

# Exhibitor Prospectus



# AMP2017 ANNUAL MEETING

NOVEMBER 16-18, 2017

Calvin L. Rampton Salt Palace  
Convention Center  
Salt Lake City, UT



#AMP2017

# AMP 2017 EXHIBITOR PROSPECTUS

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## SHOW MANAGEMENT CONTACTS

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# ABOUT THE AMP 2017 ANNUAL MEETING

**The AMP 2017 Annual Meeting is the only opportunity to connect with more than +2,000 key decision makers involved in every aspect of molecular diagnostics, including:**

- Interpretation & Reporting of Molecular Diagnostic Tests
- Assay Development, Validation & Performance
- Translational Research
- Medical Education

**AMP Members and Meeting Attendees are experts in the specialty areas of:**

- Genetic Disorders
- Hematopathology
- Infectious Diseases
- Informatics
- Solid Tumors
- Technical Topics

**AMP Members and Meeting Attendees work as:**

- Pathologists
- Doctoral and Clinical Laboratory Scientists
- Clinicians and Other Health Care Personnel
- Government Employees – primarily regulators in the field
- Professionals in the *in vitro* diagnostics industry

## WHY EXHIBIT AT AMP?

### Target Audience Access

*AMP 2017 is the only educational event developed and presented by internationally renowned molecular diagnostic professionals. As the premier event for Molecular Diagnostics, with the largest gathering of more than 2,000 molecular diagnostic professionals in the world, AMP 2017 will host attendees from around the world, representing every aspect of molecular diagnostics in one place seeking the newest information and the latest advances to enhance their contributions, research and advancements in the field of Molecular Pathology. AMP 2017 gives you three cost-effective days of unparalleled access to the key decision-makers in the market for the products and services you sell. Generate leads, build relationships and create future sales by spending quality time with quality buyers at AMP 2017!*

### Showcase Your Products and Services

AMP 2017 attendees are on a quest for knowledge, information and technology. This event gives you an exclusive opportunity to reach this audience with your category-specific listing in the program materials that highlights your services and generates traffic from prospects with a focused interest. Demonstrate your products in AMP's high-visibility interactive environment in select Corporate Workshop opportunities and share your expertise in hands-on education sessions at our Exhibitor Theater on the show floor. These interactive opportunities – and more – are available only to exhibitors at an additional fee.

### Exhibit Hall Events and Attractions to Drive Traffic to your Booth!

- Cell Phone Charging Station
- Coffee Breaks
- Exhibitor Theater
- Scientific Posters
- AMP CENTRAL
- Photo Booth
- Entrance to General Lunches through the hall
- NEW in 2017! Welcome Reception in the hall!



# WHY EXHIBIT AT AMP?

## Generate Leads and Promote Your Offerings All Year Long

As an exhibitor, you will also benefit from an Online Booth Profile, which provides continuous exposure on the AMP Website, along with the opportunity to promote your offerings year-round to attendees and non-attendees alike. No other event has the potential to deliver a higher return on investment: you save time and money as you cultivate business and generate leads – *building your brand, educating your audience and maintaining visibility in the process.*

## Who Exhibits?

Companies with products or equipment representing molecular pathology technologies, testing categories and services such as: Next Generation Sequencing; Sequencing; Bioinformatics; Laboratory Information Systems; Digital PCR; DNA/RNA Sample Collection and/or Preparation; Mutation Variant Detection; Circulating Tumor Cell Analysis; Inherited Conditions; Infectious Diseases; Leukemias and Lymphomas; Solid Tumors; Pharmacogenetics/Genomics; Reference Laboratory Testing Services; Gene Expression Profiling and more. *Contact us (exhibits@amp.org) for a complete list of previous exhibitors.*

## Why Exhibit?

- Direct access to decision-makers
- Unique opportunity for your company or organization to be present at the largest gathering of Molecular Pathology/Diagnostic Professionals
- Gain vital exposure to qualified professionals of the Molecular Pathology field
- Opportunity to showcase your company's products and services in focused group settings with sponsorship opportunities

## Exclusive Marketing Opportunities

Only AMP exhibitors may rent the pre-registrant mailing list, host a corporate workshop, earn priority points, and participate in other marketing opportunities designated exclusively for exhibitors.

## AN OUTSTANDING INVESTMENT – INCLUDED IN YOUR EXHIBITOR FEE

### Included With Your Booth Space

- 8' high drape & 3' high side rails (inline booths only)
- One (1) 7" x 44" booth sign, listing company name & booth number (Inline booths only)

### Exhibitor Badges

Exhibiting companies receive six badges per 10' x 10' booth space. Additional Exhibitor badges will be available at a fee of \$50 each. Exhibitor badges must be worn at all times and allow access to the Exhibit Hall only. Exhibitors wishing to attend scientific sessions must register for the event at the full scientific registration date.

### Guest of Exhibitor Badges

Each exhibiting company receives six Guest of Exhibitor badges, allowing for access to the Exhibit Hall, only. Exhibitors are responsible for coordinating all logistics with their guest(s). Guests are not allowed into the Exhibit Hall during designated break/lunch times for Registered Meeting Attendees.



### **Program/Website/Mobile App Listing**

Exhibitors may provide a 60-word (max.) company or product description to be included in the printed and mobile Exhibit Guide. This guide is distributed to all meeting attendees and available electronically online and via the mobile app. The opportunity to advertise your products and services is complimentary and is available only to AMP's exhibitors.

### **Priority Points**

By exhibiting at the meeting, exhibitors earn priority points that will be taken into consideration when selecting a booth space for the following years meeting. Please review the AMP Priority Point policy in the Rules & Regulations Section on page 14 or online at [www.amp.org/2017](http://www.amp.org/2017).

**Exhibitor Lounge** - Access to the Exhibitor Lounge, featuring free refreshment breaks.

**Meeting Exhibitor Logo** - The official annual meeting exhibitor logo to use for your advertising in print, online and social media.

**Complimentary Meeting Program** - Each exhibiting company will receive one copy of the AMP Annual Meeting Program Book.

## **EXCLUSIVE EXHIBITOR ONLY MARKETING OPPORTUNITIES**

*Online Brochure and Purchasing Details for these and additional opportunities will be available in February 2017*

### **Corporate Workshop Day Opportunity**

Available to AMP Exhibiting Companies, only – AMP Corporate Workshop Day will be held on Wednesday, November 15, 2017. These scientific industry presentations are very popular with meeting attendees and others in the field. Take advantage of this opportunity to present your company's products and services directly to your prospective clients in the intimate setting of a Corporate Workshop.

### **Additional Promotional Opportunities**

Including rental of pre-registrant mailing list, discounted rental of the AMP membership mailing list, Program Book ad placement, support of services, dining, and networking events onsite at the Annual Meeting, and *much more*.

### **Attendee Bag Insert**

Capture your target audience by inserting an approved flyer (maximum 2 pages; 8.5" x 11") into the official AMP Meeting Bags. Bags will be distributed to thousands of full meeting attendees at registration who will carry them throughout the show. Limited number available. Approval of insert by Show Management is required.

### **Exhibitor Theater**

Launching a new product? Looking to educate potential customers about your offerings in a hands-on, exclusive educational environment? The Exhibit Theater, launched in 2016, is the perfect opportunity! Present a custom 45-minute session in front of an engaged audience right on the show floor. Package includes basic AV, seating for 100 people and session information in program materials and signage.

### **Exhibit Hall Meeting Space**

A limited number of hard-walled flex units will be available for exhibitors to have individual client meetings. These rooms will be available to rent for the duration of the show, one day and half day increments. Each room will be set with a table and chairs. Additional features, such as audio visual/internet and keyed access are available at the expense of the exhibiting company. Exhibit Hall Meeting Rooms will be available for purchase on the Exhibitor Service Center (ESC) on a first come, first served basis beginning in July 2017.

### **Ancillary Meeting Space Opportunity**

Limited space at AMP official hotels will be made available for AMP exhibitors. Details will be available in July 2017. All ancillary events must be approved by AMP. Please contact [exhibits@amp.org](mailto:exhibits@amp.org) for more information.

### **Guidance from AMP**

Leading up to and onsite at the Annual Meeting, the team at AMP will provide support, services, and suggestions to help you make the most of your AMP exhibit.

For full descriptions of the opportunities above plus more, view the complete AMP 2017 Sponsorship and Marketing Opportunities List available online in February 2017.

## BOOTH SPACE SELECTION AND INFORMATION

### BOOTH SPACE FEES

<i>Booth Size</i>	<b>Advanced Rates</b> <i>On or before April 25<sup>th</sup></i>	<b>Standard Rates</b> <i>After April 25<sup>th</sup></i>
10' x 10' Inline (bound by front aisle only)	\$4,000	\$4,400
10' x 10' Corner (bound by a front & side aisle)	\$4,750	\$5,225
10' x 20' Inline (bound by front aisle only)	\$8,000	\$8,800
10' x 20' Corner (bound by a front & side aisle)	\$8,750	\$9,625
20' x 20' Island	\$19,000	\$20,900
20' x 30' Island	\$27,500	\$29,700
20' x 40' Island	\$35,000	\$38,500
30' x 30' Island	\$39,000	\$42,900
Other sizes	Contact Show Management	
10' x 10' Non-Profit* (Inline only)	\$2,000	\$2,200

\* Refer to AMP definition of Non-profit below

### EXHIBIT SPACE RENTAL

All booths are 10' x 10' or multiples thereof. A combination of inline and corner booths may be secured to create an inline booth size larger than 10' x 10' (limited number available). Island booths or spaces other than those noted on the exhibit floor plan will be charged the full cost of any booths deleted to create such an island (if approved by Show Management and Fire Marshall Regulations).

### EXHIBIT HALL FLOORPLAN

The 2017 floorplan can be viewed online at [www.amp.org/2017](http://www.amp.org/2017).

### PRIORITY POINTS

The priority point system is utilized by AMP to allow exhibitors the opportunity to select their booth space based on the greatest number of points. Points are accumulated based on relevant activity from over the prior three years. Detailed information on the AMP Priority Points system is available in the Rules & Regulations Section and online at [www.amp.org/2017](http://www.amp.org/2017).

### SPACE ASSIGNMENT – RESERVING YOUR BOOTH

Applications for exhibit space at the AMP meeting are received online using our online Exhibitor Service Center. Booth spaces are approved solely at the discretion of AMP– after which payment is due in full. To reserve your space please visit our online Exhibitor Service Center (ESC) to review the floor plan and secure your booth space today! Note - AMP is not responsible for assignment of booth spaces and the booth location of competing companies.

### NON-PROFIT ORGANIZATIONS

The non-profit rate of \$2,000 for one 10' x 10' inline booth is available to 501(c)3 organizations that are also one of the following: family or patient advocacy group; membership or volunteer organization; university; or government agency. W-9 form required. Not eligible for first-come, first-served booth assignment. Quantity is limited to one 10' x 10' space per qualifying organization. To qualify for first-come, first-served booth assignment process, non-profit organizations may exhibit at the for-profit rate. Contact Show Management ([exhibits@amp.org](mailto:exhibits@amp.org)) for more information.

[www.amp.org/2017](http://www.amp.org/2017)

## IMPORTANT DATES AND DEADLINES

### EXHIBIT HALL HOURS & DATES

Thursday, November 16	11:30am – 4:30pm		
	5:45pm – 7:00pm	<i>(Welcome Reception in the Exhibit Hall)</i>	
Friday, November 17	9:00am – 4:00pm	*Appointment only demos	4:00pm – 5:00pm
Saturday, November 18	9:00am – 1:30pm	*Appointment only demos	8:00am – 9:00am

*\*Appointment only demo times are specifically for exhibitors and their invited guests (Registered Attendees or official Guests of Exhibitors) to conduct demos in a quieter atmosphere than during regular Exhibit Hall hours. Exhibitors must escort guests to/from their booths during demo hours.*

### IMPORTANT DEADLINES

Advance (Reduced) Booth Space Fee Deadline	April 25
Booth Cancellation or Reduction Deadline	June 30
Regular Booth Space Fee Deadline*	June 30
Corporate Workshop Deadline*	July 5
Company Description Deadline	July 31
Island Space Booth Rendering Deadline	July 31
Exhibitor Meeting Space Request Deadline*	July 31
Corporate Workshop Descriptions Deadline	August 15
Notification of Use of EAC	August 15

*\*based on availability*

### EXHIBITOR REGISTRATION DESK HOURS

Tuesday, November 14	4:00pm – 7:00pm
Wednesday, November 15	7:00am – 5:00pm
Thursday, November 16	7:00am – 5:00pm
Friday, November 17	7:00am – 5:00pm
Saturday, November 18	7:00am – 2:00pm

### EXHIBIT INSTALLATION

Wednesday, November 15	7:00am – 6:00pm
Thursday, November 16*	7:00am – 10:00am

*\*Internal booth work only, no freight delivery*

Companies requiring additional installation time should contact Show Management ([exhibits@amp.org](mailto:exhibits@amp.org)).

### EXHIBIT DISMANTLING

Saturday, November 18	1:30pm – 9:00pm*
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*\* No packing or dismantling of exhibits will be permitted until 1:30pm, Saturday, November 18. Early departure will result in the company or group being penalized a fee no less than \$2,500 and may result in being prohibited from participating in future AMP Events.*

**DATES AND TIMES ARE SUBJECT TO CHANGE.**

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# BOOTH STAFFING, GUESTS, & EXHIBITOR HOUSING

## **BOOTH STAFFING**

Booths must be staffed at all times during Exhibit Hall hours. Early departure or absence will result in the company or group being penalized a fee no less than \$2,500, a loss of priority points, and may result in being prohibited from participating in future AMP Events. It is understood that booths staffed by one person will be vacant as necessary for breaks, meals, etc.

## **EXHIBITOR BOOTH STAFF REGISTRATION & BADGES**

Exhibitor badges must be worn at all times and allow access to the Exhibit Hall only. Exhibiting companies receive six badges per 10' x 10' booth space. Exhibitor contacts may register booth staff in advance using the online Exhibitor Service Center at any time leading up to the meeting. Onsite staff registration is also available with convenient express registration kiosk or a staffed registration desk for your convenience. Additional Exhibitor badges will be available online and onsite for a fee of \$50.00 each online from the ESC.

## **GUEST OF EXHIBITOR BADGES**

Each exhibiting company is entitled to six Guest of Exhibitor badges; the Guest badges will be available for pick up at registration by the designated company representative. Guest of Exhibitor badges allow for access to the Exhibit Hall, only. Exhibitors are responsible for coordinating all logistics with their guest(s). Guests are not allowed into the Exhibit Hall during designated break/lunch times for Registered Meeting Attendees.

## **EXHIBITOR HOUSING**

AMP is pleased to offer excellent group rates for our exhibitors. The AMP Exhibitor Housing will open in Spring 2017. On Peak is the official housing providers for the AMP 2017 Annual Meeting. We recognize that exhibitors have many options with area hotels and that you may be looking only at the per night cost in making your decision. However, we encourage you to take a few minutes to understand the importance of selecting an official AMP hotel and the other factors beyond the per night rate.

# OFFICIAL SERVICES CONTRACTOR/ SHOW DECORATOR

The Expo Group is the official services contractor for the AMP 2017 Annual Meeting. The Expo Group may be contacted by mail at 5931 West Campus Circle Drive, Irving, TX 75063, USA or by phone at 972-580-9000.

Those using the services other than those provided by The Expo Group must notify Show Management in writing no later than August 15, 2017.

## **EXHIBITOR SERVICE MANUAL (ESM)**

The Exhibitor Service Manual will be provided by The Expo Group in August 2017. Details regarding booth decor, Internet, & electricity will be part of the ESM as will shipping and other on-site related information.

[www.amp.org/2017](http://www.amp.org/2017)



# EXHIBITOR SERVICE CENTER

## EXHIBITOR SERVICE CENTER (ESC)

The ESC is your one-stop-shop resource to all things regarding AMP 2017. Once you have logged-in you can:

- Purchase sponsorships and Corporate Workshops
- Register booth staff
- Update your online company profile (your virtual booth)
- Download important documents and order forms
- *And Much More!*

## ANCILLARY & SATELLITE MEETING REQUESTS

Companies and nonprofit organizations that are supporters of AMP may apply to hold ancillary meetings during the AMP 2017 Annual Meeting. Entertainment, meetings, or similar activities will not be permitted in hotel rooms or other private or public facilities during hours that conflict with AMP Program or sponsored events. Contracted hotels will not reserve meeting rooms or function space for anyone during the meeting dates without prior approval from AMP. The online request form will be available in July 2017.

## LEAD RETRIEVAL SERVICES

Attendees at the AMP 2017 Annual Meeting will carry electronically coded name badges. Lead retrieval services will be available for all exhibitors. Lead retrieval service order forms will be available from eShow on the Exhibitor Service Center (ESC)

## FREQUENTLY ASKED QUESTIONS

AMP has compiled a list of Frequently Asked Questions (FAQS). These are available in the Exhibitor Service Center (ESC).



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# EXHIBITOR RULES & REGULATIONS

These Rules and Regulations, including any amendments published on the AMP 2017 Annual Meeting Website, distributed to the Company Primary Contact, or communicated to the onsite contact, are a part of the Exhibitor Contract. Failure to abide by such Rules and Regulations, either by Company staff or contracted labor, including failure to have booth design pre-approved as required, may result in revocation of permission to exhibit in 2018, with forfeiture of all monies paid, and/or denial of permission to exhibit in future years.

## GENERAL

### REGULATIONS GOVERNING USE OF SPACE BY EXHIBITORS

1. These rules and regulations form part of the Exhibitor Agreement made between the Association for Molecular Pathology (the "AMP") and the Exhibitor. The provisions of the lease or licensing agreement between AMP and the exhibit hall, which refer to or govern exhibitors also form part of these Regulations.
2. Neither the Exhibitor Agreement nor any booth or display space request or allocation will be binding on AMP unless and until the exhibitor accepts online to abide by the Exhibitor Rules & Regulations, issues payment in accordance with said agreement, and said agreement is executed by the exhibits staff on behalf of AMP.
3. AMP is hereby authorized to assign exhibit space based on availability and in accordance with the Exhibitor's choice whenever possible. AMP reserves the right to alter the location of exhibit spaces at its sole discretion and in the best interest of the exhibition.
4. If an exhibitor fails to abide by the regulations of the exhibition as set forth, then the contract between AMP and the Exhibitor will be terminated. The exhibition regulations constitute a portion of the contract between the AMP and the Exhibitor. Therefore, any failure on the part of the Exhibitor to comply with the regulations represents a default on, and termination, of the contract. Should the contract be terminated in this manner, the Exhibitor shall forfeit the amount paid for space rental regardless of whether or not AMP enters into a further lease of the space

involved. Interpretation and application of the regulations are within the sole discretion of the AMP and decisions by AMP are final.

5. Any Exhibitor who does not abide by the Regulations Governing Use of Space by Exhibitors may be subject to ejection from the conference and/or forfeit the right to exhibit in the next conference. No disruption of the conference or any exhibitor's right to conduct business will be tolerated.

### ELIGIBLE EXHIBITORS

All exhibits and related demonstrations and presentations shall serve the interests of AMP members and meeting attendees. AMP reserves the right to determine the eligibility of any company, product, or service for inclusion in the exhibition.

AMP reserves the right to remove or prohibit any exhibit in whole, in part, or any Exhibitor or representatives that in its opinion are not in keeping with the character and purpose of the trade show.

### EXHIBITOR FEES/PAYMENT SCHEDULE/REFUND POLICY

#### ADVANCE RATE

2017 Advance rate applies to booth sold for the Advanced Placement online. Full payment must be received upon reservation of booth space. Credit card payment is required immediately; payment via check must be received within 5 business days or reserved booth will be released. Exhibitors may not occupy assigned space until all monies due to the AMP are paid-in-full.

*Inline Booth \$40.00 per s/f Corner Booth \$47.50 per s/f*

#### STANDARD RATE

2017 Standard Rate goes into effect April 25, 2017. Full payment for exhibit space is due upon selecting your booth space in order to reserve exhibit space for AMP 2017. Payment via check must be received within 5 business days or reserved booth will be released.

*Inline Booth \$44.00 per s/f Corner Booth \$52.25 per s/f*

#### BOOTH CANCELLATION

Cancellation of exhibit space is required in writing and the following cancellation fees apply.

All notifications of exhibit space cancellations or reductions must be received in writing by Exhibit Management.

Cancellations received on or before April 25, 2017, 25% of the total booth cost is retained by AMP.

Any company cancelling its booth space from April 26, 2017 through June 30, 2017, 50% of the total booth cost is retained by AMP. Any company cancelling on or after July 1, 2017, will forfeit full exhibit space payment. AMP may cancel exhibitor rooms and room blocks held by a company cancelling booth space.

### **Downsizing by Exhibitor**

An Exhibitor may be required to move to a new location if downsizing of exhibit space is requested. Exhibitors downsizing after June 30, 2017 will be financially liable for the original booth cost contracted.

### **Reconfiguration & Booth Relocation**

Generally, Exhibit Management does not reconfigure the Exhibit Hall but reserves the right to do so. AMP reserves the right to relocate booth space to areas other than that originally assigned. On rare occasions, relocation may occur onsite. Exhibitor will be notified of relocation as soon as possible, as will Annual Meeting attendees. Management strives for, but cannot guarantee booth placement as requested.

### **Subletting of Space**

AMP strictly prohibits the sharing or “co-opting” of exhibit space unless companies share the same parent company or one company is the subsidiary of the other (proof required). Contracted exhibitors shall not assign, sublet, or share any space allocated to them nor advertise or display goods other than those manufactured or sold by them in the regular course of their business. Space assigned to the Exhibitor is for their exclusive use.

### **Mergers & Acquisitions**

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, Show Management must be notified in writing of such changes.

### **Exhibitor Primary Booth Contact**

The Exhibitor will be responsible for designating an official authorized agent who will be the primary contact to work with AMP show management. This person will oversee and understand all contract issues,

including those relating to registration, payment, housing, badging, materials handling, booth set-up and tear-down, operations and logistics, as well as ordering furniture, signage, utilities, etc. The Exhibitor Primary Booth Contact shall be authorized to enter into service contracts as may be necessary and for which the Exhibitor is responsible. This agent shall receive all official correspondence from AMP and be responsible for communicating all information to appropriate individuals.

### **Exhibit Staff**

Exhibits shall be staffed by technical, qualified individuals who are bona fide company employees or legitimate representatives. Exhibitors must open their exhibit on time each morning and staff it throughout each day until show closing. Exhibit personnel shall wear professional attire consistent with the conference decorum. Likewise, any personnel hired by an Exhibitor, such as models, performers, musicians, or entertainers, must be properly attired and not dressed (or undressed) in a lewd, suggestive, offensive or obscene manner. We strongly encourage booth personnel to be registered in advance. Exhibit staff who register on-site will require a government picture ID and proof of employment. The following are the only acceptable proofs of employment: company business card, company ID, written letter on the exhibiting company’s letterhead, or an email from the exhibiting company’s Primary Booth Contact.

No person under 16 years of age will be permitted on the floor during move-in or dismantle.

All personnel who are representatives of the exhibiting company must register as an “Exhibitor”. Exhibitor badges will be allocated on the basis of square footage of the exhibit space: six exhibit hall only badges per 100 square feet (10’ x 10’ space) of exhibit space. Exhibitors requiring or desiring additional badges for their personnel may obtain extra badges of either type by purchasing them for \$50.00 through the Exhibitor Service Center (ESC) or on-site. There is a \$5.00 fee to generate replacement badges for those that have been lost.

# EXHIBITOR RULES & REGULATIONS, CONTINUED

## STANDARD BOOTH EQUIPMENT/BOOTH CONSTRUCTION

The Exhibitors shall have the rights, subject to the provisions herein contained, to arrange their exhibits within the space allotted to them in the manner best suited for displaying and demonstrating the goods manufactured by them. Exhibitors must allow a minimum of 2' in front of presentation and demonstration components inside the booth to accommodate attendees to enter the booth to participate in an activity or watch a demonstration. Attendees should not be forced to stand in the aisle to view exhibitor presentations. No part of an exhibit shall extend outside of the exhibit space boundary. All promotional materials, items, etc. must be contained within the space assigned to the Exhibitors as per the completed agreement and in accordance with the booth construction guidelines of the International Association of Exhibitions and Events (IAEE). If there is a discrepancy between IAEE and AMP guide lines, the AMP guidelines will be used. To view the full booth construction guidelines and view booth renderings, visit: [www.amp.org/2017](http://www.amp.org/2017)

**INLINE/LINEAR BOOTHS:** 10'x 10' consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape, 3' high side drape; and 7" x 44" booth identification sign. All other equipment, furnishings or services other than those provided as indicated must be arranged for with the decorator and/or the convention center at the exhibitor's expense.

- a. Use of Space: Regardless of the number of Inline Booths utilized, e.g. 10' x 20', 10' x 30', 10' x 40', etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. All displays, booth elements, signage, and other exhibit materials including floor covering, must be contained within the confines and plane of the booth dimensions. No exhibit may span or extend into an aisle. Boxes and equipment cannot be stored behind booth space.

**ISLAND BOOTHS:** Typically 20' x 20' or larger and exposed to aisles on all four sides. There is no pipe and drape construction provided.

- a. Use of Space: Height maximum for booth structure and hanging signs is 25'. The entire cubic content of the space may be used; however, booth structure and/or presentations must not be placed so that attendees must stand in the aisle to observe.
- b. All island booth exhibitors must submit a booth layout drawing, including signage for AMP approval. No later than July 31, 2017. The booth rendering should be a sketch/diagram detailing the proposed booth space layout and include booth heights and dimensions as well as orientation of the front entrance.
- c. Ceiling height at the Salt Lake City Convention Center varies from 29' to 30'. Hanging signs can be hung to a height of 20' to the top of the sign.

**PERIMETER BOOTHS** are booths backed directly to the facility perimeter walls. 10' x 10' consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape, 3' high side drape; and 7" x 44" booth identification sign. All other equipment, furnishings or services other than those provided as indicated must be arranged for with the decorator and/or the convention center at the exhibitor's expense.

- a. Use of Space: Regardless of the number of Perimeter Booths utilized, e.g. 10' x 20', 10' x 30', 10' x 40', etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 15' is allowed only in the rear half of the booth space with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.

*End-Cap and Peninsula Booth types are not permitted.*

## CARPET

All exhibitors are required to have carpet or flooring in their booth.

## MULTI-STORY EXHIBITS

Please notify AMP show management if your exhibit is more than one level. A multi-storied exhibit requires submission of the architectural approved structural plans to AMP, The Expo Group and Salt Lake City Fire Marshal for review. All such plans must bear the stamp of a registered structural engineer and/or certified architect and be accompanied by a letter from the engineer and/or architect stating that the exhibit conforms to the current Salt Lake City Building Code.

Any covered exhibit space of 100 square feet or more (including tents and canopies) requires a smoke detector and 2A10BC fire extinguisher. Other facility fire regulations may apply. Please check with show management if any portion of your exhibit will be covered.

Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Fees for damages will be charged to the Exhibitor and must be paid before an Exhibitor will be allowed to select space for future AMP shows. The Exhibitor shall not place in the exhibit area any material or equipment whose presence, appearance or operation produces noise, vibration, odor or other irritant that is objectionable to AMP, the Center, or other exhibitors or visitors. Exhibits that defame the products or integrity of another Exhibitor are also prohibited.

## INSTALLATION & DISMANTLING OF EXHIBITS

All goods shall be consigned in accordance with instructions in the online Exhibitor Service Manual.

If you know that your booth will require more than your allotted time to set up, a written request to AMP Show Management and The Expo Group is required to coordinate booth materials.

Exhibits are to be set up during assigned times and be completed by 11:30 am on Thursday, November 16, 2017. Exhibit space left empty as of 11:30 am may be resold or reassigned by AMP without obligation on the part of AMP for any refund whatsoever. Exhibits not set-up by 11:30 am will be assigned labor to install or be removed from the hall. Labor expense for booths not installed by this time will be borne by the Exhibitor. AMP is not responsible for any damage to the Exhibitor's product due to set up or removal of the Exhibitor's booth.

The Exhibitor will not dismantle their display prior to the stated closing of the show. No exhibit or any part thereof may be removed during the period of such exhibition without the written consent of the AMP. Penalty for early dismantling will be loss of exhibitor priority points for the current exhibit year. **Exhibitors should make travel and staffing arrangements accordingly.**

Exhibitors shall remove all exhibits and any goods or property brought into the exposition hall and leave said space both clean and free from all rubbish by 12:00 midnight the day of closure of the show.

## CHARACTER OF EXHIBIT

AMP reserves the right to decline an exhibitor permission to conduct, maintain and exhibit if, in the sole judgment of the AMP Show Management, said exhibitor shall in any respect be deemed unsuitable or offensive to other individuals. This reservation includes, but is not limited to, personnel attire and conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitation, which affect the character of the Exhibition or AMP.

## ADA COMPLIANCE

The representatives of each exhibiting company will be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act. It is understood that AMP will be held harmless by the exhibiting company for the failure of its representatives to comply with the requirements as stated in the Americans with Disabilities Act.

## LIABILITY & INSURANCE

Exhibiting companies agree to indemnify, protect, save and keep AMP forever harmless from any damage or charges or claims imposed due to the following acts or omissions by the exhibiting company, its agents, employees, invitees, persons acting on its behalf, or authorized representatives at any time during the meeting in the Exhibit Hall and all other AMP meeting locations:

Negligent or intentional acts or omissions; Violation of any person's or entity's property rights; Violation of any law or ordinance; and Use and occupancy of the exhibition or official meeting premises or any part thereof.

In addition, the Exhibiting Company agrees to secure and maintain comprehensive commercial general liability insurance with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury and property damage. Insurance will cover the period through the term of this agreement, including move-in and move-out days and will name AMP as an additional insured party.

Exhibiting Companies with booths measuring taller than 8' MUST submit a certificate of insurance to Exhibit Management no later than 30 days prior to move-in day. All Exhibiting Companies will provide a certificate of insurance upon request by Exhibit Management.

# EXHIBITOR RULES & REGULATIONS, CONTINUED

## SECURITY

AMP will provide 24-hour guard service in and around the exhibit hall from installation through dismantling and will exercise reasonable care for the protection of Exhibitors' materials and displays. The furnishing of such service is in no case to be understood or interpreted by Exhibitors as a guarantee to them against loss, theft, and/or damage of any kind. AMP or any officer, its agents, staff members, the venue, or the official general service contractor, will not be liable for the safety of the Exhibitors' property, agents, or employees from theft and/or damage by fire, accident, or any other causes. Exhibitors wishing to insure their exhibit materials, goods, and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind must do so at their own expense.

## EXHIBITOR ASSIGNED CONTRACTORS (EACS)

Exhibitors wishing to utilize an independent service contractor must submit written notification to Show Management no later than August 15, 2017 with the name of the contractor, address and supervisor in attendance. Independent contractors must submit a certificate of insurance to Show Management and The Expo Group prior to September 15, 2017. Neglecting to do so will result in the contractor being prohibited from setting up. Independent contractors providing services at the AMP 2017 Annual Meeting are subject to the AMP Rules and Regulations and any additional rules imposed by the Convention Center.

## NON-CONTRACTED EXHIBIT SPACE

Persons, companies or organizations that have not contracted with AMP to occupy space in the Exhibit Hall will not be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute advertising materials in the official meeting spaces, exhibit areas, parking lots or in any space in an AMP contracted hotels.

## SOLICITATION

Soliciting of attendees is NOT permitted in the aisles, at other exhibitors' booths, at the hotels, or in any other area of the meeting and exhibit facility. No distribution of literature or other promotional items at hotel guestrooms, or in any other public or private area of the hotels or convention center is permitted.

## GIVEAWAYS AND DRAWINGS BOOTH ACTIVITIES

Exhibiting companies are permitted to distribute promotional materials (giveaways) and other items at their assigned Exhibit Booth location only. All items distributed must be useful to the professional activities of the meeting attendees, have a value of \$10.00 or less per item and be made available to all meeting attendees as long as supplies last. Exhibiting companies wishing to conduct contests or drawings should contact the Show Management by email at [exhibits@amp.org](mailto:exhibits@amp.org) or by phone at 301-634-7934 for guidelines and permission.

## BOOTH ACTIVITIES

Exhibiting companies wishing to conduct activities within their booths should contact the Show Management by email at [exhibits@amp.org](mailto:exhibits@amp.org) or by phone at 301-634-7934 for guidelines and permission.

## FOOD & BEVERAGE AND BOOTH ACTIVITIES

Exhibitors are able to offer F&B during the show. Contact Show Management ([exhibits@amp.org](mailto:exhibits@amp.org)) for more information and approval. In addition, the following rules apply: The specific request(s) need to be approved by AMP. The specific request(s) must adhere to all rules and regulations outlined by the venue. All F&B orders and payment will be coordinated with the venue (exclusive provider) directly. If serving alcohol, AMP requires having a venue-recommended bartender and security to be present (all at the exhibitors' expense). Distribution of F&B should not create a fire hazard or crowd outside of your booth space. Additional rules may apply. F&B cannot be directly promoted to meeting attendees other than signage onsite within your booth space. F&B should not disrupt neighboring or other exhibitors. AMP reserves the right to discontinue F&B service at any time.

## ANCILLARY & SATELLITE EVENTS

Exhibiting companies may only hold hospitality or off-site events during non-exhibit and non-meeting program hours with AMP's approval. No Exhibitor events may take place while the Exhibit Hall is open and while meeting programming is held. Check the AMP website for additional information on the application and approval process.

## SUITCASING/OUTBOARDING

Please note that while all meeting attendees and registered guests are invited to the visit the Exhibit Hall, any attendee or invited guest who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Rules & Regulations, will be asked to leave immediately. Additional penalties may be

applied. Please report any violations you may observe to Show Management.

Outboarding refers to non-supporting companies who set up exhibits or events at off-site locations, such as hotel hospitality suites or nearby restaurants, and encourages attendees to leave the show floor and spend time with them. For the good of the show and the exhibitors supporting the show, the only legitimate place to conduct business during show hours is within a contracted exhibit space on the show floor. Only official Exhibitors and sponsors are allowed to conduct other hospitality events during non-show hours. All violations will be directed to the AMP Board for penalties and sanctions against the violating company. Exhibiting companies are encouraged to protect their investment and report any violations to Show Management.

### **AUDIO RESTRICTIONS/MUSIC LICENSING**

AMP is a professional show. In general, Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels. The noise level and content of exhibits will be monitored by AMP staff. Profanity of any sort is not permitted as part of displays, simulators, video or presentations. Failure to comply with these regulations may result in the loss of ability to display audio features in the violating booth or expulsion from the show.

- a. Exhibitor should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.
- b. Exhibitor will defend, indemnify and hold harmless AMP against any claim or suit for copyright infringement or violation of intellectual property rights (e.g. trademark) that arises from Exhibitor's violation of copyright or intellectual property law.

### **PHOTOGRAPHY/VIDEOTAPING/AUDIOTAPING**

Only the official photographer and audiovisual vendor for the AMP Annual Meeting may take photographs, videotapes, or audio tapes of and in the exhibit hall. Exhibitors may photograph or videotape from the confines of their own booth during non-exhibit hours. Photographing any exhibit or presentation other than one's own is strictly prohibited.

### **LIGHTING**

All island booths may utilize special lighting. Lighting must be directly over or in the exhibitor's booth (including gobos) and may not extend into the aisles or neighboring booths. Exhibitor lighting cannot affect other exhibitors or aisles. The use of special lighting effects, such as strobes, flashers, etc., is prohibited unless lighting features are expressly the product(s) on display. Overhead lighting may be dimmed or turned off at the exhibitor's expense with onsite approval from AMP. Requests may be made onsite at the Exhibitor Service Desk. It is the responsibility of the exhibiting company's contact person to notify their contractors and agents of the height restrictions for hanging signs and lighting.

### **VEHICLES IN THE EXHIBIT HALL**

All requests to have a vehicle on the exhibit floor must be approved before the booth space is assigned. The exhibiting company must conform to all convention center rules for vehicles, which may include, but are not limited to the following: full disconnection of the battery, limit the amount and types of fuel in the vehicle, and may require fire watch personnel. Special move-in and move-out arrangements must be made in advance. Contact AMP for details.

### **ELECTRICAL SAFETY**

All wiring on booths or display fixtures within an exhibitor's booth must meet underwriter's rules and standard fire department inspection applicable under all appropriate state, county, city and venue electrical and fire codes and regulations. This applies to construction not pre-wired equipment.

### **FIRE REGULATIONS**

All materials used in the exhibit hall must be flameproof and fire resistant in order to conform to local fire ordinances. Corrugated paper, flameproof or otherwise, will not be permitted. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguishers must not be covered or obstructed. To minimize fire hazard, no storage of any kind will be permitted behind an exhibit booth.

### **SALE OF GOODS**

The sale of goods or services of any kind in the Exhibit Hall in connection with the Annual Meeting is prohibited. Order taking is permitted.

### **USE OF AMP LOGO**

The AMP logo may not be used by entities or organizations other than AMP.

# EXHIBITOR RULES & REGULATIONS, CONTINUED

## OFFICIAL NAME, DATES, LOCATION & TAG OF EVENT

The official name of the event is the **AMP 2017 Annual Meeting** or AMP 2017 for short. The meeting and exhibit dates are November 16-18, 2017. The location is the Calvin L. Rampton Salt Palace Convention Center in Salt Lake City, Utah. The hashtag is #AMP2017. Exhibitors should adhere to this terminology.

## CANCELLATION OF EXHIBITION

Neither AMP, Salt Lake City Convention Center, their employees, nor their agents shall have any liability or obligation to the Exhibitor for cancellation or deferral of the Meeting. In the event that the premises in which the exhibition is to be held are destroyed or damaged by fire or the elements or any other cause, so that the exhibition cannot be held, the Exhibitor shall have no cause of action or claim for damages or compensation against AMP except for the return of any amount previously paid, and in such an event, this agreement shall be terminated.

## LIABILITY

AMP shall not in any manner or for any cause be liable or responsible to any exhibitor or any other person for any injury or damage to any person, business or property in any way related to or arising in connection with the exhibition; even if it is alleged or proved that such injury or damage was caused by the active or passive negligence of AMP; any and all claims for such injuries or damages are hereby waived and each Exhibitor agrees to defend, indemnify and hold harmless the AMP and its directors, officers, employees and agents (the "Indemnified Parties") against any and all claims, liabilities, losses and expenses, including reasonable attorney's fees, imposed on, incurred by or asserted against the indemnified parties caused by any act or omission of that exhibitor, or occurring within the exhibit space leased by that exhibitor or arising in connection with the activities conducted by that exhibitor in connection with the exhibition. Without limiting the generality of the foregoing, the Exhibitor agrees to defend, indemnify and hold harmless AMP to the same extent, and on the same terms, that AMP is required to indemnify the Salt Lake City Convention Center. Notwithstanding the foregoing, nothing in this Clause shall be read to claim that AMP is attempting to indemnify itself from its own fraud, willful injury to the person or property of another or a willful or negligent violation of law.

The Exhibitor acknowledges that AMP and the Salt Lake City Convention Center do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

## AMENDMENT OF RULES/OTHER

AMP reserves the right to make changes, amendments and additions to the rules at any time, and all changes, amendments and additions so made shall be binding on the Exhibitor with the provision that all exhibitors will be advised of any such changes.

All matters and questions not specifically covered by these rules and regulations and the Exhibitor Agreement are subject to the decision of the AMP show management, whose decisions will be final.

## PRIORITY POINT SYSTEM

The priority point system is utilized by AMP to allow exhibitors the opportunity to select their booth space based on the greatest number of points. Points are accumulated based on relevant activity over the prior three years.

## EARNING PRIORITY POINTS

### EXHIBITS:

2 points for each 10' x 10' space

### CORPORATE PARTNERSHIPS:

Diamond Level Partners earn 2,000 points per year of Partnership

Platinum Level Partners earn 1,500 points per year of Partnership

Gold Level Partners earn 1,200 points per year of Partnership

Silver Level Partners earn 500 points per year of Partnership

### SPONSORSHIPS (including program book ads):

2 points for every \$5,000 of support

### AWARDS SUPPORT:

2 point for each \$2,500 of support

### CORPORATE WORKSHOPS:

1 point for each workshop hosted



**THE FOLLOWING DO NOT CONTRIBUTE TOWARDS PRIORITY POINTS:**

- Advertisements in *The Journal of Molecular Diagnostics (JMD)*
- Rental of the AMP Member mailing list
- Rental of the AMP Annual Meeting pre-registrant mailing list
- Inserts in the AMP Annual Meeting attendee bag
- Any other items not noted above as determined by AMP

**LOSING PRIORITY POINTS**

- Exhibiting companies that do not adhere to the AMP Exhibitor Rules and Regulations will lose all or a portion of their priority points as determined by AMP on a case-by-case basis.
- Points will be forfeited entirely after missing three consecutive years of exhibiting.
- Returning companies that have not exhibited for three or more years will begin with a point balance of zero.
- Points will be reduced by 50% after missing two years of exhibiting.
- Cancellation of exhibit space and/or any item of point value will result in loss of related points.

**ADDITIONAL INFORMATION:**

- New exhibitors will begin with a point balance of zero.
- In the case of a tie, the companies will be assigned space according to the date of contract and payment received by AMP.
- If the dates are the same for the tied companies, a drawing will take place to determine the winner.
- In the case of a merger or acquisition, newly formed company will retain the highest point value of the merged or acquired companies (not a sum of the values).
- Scenarios not noted above will be addressed and resolved solely at the discretion of AMP.

Failure to adhere to the AMP 2017 Annual Meeting Exhibitor Rules and Regulations will result in loss of Priority Points as determined by AMP. These Rules and Regulations are updated regularly.

**Save the Date!**

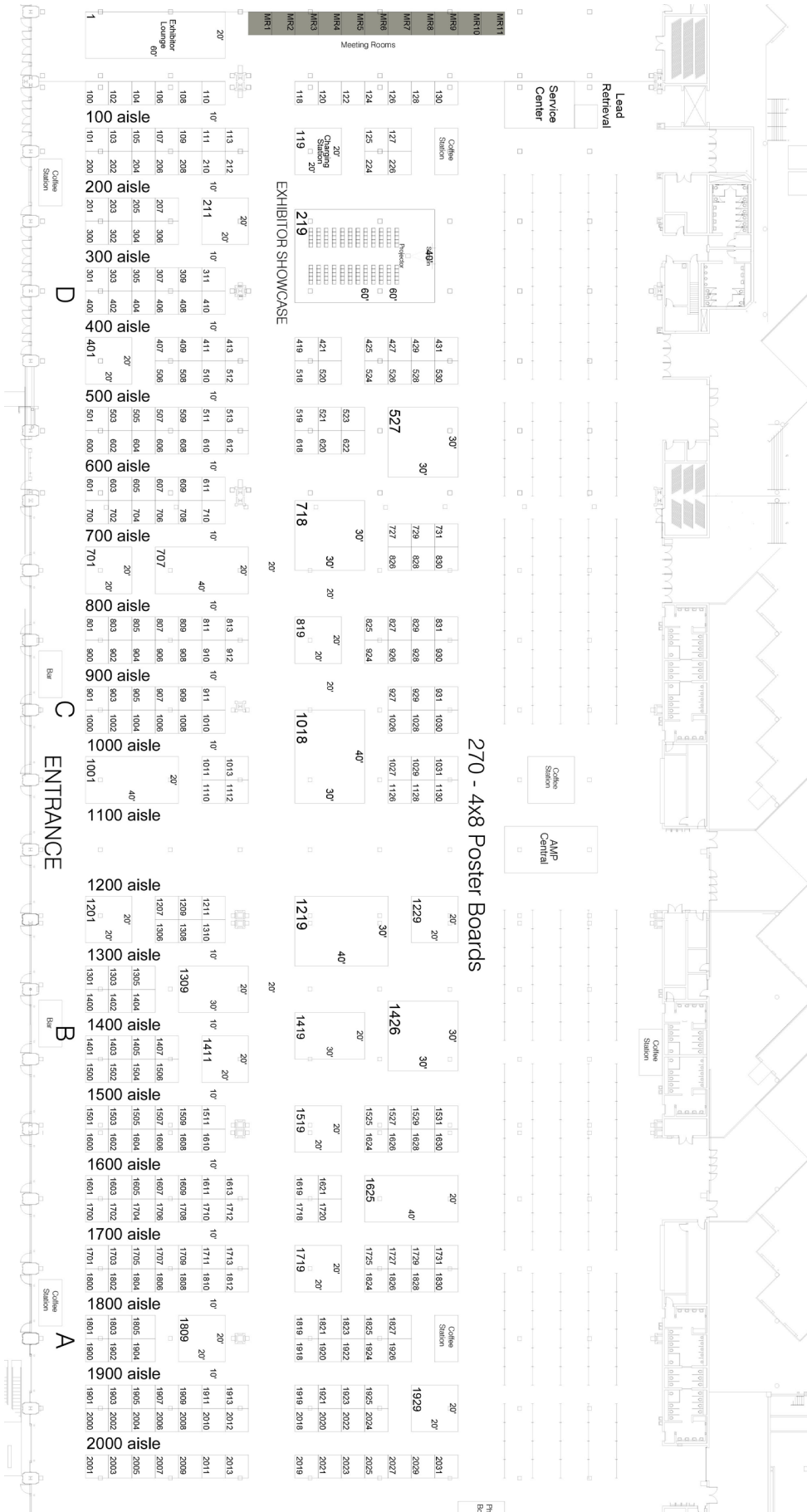
**AMP 2018  
Annual  
Meeting  
November 1-3, 2018**

**Corporate  
Workshop Day  
October 31, 2018**

**Henry B.  
Gonzalez  
Convention Center**

**San Antonio,  
Texas**

# Preliminary AMP 2017 Annual Meeting Exhibit Floorplan



Visit [www.amp.org/2017](http://www.amp.org/2017) to view the most current floorplan.