

OCT. 14-17, 2024

# NEXUS

LAS VEGAS

# EXHIBITOR PROSPECTUS

Exhibiting Opportunities at AMCP Nexus





# Exhibiting Opportunities





## NEXUS 2024

- MGM Grand Hotel & Casino  
Las Vegas, NV
- October 14-17, 2024

## NEXUS 2025

- Gaylord National Resort & Casino  
National Harbor, DC
- October 27-30, 2025

Learn More



## Why Exhibit?

- ✓ **Vibrant, multi-faceted expo** featuring exhibits, 4 product theaters, premium furnished networking lounges, and 300+ scientific poster presentations.
- ✓ **Twelve exhibiting hours** including many unopposed expo events, such as the opening reception and luncheon for all attendees.
- ✓ **Dynamic sponsorship opportunities** to showcase your brand through hosted events, show-floor activations, and digital and print marketing in the venue and AMCP hotels.

### Exhibit Hours:

Tuesday, Oct 15: 11am–6pm  
(opening reception 4-6pm)

Wednesday, Oct 16: 9:30am–  
2:30pm

### Move-In Schedule:

Monday, Oct 14: 8am–5pm

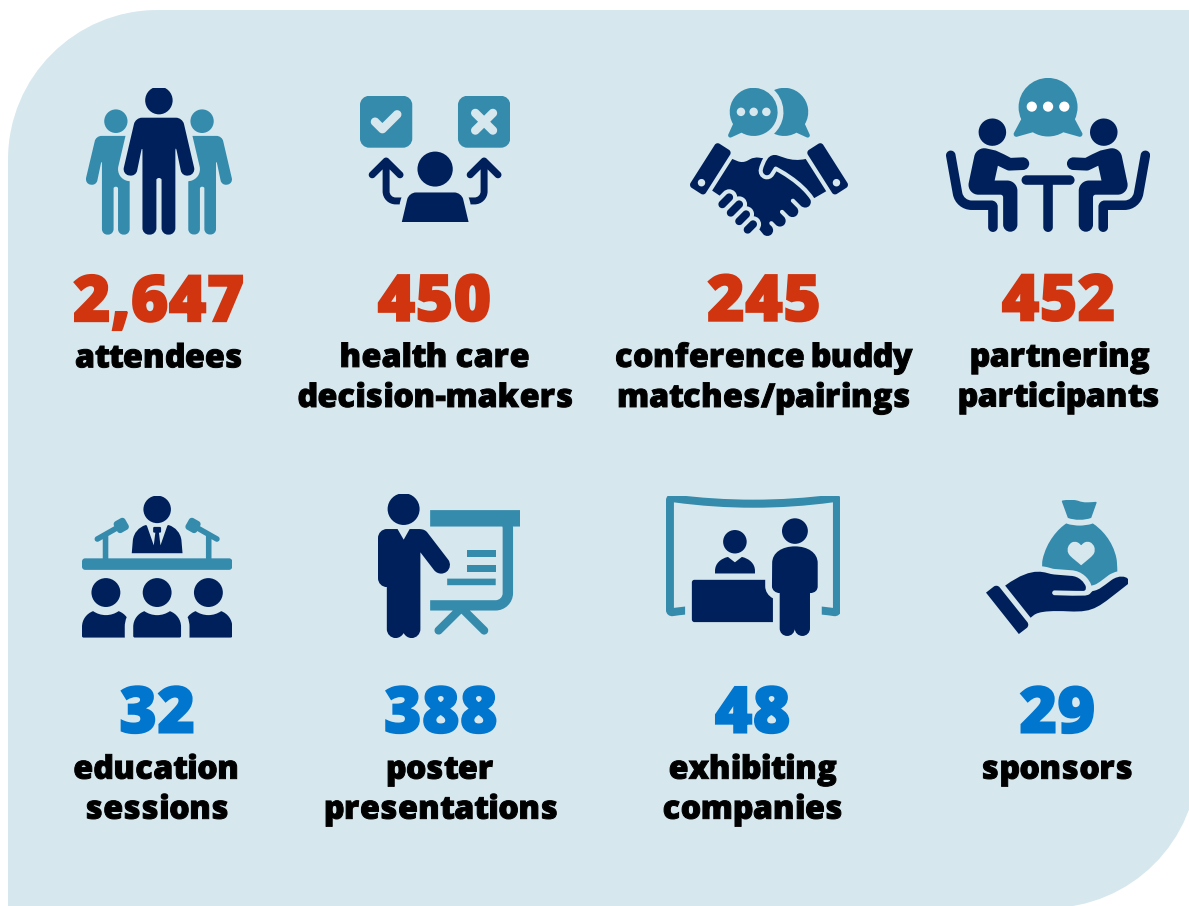
Tuesday, Oct 15: 8-10am



[Submit application](#)

Contact our team at [exhibits@amcp.org](mailto:exhibits@amcp.org) to reserve your space.

# AMCP Nexus 2023 by the numbers



## What Our Customers Are Saying



I found that I am walking away with no less than 50 business cards for just a few hours of sitting at a booth here."

**Steve Gudvagen**  
*Client Relations Manager, Optum*



There's been a lot of excitement because people are seeing each other and it is a bit of a different atmosphere, and I think there's a lot of excitement about new opportunities."

**Sejal Jonas**  
*Sr. Advisor, PRECISIONvalue*



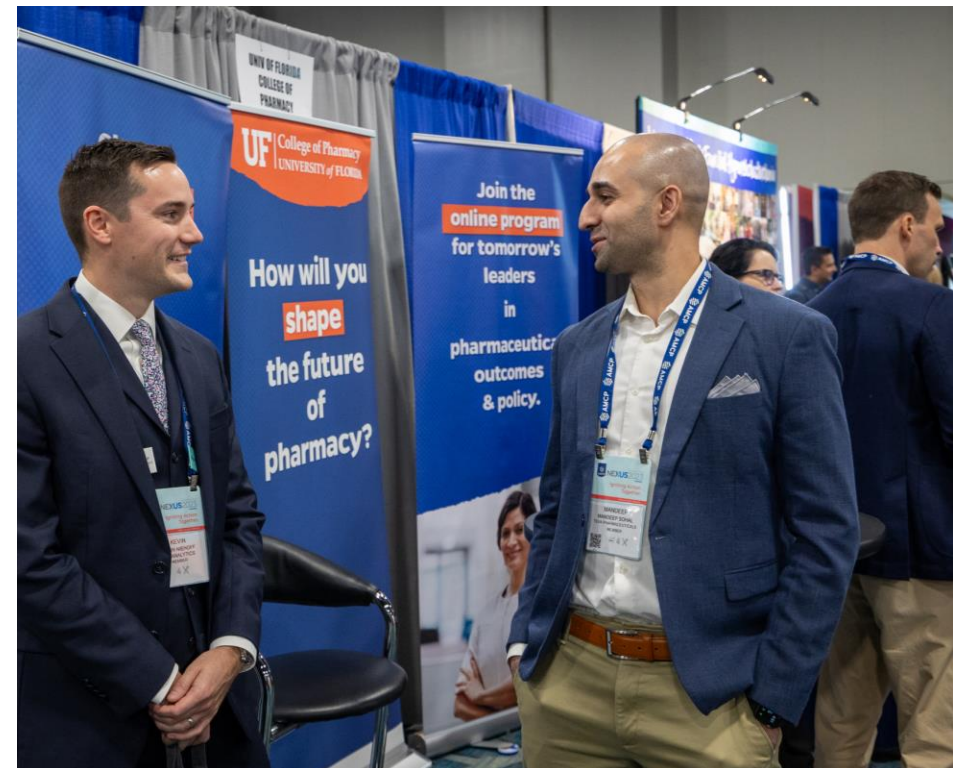
A large portion of our customers are with the AMCP family, so this is a great opportunity for us to get in touch with our current customers as well as expand and meet new customers."

**Dan Raynard**  
*Product Manager, Abbott Laboratories*



## Exhibitor Product/Service Categories

- Adherence Service Provider
- Association/Medical Society
- Biosimilars
- Clinical Support Services
- College/University
- Consulting Firm
- Data Analytics/Informatics
- HMO/PPO/Health Plan
- Home Care/Home Infusion
- Hospital/Health Systems
- Long-Term Care
- Managed Markets Agency
- Medical Device Manufacturer
- Medical Education Company
- Medication Therapy Management/MTM
- Pharmaceuticals
- PBM
- Pharmacy Benefit Software Solutions
- Pharmacy Services
- Prior Authorization and Appeals
- Publications
- Specialty Pharmacy



## 2024 Exhibit Rates

- ✓ **Standard: \$52 / sq. ft.**
- ✓ **Members: \$47 / sq. ft.**
- ✓ **Corners: \$300 each**

### Included in your booth:

- ✓ Each 10'x10' exhibit includes 8' back drape with blue and gray drape and a 3' blue drape side divider.
- ✓ Booths 300 square feet or less also receive a 7"x 44" identification sign. *Aisle carpet is blue.*

*\*\* Exhibits do not include carpet, table, chairs, or any booth furnishing. Booth carpet is mandatory, and materials can be ordered through the Exhibitor Services Kit available from Freeman.*

### Specialty Pavilions and Booth Packages\*

- ✓ Non-Profit: \$2,600 (10x10 only)
- ✓ Emerging Business \$2,950 (10x10 only)
- ✓ Tech & Innovation Zone: \$52 / sq. ft.

*\*Speak with our team to see if your organization is eligible.*

[Learn more at amcpnexus.org](https://amcpnexus.org)

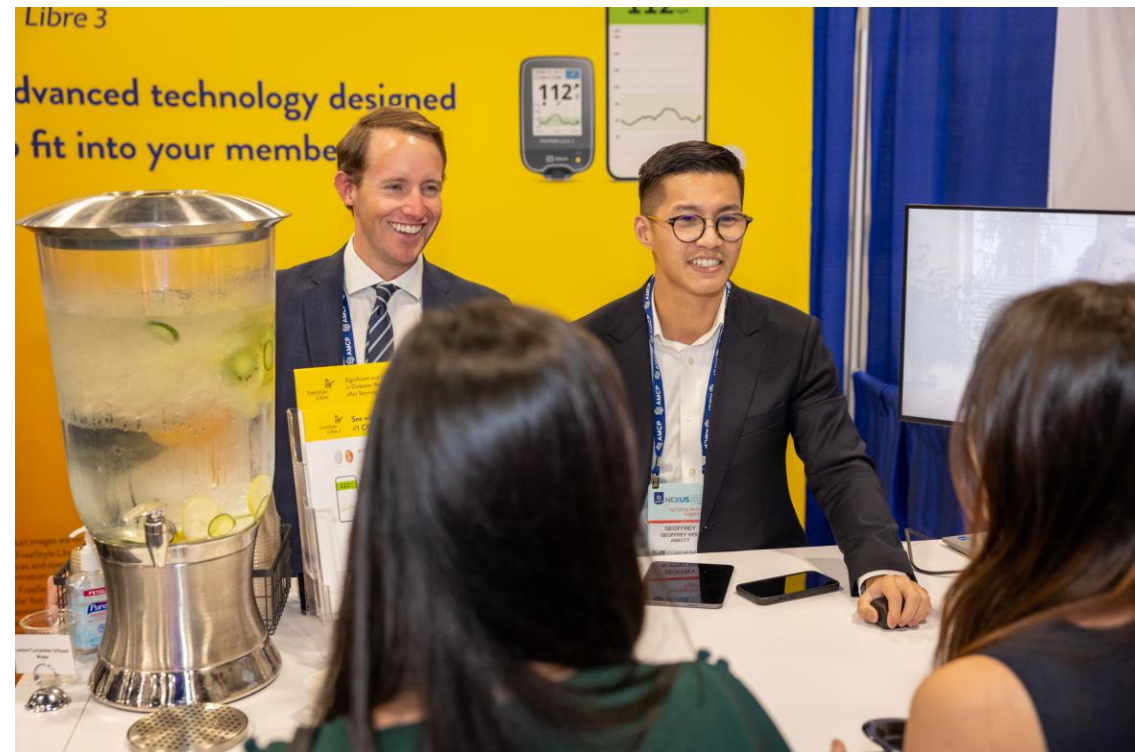


**Tech & Innovation Zone** showcases new technologies to bridge gaps in patient adherence, quality assurance, health disparities and access to care. Featured products include digital therapeutics, smart devices, web and AI-supported applications.



## Application Process

- ✓ **Returning exhibitors and corporate members** are offered priority booth selection before general sales open.
- ✓ **First-time exhibitors** are encouraged to submit a booth application beginning November 2023. *Space is limited. Apply early!*
- ✓ **Onsite Reservations:** Space selection and sponsorships for 2025 take place at Nexus 2024.

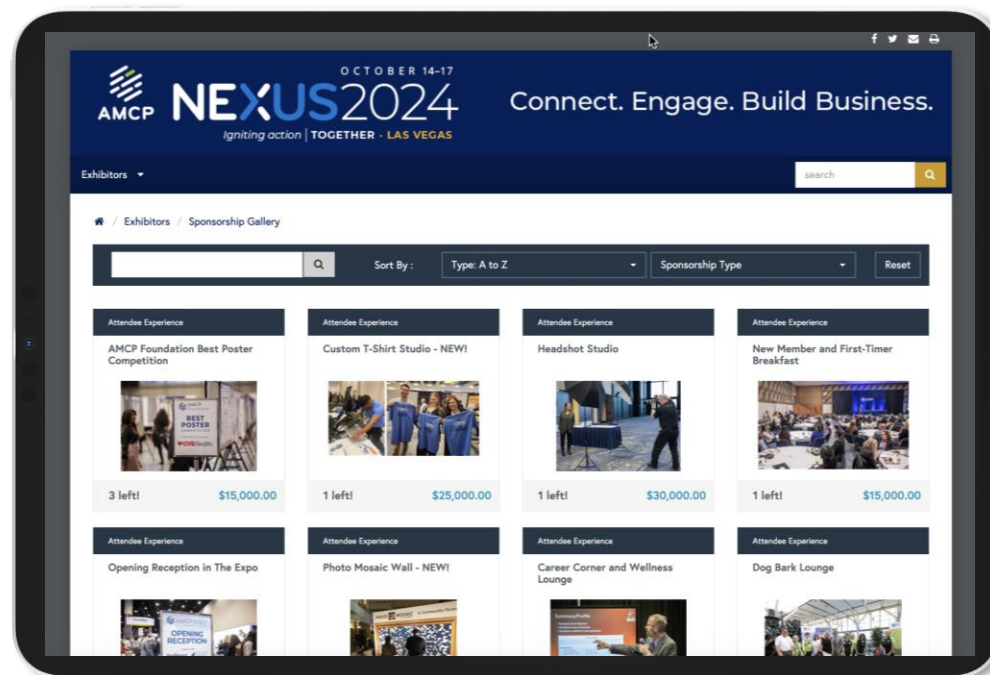


[Submit application](#)

Contact our team at [exhibits@amcp.org](mailto:exhibits@amcp.org) to reserve your space.

## Boost Your Booth Presence

Build awareness of your booth through digital and print marketing add-ons and sponsorships such as lanyards, pocket guide, hotel key cards and more.



### Marketing Add-ons:

- ✓ Floor Stickers
- ✓ Push Notifications
- ✓ Newsletters
- ✓ Email

**View the online sponsorship gallery for details and pricing.**

[View Sponsorship Gallery](#)

## Spotlight Sessions

Spotlight Sessions offer organizations a unique platform to showcase expertise and thought leadership to an eager audience of health care professionals and decision-makers. Materials presented in theaters may be promotional and concentrate on a specific product, service, or therapeutic area. These presentations are considered promotional and do not offer continuing education credit.

**Spotlight speaking opportunities range from 15 minutes to 75 minutes.**

Opportunity	Spotlight: 15	Spotlight: 30	Spotlight: 60	Spotlight: 75
Location	Theater in Expo Hall	Theater in Expo Hall	AMCP meeting room	AMCP education session room
Capacity	Assorted seating for 50	Assorted seating for 50	Assorted seating for 100	Assorted seating for 200+
Fee	<b>\$7,500</b>	<b>\$30,000</b>	<b>\$45,000</b>	<b>Starts at \$55,000</b>

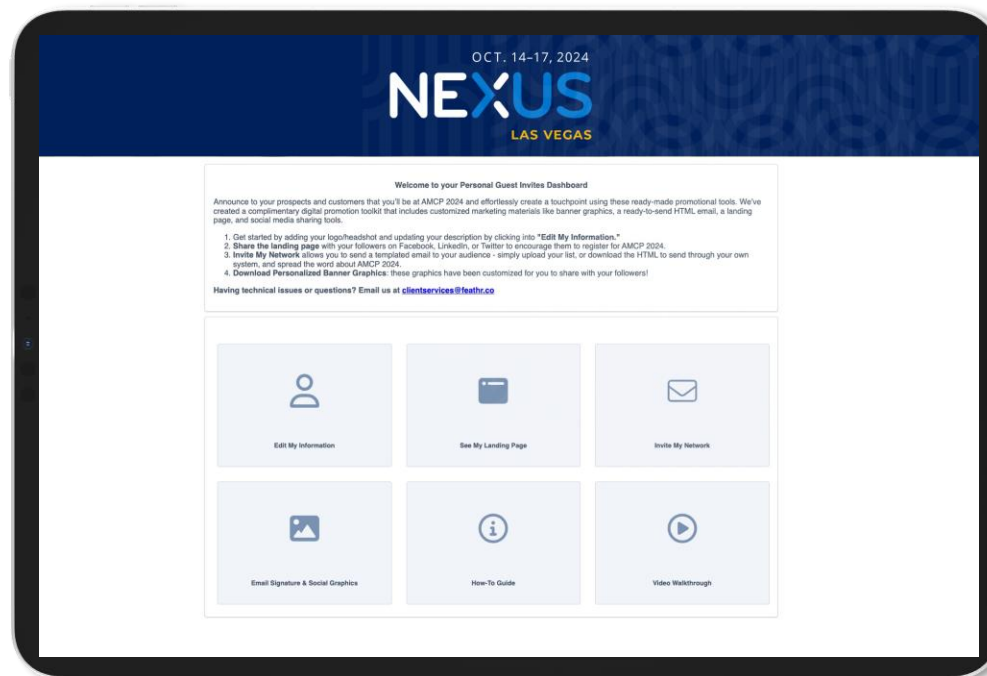
## Social & Digital Toolkit

We've partnered with Feathr, a technology leader in event marketing, to give you a dashboard with customizable, co-branded templates to easily promote your booth which includes email, social media and digital banners. We also provide reporting and incentives to use these marketing tools with your network.



### Marketing Assets:

- ✓ Landing page
- ✓ Social images
- ✓ Email design
- ✓ Digital banners



Follow us on Facebook,  
LinkedIn, Instagram, X and  
YouTube

@amcporg



# AMCP Social Engagement #Nexus2023 Week



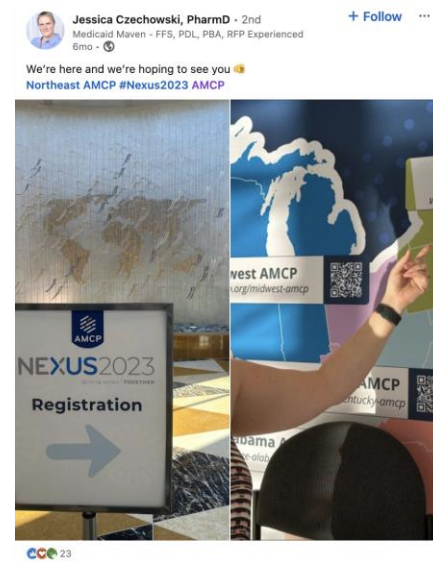
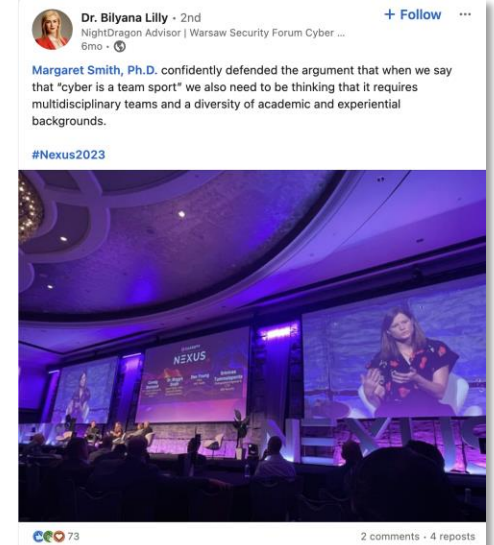
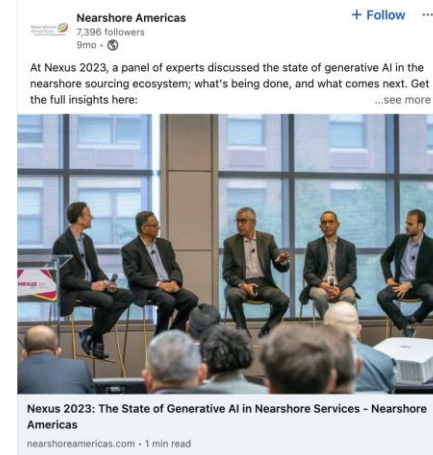
**22,000**  
Social followers



**2,000+**  
engagements



Reaching more than  
**30,000**  
people





## Our Exhibits Team



**Rebecca Mercado, CEM**  
Senior Manager,  
Exhibits & Sponsorships  
[rmercado@amcp.org](mailto:rmercado@amcp.org)



**Grace Mutchler**  
Coordinator,  
Exhibits & Meetings  
[gmutchler@amcp.org](mailto:gmutchler@amcp.org)

# Connect with us



[amcpnexus.org/exhibit](https://amcpnexus.org/exhibit)



[exhibits@amcp.org](mailto:exhibits@amcp.org)





# Corporate Membership



[amcp.org/corporate-opportunities](https://amcp.org/corporate-opportunities)



[corpopportunities@amcp.org](mailto:corpopportunities@amcp.org)

