



These bulletins, sent to the primary exhibit contact, include important information to help you have a successful exhibiting experience in Houston.

We encourage you to share these with your team. They can subscribe to the list using the button at the bottom of this email to receive deadline reminders and tips.

An archive of all bulletins will be [posted on our website](#).

### Did You Know?

If you haven't visited our [Exhibitor Resources](#) page, you might not be aware that it's got nearly everything you need to prepare.

- The attendee list (as of Feb. 25) is available. Reply to this email and we'll send you a copy. Note: The list is for reference only, not marketing. [Preview the list](#).
- Three members of your team can scan badges using the SWAP app. [See how it works](#). Advance rate ends on Monday!
- Wifi is available complimentary throughout the event thanks to our sponsor, Sarepta Therapeutics.
- If you need event insurance, you can actually purchase a policy through the exhibitor service kit. Shepard has partnered with [ExhibitorInsurance.com](#) to make this process super simple: Just look up "AMCP" and add your company info. Done!

### Update Your Booth Profile Before Monday!

Please be sure to update your online booth profile which displays your company information shown on the interactive [floor plan](#). Access the [Exhibitor Hub](#) to update your profile.

Note: Company names changed after March 2 may not be reflected on the mobile app.

[Update My Booth Profile](#)

**Dressing Your Space**

- Flooring (required)
- Branded freestanding backdrop or structure
- Furniture & storage
- 8' height restriction unless otherwise approved
- Consider sightlines from aisles and neighbors

10' x 10' Carpet

AMCP

00:18:06 / 00:44:25

Speed [icon] [icon]

Rebecca Mercado

## Exhibitor Orientation Webinar Watch On Demand

Thank you to all who joined our first exhibitor orientation. If you weren't able to catch the live webinar, the recording is available. Use the passcode below to watch it at your convenience.

**Access Code: i8N?cU7X**

[Watch the Recording](#)

## Key Dates & Deadlines

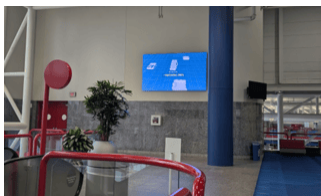
- Mar. 2**     **Update Your Booth Profile**
- Mar. 3     Advance Shipment to Warehouse Opens
- Mar. 3**     **Lead Retrieval (Maritz) – Advance Rate Ends**
- Mar. 7**     **Hotel Reservations Close**
- Mar. 7     Mobile App Goes Live to Attendees
- Mar. 11**    **Exhibitor Service Kit (Shepard) – Advance Rate Ends**
- Mar. 16    Electrical Service (Smart City) – Advance Rate Ends
- Mar. 16**    **Certificate of Insurance (COI) Due**
- Mar. 16    Exhibitor-Appointed Contractor (EAC) Form Due
- Mar. 24**    **Last Day for Warehouse Deliveries Without a Surcharge**
- Mar. 28    Advance Shipment to Warehouse Closes with Surcharge
- Mar. 31    Direct Shipment to Event Site Opens\*

*\*Shipments before this date may be returned!*

## Last-Minute Marketing

There are a few marketing options remaining in the AMCP 2025 Sponsorship Gallery. Submission deadlines are coming up quickly, so don't wait on these opportunities to boost your presence in Houston!

- **Digital signage** at GRB Convention Center (2nd floor location by Starbucks)
- **NEW! Retargeting & geo-fencing ad campaign** -- 10x more click-throughs than traditional display ads by targeting visitors to the event website and convention center.
- **Hanging banner** outside the expo entrance. Welcome attendees to the expo hall.
- **Attendee Newsletter** banner ad. Just one left for March 18.
- **Sponsored Email**. Send a dedicated email to all registrants on March 23.



[View the Sponsorship Gallery](#)

## Additional Important Resources

» Be sure to access the service kit.

[Access the Service Kit](#)

» Easily access exhibitor resources.

[Exhibitor Resources](#)

## Your Exhibits Support Team

We are looking forward to greeting you in Houston next month. Don't hesitate to reach us with any questions or concerns.



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## Should another member of your team receive the Exhibitor Bulletin?

Forward this email to your colleagues and ask them to subscribe by clicking the button below and filling out the short form. The next Exhibitor Bulletin will be delivered straight to their inbox!

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