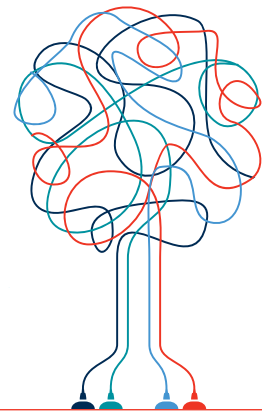




AMCP

Academy of
Managed Care
Pharmacy®

SCIENCE &
INNOVATION
THEATER
INFORMATION
(Extracted)



AMCP 2016
NEXUS

— *National Harbor, Maryland* —

OCTOBER 3–6 • GAYLORD NATIONAL
HOTEL & CONVENTION CENTER

Important Dates to Remember

OCTOBER 27-29	START ACCEPTING EXHIBIT SPACE CONTRACTS WITH 50% DEPOSIT
APRIL 8	CANCELLATION/WITHDRAWAL DEADLINE, RECEIVE A 75% REFUND OF THE TOTAL BOOTH FEE DUE
JULY 6	CANCELLATION/WITHDRAWAL DEADLINE, RECEIVE A 50% REFUND OF THE TOTAL BOOTH FEE DUE, AFTER JULY 6, NO REFUND
JULY 6	EXHIBIT SPACE CONTRACTS MUST BE SUBMITTED WITH FULL PAYMENT
JULY 8	DEADLINE TO SUBMIT SCIENCE & INNOVATION THEATER APPLICATION
JULY 29	DEADLINE FOR COMPANY LISTING IN AMCP NEXUS 2016 FINAL PROGRAM
JULY 17	EXHIBITOR SERVICE KIT AVAILABLE ONLINE AT FREEMANCO.COM/STORE
JULY 31	DEADLINE TO RESERVE TOTE BAG INSERT OPPORTUNITY
SEPTEMBER 2	BOOTH DIAGRAMS DUE FOR REVIEW AND APPROVAL
SEPTEMBER 5	ADVERTISING CLOSING DEADLINE FOR THE SHOW ISSUE OF THE JOURNAL OF MANAGED CARE & SPECIALTY PHARMACY (JMCP)
SEPTEMBER 9	MATERIAL CLOSING DEADLINE FOR THE AMCP NEXUS SHOW ISSUE OF THE JOURNAL OF MANAGED CARE & SPECIALTY PHARMACY (JMCP)
SEPTEMBER 25	NOTIFICATION OF INTENT TO USE AN EXHIBITOR-DESIGNATED CONTRACTOR (EDC)
OCTOBER 4	INSTALLATION OF EXHIBITS FROM 7:00 AM – 3:00 PM
OCTOBER 4-5	EXCHANGE OPENS*: 4:00 PM – 5:45 PM (POSTERS, SCIENCE & INNOVATION THEATERS, AND OPENING NIGHT RECEPTION)
OCTOBER 5	EXCHANGE OPENS*: 11:45 AM – 2:15 PM
OCTOBER 5	DISMANTLING OF EXHIBITS BEGINS AT 2:15 PM – 6:00 PM (PACKING OF MATERIALS CANNOT BEGIN BEFORE 2:15 PM AND MUST BE COMPLETED BY 6:00 PM)

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



THE EXCHANGE IS AN EXCELLENT VENUE FOR EXHIBITORS TO:

- INCREASE PRODUCT AWARENESS
- NETWORK WITH INFLUENTIAL DECISION MAKERS IN MANAGED CARE
- BUILD NEW RELATIONSHIPS ONE-ON-ONE
- ENHANCE YOUR CORPORATE IMAGE
- RAISE THE COMPANY'S PROFILE IN THE HEALTH CARE MARKETPLACE

Connect with Health Care Professionals

Take advantage of this unique opportunity to reach a diverse audience under one roof. AMCP's Exchange 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

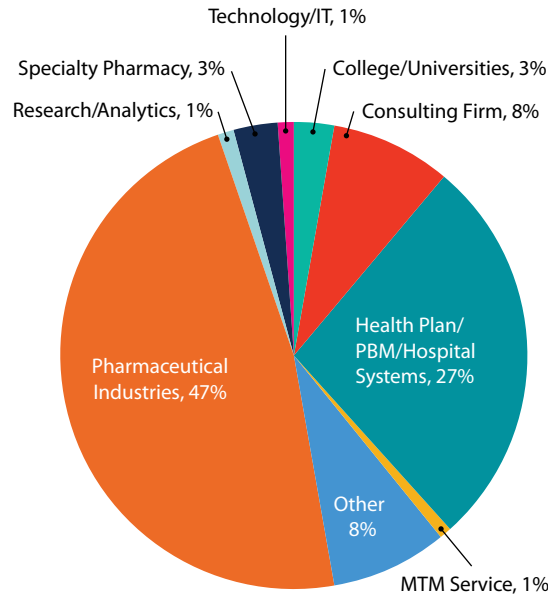
Exhibiting at AMCP Nexus 2016 extends your company's reach beyond conference attendees to the organizations where they work – and the colleagues, clients, customers and vendors they work with every day.

The Exchange 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.

The Academy of Managed Care Pharmacy (AMCP) celebrates 28 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.

WHO ATTENDS AMCP'S NATIONAL MEETINGS?

ATTENDEES EMPLOYER CHART



ATTENDEES WORK FOR 19 OF THE



- INCLUDING:
- United Healthcare
 - WellPoint
 - Aetna
 - Cigna
 - Humana

ATTENDEES

work for PBM's that cover

93%

of the 223.8 million of 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

32%

PHARMACY PROFESSIONALS

21%

OTHER

1:21

The ratio of exhibiting companies to managed care pharmacy decision makers



Health plan attendees come from companies who cover **TWO HUNDRED MILLION LIVES**

Be Seen, Be Heard, Be Successful

Exhibiting in the Exchange at AMCP Nexus 2016 offers your company dedicated exposure with unopposed exhibit hours. Beyond that – there are other ways to gain greater access and visibility among conference attendees.

Science & Innovation Theaters

With these exhibitor-sponsored sessions, attendees have another chance to learn about your company. Theaters offer company-designated presenters a structured venue right in The Exchange 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 AMCP Nexus 2016. These sponsorship opportunities include special events, conference publications, sponsorship of identity items (tote bags, lanyards, etc.), and 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 Exchange in the Nexus 2016 *Final Program*, Nexus website, mobile app, and pocket guide. AMCP also provides exhibiting companies with an info-only attendee list approximately four weeks in advance of the conference. However, you can expand your reach with conference attendees before you get to Nexus by purchasing a full pre-registration list for mail purposes and/or sending a special invite to visit your booth through the AMCP Nexus Mobile App. The full pre-registration list includes street addresses and will be available four weeks prior to the conference. AMCP pre-registration lists are only available to exhibitors, sponsors and those with approved AMCP conference events.

AMCP Nexus 2016 *Final Program*

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

(Deadline for submission is July 29, 2016).

Advertising in the AMCP Nexus 2016 *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 15.

Advertising in the JMCP – *The Journal of Managed Care & Specialty Pharmacy (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 AMCP Nexus 2016 in its show issue.

Corporate Membership

This is your connection to the community of managed care pharmacy. Reap the benefits at the conference – 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 Exchange. AMCP reserves the right to reject any application with or without cause.



Photo Courtesy of National Harbor

Science & Innovation Theater

AMCP continues to offer powerful solutions for achieving your critical marketing objectives, as well as interacting with AMCP Nexus 2016 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 Exchange in order to conduct a Science & Innovation Theater.

There are a total of six (6) 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 Exchange to accommodate requests from participating companies.

Schedule

Wednesday, October 5 *(Times subject to change)*

12:00 pm – 12:30 pm

12:45 pm – 1:15 pm

1:30 pm – 2:00 pm

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

\$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 sponsorship of the Science & Innovation Theater and authorizing the company to act on the sponsor'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 July 8, 2016, whichever is earlier. Full payment is due with any application submitted after July 8, 2016.

Upon receipt of the completed application, AMCP will notify the sponsor 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 conference registration for a designated speaker of the participating company
- One complimentary one-page announcement/flyer inserted in the tote bag; sponsor must provide required number of flyers/inserts
- One lead retrieval machine
- One mailing list of pre-registered conference 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. Sponsor must provide signs.
- 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 AMCP Nexus 2016 *Final Program*, website, and mobile app. AMCP will allow sponsor to upload a PDF copy of speaker handouts to listing on NEXUS 2016 website
- Hotel Door Drop and Final Program advertising options available
- 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 Nexus 2016 website
- Standard theater setup located in The Exchange (the exhibit hall) 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 Nexus 2016. 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 Nexus 2016 is permitted on Science & Innovation Theater materials. The AMCP logo or AMCP conference 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 conference 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 Nexus 2016. For consultation, please contact Gold Coast directly:

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

SHIPPING

AMCP has contracted with Freeman as its shipping company for AMCP Nexus 2016. The fees you are quoted and charged are the sole responsibility of the company hosting the Science & Innovation Theater. Shipping fees are not included in the fee that is paid to AMCP. AMCP is not responsible for any shipping delays or loss of materials.

If you have any questions regarding shipping, please contact Freeman directly:

Freeman Customer Service

Email: FreemanWashingtonES@freemanco.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 Nexus 2016 and must be wearing their AMCP conference badges in order to be admitted to The Exchange (exhibit hall). The organization coordinating the Science & Innovation Theater is responsible for ensuring all presenters are registered in advance of the session. One (1) complimentary conference 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 July 8, 2016 will receive a 50% refund of total fee due. For any company that cancels after July 8, 2016, AMCP shall retain the full price of Science & Innovation Theater fee as liquidated damages. Cancellation of participation after July 8, 2016, 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

- c. Science & Innovation Theater slots can only be secured by contracted AMCP Nexus 2016 Exchange exhibitors.
- d. 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.
- e. Only exhibiting companies in good standing, as of April 1, 2016, 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.
- f. 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.

REVOCAION

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 Nexus 2016 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 Gaylord National Hotel & 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 July 8, 2016, whichever is earlier. Full payment is due with all applications submitted after July 8, 2016.

PRICING & PAYMENT

- a. The rates for each Science & Innovation Theater time slot are as follows:
 - i. \$27,000 for AMCP Corporate Members, as of April 1, 2016
 - ii. \$36,000 for non-Corporate Members

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 July 8, 2016, whichever is earlier. Full payment is due with all applications submitted after July 8, 2016. 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 July 8, 2016, whichever is earlier. Full payment is due with all applications submitted after July 8, 2016. 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 July 8, 2016, whichever is earlier. Full payment will be charged with all applications submitted after July 8, 2016. 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.
- b. If full payment is not received 30 days from date of invoice or by July 8, 2016, 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 Francine Garner, Exhibit Sales & Sponsorship Manager, at fgarner@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 Francine Garner, Exhibit Sales & Sponsorship Manager, at fgarner@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 July 8, 2016, 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 July 8, 2016, the Participant will pay as liquidated damages 100% of the total Science & Innovation Theater fee.
- 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 Exchange, Halls B/C, in the Gaylord National Hotel & Convention Center.
- 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 AMCP Nexus Exchange.

SCIENCE & INNOVATION THEATER PRESENTATION SCHEDULE

There are a total of six (6) slots, and two (2) Science & Innovation Theaters will be conducted per time slot. All Science & Innovation Theaters will be held in The Exchange (exhibit hall) in the Gaylord National Hotel & 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.

SCHEDULE *(Times subject to change)*

- Slot 1 – Wednesday, October 5, 12:00 PM – 12:30 PM
- Slot 2 – Wednesday, October 5, 12:45 PM – 1:15 PM
- Slot 3 – Wednesday, October 5, 1:30 PM – 2:00 PM

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

*Companies are limited to two (2) Science & Innovation Theaters

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

Companies are permitted to distribute from the Science & Innovation Theaters, during their assigned time slot only, giveaways in accordance with the policies outlined below.

- AMCP will only permit companies to distribute giveaways that are educational for pharmacists, physicians and/or patients, and modest in value.
- 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.
- 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.
- 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

- 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.
- 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.
- During AMCP Nexus 2016, 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

- 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.
- Science & Innovation Theater speakers and topics must be sent to AMCP for approval prior to being publicized.
- All products marketed and promoted in The Exchange, 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 Nexus 2016. In addition, AMCP encourages all Participants to check with their companies’ own medical affairs/compliance staff for guidelines adhered to by their own companies.
- 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/>
- 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 AMCP Nexus. 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 Nexus 2016 is strictly forbidden.
- All Science & Innovation Theater sessions must be held in compliance with AdvaMed and PhRMA regulations. AMCP approval will be based on these regulations.
- 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.
- 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 conferences.

REGISTRATION & ADMISSION

- 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.
- 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 Gaylord National Hotel & 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 exchange 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 Nexus 2016, 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

- 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 August 5, 2016 (date may be subject to change).
- Submissions should be sent via e-mail to fgarner@AMCP.org or via fax to 703/683-8417. Please allow a minimum of five business days for approval.
- 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.
- No other phrase or reference to AMCP or AMCP Nexus 2016 is permitted on Science & Innovation Theater materials. The AMCP logo or AMCP conference 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.

- e. No endorsement by AMCP of the Participants or its products or services, expressed or implied, is permitted or intended.
- f. 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.
- g. The term “Education(al) Session” or “Education(al) Program” may not be used in reference to a Science & Innovation Theater presentation.
- h. 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 Nexus 2016. 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.”
- i. 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 conference 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 conference. 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 Nexus 2016 website
- Science & Innovation Theater webpage on conference 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 conference events and programs being presented at AMCP Nexus 2016.
- AMCP will provide a hanging banner above each Science & Innovation Theater to identify their location in The Exchange (exhibit hall).
- Science & Innovation Theater session signage directly in front of Science & Innovation Theater areas.

AMERICANS WITH DISABILITIES ACT

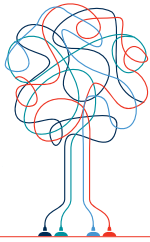
Science & Innovation Theater participants represents and warrants (i) that its Science & Innovation Theater will be accessible to the full extent required by law; (ii) that its Science & Innovation Theater will comply with the American with Disabilities Act (ADA) and with any regulations implemented 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 Francine Garner, Exhibit & Sponsorship Sales Manager, AMCP, 703/684-2619 or fgarner@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.



Photo Courtesy of National Harbor



**AMCP 2016
NEXUS**
National Harbor, Maryland
OCTOBER 3-6 • GAYLORD NATIONAL
HOTEL & CONVENTION CENTER

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 July 8, 2016, 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 July 8, 2016, whichever date is earlier.

TERMS & CONDITIONS:

1. Only participating exhibiting companies in good standing, as of April 1, 2016, 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.
2. 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 AMCP Nexus 2016. 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 Exchange 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

Science & Innovation Theater Contract

OCTOBER 3 – 6, 2016 • NATIONAL HARBOR, MD

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

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?

BOOTH SPACE FEES *(Please rank your preferred date and time. Times subject to change.)*

Preferred	Day	Time
_____	Slot 1, Wednesday, October 5	12:00 PM – 12:30 PM
_____	Slot 2, Wednesday, October 5	12:45 PM – 1:15 PM
_____	Slot 3, Wednesday, October 5	1:30 PM – 2:00 PM

Select Preferred Theater Location: Theater #1 Theater #2

FEES *(Please check the appropriate circle below)*

- AMCP Corporate Member* Non-Corporate Member
\$27,000 \$36,000

* Must have been a Corporate Member in good standing as of April 1, 2016, 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 in the box on the left.

! Full payment is due with all applications received after July 8, 2016.

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)

CARDHOLDER PRINTED NAME (AS IT APPEARS ON YOUR CARD) CVS NUMBER (3 OR 4 DIGIT SECURITY)

CARDHOLDER TELEPHONE CARDHOLDER EMAIL

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

CARDHOLDER SIGNATURE (REQUIRED)

MAIL COMPLETED CONTRACT WITH PAYMENT TO:

AMCP
ATTN: FRANCINE GARNER
EXHIBITS & SPONSORSHIP SALES MANAGER
800/827-2627 | 703/684-2619 | Fax 703/683-8417
fgamer@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.



Academy of
Managed Care
Pharmacy®

100 NORTH PITT STREET • SUITE 400
ALEXANDRIA, VA 22314

TEL: 703/683-8416 • FAX: 703/683-8417

WWW.AMCP.ORG

