



Welcome to AMCP 2021

Thank you for participating in AMCP 2021. This is the second of five exhibitor bulletins that include important deadlines and information aimed at helping you have a successful virtual AMCP 2021. Look for the next issue the week of March 8.

AMCP 2021 Expo Upcoming Key Dates

Week of March 1

The virtual event platform opens for Virtual Exhibit Set Up. Exhibit contacts must be registered for AMCP 2021 to receive the invitation email to the virtual event platform. Look for an email from meetings@amcp.org with the link and login information.

Complimentary registration codes have been sent to corporate or exhibiting contacts. If you have not received your registration codes, please email Laura Larson, Assistant Director of National Meeting Sales.

March 4, 11:30am-12:30pm ET

Join us at our second **Exhibitor Open House**. We'll have a quick review on how to build your virtual exhibits in the AMCP 2021 platform and we'll discuss the new Talk Now feature.

Missed the February 25 session? The recording's posted on the [FAQs](#) page.

March 11, 11:30am-12:30pm ET

Join us for our third **Exhibitor Open House** for a deep dive into managing your leads and visits.

In addition to including booth visits and leads, the "Manage" feature also includes analytics such as booth visits, unique booth visitors, private messages, private meetings, chats, total video views and total document views.

Exhibitor Open Houses will feature platform demos and Q&A.

[Link here for Expo Key Dates](#) and [here for Exhibit FAQs](#).

Sponsorship Opportunities Available

Looking for additional exposure at AMCP 2021? Check out [sponsorship opportunities](#) including the mailed Attendee Swag Box, Attendee Swag Email and Foundation Wellness activities. All include additional visibility, recognition, and additional complimentary registrations. Call or email [Laura Larson](#) to discuss further!

Event Platform Highlight: Talk Now

This new feature gives attendees the opportunity to reach out and ‘meet’ with designated exhibit staff 1:1 over video during Open Expo Hours – Tuesday and Wednesday, 1-2:30pm ET.

We’ll be discussing Talk Now at this week’s Exhibitor Open House. Watch these videos in advance – one from the exhibitor perspective: <https://vimeo.com/pathable/exhibitortn> and one from the attendee perspective: <https://vimeo.com/pathable/attendeetn>.

Build a Better Virtual Exhibit

Put your best foot forward in your virtual exhibit!

Upload a variety of collateral pieces as you would display at your in-person exhibit. Include resources that give exhibit visitors a clear picture of your products and/or services. Upload visual collateral, text, photos, and videos that inform attendees, while piquing their interest to learn more or Talk Now during open exhibit hours the week of AMCP 2021.

Clients can load corporate logo and banner, enter company description, and add files and video links. Corporate logo can be JPG or PNG file: minimum 300x300px size and banner for exhibit page can be JPG or PNG banner file: minimum 1170x145 px size.

Best Practices: Tip # 1 – Promote Your Participation in Advance

Use the AMCP 2021 “In Conjunction With” logo in client communications, social media, and attendee outreach.



Email [Laura Larson](mailto:l.larson@amcp.org) for the

ICW logo and usage guidelines.

Please contact me let me know if you have any questions. I’m here and happy to help.

Thank you again, stay well and I look forward to working with you,

Laura K. Larson, CEM

Assistant Director, National Meeting Sales

675 N Washington Street, Suite 220 | Alexandria, VA 22314

O: 703-684 2619 | llarson@amcp.org