume no obligation to undertake disassembly and assume no liability for any action in connection herewith.

Storage: Boxes and Crates — Exhibitors will not be permitted to store boxes or packing crates in or behind booths. Boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed for refuse.

Contract Labor — Exhibitors may use contractors other than the Official Service Contractor to set up, install and dismantle exhibits if, at least forty-five (45) days prior to the first official move-in day, Exhibitor provides AMCP and Freeman a written statement of authorization for each such contractor, and lists the name of the supervisor to be in attendance; assumes all responsibility for acts of its contractors and holds harmless AMCP, the Colorado Convention Center, and Freeman for any loss, damage, including reasonable attorney's fees, arising from any act or omission of its contractors; and further holds harmless AMCP, the Colorado Convention Center, and Freeman from any injury to property of the contractors and the contractors' employees, subcontractors' agents and servants and guarantees compliance with any and all laws, ordinances, or regulations, all union and convention center requirements and guarantees all work will be coordinated through and subject to the direction of Freeman, to assure orderly work-flow. Exhibitors must also provide the following for their contractor: a certificate of insurance, naming AMCP and the Colorado Convention Center as an additional insured, said insurance in the amount of \$1,000,000.00 combined single limit bodily injury and broad form property damage, including broad form contractual liability. Contractors must strictly comply with the foregoing or they will

not be permitted on the premises. AMCP reserves the right to disassemble exhibits and charge the Exhibitor thereof plus damages as aforesaid in the event these exhibits are not dismantled in a timely manner causing Exhibitor to remain on the premises beyond the authorized time. AMCP assumes no obligation to undertake disassembly and assumes no liability for any action in connection therewith.

Music — Exhibitors shall not play or perform any music at any time. Notwithstanding the foregoing, Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced, or otherwise performed, via either live or mechanical means, by or on behalf of the Exhibitor at the meeting unless the Exhibitor has previously obtained written permission from the copyright owner, or the copyright owner's designee, (e.g., ASCAP, BMI, or SESAC) for such use. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees. Exhibitor agrees to indemnify, save and hold harmless AMCP and its directors, officers, agents, employees and each of them, from and against any and all claims, costs and expenses (including legal fees & expenses) demands, actions and liabilities of every kind and character whatsoever with respect to any breach of the foregoing representations/warrants.

Sound — Exhibitors are responsible for monitoring their own booth to be sure that the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not the norm. AMCP reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Care of Exhibit Space and Premises — The Exhibitor, at its own expenses, shall install carpet in its exhibit space, shall take good care of its exhibit space, not deface or mar said premises, and will keep and maintain the aforesaid premises in good order at all times. Decorations may not be taped, nailed, tacked, or otherwise fastened to the painted surfaces, columns, fabrics or walls. Banners may be rigged from the ceiling, banners cannot hang higher than AMCP's height restriction of 20' feet for island exhibitors, and all banners must be approved in advance through Freeman. Exhibitors may not distribute adhesive backed decals/stickers inside the Expo or on the premises. Distribution of food and beverages by the Exhibitor in the Expo is prohibited unless authorized by AMCP and must be purchased through the facility's official caterer. Any booth with a covering larger than 100 square feet will require prior approval by AMCP and the Fire Marshal.

Sales Policy — Exhibiting companies are permitted to take orders in the Expo. However, AMCP prohibits any selling of goods and/or services on the exhibit floor. This policy will be enforced and violators will be removed from the exhibit floor, with no refund of exhibit fees. Any state and/or local taxes associated with the taking of orders on the show floor are the sole responsibility of the exhibiting company.

Giveaways/Prize Drawings — Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by Exhibitors and booth personnel within their booth. Exhibitors interested in conducting prize drawings, awards for signing of names, address, etc. must submit their intention in writing and receive written approval from AMCP prior to publishing advertisements or any other such giveaway or prize drawing. Signs showing the price of prize items must not be displayed.

Exhibitor Conduct — AMCP expects exhibitors to conduct themselves professionally and with respect and to refrain from behavior that is considered unacceptable in a professional workplace. AMCP reserves the right to expel or refuse admittance to any representative, whose conduct is, in AMCP's opinion, not keeping in the character and/or spirit of AMCP Managed Care & Specialty Pharmacy Annual Meeting.

Labor/Fire/Safety — Exhibitors will comply with all applicable statutes, ordinances, rules, and requirements relating to health, fire, safety, and use of premises. No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior and wrapping paper are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth must stand a flameproof test as prescribed by the fire ordinance of the Denver, CO. All booth hangings must clear the floor. Volatile, explosive or other flammable matter, of any substances prohibited by the law or insurance carriers, are not permitted on premises. Electrical wiring must conform with all federal, state, and municipal government requirements and National Electrical Code Safety Rules. If inspection indicates that an Exhibitor has neglected to comply with these regulations, or

otherwise incurs fire hazards, the right is reserved to cancel at Exhibitor's expense all or such part of the exhibit as may be irregular.

Limitation of Liability — AMCP, the Colorado Convention Center, the City of Denver, Freeman, and the officers, directors, members, agents, employees, contractors and assigns of any of the aforesaid parties shall not be liable or responsible for, and shall be held harmless from claims for any loss, damage, death or injury whatsoever or however arising, which may occur to an Exhibitor or to his/her agents, employees, guests, the public, and all others or to the property or wares of the Exhibitor arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the program's premises or part thereof, including any outside program areas (collectively, "Claims") during or subsequent to the period covered by the booth space allocation. Each Exhibitor expressly releases AMCP and the above named parties from any and all claims for any such injury, loss, or damage. The Exhibitor assumes responsibility for its Expo personnel, employees, contractors, agents and hereby agrees to protect, indemnify, defend and save harmless AMCP, the Colorado Convention Center, the City of Denver, Freeman, and their affiliated and subsidiary companies, and their respective partners, directors, officers, employees, and agents ("the Indemnities") against all claims, losses, and damages to persons or property, governmental charges, or fines and attorney's fees arising out of or caused by Claims. In addition, the Exhibitor acknowledges that neither AMCP, the Colorado Convention Center, nor any of the other Indemnities maintain insurance covering participant's property, nor are they responsible for obtaining insurance covering such losses. It is the sole responsibility and expense of the Exhibitor to adequately insure their materials, goods, and wares against theft, damage, loss or injury of any kind. The parties agree that the total liability of AMCP to Exhibitor under this contract whether in contract or tort or any other legal theory shall not exceed the total amount of the Exhibitor's fees paid to AMCP. In no event shall AMCP be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive, or special damages or awards. AMCP shall not be liable to any exhibitor in any respect for any direct or indirect damage or loss arising from any cancellation, curtailment or delay of the event.

Insurance — Exhibitors must adequately insure their materials, equipment, goods and wares against theft, damage, loss or injury of any kind and must do so at their own expense; AMCP, the Colorado Convention Center, and Freeman are not responsible for any loss (howsoever caused) to any property of any Exhibitor. Exhibitors are solely responsible for their own actions during AMCP Managed Care & Specialty Pharmacy Annual Meeting. AMCP will provide security services during the official hours of installation, dismantle, and exhibit hours. The furnishing of such service is in no case to be interpreted by Exhibitors as guaranteeing them against loss or theft or damage of any kind.

Exhibitor Loss — AMCP shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise, of any object, item, goods or materials, whether personal or commercial property, from Exhibitor's booth space or any location in the Expo (exhibit hall); except for such loss or disappearance as is due to intentional and tortious theft committed by the employees of AMCP. AMCP and the Colorado Convention Center may provide certain security services including, the providing of advice on security measures to be taken, as a convenience to Exhibitors, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding either AMCP or the Colorado Convention Center liable for any related loss, damage, or claim. Responsibility for the security of an Exhibitor's area, product and property rests solely with the Exhibitor.

Amendment to Contract Regulation — Any and all points not covered specifically are subject to the discretion of AMCP. AMCP may, in its sole discretion, make reasonable changes, amendments, or additions to Exhibit Rules and Regulations. Any such changes shall be binding on Exhibitor equally with the other regulations contained herein.

Applicable Law — The Contract shall be governed exclusively by the law of the Commonwealth of Virginia without regard to conflict of laws principles and any claim or cause of action arising under this agreement or in connection with the event shall be adjudicated exclusively in the state or federal courts of Northern Virginia. Exhibitor agrees to abide by the rules and regulations of the facility and all other applicable laws and regulations.

SPONSORSHIP OPPORTUNITIES

By participating at the Annual Meeting 2017, you greatly increase your organization's visibility and help support our organization in an innovative way. Sponsorship can help your company reach its marketing goals, as well as provide a prime opportunity to acquaint new and influential customers with your services and products.

Support for the Annual Meeting 2017 may be in the form of general meeting sponsorship or specific event or meeting item sponsorship. General meeting sponsorship levels are detailed below and view the following pages for specific event and meeting item sponsorships. **Right of first refusal will be offered to prior year sponsors.**

AMCP provides special recognition to companies that achieve premium support levels. Premium support levels are defined by total dollar contribution. The following describes AMCP's premium support levels and special recognition packages.

General Meeting Sponsorship Levels • AMCP Annual Meeting 2017 Sponsorship Levels

PLATINUM • \$50,000+					
Corporate logo and acknowledgement of your support on banner/signage in high-traffic areas throughout the convention center, in the <i>Final Program</i> , and on the Mobile App and Annual Meeting website	Sponsor ribbons for your company's representatives	One (1) complimentary Info Only meeting pre-registration list *	Waiver of AMCP Hotel Door Drop Application Fee**	Two (2) complimentary meeting registrations	Special Recognition with an announcement and plaque presentation at the Annual Awards Dinner and selected seating for up to three (3) company representatives.
GOLD • \$40,000 - \$49,999					
Corporate logo and acknowledgement of your support on banner/signage in high-traffic areas throughout the convention center, in the <i>Final Program</i> , and on the Mobile App and Annual Meeting website	Sponsor ribbons for your company's representatives	One (1) complimentary Info Only meeting pre-registration list *	Waiver of AMCP Hotel Door Drop Application Fee**	One (1) complimentary meeting registration	
SILVER • \$30,000 – \$39,999					
Corporate logo and acknowledgement of your support on banner/signage in high-traffic areas throughout the convention center, in the <i>Final Program</i> , and on the Mobile App and Annual Meeting website	Sponsor ribbons for your company's representatives	One (1) complimentary Info Only meeting pre-registration list *			
BRONZE • \$10,000 - \$29,999					
Corporate logo and acknowledgement of your support on banner/signage in high-traffic areas throughout the convention center, in the <i>Final Program</i> , and on the Mobile App and Annual Meeting website	Sponsor ribbons for your company's representatives				

*- Complimentary registration list is an info only list that includes name, title, company, city and state. The list does not include addresses, phone, fax or email. A full address list can be purchased.

** - Waiver of AMCP Hotel Door Drop Application Fee (pricing for the distribution is determined by the headquarter hotel and coordination and billing arrangements must be made directly between the company and the hotel)

ATTENDEE ITEMS

Official Meeting Tote Bag

\$30,000 Silver Sponsorship Recognition

Your company's logo and name on the tote bag distributed to all attendees is one of the very best ways to be more visible. The bag provides attendees with a convenient way to carry the *Final Program* and other meeting materials.

Package includes:

- Company name, logo or product information on the outside of the Tote Bag
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Hotel Key Cards

\$35,000 Silver Sponsorship Recognition

This high-visibility item puts your company's name in the hands of every attendee of the Annual Meeting 2017 staying at AMCP hotels. It's a great way for your company to have maximum exposure to attendees throughout their entire stay!

Package includes:

- Company's logo and product message on each hotel room key for AMCP attendees. Artwork subject to AMCP approval
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Badge Lanyards

\$30,000 Silver Sponsorship Recognition

Distributed to each attendee, this popular item may display your company's logo and name. Have your company's name hanging literally from the neck of nearly every attendee!

Package includes:

- Company name and logo printed on each lanyard (artwork subject to AMCP approval)
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Name Badge Inserts

\$25,000 Bronze Sponsorship Recognition

Attendees will take note of your participation in the meeting with an attendee badge insert. Your company name, logo and brief message will be imprinted on an insert that will go inside every name badge holder.

Package includes:

- Company name, logo and brief message on each insert
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Annual Meeting 2017 Pocket Guide

\$25,000 Bronze Sponsorship Recognition

With this pocket guide, our attendees keep meeting information handy giving your company a tremendous opportunity to get exposure. The pocket guide includes a complete schedule-at-a-glance for attendees to reference throughout the week. It will also include recognition of all sponsors, symposia and Science & Innovation Theater agenda, and the exhibitor list with booth numbers and floor plan. Advertiser's product or corporate logo and booth space are prominently displayed on back cover.

Package includes:

- Company full color logo highlighted on the cover of the Pocket Guide
- Ad space on the outside back cover of the Pocket Guide
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Water Bottle Sponsorship

\$20,000 Bronze Sponsorship Recognition

As the sponsor of the Annual Meeting 2017 durable, reusable water bottles, you get maximum brand exposure with your company logo as you help attendees stay hydrated. Each attendee will receive a high-quality, environmentally friendly water bottle to carry with him/her throughout the meeting and then take home afterward. Sponsorship fee includes cost of water bottle provided by AMCP.

Package includes:

- Exclusive sponsor of water bottle
- Sponsor logo included on water bottle
- No other water bottles permitted in attendee bag
- Signage next to all water refill stations setup in the Annual Meeting 2017 Meeting areas
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Attendee Pen and Padfolio Sponsor

\$30,000 Bronze Sponsorship Recognition

Get your logo on the Annual Meeting 2017 padfolio and pen that is given to every meeting attendee upon arrival. Your logo will be in front of all attendees as they take notes during the meeting and record important contact information.

Package includes:

- Company logo will appear (along with AMCP's logo) on front cover of padfolios distributed to all attendees and on all pens (two-color imprint)
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

E-ITEMS

Annual Meeting 2017 Website

\$25,000 Bronze Sponsorship Recognition (exclusive)

Sponsorship of the Annual Meeting 2017 website gives your company wide exposure, as attendees visit the site to register, arrange housing and check out the latest in programming and events.

Package includes:

- Company logo prominently displayed on the Annual Meeting home page
- Tower ad with direct link to sponsor's website
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Wi-Fi Access

\$30,000 Bronze Sponsorship Recognition

Sponsor each attendee's access to an unlimited and secure wireless internet connection throughout the meeting.

Package includes:

- Company name and logo prominently displayed on Wi-Fi login page
- Recognition signage placed in high traffic areas
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Annual Meeting 2017 App

\$30,000 Bronze Sponsorship Recognition

AMCP's new interactive smartphone and tablet app provides attendees with session and event schedules, a listing of exhibitors, and social media interaction. Sponsors information will be listed on all Annual Meeting Meeting related pages that do not contain educational content. Let your logo be the first thing they see when they login to the Annual Meeting 2017 app pages! If you are interested in sponsoring the year round mobile app, please contact AMCP.

Package includes:

- Company name and logo displayed on app start-up screen
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Attendee Email Newsletter

\$7,500 for one (1) issue

\$25,000 for full sponsorship of five (5) total issues (Bronze Sponsorship Recognition)

Attendees receive the most up-to-date information on the Annual Meeting 2017 with the attendee newsletter. The newsletters have open rates ranging from 28-38% – your company name and advertisement will receive significant recognition!

Package includes:

- An ad in each newsletter
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

e-Center

\$25,000 Bronze Sponsorship Recognition

The Annual Meeting 2017 e-Center consists of a bank of computers centrally located in the Member Services area, with each kiosk and computer screen prominently displaying your company's logo. Give attendees a way to apply for CE, stay in touch with colleagues and family via e-mail and access the web – one of the most popular meeting convenience features!

Package includes:

- Company logo on kiosks and computer screens
- Direct link to company home page from the home screen on each computer
- Company can place customized mouse pads, customized note pads and pens at these locations.
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

City Guide

\$25,000 Bronze Sponsorship Recognition

This marketing opportunity helps thousands navigate and explore this spectacular city. One guide will be placed in each attendee's tote bag. Sponsor is responsible for the cost of printing and shipping the city guide.

Package includes:

- Company will be allowed a limited number of ad pages in City Guide
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage



ADVERTISING OPPORTUNITIES

Final Program

\$40,000 Gold Sponsorship Recognition

This professional designed, complete & full-color reference guide is every attendee's road map to meeting-related information (detailed schedule, posters, symposia, exhibitor listings, etc.).

Package includes:

- Company name and logo printed on the front cover of the *Final Program*
- Full-page, 4-color advertisement on the outside back cover of the *Final Program*
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Ads in the *Final Program* (sold separately from *Final Program Book* sponsorship above)

- Full Page | Inside Front Cover | Corporate Member \$5,000
- Full Page | Inside Back Cover | Corporate Member \$4,500
- Tab Page | \$5,000
- Full Page | Corporate Member \$4,000
- Half Page | Corporate Member \$3,000
- Full Page | Non-Corporate Member \$4,200
- Half Page | Non-Corporate Member \$3,200

(All ad pricing represents 4-color ad copy.)

Annual Meeting Abstract Book

\$40,000 Gold Sponsorship Recognition

The Annual Meeting 2017 Abstract Supplement will be stuffed into all meeting attendees' tote bags and available on-site throughout the entire meeting. The book contains all abstracts, as well as the posters and a separate listing of the Medal Winning Abstracts, and poster presentation schedule. The Abstract Supplement will be stuffed into all meeting tote bags, distributed from AMCP's Concierge area, and the Annual Meeting 2017 booth in the Expo (exhibit hall).

Package includes:

- Bellyband wrap around the Annual Meeting 2017 Abstract Booklet promoting your company message or product
- Company recognition includes full color advertising in the Abstract Supplement, not to exceed 15% of the pages
- One (1) full page ad in the *Journal of Managed Care & Specialty Pharmacy* (Annual Meeting issue)
- Acknowledgement in the *Final Program*, on the mobile App, and Annual Meeting 2017 website, and on all sponsorship signage

Directional Signs

\$15,000 Bronze Sponsorship Recognition

Placing your company name and logo on the directional signage will keep your corporate brand highly visible to participants at the event. These signs are located in high-traffic areas throughout the convention center. Due to ACPE requirements your company logo may not appear on all signage.

Package includes:

- Company name, logo on each sign
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Aisle Signs

\$25,000 Bronze Sponsorship Recognition

Aisle signs are prominently displayed in the Expo (exhibit hall) above each aisle to help attendees navigate their travels through the Expo. Adding your company's product message and logo to the bottom of these aisle signs will increase your corporate/product presence and drive traffic to your booth.

Package includes:

- Company logo and product message on each sign
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Escalator Clings (2 sponsorships available)

\$25,000 Bronze Sponsorship Recognition

These decals will give your company's corporate logo and booth number prime visibility as they travel through the convention center.

Package includes:

- Company name, logo and brief message on one set of escalators
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Tote Bag Inserts

\$7,500

This opportunity puts your materials in the hands of nearly every attendee. A limited number of bag inserts are permitted, so reserve your place early. Artwork is subject to AMCP approval. Sponsor is responsible for shipping the require number of inserts to stuff to AMCP. Please note insert cost is for a one-page insert. Please contact AMCP for the cost of an insert with additional pages, the quantity to print, deadline, and shipping instructions.

Banners (Dimensions 20'x10')

\$20,000 Bronze Sponsorship Recognition

Grab attendees' attention with banners that are strategically placed in the Expo. Banners reinforce your message, increase brand awareness, and drive traffic to your booth. Banner will be double-sided and hang in the aisle between posters and exhibits.

Package includes:

- Company name, logo, corporate or product message on banner
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

The Expo Partnership Package

\$15,000 AMCP Corporate Member/ \$18,500 AMCP Non-Corporate Member

Bronze Sponsorship Recognition

"The Expo Partnership Package" provides you with everything you need to participate at the Annual Meeting 2017 and gain additional visibility for your company. By participating as an Expo Partner, you will get an additional registration, your standard booth furnishings, and recognition as a sponsor of the Annual Meeting 2017.

Package includes:

- One (1) - 10'x10' booth consisting of 8' high quality fabric backdrop and 3' high quality fabric divider side drape
- One (1) Full Page 4-color ad in *Final Program*
- Two (2) Complimentary Full Meeting Registrations
- A complete "Booth Furnishings Package" which includes: One (1) - 9'x10' standard carpet, AMCP Standard color, One (1) - 6' foot draped table, AMCP Standard color, two (2) limerick side chairs, and one (1) Corrugated Wastebasket (*items listed cannot be substituted*)
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

ANNUAL MEETING SESSIONS AND NETWORKING FUNCTIONS

General Session

Tuesday, March 28

\$40,000 Gold Sponsorship Recognition

An overview of the Academy's recent accomplishments and a nationally known keynote speaker will highlight AMCP's General Session. This session is sure to attract almost every Annual Meeting 2017 attendee and leave the audience inspired and excited!

Package includes:

- Your company representative may introduce the keynote speaker
- Company logo on the General Session entrance structure
- Company name and logo projected on the session video screens
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Opening Night Reception in the Expo

Tuesday, March 28

\$50,000 Platinum Sponsorship Recognition

\$25,000 Bronze Sponsorship Recognition (non-exclusive sponsorship with up to two companies)

AMCP's Opening Night Reception is a first-class event to welcome attendees to the Annual Meeting 2017. As a sponsor, your company will host AMCP attendees as they arrive for Annual Meeting 2017 at the Colorado Convention Center for a relaxed evening of catching up and making plans for the days ahead.

Package includes:

- Host badge ribbons for all sponsoring company representatives
- Large, free-standing entrance sign displaying company logo
- Company logo on signs throughout the reception
- Company name on beverage tickets
- 10 complimentary beverage tickets per sponsor
- Acknowledgement in the *Final Program*, on the Mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Annual Awards Dinner

Tuesday, March 28

\$20,000 Bronze Sponsorship Recognition

\$10,000 Bronze Sponsorship Recognition (non-exclusive sponsorship with up to two companies)

Join us in celebrating the accomplishments of this year's awards recipients at a formal dinner attended by the Academy's leaders and honorees. Your company will have the opportunity to be highlighted in printed materials for the Awards Dinner and make introductory comments at the podium.

Package includes:

- Host badge ribbons for all sponsoring company representatives
- Company logo on the ballroom entrance sign and projected on video screens
- Company name and logo listed in the Awards Dinner printed invitation and other materials
- Seating available for up to 10 company representatives, depending on level of support
- Your company representative may make introductory remarks at the podium
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Relaxation Zone

\$20,000 Bronze Sponsorship Recognition

One of the most popular areas at the meeting! Attendees enjoy a brief massage by a licensed professional massage therapist. All massage personnel can wear sponsor t-shirts with corporate or product recognition and design.

Package includes:

- Support sign with company or product located at the Relaxation Zone booth
- Opportunity for massage therapist to wear t-shirts with company or product logo/graphics
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

New Member & First-Time Attendee Breakfast

Wednesday, March 29

\$15,000 Bronze Sponsorship Recognition

This popular annual event gives you the opportunity to welcome our New Members and First-Time Attendees to the Academy and the Annual Meeting 2017. Join the AMCP Board of Directors, senior AMCP staff and Committee Chairs in acknowledging our newest members and attendees at a special breakfast in their honor.

Package includes:

- Your company representative may make brief welcome remarks from the podium
- Up to three (3) representatives from your organization may attend breakfast
- Company logo on room signage
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Lunch in the Expo

Wednesday, March 29

\$25,000 Bronze Sponsorship Recognition

Satisfy attendees' appetite by sponsoring lunch in the busy Expo! Your company's name will be prominently displayed in the lunch area and on all lunch tickets provided to attendees.

Package includes:

- Company logo on signs at the Expo entrance and in the lunch area
- Company name on tent cards placed at the center of all dining tables
- Sponsoring company may provide cups and napkins with company name and logo. Sponsor is responsible for associated costs, ordering, shipping, and coordinating with the Colorado Convention Center
- Company name listed on all lunch tickets
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Beverage Breaks

Tuesday, March 28 or Wednesday, March 29

\$10,000 (full day)

Bronze Sponsorship Recognition

Bundle Thursday Beverage Breaks with Lunch for \$30,000 (Silver Sponsorship Recognition)

Thursday, March 30

\$5,000 (half day)

Beverage breaks are offered in between education sessions on Tuesday, Wednesday, and Thursday. Take advantage of this opportunity for attendees to relax and mingle in a central area with representatives of your company as their hosts.

Package includes:

- Company logo on AMCP signs prominently displayed at all tables where refreshment stations are located
- Sponsoring company may provide cups and napkins with company name and logo (sponsor is responsible for associated costs, ordering, shipping, and coordinating with the Colorado Convention Center)
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

STUDENT PHARMACIST EVENTS

11th Annual Chapter Leadership Academy

\$10,000 Bronze Sponsorship Recognition

Annual program for AMCP's student pharmacist chapter leaders, designed to teach leadership skills. Student leaders will be immersed in leadership programs beneficial to their chapter development.

Package includes:

- Company name (and logo where appropriate) in promotion of the Leadership Academy
- Your company representative may make brief welcome remarks from the podium
- Company name and logo on Leadership Academy attendee workbooks
- Company name and logo on the event signage
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

Student Pharmacist Programming

\$20,000 Bronze Sponsorship Recognition

This valuable sponsorship package provides your company the exclusive opportunity to reach the next generation of pharmacy professionals, the student pharmacists who attend the Annual Meeting 2017.

Package includes:

- Your company representative may make brief welcome remarks from the podium.
- Up to five (5) representatives from your organization are invited to attend
- Company logo on entrance sign
- Acknowledgement in the *Final Program*, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

AMCP FOUNDATION EVENTS

The AMCP Foundation, a 501(c)3 nonprofit organization, is AMCP's research and education arm. The Foundation advances collective knowledge on major issues associated with the practice of pharmacy in managed health care settings. Grants in support of Foundation programs count toward your overall corporate member sponsorship level for the Annual Meeting.

Best Poster Competition

Wednesday March 29

\$10,000 Exclusive Sponsorship Recognition

The next generation of pharmacy leaders is introduced to managed care principles through the Best Poster Competitions for Students and Residents/Fellows. These competitive awards are presented to non-reviewed abstract authors with the most innovative poster presentations featuring original research.

Package includes:

- Company name (and logo where appropriate) in promotion of the competition, including Foundation website
- Your company representative may introduce the recipients at the Student Pharmacist Awards Ceremony
- Company name and logo on event signage
- Acknowledgment in the Final Program, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

17th Annual P&T Competition

Thursday March 30

Contact AMCP Foundation for Support Levels

The P&T Competition provides student pharmacist chapter members with an opportunity to hone a variety of essential skills related to the formulary management process and analysis of a product dossier. The competition culminates with the presentations of the national finalist teams at the Annual Meeting 2017. The competition is a multi-sponsor program.

Package includes:

- Company name (and logo where appropriate) in promotion of the competition, including Foundation website and webinars
- Your company representative may introduce the top teams at the Student Pharmacist Awards Ceremony

- Company name and logo on event signage
- Acknowledgment in the Final Program, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

4th Annual 5K for the Future/1K Walk

Thursday March 30

\$45,000 Exclusive Sponsorship Recognition

The very popular Foundation 5K offers an opportunity for Annual Meeting attendees to include fitness in their conference experience! Taking place in a local venue, the race includes a fun walk and a team competition.

Package includes:

- Company name (and logo where appropriate) in promotion of the time-sanctioned race, including Foundation website
- Your company representative may recognize the winners at race conclusion
- Company name and logo on event signage
- Acknowledgment in the Final Program, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

General Foundation Sponsor

\$5,000 per Event Sponsor; \$30,000 Exclusive Sponsor (Silver Sponsor Recognition)

The AMCP Foundation offers a signature event at each Annual Meeting, inviting attendees to end a day of education and volunteering with networking. Achievements related to the Foundation's education and research mission are celebrated.

Package includes:

- Company name (and logo where appropriate) in promotion of the Foundation events at the Annual Meeting 2017
- Your company representative may present a toast or brief remarks at the special event
- Company name and logo on event signage for all Foundation events
- Acknowledgment in the Final Program, on the mobile App and Annual Meeting 2017 website, and on all sponsorship signage

General Sponsorship Information

Right of first refusal will be offered to Annual Meeting 2016 sponsors. Please take note of new pricing levels instituted for several sponsorship items. After these selections have been confirmed, all remaining sponsorship opportunities will be available on a first-come, first-serve basis. Note that artwork displaying company logos and names must be approved by AMCP.

Complete the Sponsorship Commitment Form on the next page to inform us of which items you are interested in sponsoring.

For questions contact:

Joshua Maze
Assistant Director, National Meeting Sales
100 N. Pitt Street, Suite 400
Alexandria, VA 22314
T: 703/684-2619
Email: jmaze@amcp.org

Maximize your reach to attendees via direct mail with AMCP pre-registration list rentals. For more information, contact AMCP at maillist@amcp.org.

AMCP Annual Meeting 2016 Sponsors

The Academy of Managed Care Pharmacy graciously acknowledges the following companies for their support of AMCP Academy of Managed Care & Specialty Pharmacy Annual Meeting 2016. On behalf of our leadership and members, we thank them for their continued commitment and appreciate their generous contributions.

Platinum Supporters

Alkermes, Inc.
Amgen
Baxalta US, Inc.
Lilly USA, LLC

MedImpact Healthcare Systems, Inc.
Novo Nordisk, Inc.
Sunovion Pharmaceuticals, Inc.

Gold Supporters

AbbVie, Inc.
Gilead Sciences, Inc.
RxAdvance

Silver Supporters

Biogen
Boehringer Ingelheim
Pharmaceuticals, Inc.

Merck & Co., Inc.
Merrimack Pharmaceuticals
Teva Pharmaceuticals

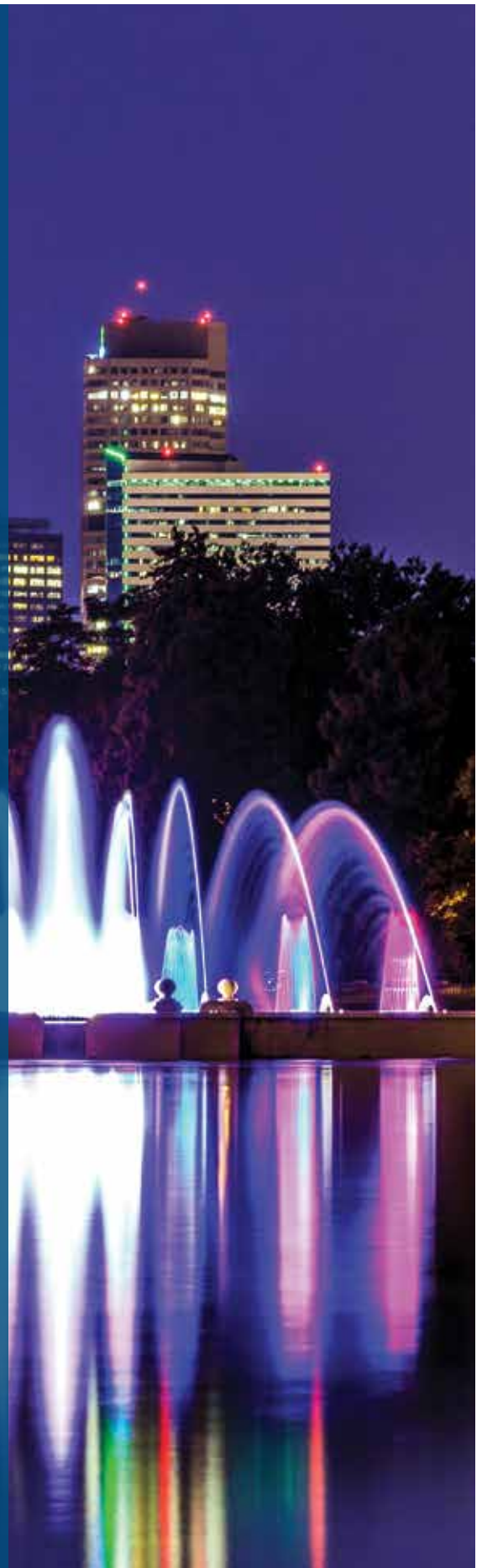
Bronze Supporters

Abarca Health
Accredo
Astellas Pharma US Inc.
Collegium Pharmaceutical, Inc.
EMD Serono, Inc.
FORUM Pharmaceuticals Inc.
Genentech, a Member of
the Roche Group

IMS Health
Johnson & Johnson Health
Care Systems, Inc.
Novartis Pharmaceuticals Corporation
Upsher-Smith Laboratories, Inc.
ZS Pharma

The following companies have also generously given their support for AMCP Academy of Managed Care & Specialty Pharmacy Annual Meeting 2016

Dymaxium
Perform Rx/Specialty Pharmacy
Precision for Value
Sanofi Genzyme/Regeneron Pharmaceuticals



SPONSORSHIP COMMITMENT FORM

AMCP MANAGED CARE & SPECIALTY PHARMACY ANNUAL MEETING
Colorado Convention Center • DENVER, CO • March 27 - 30, 2017

MY COMPANY WILL BE A SPONSOR OF THE ANNUAL MEETING 2017. WE WOULD LIKE TO SPONSOR THE FOLLOWING ITEMS:

ITEM	FEE
ITEM	FEE
ITEM	FEE
ITEM	FEE
ITEM	FEE
TOTAL:	\$ _____

SPONSOR AND CONTACT INFORMATION *(Please type or print clearly)*

COMPANY NAME AS YOU WANT IT TO APPEAR IN THE PROGRAM — IMPORTANT! _____

NAME OF CONTACT PERSON _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME TELEPHONE _____ FAX _____

E-MAIL ADDRESS [IMPORTANT!] _____

SIGNATURE OF CONTACT _____ DATE _____

Right of first refusal will be offered to prior year sponsors. After these selections have been confirmed, all remaining sponsorship opportunities will be available on a first-come, first-served basis. Sponsorship will not be confirmed until written request is received. Payment in full is due within 30 days after sponsorship requests have been confirmed.

<p>FOR AMCP OFFICE USE</p> <p>_____</p> <p>CHECK DATE RECEIVED</p> <p><input type="checkbox"/> Bronze</p> <p><input type="checkbox"/> Gold</p> <p><input type="checkbox"/> Silver</p> <p><input type="checkbox"/> Platinum</p>	<p>Member:</p> <p>_____ + \$5,000 =</p> <p>\$ _____</p> <p>Non-Member:</p> <p>\$ _____</p> <p>NOTES</p> <p>_____</p> <p>_____</p>	<p>FAX/MAIL THIS FORM AND SEND PAYMENT TO:</p> <p>AMCP</p> <p>Exhibit & Sponsorship Sales Manager</p> <p>100 North Pitt Street, Suite 400</p> <p>Alexandria, VA 22314</p> <p>800/827-2627 • 703/684-2619</p> <p>Fax 703/683-8417</p> <p>jmaze@amcp.org</p>
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SCIENCE & INNOVATION THEATER

AMCP continues to offer powerful solutions for achieving your critical marketing objectives, as well as interacting with the Annual Meeting 2017 attendees. Science & Innovation Theaters (SIT) provide an opportunity for AMCP exhibiting companies to showcase their latest drug therapies, technologies, and a wealth of products and services affecting professionals working in managed care pharmacy. These sessions are promotional and are not eligible for continuing education credits.

ELIGIBILITY

Organizations are required to be exhibitors in the Expo in order to conduct a Science & Innovation Theater.

There are a total of ten (10) Science & Innovation Theater presentation slots available. Applications will be processed on a first-come, first-served basis. Companies that are not exhibiting are not eligible to participate in AMCP's Science & Innovation Theater program. **You must be an exhibitor to host a Science & Innovation Theater.** Science & Innovation Theater rooms will be set classroom style for approximately 50 people. AMCP may at its own discretion add additional theaters to the Expo to accommodate requests from participating companies.

SCHEDULE (TIMES SUBJECT TO CHANGE)

Preferred	Day	Time
Slot 1	Wednesday, March 29	12:00 PM – 12:30 PM
Slot 2	Wednesday, March 29	12:45 PM – 1:15 PM
Slot 3	Wednesday, March 29	1:30 PM – 2:00 PM
Slot 4	Thursday, March 30	9:45 AM – 10:15 AM
Slot 5	Thursday, March 30	10:30 AM – 11:00 AM

Two (2) Science & Innovation Theaters will be conducted per time slot. All space and time slots will be scheduled by AMCP. Companies are limited to two (2) Science & Innovation Theaters.

RATES

\$27,000 for AMCP corporate member exhibitors (Must be a AMCP Corporate Member in good standing by March 24, 2017, to receive the discounted pricing.)

\$36,000 for non-member exhibitors



REQUIREMENTS

Science & Innovation Theaters are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes.

The material presented in Science & Innovation Theaters may be promotional and may concentrate on a specific product. Therefore, these sessions may not offer Continuing Pharmacy Education credit (CPE) or Continuing Medical Education credit (CME).

The Science & Innovation Theater Participant and/or the Participant's designated third-party meeting planning organization is responsible for all aspects associated with the planning, promotion, and management of the theater presentation and for payment of all costs related to the Science & Innovation Theater, including but not limited to additional audiovisual equipment, electrical services, and labor.

APPLICATION PROCESS

Science & Innovation Theaters may only be conducted upon approval by AMCP. Applications are processed on a first-come, first-served basis per the criteria previously listed under "Eligibility." Space is limited for this activity.

Applications will be accepted from meeting planning or other third-party companies only if accompanied by a letter on the Participant's letterhead confirming support of the Science & Innovation Theater and authorizing the company to act on the participant's behalf.

A deposit of 50% of the full payment is due with the contract and must be received before time slot will be assigned. The balance of the payment is due 30 days from date of invoice or by January 9, 2017, whichever is earlier. Full payment is due with any application submitted after January 9, 2017.

Upon receipt of the completed application, AMCP will notify the participant of acceptance of the application and will provide the assigned date, time, and location for the Science & Innovation Theater. Space is officially confirmed when you receive email notification from AMCP.

AMCP PROVIDES

- One (1) complimentary meeting registration for a designated speaker of the participating company
- One complimentary one-page announcement/flyer inserted in the tote bag; participant must provide required number of flyers/inserts
- One lead retrieval machine
- One mailing list of pre-registered meeting attendees will be provided if a promotional mailer is being produced and mailed. Otherwise, "Info Only" list will be provided for reference that includes: name, title, company, city, and state.
- AMCP will allow placement of one professionally produced sign, not to exceed 28"x44", placed in a designated location in the registration area, and one sign may be placed next to assigned Science & Innovation Theater. Participant must print and provide signs for placement.

- AMCP will provide Science & Innovation Theater agenda/schedule signage directly in front of each Science & Innovation Theater Area
- Overhanging banner designating the Science & Innovation Theater Areas
- Listing of Science & Innovation Theater sessions in Annual Meeting 2017 *Final Program*, website, and mobile app. AMCP will allow participant to upload a pdf of approved copy of speaker slides/handouts to Science & Innovation listing on Annual Meeting 2017 website.
- Hotel Door Drop and *Final Program* advertising options available, at additional costs.
- AMCP will send a promotional e-mail to registered and prospective attendees—select e-mails will include a lead-in about the Science & Innovation Theaters and link to full information on Annual Meeting 2017 website
- Standard theater setup located in the Expo and setup as follows: classroom seating for 50 attendees; low riser with one standing lectern; and basic a/v consisting of LCD projector, screen, and sound system

SCIENCE & INNOVATION THEATER PARTICIPANT RESPONSIBILITIES

- Assuming the cost and coordination for all audio visual services that are above those included in the Science & Innovation Theater fee
- Assuming the cost and coordination for all electrical services associated with your Science & Innovation Theater
- Assuming the cost and coordination for all computer/internet services associated with your Science & Innovation Theater
- Designing, printing, and distributing Science & Innovation Theater invitations
- Providing onsite set-up, management, and dismantling of the Science & Innovation Theater
- Creation, management, and delivery of the Science & Innovation Theater program

PROMOTION OF SCIENCE & INNOVATION THEATERS

All materials intended to promote Science & Innovation Theaters, including websites, broadcast email messages, promotional brochures, invitations, signage, and other materials, must be approved by AMCP prior to release and distribution. Because changes may be required, it is strongly recommended that review and approval by AMCP occur before printing or production of the materials.

All approved promotional, marketing, and other materials used in conjunction with the Science & Innovation Theaters must contain the following statement in a prominent type size and location on the materials:

“Science & Innovation Theaters are developed outside of the official continuing pharmacy education program at AMCP Managed Care & Specialty Pharmacy Annual Meeting. Science & Innovation Theaters do not offer continuing pharmacy education credit. The content of this Science & Innovation Theater and the opinions expressed by the presenters are those of the sponsor and/or presenters and not necessarily those of the Academy of Managed Care Pharmacy.”

No other phrase or reference to AMCP or AMCP Managed Care & Specialty Pharmacy Annual Meeting is permitted on Science & Innovation Theater materials. The AMCP logo or AMCP meeting graphics may not be used on Science & Innovation Theater materials. The words: “education” “educational” “symposium” may not be used in any presentation titles or on any Science & Innovation Theater materials.

The following approved marketing opportunities may be used to promote the Science & Innovation Theater: display advertisements in the *Journal of Managed Care & Specialty Pharmacy*, advertisement in the *Final Program*, submit a tote bag insert for the attendee meeting bag, purchase an attendee pre-registration list for mailing an invitation, or hotel door drops.

AUDIOVISUAL

Any audio visual arrangements other than those provided by AMCP are the organization’s expense and must be arranged through Gold Coast Event Management, the exclusive provider of audiovisual equipment for AMCP

Managed Care & Specialty Pharmacy Annual Meeting. For consultation, please contact Gold Coast directly:

Spence Strath | Gold Coast Event Management
Phone: 609/773-0090 | Email: ssstrath@gcav.com

SIGNAGE

Participants hosting Science & Innovation Theaters are permitted to supplement AMCP signage with their own signage in these approved locations: one sign in the AMCP registration area, one sign directly outside the assigned theater for their presentation, and in the exhibit booth. Signs must be professionally printed, no larger than 28” x 44. Please note: Proposed copy for signage must be approved by the AMCP Meetings department prior to printing. A maximum of two (2) signs may be displayed outside of your booth promoting your Science & Innovation Theater.

PRESENTERS/SPEAKERS

All speakers and presenters for Science & Innovation Theaters must be registered for AMCP Managed Care & Specialty Pharmacy Annual Meeting and must be wearing their AMCP meeting badges in order to be admitted to the Expo. The organization coordinating the Science & Innovation Theater is responsible for ensuring all presenters are registered in advance of the session. **One (1) complimentary meeting registration will be provided to a designated speaker of the participating company.**

CHANGES/WITHDRAWALS

Changes to assigned time slots must be requested in writing to AMCP and will be accommodated only if the requested time slot is available.

Any company cancelling or withdrawing from time of application to January 9, 2017 will receive a 50% refund of total fee due. For any company that cancels after January 9, 2017, AMCP shall retain the full price of Science & Innovation Theater fee as liquidated damages. Cancellation of participation after January 9, 2017, does not release company from its obligation to pay 100% of the total Science & Innovation Theater fee and/or all other fees and expenses incurred by companies as a result of said cancellation.



SCIENCE & INNOVATION THEATER RULES & REGULATIONS

DEFINED TERMS

- a. The terms "AMCP" and "AMCP Management" as used herein shall mean the Academy of Managed Care Pharmacy.
- b. The term "Participant" as used herein shall mean a company participating in the Science & Innovation Theater.
- c. The term "Guidelines" as used herein shall mean the Science & Innovation Theater Rules and Regulations.

APPLICABILITY, INTERPRETATION & GOVERNING LAW

- a. These Guidelines are part of the AMCP Science & Innovation Theater Contract between the Participant and AMCP. AMCP shall have the authority to interpret and enforce these Guidelines. All matters not covered by these guidelines are subject to the decision of AMCP Management. All decisions so made shall be as binding on all parties as the original Guidelines. The Participant or its designated representative is responsible for familiarizing itself with all Guidelines. The Participant or its Representative that fails to observe these conditions or the terms of the Science & Innovation Theater Contract may be ejected from the Science & Innovation Theater without refund.
- b. Any claim or cause of action arising out of this agreement shall be governed exclusively by the law of the Commonwealth of Virginia without regard to its conflict of laws principles. Any claim or cause of action arising under this agreement shall be adjudicated exclusively in the local or federal courts of the Commonwealth of Virginia. The Participant hereby submits to the personal jurisdiction of the courts located in the Commonwealth of Virginia.

AMENDMENTS

These Guidelines may be amended at any time by AMCP, and all amendments so made shall be binding on Participants equally with the original Guidelines.

ELIGIBILITY

- a. Science & Innovation Theater slots can only be secured by contracted AMCP Managed Care & Specialty Pharmacy Annual Meeting Expo exhibitors.
- b. Applications will be processed on a first-come, first-served basis. Companies that are not exhibiting are not eligible to participate in AMCP's Science & Innovation Theater program.
- c. Only exhibiting companies in good standing by March 24, 2017, with AMCP are permitted to submit an application for a Science & Innovation Theater slot. Exhibiting companies must settle any outstanding balances in order for their applications to be considered.
- d. If the Participant cancels or defaults on exhibit space, the contracted Science & Innovation Theater slot will be revoked and cancellation fees will apply, as outlined in these Guidelines.

REVOCATION

AMCP Management reserves the right to revoke the Science & Innovation Theater Contract at its sole discretion.

CANCELLATION BY AMCP

- a. AMCP may terminate the Participant's Science & Innovation Theater Contract (or part of it) when AMCP in its sole discretion believes that (a) the premises in which AMCP Managed Care & Specialty Pharmacy Annual Meeting is or is to be conducted has become unfit for occupancy, or (b) the holding of or AMCP's performance under the contract is substantially or materially prevented or interfered with by a cause or causes not reasonably within AMCP's control. AMCP is not responsible for delays, damage, loss, increased costs or other unfavorable conditions that arise as a result of such termination. Furthermore, in the event of such termination, AMCP may retain such part of the Participant's Science & Innovation Theater fees as shall be required to recompense AMCP for expenses incurred

up to the time of such termination or incident to such termination, with no liability for either party to the Contract. The Participant waives all claims for damages or recovery of payments made, except for the return of the pro-rated amount paid for the Science & Innovation Theater time slot less expenses incurred by AMCP.

- b. The above phrase "a cause or causes not reasonably within AMCP's control" includes but is not limited to: fire; casualty; flood; epidemic; earthquake; explosion; accident; blockage; embargo; inclement weather; act or threat of terrorism; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; inability to secure necessary labor; technical or personnel failure; lack of or impaired transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services; orders or restraints imposed by civil defense, military or other types of governmental authorities; or acts of God; or such circumstances making AMCP's performance impossible or commercially impracticable in its sole discretion.

WAIVER, ENFORCEABILITY & BINDING NATURE

Once signed by the Participant and AMCP, the Science & Innovation Theater Application and Contract is irrevocable, and the rights of AMCP under this Contract shall not be deemed waived except as specifically stated in writing by an authorized representative of AMCP. The Participant further agrees that upon acceptance of this agreement by AMCP, with or without appropriate or timely payment of any and all fees, the Science & Innovation Theater agreement shall become binding and enforceable in accordance with its terms. This Contract will be binding on the Participant's and AMCP's successors. If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision, and the invalid term, clause or provision shall be deemed to be severed from the agreement.

LIABILITY

Participants are liable for any damage caused to Science & Innovation Theater floors, walls, columns, or to standard Science & Innovation Theater furnishings and equipment, or to other Participants' property. Participants may not apply paint, lacquer, adhesive or any other coating to building columns and floors, or to Science & Innovation Theater furnishings and equipment. The contracted Participant is responsible for all personal and corporate property placed in Science & Innovation Theater space.

INDEMNIFICATION

- a. Each Participant, in making application for a Science & Innovation Theater time slot, agrees to protect, indemnify and hold harmless the following parties (including but not limited to): AMCP, the Colorado Convention Center, Freeman, Gold Coast Event Management, and their officers, directors, agents, contractors and employees from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the negligence, wrongful acts of or breach of contract by the Participant or its agents, servants or employees.
- b. Each party involved in the Science & Innovation Theater agrees to be responsible for any claims arising out of its own negligence or that of its employees, agents or contractors.

COMPLIANCE & REJECTION

- a. The Participant agrees that its Science & Innovation Theater presentation and related set-up, tear-down and promotional activities shall operate in strict compliance with these Guidelines.
- b. It is the responsibility of the Participant to ensure that all individuals involved with the planning, production, marketing and/or execution of a Science & Innovation Theater presentation are aware of and abide by the Science & Innovation Theater Guidelines.

- c. AMCP Management reserves the right to reject, eject or prohibit any presentation in whole or in part, or any Participant, or its representative, with or without giving cause. If any Participant is ejected for violation of these Guidelines, or for any other stated reason, no return of rental shall be made.

DEADLINES

- a. 50% of total payment is due with application
- b. Balance is due 30 days from date of invoice or by January 9, 2017, whichever is earlier. Full payment is due with all applications submitted after January 9, 2017.

PRICING & PAYMENT

- a. The rates for each Science & Innovation Theater time slot are as follows:
 - i. \$27,000 for AMCP Corporate Members, by March 24, 2017
 - ii. \$36,000 for non-Corporate Members
- b. Participants may pay by check, wire transfer and credit card.
 - i. Check – Prior to assignment of a Science & Innovation Theater time slot, 50% of the total amount will be due with your application, and the balance will be due on 30 days from date of invoice or by January 9, 2017, whichever is earlier. Full payment is due with all applications submitted after January 9, 2017. AMCP will accept U.S. funds drawn on U.S. banks only. Checks must be mailed to the AMCP office.
 - ii. Wire Transfer – Prior to assignment of a Science & Innovation Theater time slot, 50% of the total amount will be due with your application, and the balance will be due on 30 days from date of invoice or January 9, 2017, whichever is earlier. Full payment is due with all applications submitted after January 9, 2017. Contact the AMCP Accounting Department at tolds@amcp.org for necessary wire transfer information. Wire transfers must cover all applicable fees assessed by both the sending and receiving banks.
 - iii. Credit Card – AMCP will charge the credit card provided on the Application 50% of the total amount due with your application, and the balance will be charged 30 days from date of invoice or January 9, 2017, whichever is earlier. Full payment will be charged with all applications submitted after January 9, 2017. AMCP accepts Visa, MasterCard and American Express. The cardholder's signature is required in the credit card section of the Application. This is in addition to the authorized officer's signature in the Agreement section.
- c. If full payment is not received 30 days from date of invoice or by January 9, 2017, whichever is earlier, the Participant will be notified that its assigned Science & Innovation Theater time slot has been forfeited and will pay applicable liquidated damages as outlined in the "Science & Innovation Theater Time Slot Cancellation Policy," below.

SCIENCE & INNOVATION THEATER TIME SLOT ASSIGNMENT

- a. Although AMCP will attempt to accommodate requests for specific Science & Innovation Theater time slots, no guarantees can be made that a company will be assigned the specific time slot requested.
- b. Any Participant not pleased with the initial assignment may submit a written request to Assistant Director, National Meeting Sales, at jmaze@amcp.org to be placed on a waiting list for possible reassignment. The waiting list will receive consideration for reassignment on a first-come, first-served basis. No guarantees can be made that another choice will be available.
- c. Space is officially confirmed when you receive email notification from AMCP.

SCIENCE & INNOVATION THEATER TIME SLOT CANCELLATION POLICY

As only contracted exhibitors may retain Science & Innovation Theater space, cancellation of exhibit space automatically results in cancellation of Science & Innovation Theater time slots. The following cancellation terms apply, regardless of how a Science & Innovation Theater time slot is cancelled:

- a. Notification of a Participant's decision to cancel a Science & Innovation Theater time slot must be submitted in writing to Joshua Maze, Assistant Director, National Meeting Sales, at jmaze@amcp.org.
- b. The date of receipt will be the official cancellation date. Companies that cancel a Science & Innovation Theater time slot will be subject to fees based on the date of receipt, as follows:

- i. If the Participant cancels the Science & Innovation Theater time slot on or before January 9, 2017, the Participant will pay as liquidated damages 50% of the total contracted Science & Innovation Theater fee.
- ii. If the Participant cancels the Science & Innovation Theater time slot space after January 9, 2017, the Participant will pay as liquidated damages 100% of the total Science & Innovation Theater fee.
- c. AMCP retains the right to utilize cancelled Science & Innovation Theater time slots at its discretion.

NO-SHOW POLICY

Any Participant who has not checked in with AMCP Expo staff by 30 minutes prior to the start of their contracted time slot will be regarded as a "no-show." The Participant will have been deemed to have cancelled the Science & Innovation Theater contract, and, as such, the Participant will pay as liquidated damages 100% of the total contracted Science & Innovation Theater fee. AMCP will be free to utilize the space at its discretion.

LOCATION OF SCIENCE & INNOVATION THEATERS

- a. The Science & Innovation Theater will be located in the back of the Expo, in the Colorado Convention Center, Halls D & E1.
- b. AMCP Management reserves the right to alter the location of the Science & Innovation Theater as shown on the official floor plan, if deemed, in the sole discretion of AMCP Management, to be advisable or in the best interests of the Expo.

SCIENCE & INNOVATION THEATER PRESENTATION SCHEDULE

There are a total of ten (10) slots, and two (2) Science & Innovation Theaters will be conducted per time slot. All Science & Innovation Theaters will be held in the Expo in the Colorado Convention Center. All space and time slots will be scheduled by AMCP. Applications will be processed on a first-come, first-served basis per Eligibility Requirements.

Preferred	Day	Time
Slot 1	Wednesday, March 29	12:00 PM – 12:30 PM
Slot 2	Wednesday, March 29	12:45 PM – 1:15 PM
Slot 3	Wednesday, March 29	1:30 PM – 2:00 PM
Slot 4	Thursday, March 30	9:45 AM – 10:15 AM
Slot 5	Thursday, March 30	10:30 AM – 11:00 AM

*Two (2) Science & Innovation Theaters will be conducted per time slot

*Companies are limited to two (2) theater presentations

SCIENCE & INNOVATION THEATER CONFIGURATION

- a. The Science & Innovation Theater will include classroom seating for up to 50 attendees; a lectern at the center of the stage; screen, LCD projector and sound system and a draped six-foot table on which Participants may place literature.
- b. Seating, A/V and stage area items must not be moved.

INSTALLATION & DISMANTLING

- a. Installation: Participants will have access to the Science & Innovation Theater area 15 minutes before their assigned Science & Innovation Theater slot. Participants and their speaker(s) are allowed to “prep” during this time. Please note that in order to facilitate people getting refreshments and finding a seat before the presentation begins, attendees will be allowed into the Science & Innovation Theater approximately 15 minutes before the presentation begins.
- b. Dismantling: Participants must remove all literature, materials, handouts, etc., from the Science & Innovation Theater within 15 minutes after the end of their presentation time slot. Any such materials left longer than 15 minutes after the time slot’s conclusion will be considered trash and disposed of accordingly.

GIVEAWAYS

- a. Companies are permitted to distribute from the Science & Innovation Theaters, during their assigned time slot only, giveaways in accordance with the policies outlined below.
- b. AMCP will only permit companies to distribute giveaways that are educational for pharmacists, physicians and/or patients, and modest in value.
- c. A “company” is defined as a for-profit entity that develops, produces, markets or distributes drugs, devices, services or therapies used to diagnose, treat, monitor, manage and alleviate health conditions.
- d. Non-profit exhibitors may continue to give away items that are associated with products or services of the exhibiting company and/or be related to the health care practitioner’s work. These giveaways must not exceed a retail value of \$100.
- e. In addition, exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics. AMCP also encourages all exhibitors to check with their companies’ own medical affairs/compliance staff for guidelines adhered to by their own companies.

PHOTOGRAPHY & VIDEO RECORDERS

- a. Recording video and taking photographs (with film or digital devices, including camera phones), other than by the AMCP official photographer or videographer, is prohibited. Unapproved photos and/or videos will be confiscated.
- b. The following exception shall apply, provided appropriate permission has been obtained from AMCP—Participants and their display companies may record video of their own Science & Innovation Theater presentation(s) for marketing or archival purposes.
- c. During AMCP Managed Care & Specialty Pharmacy Annual Meeting, attendees, vendors, guests and exhibitors may be photographed by the official AMCP photographer, or videotaped by the official AMCP videographer. An individual’s photo, likeness or image may be used in future promotional AMCP publications or materials.

PRESENTATION GUIDELINES

- a. The Participant agrees to utilize the Science & Innovation Theater(s) for promotional presentations or activities, highlighting a new service, or presenting data on a new product. Participants are not permitted to present any CME/CE educational symposia, sessions or activities in the Science & Innovation Theater.
- b. Science & Innovation Theater speakers and topics must be sent to AMCP for approval prior to being publicized.
- c. All products marketed and promoted in the Expo, including within the Science & Innovation Theater, that are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines and be FDA-approved. It is the responsibility of Participants to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at AMCP Managed Care & Specialty Pharmacy Annual Meeting. In addition, AMCP encourages all Participants to check with their companies’ own medical affairs/compliance staff for guidelines adhered to by their own companies.

- d. Participants are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit <http://www.fda.gov/RegulatoryInformation/Guidances/>
- e. Participants are reminded that clinical trial results are embargoed from being presented or announced in any forum until the time of the presentation at the Annual Meeting. It is the Participants’ responsibility to know whether its trial is subject to the embargo regulation. Presentation or discussion of scientific research results in the Science & Innovation Theater prior to the scheduled AMCP Managed Care & Specialty Pharmacy Annual Meeting is strictly forbidden.
- f. All Science & Innovation Theater sessions must be held in compliance with AdvaMed and PhRMA regulations. AMCP approval will be based on these regulations.
- g. Copyright of the content presented at the Science & Innovation Theater shall be owned by the Science & Innovation Theater participant with all rights intact. The Science & Innovation Theater participant is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Science & Innovation Theater program.
- h. Failure to comply with these guidelines will result in the loss of all priority points; the Participant being ejected from the Science & Innovation Theater; and the Participant being prohibited from securing a Science & Innovation Theater time slot at future AMCP national meetings.

REGISTRATION & ADMISSION

- a. Admission to the Science & Innovation Theater will be by official badge obtained upon registration, entitling the wearer to unlimited attendance in accordance with AMCP Management policy. The badge is not transferable. All attendees of presentations held in the Science & Innovation Theater must be badged as either an exhibitor or other attendee category.
- b. AMCP Management shall have sole authority over admission policies at all times.

ATTENDANCE

AMCP makes reasonable attempts to attract quality attendees to the Expo and Science & Innovation Theater, but does not guarantee specific volumes of traffic, levels of qualification or overall attendance. Traffic by any given Science & Innovation Theater is a function of that particular Science & Innovation Theater and not the responsibility of AMCP. AMCP will not refund a participant’s fee on the basis of attendance.

SOLICITATION

The aisles and other spaces in the Colorado Convention Center not leased to exhibitors and/or Participants shall be under the control of AMCP Management. All presentations, meetings, distribution of literature, and the transactions of business of any nature shall be made within the Science & Innovation Theater, or, if applicable, in the Participant’s exhibit space. Temporary staff and/or Science & Innovation Theater personnel, including third-party planners, shall be restricted to the same aforementioned guidelines as authorized exhibitor personnel. Solicitation in the aisles outside the Science & Innovation Theater or intercepting those in attendance for advertising purposes is strictly prohibited.

SUBLETTING, SHARING & EXCHANGING

The Participant may not assign, sublet, share, apportion or Expo all or any part of their Science & Innovation Theater time slot with or to another organization or business unless prior written consent has been obtained from AMCP, which consent may be conditioned on the payment of such fees as AMCP determines. If the Participant submits a written request prior to the first day of AMCP Managed Care & Specialty Pharmacy Annual Meeting, at its sole discretion, may grant exceptions to the following: a corporate parent or subsidiary of the Participant; another subsidiary of the parent corporation; a partner of the Participant in an ongoing partnership with

a written partner agreement; and/or other partnerships/collaborations as deemed appropriate by AMCP. The Participant must provide to AMCP written documentation of the particular relationship. AMCP retains the right to remove from the Science & Innovation Theater any company or organization without a signed AMCP Science & Innovation Theater contract.

PROMOTION OF SCIENCE & INNOVATION THEATER PROMOTIONAL MATERIALS

- a. All promotional materials (including announcements, signage, invitations, e-mails, websites, advertisements, posters and flyers) must be approved by AMCP prior to printing or use. Final versions of materials should be submitted for approval no later than February 10, 2017 (*date may be subject to change*). Submissions should be sent via e-mail to jmaze@amcp.org or via fax to (703) 683-8417. Please allow a minimum of five business days for approval.
- b. The AMCP logo, name, insignia and other identifying marks may not be used on any exhibitor marketing, promotional or booth materials, either inside or outside the exhibit area.
- c. No other phrase or reference to AMCP or AMCP Managed Care & Specialty Pharmacy Annual Meeting is permitted on Science & Innovation Theater materials. The AMCP logo or AMCP meeting graphics may not be used on Science & Innovation Theater materials. The words “education,” “educational,” or “symposium” may not be used in any presentation titles or on any Science & Innovation Theater materials.
- d. No endorsement by AMCP of the Participants or its products or services, expressed or implied, is permitted or intended.
- e. All materials promoting Science & Innovation Theater presentations must clearly indicate the name(s) of the organizer(s) and/or the company(ies) providing financial support for the presentation.
- f. The term “Education(al) Session” or “Education(al) Program” may not be used in reference to a Science & Innovation Theater presentation.
- g. All materials promoting Science & Innovation Theater presentations must include the following statement:

“Science & Innovation Theaters are developed outside of the official continuing pharmacy education program at AMCP Managed Care & Specialty Pharmacy Annual Meeting. Science & Innovation Theaters do not offer continuing pharmacy education credit. The content of this Science & Innovation Theater and the opinions expressed by the presenters are those of the sponsor and/or presenters and not necessarily those of the Academy of Managed Care Pharmacy.”
- h. Distribution of approved materials from Participants’ exhibit booth(s), or the Science & Innovation Theater during the Participant’s contracted time slot only, is permitted. Promotional materials may not be distributed in the aisles, in the convention center and hotel lobbies or public areas, or anywhere else in or on official AMCP-contracted property. Promotional materials, even if approved, may not be handed out anywhere, including in hotel lobbies, restaurants, in front of the event hotel or in or around the convention center (other than in exhibit booths or the Science & Innovation Theater, as outlined above). Noncompliance of this regulation will result in the prompt removal of the offending person and property from that area and will result in loss of priority points by the Participant.
- i. Promotional materials may be sent to the Participant’s in-house mailing lists or a mailing list provided by AMCP. AMCP offers a one-time use of the advance meeting registration list to Science & Innovation Theater participants, to be used for promotion of the Participant’s Science & Innovation Theater presentation. Mailing List Rental Guidelines and order forms will be provided in the Exhibitor Service Kit and available approximately four (4) weeks prior to the meeting. Please note the turn-around time for requested lists is three to five business days after completed forms and payment is received by AMCP.
- j. Participants hosting Science & Innovation Theater time slots are permitted to supplement AMCP signage with floor-standing signage immediately at the entrance of the Science & Innovation Theater during their presentation time and within their contracted exhibit space only. Signs must be professionally printed, no larger than 28” x 44”. Please note: Proposed copy for signage must be approved by the AMCP Meetings department prior to printing (see “Promotional Materials,” above, for more information).

PROMOTION OF SCIENCE & INNOVATION THEATER BY AMCP

The Science & Innovation Theater will be promoted by AMCP in the following pre-show and on-site print and electronic promotions:

Pre-Show Promotions:

- Promotional e-mails to registered and prospective attendees – select e-mails will include a lead-in about the Science & Innovation Theater and link to full information on the AMCP Managed Care & Specialty Pharmacy Annual Meeting website
- Science & Innovation Theater webpage on meeting website – will include comprehensive information about the Science & Innovation Theater, including participating companies, speakers, presentation descriptions and schedule

On-Site Promotional Materials:

- *Final Program* – official guide to all meeting events and programs being presented at AMCP Managed Care & Specialty Pharmacy Annual Meeting
- AMCP will provide a hanging banner above each Science & Innovation Theater to identify their location in the Expo Hall.
- Science & Innovation Theater session signage directly in front of Science & Innovation Theater areas.
- AMCP will allow one (1) sponsor-provided promotional sign (28”x44”) displayed near the registration area.

AMERICANS WITH DISABILITIES ACT

Science & Innovation Theater participants represents and warrants (i) that its Science & Innovation Theater will be accessible to the full extent required by law; (ii) that its Science & Innovation Theater will comply with the American with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold AMCP harmless from and against any and all claims and expenses, including attorneys’ fees and litigations expenses, that may be incurred by or asserted against AMCP, its officers, directors, agents, or employees on the basis of the participant’s breach of this paragraph or noncompliance with any of the provision of the ADA.

Questions regarding AMCP Science & Innovation Theaters? Contact Joshua Maze, Assistant Director, National Meeting Sales, AMCP, 703/684-2619 or jmaze@amcp.org.

Maximize your reach to attendees via direct mail with AMCP pre-registration list rentals. For more information, contact AMCP at maillist@amcp.org.



SCIENCE & INNOVATION THEATER CONTRACT

The proposed program length must not exceed the time frames listed below.

AMCP MANAGED CARE & SPECIALTY
PHARMACY ANNUAL MEETING
Colorado Convention Center
DENVER, CO • March 27 - 30, 2017

COMPANY AND CONTACT INFORMATION *(Please type or print clearly)*

COMPANY NAME (AS YOU WANT IT TO APPEAR IN THE PROGRAM)	BOOTH #		
NAME OF CONTACT PERSON	TITLE		
ADDRESS	CITY	STATE	ZIP
DIRECT TELEPHONE	FAX		
CONTACT PERSON'S EMAIL ADDRESS (REQUIRED)	WEB ADDRESS		

IF COMPANY EXHIBITS AT AMCP UNDER A DIFFERENT NAME, WHAT IS IT?

PREFERRED TIME SLOT *(Please rank your preferred date and time. Times subject to change.)*

Preferred	Day	Time	Preferred	Day	Time	Select Preferred Theater Location:
_____	Slot 1, Wednesday, March 29	12:00 PM – 12:30 PM	_____	Slot 4, Thursday, March 30	9:45 AM – 10:15 AM	<input type="radio"/> Theater #1
_____	Slot 2, Wednesday, March 29	12:45 PM – 1:15 PM	_____	Slot 5, Thursday, March 30	10:30 AM – 11:00 AM	<input type="radio"/> Theater #2
_____	Slot 3, Wednesday, March 29	1:30 PM – 2:00 PM				

FEES *(Please check the appropriate circle below)*

AMCP Corporate Member* (\$27,000) Non-Corporate Member (\$36,000) * Must be a Corporate Member in good standing by March 24, 2017, to receive the discounted pricing.

METHOD OF PAYMENT *(Please DO NOT EMAIL credit card information)*

Please be sure to read through the notes, terms and conditions listed below. **! Full payment is due with all applications received after January 9, 2017.**

Check made payable to AMCP or Wire Transfer for \$ _____ (in U.S. funds drawn on a U.S. Bank). Visa Mastercard American Express

CARD NUMBER	EXPIRATION DATE (MONTH/YEAR)	CVS NUMBER (3 OR 4 DIGIT SECURITY)
CARDHOLDER PRINTED NAME (AS IT APPEARS ON YOUR CARD)	CARDHOLDER TELEPHONE	CARDHOLDER EMAIL

I, the undersigned, authorize the Academy of Managed Care Pharmacy to charge my credit card.

CARDHOLDER SIGNATURE (REQUIRED)

FAX OR SCAN/EMAIL COMPLETED CONTRACT TO:

AMCP
ATTN: JOSHUA MAZE
ASSISTANT DIRECTOR, NATIONAL MEETING SALES
800/827-2627 • 703/684-2619 • Fax 703/683-8417 • jmaze@amcp.org

PLEASE NOTE:

* Two (2) Science & Innovation Theaters will be conducted per time slot. All space and time slots will be scheduled by AMCP. Companies are limited to two (2) Science & Innovation Theaters.

PAYMENT METHOD – CHECK OR WIRE TRANSFER:

50% of Science & Innovation Theater fee is due with application. Upon assignment of a time slot, AMCP will invoice the Participant for the remaining balance; due 30 days from date of invoice or January 9, 2017, whichever date is earlier.

PAYMENT METHOD – CREDIT CARD:

AMCP will charge the credit card provided 50% of the total amount due with your submitted application, and the balance will be charged 30 days from date of invoice or January 9, 2017, whichever date is earlier.

TERMS & CONDITIONS:

- Only participating exhibiting companies in good standing, as of March 24, 2017, with AMCP are permitted to submit an application for a time slot. Participating companies must settle any outstanding balances in order for their applications to be considered.
- This application will not become a binding Contract until a time slot is assigned and this application is approved and signed by AMCP.

AGREEMENT:

I, the undersigned, hereby make application for a time slot in the Science & Innovation Theater at the AMCP Annual Meeting 2017. I am an authorized representative of the company with the full power and authority to sign and deliver this Application. My signature below verifies that I have read and understand the conditions of this contract as well as the terms and conditions contained in the "Science & Innovation Theater Rules & Regulations" section of this prospectus. By signing below, the company listed on this Application agrees to comply with the policies, rules and regulations contained in the AMCP Annual Meeting 2017 Prospectus, the Exhibitor Service Kit, the Science & Innovation Theater Rules & Regulations and all policies, rules and regulations adopted by AMCP hereinafter. By signing below, I also indicate my company's agreement to be bound by support fees and all such terms and conditions. I further understand the AMCP Science & Innovation Theater payment and cancellation policy.

AUTHORIZED OFFICER'S NAME _____

TITLE _____

AUTHORIZED OFFICER'S SIGNATURE (REQUIRED) _____

DATE _____



Academy of
Managed Care
Pharmacy®

100 NORTH PITT STREET • SUITE 400
ALEXANDRIA, VA 22314
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WWW.AMCP.ORG