AMCP 2022 Exhibitor Bulletin, Feb. 9

Welcome to the AMCP 2022 Expo!

Thank you for participating in AMCP 2022. These Exhibitor Bulletins include important deadlines and information aimed at helping you have a successful experience in Chicago.

Look for future Exhibitor Bulletins on Feb. 23, March 9, and March 23 and a post-AMCP 2022 bulletin April 1.

Important dates and Bulletins will be posted online at AMCP 2022 and the exhibit schedule is shown below.

UPDATED Info Only Pre-Registration List – coming today via email

Look for the Info Only Pre-Registration list today. The list will be sent in an excel file via email – please note: the email will be from and to me: llarson@amcp.org and all exhibit primary contacts will be Bcc'd.

The Info Only list will contain name, title, company, city, and state. Please use this list to see who's attending and for pre- and post-event marketing.

The list may not be added into any type of electronic database.

Exhibitor Services Kit Online Next Week

The AMCP 2022 Exhibitor Services Kit will be posted on the Exhibitor Services Kit page by mid-next week. Freeman will also send an email with link to all exhibit primary contacts.

The Kit will include important dates, official vendors, order forms and all display rules & regulations.

Reminder, each 10'x10' exhibit includes 8' back drape with blue, white and gray drape and 3' blue side drape divider and one 7" x44" booth ID sign. Exhibit fees **do not** include carpet, table, chairs, or other booth furnishings Booth carpet is mandatory. Carpet and all booth furnishings can be ordered via the Exhibitor Services Kit.

Social Media Toolkit

Promote your presence at AMCP 2022 via Social Media!

AMCP wants to help support your efforts to promote your participation as an exhibitor at the AMCP 2022 Expo. Here are a few tips to help you get the most of your social media posts and drive traffic to your booth.

The DOs:

Tag AMCP on the appropriate platforms – Accounts to tag: Twitter: @amcporg; Facebook: /amcporg; Instagram: @amcporg; and LinkedIn: /@amcporg.

Use the official event hashtag #AMCP2022

Tag your company on the appropriate platform

Link to the [AMCP 2022 website](#)

Respond to comments on your posts

Join the conversation on AMCP accounts

Provide your booth number and expo hours

The DON'Ts:

Promote non-AMCP 2022 initiatives or crate or use non-event hashtags

Leave in typos – PROOFREAD first!

Create an ad based on the AMCP 2022 design *

Additional Tips:

Use active language such as "Join Us," or "Meet Me," or "See Me" in your posts. Refrain from long posts – short and to the point. Adding a question to your posts can illicit comments and conversation i.e. "What questions do you want answered in my booth?" There will be more conversation closer to the event, so be prepared to engage with your audience.

* AMCP 2022 In Conjunction With Logo

Use the AMCP 2022 "In Conjunction With" (ICW) logo in client communications, social media, and to promote your participation in Chicago. Email llarson@amcp.org for the ICW logo and usage guidelines.

Promote via social media at #AMCP2022

Get the App

The AMCP 2022 app will launch next week for download. Search for AMCP 2022.

Each <u>registered</u> exhibit staff will receive an email from the app vendor Jujama (no-reply@jujama.com) with personalized link/login to download the mobile app. If registered staff have not received the email from Jujama by the end of next week, email: support@jujama.com and it will be resent.

The app brings AMCP 2022 to your mobile device and allows users to complete their own profile and view profiles of other attendees; manage a personalized schedule of education sessions and other onsite events; send private in-app messages to other attendees; receive important updates and announcements while onsite in Chicago and, for **AMCP Partnering participants only**, request meetings with other attendees.

Make sure your company description and categories are noted on the app – by entering online via the Exhibitor Portal. See instructions below.

Enter Company Description and Categories Online

Log in to the Exhibitor Portal (your password was sent) to enter your company, product, or service description as well as applicable company or product categories. From Exhibitors menu at top left, select Booth Information. Complete contact information, description, and check applicable categories. The App profile is limited to 500 characters and the online profile limit is 1000.

Help attendees learn more about you in advance – online and on the app.

Need help logging in or entering/editing information? Let me know. Happy to help.

Exhibit Fees Due Feb. 15, 2022

Please confirm booth fees are paid by Feb. 15, 2022. You can log in to the exhibitor portal to pay remaining balances via credit card. Feb. 15 is also the deadline to cancel your exhibit and receive a partial refund.

AMCP 2022 Schedule

Exhibitor Move-In:	Tuesday, March 29, 8:00am-5:00pm Wednesday, March 30, 8:00am-2:00pm
Exchange Hours:	Wednesday, March 30, 4:00pm-7:00pm Thursday March 31, 11:00am-2:30pm Friday, April 1, 9:30am-11:30am
Exhibitor Move-Out:	Friday, April 1, 11:3am-5:00pm

The schedule will be updated online at AMCP 2022.

New Vendor: RainProtection

Rainprotection Insurance is a new vendor working with AMCP to ensure all exhibitors carry the mandatory liability insurance. Look for communications and policy specifications in the Exhibitor Service Kit and via email from Rainprotection Insurance. Rainprotection Insurance can also provide insurance for AMCP 2022 for $94. Additional information will be included in the Kit or reach out to Catherine Cammareri, Sales@rainprotection.net, 800-528-7975.

Please contact me and let me know if you have any questions.

Thank you again.

Sincerely,
Laura K. Larson, CEM
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