



## Welcome to AMCP 2021

Thank you for participating in AMCP 2021. This is the third 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 25.

## AMCP 2021 Expo Upcoming Key Dates

### March

The virtual event platform opened for Virtual Exhibit set up last week.

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](mailto: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 code, please email [Laura Larson](mailto:Laura.Larson@amcp.org).

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

Join us at our final **Exhibitor Open House** – invite out Thursday morning. 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. We'll also take a deeper dive into managing your leads and visits, too.

Missed the February 25 and March 4 sessions? The recordings are posted on the [FAQs](#) page.

### March 16

Early Bird Registration Deadline. Registration fees increase after this date. [Link here](#) for registration information.

### March 18

The Pre-Registration INFO ONLY Attendee List will be available and posted at [AMCP 2021](#). This list contains attendee name, title, company, city, and state. Send email request to [Laura Larson](mailto:Laura.Larson@amcp.org) if you'd like the list in an excel file.

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

## Sponsorship Opportunities Available

Check out [sponsorship opportunities](#) for additional visibility at AMCP 2021. Options include an Attendee Swag Email and Foundation Wellness activities. All include additional visibility, recognition, and additional complimentary registrations. Call or email [Laura Larson](mailto:Laura.Larson@amcp.org) to discuss further: 703-684-2619.

## 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 continue our discussion on 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>.

## Remember – Promote Your Participation in Advance

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



Use the Info Only list to reach out to your clients in advance. 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](mailto:llarson@amcp.org)