



# **2025 Exhibitor Prospectus**





## About AMCP

Academy of Managed Care Pharmacy (AMCP) offers corporate opportunities to connect organizations with its reach of **more than 30,000 health care decision-makers**. AMCP provides access to your customers through national meetings, market insights, and thought leader sponsorship and networking opportunities.

AMCP is the only national organization that speaks for and represents the entire spectrum of managed care professionals and has the objective thought leadership that decision-makers trust.





# AMCP Membership

More than 8,000 managed care pharmacy professionals and organizations.

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



**8,000**

**Individual members**  
and growing





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# AMCP Social Engagement



**22,000**  
social followers



**35,000**  
engagements a year



Reaching more than  
**700,000**  
people

**2025 AMCP PROSPECTUS**



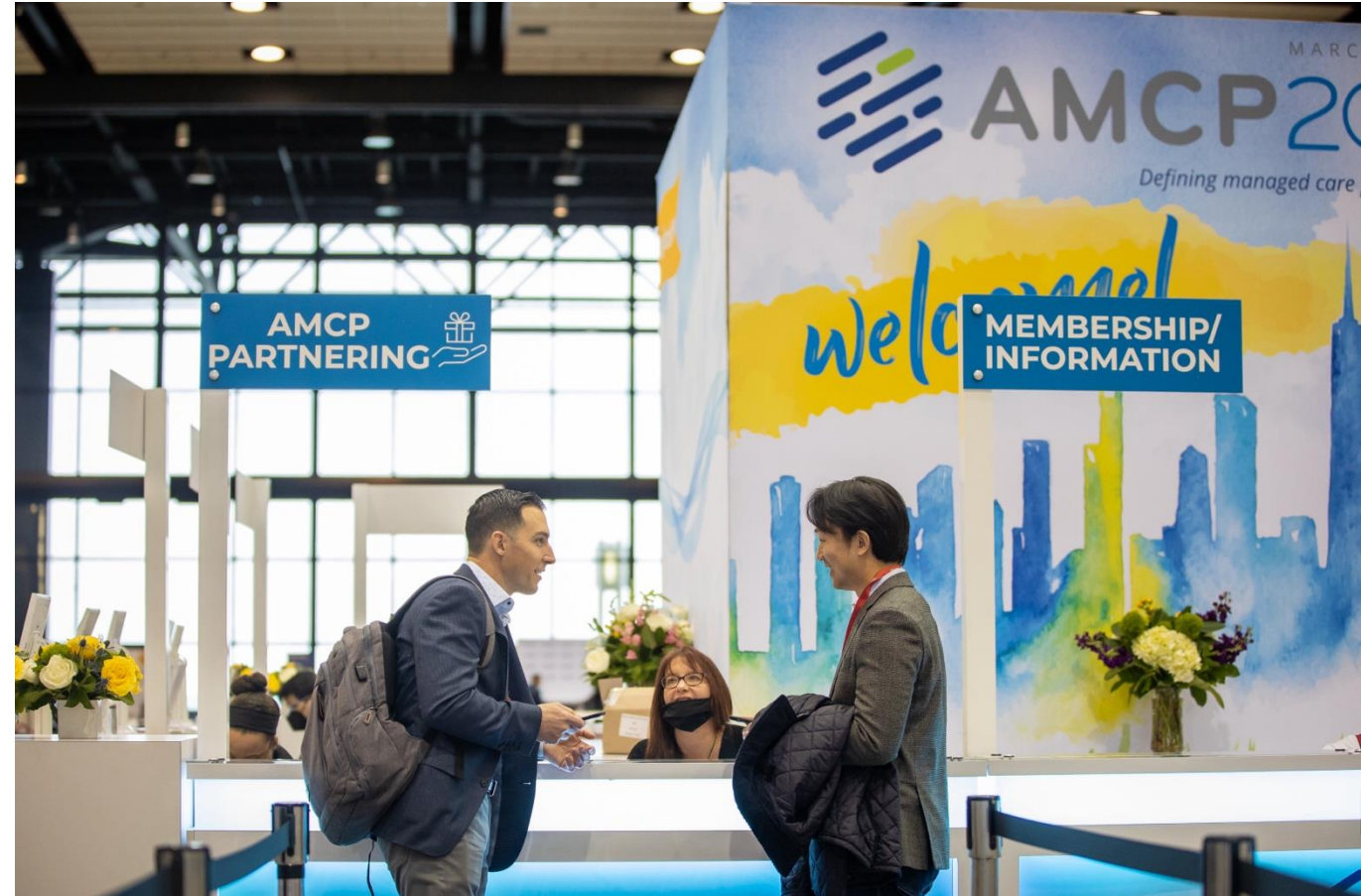
[amcpannual.org](http://amcpannual.org)



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



# National Meetings



## National Meetings

Health care is dynamic, so we have two national meeting touchpoints a year to keep you relevant.

**AMCP 2025** March 31-April 3, Houston, TX

Visit: [www.amcpannual.org](http://www.amcpannual.org)



**NEXUS 2025** October 27-30, National Harbor, DC

Visit: [www.amcpnexus.org](http://www.amcpnexus.org)



## National Meetings

# 2025 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 \$3,200 (10x10 only)
- ✓ Tech & Innovation Zone: \$52 / sq. ft.

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

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

*Prices are subject to change.*



**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.

## What Our Exhibitors Are Saying



And by having a booth here (AMCP event), 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



## Past Exhibitors Include\*



\* Sample exhibitors from AMCP 2024. [View the 2025 exhibitor list.](#)

- Abbott Diabetes Care
- AbbVie
- Agadia System Inc.
- Aspen RxHealth
- Astellas Pharma
- Bausch + Lomb
- Calliditas Therapeutics
- Capital Rx
- Cencora
- Columbia Data Analytics
- CVS Health
- Cytokinetics
- Dexcom
- ExpressScripts by Evernorth
- Family Heart Foundation
- Ferring Pharmaceuticals
- Free Market Health
- Genentech
- GSK
- Gilead Sciences, Inc.
- HealthPlan Data Solutions
- Impact Education, LLC
- Jazz Pharmaceuticals, Inc.
- Klick Health
- Lilly
- Luminopia
- PBMSource
- PearlDiver Technologies
- Pfizer
- Sanofi

## 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 May 2024. *Space is limited. Apply early!*
- ✓ **Onsite reservations:** Space selection and sponsorships for 2025 take place at AMCP 2024. Meet with our team in person to discuss your promotional objectives.
- ✓ **Registrations included with each booth.** One full-conference registration and two expo-only badges are included per 100 SF for booth personnel.

[Reserve Your Booth](#)





# Sponsorship Opportunities



## Sponsorships

# Digital Advertising

Expand the reach of your sponsorship or education through pre-event and onsite digital options to elevate your message to attendees and move the needle on your business.



### Popular options include:

- ✓ Wi-fi Sponsor Splash Page
- ✓ Event Mobile App
- ✓ Banner Ad in Newsletters
- ✓ Custom Attendee Email
- ✓ Ad Slide at Opening General Session

View the online sponsorship gallery for details and pricing.



[View Sponsorship Gallery](#)

## Sponsorships

# Attendee Resources & Experiences

Exclusive sponsorship opportunities include a right-of-first-renewal option for the same meeting the following year. Sponsor recognition includes a corporate logo in the mobile app, event website, onsite signage and general session. Corporate members enjoy a 10% discount.



### Popular options include:

- ✓ Networking Beverage Breaks
- ✓ Registration and Lanyards
- ✓ Headshot Studio
- ✓ Expo Reception
- ✓ Custom sponsorships welcomed!

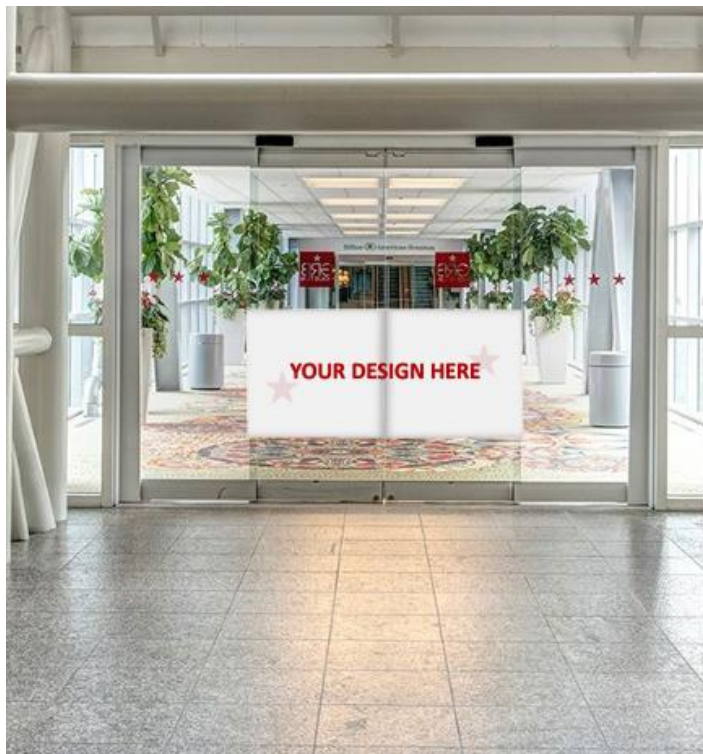
**View the online sponsorship gallery for details and pricing.**

[View Sponsorship Gallery](#)

## Sponsorships

# Onsite Branding

Our team scopes out the highest visibility branding opportunities unique to each venue to ensure your message has the greatest impact. All branding opportunities include printing, shipping, and labor to installation & dismantle. Sponsor is required to submit pre-approved, print-ready graphics.



### Popular options include:

- ✓ Column Wraps
- ✓ Rigged Banners
- ✓ Floor Decals & Window Clings
- ✓ Escalator Runners
- ✓ Work Zones & Lounges

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

[View Sponsorship Gallery](#)

## Meeting Sponsors – AMCP 2024







# Thought Leadership





## National Meetings

# 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.

**Spotlight speaking opportunities range from 15 minutes to 60 minutes.**

Opportunity	Spotlight: 15	Spotlight: 30	Spotlight: 60
Location	Stage in Expo Hall	Theater in Expo Hall	Theater in Expo Hall
Capacity	Assorted seating for 25	Assorted seating for 50	Assorted seating for 80
Investment	<b>\$7,500</b>	<b>\$30,000</b>	<b>\$45,000</b>

*Prices are subject to change.*



## National Meetings Poster Tour

This exclusive offering allows you to elevate your presence with your target payer audience in an environment that fosters collaboration and idea exchange.

- **Curate Your Tour Experience:** Preview the accepted posters and select up to (5) posters you would like included in your private tour.
- **Invitation-only Offering:** Craft an invitation to the event sent by AMCP to meeting attendees that you select.
- **Exclusive Access:** Enjoy exclusive access to the poster area in the Expo Hall for your tour and network with selected poster presenters who will provide an in-depth look at their research for your audience.
- **Exclusive Breakfast Engagement:** Host a breakfast following the private tour in one of AMCP's furnished Partnering Lounges near the poster hall.
- **Showcase Your Research:** The Partnering Lounge provides an informal networking environment to display your company's recent research in poster format.



**\$25,000**

*Prices are subject to change.*



## Build Your Own: Launch Package Bundle

Build your custom package by taking advantage of AMCP’s omni-channel offerings to support the announcement of your launch, along with awareness of the value your product brings to the market. **Valued @ \$82,500**

### Pre-Approval Information Exchange Webinar: \$25,000

Connect with health care decision-makers compliantly with your PIE information via PIE webinars. Webinars are hosted on FormularyDecisions® to verify eligible registrants and extend the viewing reach.

### FDA Approval Amplification Message: \$7,000

A social post from AMCP sharing the FDA announcement was boosted with paid media to increase the reach to current AMCP members and the national health plan audience (30,000+ HCDM).

### Science and Innovation Webinar with Video Clip Pull-through assets: \$38,000

A recorded webinar that will be broadcast to AMCP members and non-members with live Q&A. (Attendance ranges from 35-150)

Add-on offering: Webinar Video Highlights

- 3 video clips hosted on YouTube and the AMCP website.
- Social posts and videos are boosted with paid media to increase the reach of current AMCP membership and the national health plan audience. Included in member News & Views email.

### Meeting Presence: \$12,500

Exhibit Booth or Private Meeting Room: \$5,000

Spotlight -15 Session: \$7,500

**\$73,800 for Corporate Members**

*Prices are subject to change.*



## Corporate Membership Levels

We offer Recognition Level packages that are designed to meet your changing outreach and engagement goals over time.

### Academy

- ✓ Entry Point for corporate membership
- ✓ Provides discounts and benefits on registrations and event offerings.

**\$15,000**

**Emerging** (company without a product on the market)

**\$10,000**

### Caragon

### Premier

### Mission

**Begin your corporate membership journey as an Academy Level member. Scale up to Caragon, Premier, and Mission level as you reach various spending thresholds.**

#### Recognition Levels Based on Annual Spend

- ✓ Increased discounts and complimentary access and recognition benefits including complimentary exhibit space, invitations to awards, and President's Reception at annual events.
- ✓ Company's total investment in one calendar year exclusive of grants, traditional print and digital advertising, and BBCIC sponsorships.

## What People Are Saying



We became a corporate member so that we can begin to build a strong foundation of knowledge and relationships with the managed care community.”

**Diann Potesto**

*Vice President of  
Market Access,  
Ascendis Pharma*



AMCP shares our goal of getting patients the drugs and drug therapies that are appropriate for them in a safe, convenient, and cost-effective manner. Our mission of using precision medicines to treat the individual complements AMCP’s mission of giving patients access to drugs that work from day one.”

**Alif Saleh**

*CEO, Scipher Medicine*



## Meet Our Sales Team

### National Meetings



**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)

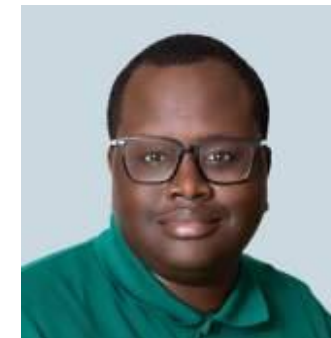
### Corporate Membership & Spotlight Theaters



**Noreen Matthews**  
Senior Consultant,  
Business Strategies  
[nmatthews@amcp.org](mailto:nmatthews@amcp.org)



**Kim Spear**  
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**Doug Njoroge**  
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