THE ECHANGE

featuring a dynamic forum for...

Tabletop Stations

Product Theaters

AMCP's 2011 Educational Conference • October 19–21, 2011
The Exchange — AMCP’s new and dynamic forum — is a unique opportunity to build relationships one-on-one and network with health care professionals in the managed care field.

GENERAL INFORMATION

When and Where Will The Exchange Be Held?

The Exchange will be held at the Atlanta Marriott Marquis:

- **Thursday, October 20, 2011**
  - Tabletop Stations: 11:00 am–12:45 pm
  - Product Theaters: 11:15 am–11:45 am
  - 12:15 pm–12:45 pm

- **Friday, October 21, 2011**
  - Tabletop Stations: 8:00 am–9:00 am
  - Product Theaters: 8:15 am–8:45 am

(times are subject to change)

The Exchange is open to all registered attendees of the AMCP 2011 Educational Conference. A buffet lunch (Thursday) and continental breakfast (Friday) will be served to conference attendees during The Exchange.

Don’t miss out on this unique opportunity to participate in this dynamic new forum!

Who Will Be There?

AMCP’s 2011 Educational Conference attracts more than 2,500 attendees who are managed health care professionals interested in increasing their knowledge of the management and coordination of clinical, pharmacy benefit, and pharmaceutical care programs. Those who attend are comprised of practicing pharmacists and other health care practitioners from managed care organizations who are involved in health management and research, outcomes management, and pharmacoeconomics; as well as representatives from pharmacy benefit management companies, physicians practicing in managed care, professors of pharmacy studies throughout academia and representatives from the pharmaceutical industry.

Eligibility for Participation in The Exchange

AMCP welcomes any managed care or pharmacy-related company to participate in The Exchange. Your service specialty can range from a pharmacy benefit management company, consulting firm, hardware or software vendor, or pharmaceutical manufacturer, to any organization with a need to reach managed care pharmacy decision makers. AMCP reserves the right to reject any application with or without cause. AMCP Corporate Members receive a discount on product theater and tabletop stations.
Connect with Health Care Professionals

As the delivery of health care becomes more integrated, the role of the managed care pharmacist in making important decisions regarding patient health is expected to grow significantly. AMCP’s Exchange attracts pharmacy professionals from managed care organizations such as HMOs, PPOs, PBMs, Integrated Health Networks, and Federal Programs specializing in:

- pharmacy administration
- pharmacy benefit management
- formulary management
- pharmacy network administration
- medical informatics
- disease management
- clinical pharmacy services
- government relations
- health and utilization management

Enhance Your Visibility

In addition to the exposure your company will have with over two (2) hours — which are unopposed and dedicated solely to The Exchange itself, including meal functions — there are several other ways to gain greater access and visibility among conference attendees.

The following opportunities can boost The Exchange attendance and make a lasting impression among attendees who recognize your company’s commitment to managed care pharmacy:

- Sponsorship Opportunities: AMCP boasts many opportunities for participating companies to augment their support of the 2011 Educational Conference by way of sponsorship opportunities for special events, conference publications, and services. Your sponsorship will be acknowledged in the Final Program, on signage, and with varying recognition packages ranging from podium announcements to General Session presentations.

- Marketing Opportunities: AMCP will list participating companies of The Exchange in all promotional and advertising publications. You can also communicate with conference attendees before you get to Atlanta. Participants may purchase a pre-registration mail list of conference attendees. This list will be available approximately 21 days prior to the conference.

About AMCP

The Academy of Managed Care Pharmacy (AMCP) is a national professional association of pharmacists and other health care practitioners who serve society by the application of sound medication management principles and strategies to improve health care for all. The Academy’s nearly 6,000 members develop and provide a diversified range of clinical, educational and business management services and strategies on behalf of the more than 200 million Americans covered by a managed care pharmacy benefit. More news and information about AMCP can be obtained on its website, at www.amcp.org.

Vision

Managed care pharmacy improving health care for all.

Mission

Empower members to serve society by using sound medication management principles and strategies to improve health care for all.

Strategic Direction Categories

- Advocacy
- Member Services/Awareness
- Outreach
- Professional Affairs
- Organizational Strength

For detailed information on AMCP’s Strategic Objectives, please visit the AMCP website at www.amcp.org.
**Product Theater Information**

**connecting your product to the audience you need**

AMCP offers companies the opportunity to make presentations to managed care pharmacists and other health care professionals attending AMCP’s 2011 Educational Conference with Product Theaters. Product Theaters provide an opportunity for commercial organizations to showcase the latest drug therapies, technologies, therapeutic areas and/or disease states and a wealth of products and services affecting professionals working in managed care pharmacy.

**Requirements for Product Theaters**

Product Theaters are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes.

The material presented in the Product Theaters may be promotional and may concentrate on a specific product. Therefore, these sessions may not offer continuing pharmacy education credit (CE) or continuing medical education credit (CME).

The Product Theater Participant and/or the Participant’s designated third-party meeting planning organization is responsible for all aspects associated with the planning, promotion, and management of the Product Theater and for payment of all costs related to the Product Theater, including but not limited to audiovisual equipment, catering, electrical services, and labor.

**Application Process**

Product Theaters may only be conducted upon approval by AMCP.

Applications are processed on a first-come, first-served basis. Space is limited for this activity.

Applications will be accepted from meeting planning or other third-party companies only if accompanied by a letter on the Participant’s letterhead confirming sponsorship of the Product Theater and authorizing the company to act on the sponsor’s behalf.

A deposit of 50% of the full payment is due with the contract and must be received before time slot will be assigned. The balance of the payment is due 30 days from date of invoice or August 19, 2011, whichever is earlier. Full payment is due with any application submitted after August 19, 2011.

Upon receipt of the completed application, AMCP will notify the sponsor of acceptance of the application and will provide the assigned date, time, and location for the Product Theater. Space is officially confirmed when you receive email notification from AMCP.

**Schedule and Cost**

| Slot 1 – Thursday, October 20  
| 11:15 am–11:45 am |
| Slot 2 – Thursday, October 20  
| 11:15 am–11:45 am |
| Slot 3 – Thursday, October 20  
| 12:15 pm–12:45 pm |
| Slot 4 – Thursday, October 20  
| 12:15 pm–12:45 pm |
| Slot 5 – Friday, October 21  
| 8:15 am–8:45 am |
| Slot 6 – Friday, October 21  
| 8:15 am–8:45 am |

$30,000 for AMCP Corporate Members  
$35,000 for Non-Corporate Members
Presenters/Speakers
All speakers and presenters for Product Theaters must be registered for AMCP’s 2011 Educational Conference and must be wearing their AMCP meeting badges in order to be admitted to The Exchange. The organization coordinating the Product Theater is responsible for ensuring all presenters are registered in advance of the session. One (1) complimentary conference registration will be provided to a designated speaker of the participating company.

Changes/Withdrawals
Changes to assigned time slots must be requested in writing to AMCP will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by AMCP and may not be modified.

Any company cancelling or withdrawing from time of application to August 19, 2011 will receive a 50% refund. AMCP shall retain the full price of Product Theater fee as liquidated damages for any company who withdraws or cancels after August 19, 2011.

Cancellation of participation does not release company from its obligation to pay 100% of the total Product Theater fee and/or all other fees and expenses incurred by companies as a result of said cancellation.

Promotion of Product Theaters
All materials intended to promote Product Theaters, including websites, broadcast e-mail messages, promotional brochures, invitations, signage, and other materials, must be approved by AMCP prior to release and distribution. Because changes may be required, it is strongly recommended that review and approval by AMCP occur before printing or production of the materials.

All approved promotional, marketing, and other materials used in conjunction with the Product Theaters must contain the following statement in a prominent type size and location on the materials:

“This event is not part of the official educational program portion of AMCP’s 2011 Educational Conference.”

“This promotional activity is provided by [sponsor] and is not certified for continuing education credit. The content of this Product Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the Academy of Managed Care Pharmacy.”

No other phrase or reference to AMCP or the 2011 Educational Conference is permitted on Product Theater materials. The AMCP logo or AMCP meeting graphics may not be used on Product Theater materials. The words “education,” “educational,” or “symposium” may not be used in any presentation titles or on any Product Theater materials.

Final Program ads, tote bag inserts and door drops may be used to promote Product Theaters.

AMCP Will Provide Product Theater Participants:
- One set of mailing labels of preregistered meeting attendees at a discounted rate
- Product Theater session signage directly in front of Product Theater Area
- Listing of Product Theater session in the Final Program
- Listing of all Product Theater sessions on AMCP’s conference website
- Catered meals during all Product Theater time slots
- A standard theater located in The Exchange
- Theater Seating for approximately 150 attendees
- Low riser with a standing lectern
- AV including LCD projector, screen, and sound system
- One complimentary Tabletop Station in The Exchange

Responsibility of Product Theater Participants:
- Assuming the cost and coordination for all audio visual services that are above those included in the Product Theater fee
- Assuming the cost and coordination for all electrical services associated with your Product Theater
- Assuming the cost and coordination for all computer/internet services associated with your Product Theater
- Designing, printing, and distributing Product Theater invitations
- Providing on-site set-up, management, and dismantling of the Product Theater
- Creation, management, and delivery of the Product Theater program
1. DEFINED TERMS
   a) The terms "AMCP Management" as used herein shall mean the Academy of Managed Care Pharmacy.
   b) The term "Participant" as used herein shall mean a company participating in the Product Theater.

2. APPLICABILITY, INTERPRETATION & GOVERNING LAW
   a) These Product Theater Guidelines are part of the AMCP Product Theater Contract between the Participant and AMCP Management. AMCP Management shall have the authority to interpret and enforce these Guidelines. All matters not covered by these guidelines are subject to the decision of AMCP Management. All decisions so made shall be as binding on all parties as the original Guidelines. The Participant or its designated representative is responsible for familiarizing itself with all Guidelines. The Participant or its Representative that fails to observe these conditions or the terms of the Product Theater Contract may be ejected from the Product Theater without refund.
   b) Any claim or cause of action arising out of this agreement shall be governed exclusively by the law of the Commonwealth of Virginia without regard to its conflict of laws principles. Any claim or cause of action arising under this agreement shall be adjudicated exclusively in the local or federal courts of the Commonwealth of Virginia. The Participant hereby submits to the personal jurisdiction of the courts located in the Commonwealth of Virginia.

3. AMENDMENTS
   These Guidelines may be amended at any time by AMCP, and all amendments so made shall be binding on Participants equally with the original Guidelines.

4. ELIGIBILITY
   Only participating companies in good standing with AMCP are permitted to submit an application for a Product Theater slot. Participating companies must settle any outstanding balances in order for their applications to be considered.

5. REVOCATION
   AMCP Management reserves the right to revoke the Product Theater Contract at its sole discretion.

6. CANCELLATION BY AMCP
   a) AMCP may terminate the Participant's Product Theater Contract (or part of it) when AMCP in its sole discretion believes that (a) the premises in which the 2011 Educational Conference is or is to be conducted has become unfit for occupancy, or (b) the holding of or AMCP’s performance under the contract is substantially or materially prevented or interfered with by a cause or causes not reasonably within AMCP’s control. AMCP is not responsible for delays, damage, loss, increased costs or other unfavorable conditions that arise as a result of such termination. Furthermore, in the event of such termination, AMCP may retain such part of the Participant's Product Theater fees as shall be required to recompense AMCP for expenses incurred up to the time of such termination or incident to such termination, with no liability for either party to the Contract. The Participant waives all claims for damages or recovery of payments made, except for the return of the pro-rated amount paid for the Product Theater time slot less expenses incurred by AMCP.
   b) The above phrase "a cause or causes not reasonably within AMCP’s control" includes but is not limited to: fire; casualty; flood; epidemic; earthquake; explosion; accident; blockage; embargo; inclement weather; act or threat of terrorism; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; inability to secure necessary labor; technical or personnel failure; lack of or impaired transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment or services; orders or restraints imposed by civil defense, military or other types of governmental authorities; or acts of God; or such circumstances making AMCP's performance impossible or commercially impracticable in its sole discretion.

7. WAIVER, ENFORCEABILITY & BINDING NATURE
   Once signed by the Participant and AMCP, the Product Theater Application and Contract is irrevocable, and the rights of AMCP under this Contract shall not be deemed waived except as specifically stated in writing by an authorized representative of AMCP. The Participant further agrees that upon acceptance of this agreement by AMCP, with or without appropriate or timely payment of any and all fees, the Product Theater agreement shall become binding and enforceable in accordance with its terms. This Contract will be binding on the Participant's and AMCP's successors. If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision, and the invalid term, clause or provision shall be deemed to be severed from the agreement.

8. LIABILITY
   Participants are liable for any damage caused to Product Theater floors, walls, columns, or to standard Product Theater furnishings and equipment, or to other Participants' property. Participants may not apply paint, lacquer, adhesive or any other coating to building columns and floors, or to Product Theater furnishings and equipment. The contracted Participant is responsible for all personal and corporate property placed in Product Theater space.

9. INDEMNIFICATION
   a) Each Participant, in making application for a Product Theater time slot, agrees to protect, indemnify and hold harmless the following parties (including but not limited to): AMCP, the Atlanta Marriott Marquis, Freeman, Gold Coast Event Management, and their officers, directors, agents, contractors and employees from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the negligence, wrongful acts of or breach of contract by the Participant or its agents, servants or employees.
   b) Each party involved in The Exchange/Product Theater agrees to be responsible for any claims arising out of its own negligence or that of its employees, agents or contractors.

10. COMPLIANCE & REJECTION
    a) The Participant agrees that its Product Theater presentation and related set-up, tear-down and promotional activities shall operate in strict compliance with these Guidelines.
12. PRICING & PAYMENT

b) It is the responsibility of the Participant to ensure that all individuals involved with the planning, production, marketing and/or execution of a Product Theater presentation are aware of and abide by the Product Theater Guidelines.

c) AMCP Management reserves the right to reject, eject or prohibit any presentation in whole or in part, or any Participant, or its representative, with or without giving cause. If any Participant is ejected for violation of these Guidelines, or for any other stated reason, no return of rental shall be made.

11. DEADLINES

a) 50% of total payment is due with application

b) Balance is due 30 days from date of invoice or August 19, 2011, whichever is earlier. Full payment is due with all applications submitted after August 19, 2011.

12. PRICING & PAYMENT

a) The rates for each Product Theater time slot are as follows:

   i) $30,000 for AMCP Corporate Member  
   ii) $35,000 for Non-Corporate Member

b) Participants may pay by check, wire transfer and credit card.

   i) Check—Prior to assignment of a Product Theater time slot, 50% of the total amount will be due with your application, and the balance will be due on 30 days from date of invoice or August 19, 2011, whichever is earlier. Full payment is due with all applications submitted after August 19, 2011. AMCP will accept U.S. funds drawn on U.S. banks only. Checks must be mailed to the AMCP office. A credit card number with authorization to charge is required to secure a company’s application and must be provided with all applications. Applications received without credit card guarantee for payment will not be considered complete until the guarantee is received. If 50% payment isn’t received with your application, AMCP will charge the credit card the amount due, including a non-refundable 3% processing fee.

   ii) Credit Card—AMCP will charge the credit card provided on the application 50% of the total amount due with your application, and the balance will be charged 30 days from date of invoice or August 19, 2011, whichever is earlier. Full payment will be charged with all applications submitted after August 19, 2011. AMCP accepts Visa, MasterCard and American Express. Please note that credit cards will be assessed a non-refundable 3% processing fee in addition to the cost of the Product Theater time slot. The cardholder’s signature is required in the credit card section of the Application. This is in addition to the authorized officer’s signature in the Agreement section.

   iii) If full payment is not received 30 days from date of invoice or August 19, 2011, whichever is earlier, the Participant will be notified that its assigned Product Theater time slot has been forfeited and will pay applicable liquidated damages as outlined in the “Product Theater Time Slot Cancellation Policy,” below.

13. PRODUCT THEATER TIME SLOT ASSIGNMENT

a) Although AMCP will attempt to accommodate requests for specific Product Theater time slots, no guarantees can be made that a company will be assigned the specific time slot requested.

b) Any Participant not pleased with the initial assignment may submit a written request to Amy O’Connor, Assistant Director of Meetings, at aoconnor@amcp.org to be placed on a waiting list for possible reassignment. The waiting list will receive consideration for reassignment on a first-come, first-served basis. No guarantees can be made that another choice will be available.

c) Space is officially confirmed when you receive email notification from AMCP.

14. PRODUCT THEATER TIME SLOT CANCELLATION POLICY

The following cancellation terms apply, regardless of how a Product Theater time slot is cancelled:

a) Notification of a Participant’s decision to cancel a Product Theater time slot must be submitted in writing to Amy O’Connor, Assistant Director of Meetings via e-mail: aoconnor@amcp.org.

b) The date of receipt will be the official cancellation date. Companies that cancel a Product Theater time slot will be subject to fees based on the date of receipt, as follows:

   i) If the Participant cancels the Product Theater time slot on or before August 19, 2011, the Participant will pay as liquidated damages 50% of the total contracted Product Theater fee.

   ii) If the Participant cancels the Product Theater time slot space on or after August 19, 2011, the Participant will pay as liquidated damages 100% of the total Product Theater fee.

   c) AMCP retains the right to utilize cancelled Product Theater time slots at its discretion.

15. NO-SHOW POLICY

Any Participant who has not checked in with AMCP staff by 30 minutes prior to the start of their contracted time slot will be regarded as a “no-show.” The Participant will have been deemed to have cancelled the Product Theater contract, and, as such, the Participant will pay as liquidated damages 100% of the total contracted Product Theater fee. AMCP will be free to utilize the space at its discretion.
16. LOCATION OF PRODUCT THEATERS
   a) The Product Theater will be located in The Exchange in a prominent area adjacent to the food stations.
   b) AMCP Management reserves the right to alter the location of the Product Theater as shown on the official floor plan, if deemed, in the sole discretion of AMCP Management, to be advisable or in the best interest of AMCP.

17. PRODUCT THEATER PRESENTATION SCHEDULE
   There are a total of six (6) slots, and one Product Theater will be conducted per time slot. All Product Theaters will be held in the Atlanta Marriott Marquis. All space and time slots will be scheduled by AMCP. Applications will be processed on a first-come, first-served basis. Product Theater room will be theater set for approximately 150 people.

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<th>Day</th>
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<tr>
<td>Slot 1, Thursday, October 20</td>
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The proposed program length must not exceed the time frames listed above.

18. PRODUCT THEATER CONFIGURATION
   a) The Product Theater will include theater seating for up to 150 attendees; a lectern at the center of the stage; screen, LCD projector and sound system and a draped six-foot table on which Participants may place literature.
   b) Seating, A/V, stage, and food and beverage area items must not be moved.

19. INSTALLATION & Dismantling
   a) Installation: Participants will have access to the Product Theater area 30 minutes before their assigned Product Theater slot. Participants and their speaker(s) are allowed to “prep” during this time. Please note that in order to facilitate people getting refreshments and finding a seat before the presentation begins, attendees will be allowed into the Product Theater approximately 15 minutes before the presentation begins.
   b) Dismantling: Participants must remove all literature, materials, handouts, etc., from the Product Theater within one half-hour after the end of their presentation time slot. Any such materials left longer than 30 minutes after the time slot’s conclusion will be considered trash and disposed of accordingly.

20. USING THE PRODUCT THEATER – GIVEAWAYS
   a) Companies are permitted to distribute from the Product Theater, during their assigned time slot only, giveaways in accordance with the policies outlined below.
   b) AMCP will only permit companies to distribute giveaways that are educational for pharmacists, physicians and/or patients, and modest in value.

21. PRESENTATION GUIDELINES
   a) The Participant agrees to utilize the Product Theater(s) for promotional presentations or activities, highlighting a new service, or presenting data on a new product. Participants are not permitted to present any CME/CE educational symposia, sessions or activities in the Product Theater.
   b) Product Theater speakers and topics must be sent to AMCP for approval prior to being publicized.
   c) All products marketed and promoted in The Exchange, including within the Product Theater, that are regulated by the Food and Drug Administration (FDA) must meet FDA guidelines and be FDA-approved. It is the responsibility of Participants to ensure adherence to
ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines, concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the AMCP Annual Meeting & Expo. In addition, AMCP encourages all Participants to check with their companies’ own medical affairs/compliance staff for guidelines adhered to by their own companies.

d) Participants are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit http://www.fda.gov/RegulatoryInformation/Guidances/default.htm.

e) Participants are reminded that clinical trial results are embargoed from being presented or announced in any forum until the time of the presentation at the AMCP 2011 Educational Conference. It is the Participants’s responsibility to know whether its trial is subject to the embargo regulation. Presentation or discussion of scientific research results in the Product Theater prior to the scheduled AMCP 2011 Educational Conference is strictly forbidden.

(f) All Product Theater sessions must be held in compliance with AvAmed and PhRMA regulations. AMCP approval will be based on these regulations.

g) Copyright of the content presented at the Product Theater shall be owned by the Product Theater supporter with all rights intact. The Product Theater supporter is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Product Theater program.

(h) Failure to comply with these guidelines will result in the loss of all priority points; the Participant being prohibited from securing a Product Theater time slot at future AMCP national meetings.

22. REGISTRATION & ADMISSION

a) Admission to the Product Theater will be by official badge obtained upon registration, entitling the wearer to unlimited attendance in accordance with AMCP Management policy. The badge is not transferable. All attendees of presentations held in the Product Theater must be badged as either an exhibitor or other attendee category.

b) AMCP Management shall have sole authority over admission policies at all times.

23. ATTENDANCE

AMCP makes reasonable attempts to The Exchange and Product Theater, but does not guarantee specific volumes of traffic, levels of qualification or overall attendance. Traffic by any given Product Theater is a function of that particular Product Theater and not the responsibility of AMCP. AMCP will not refund a supporter’s fee on the basis of attendance.

24. SOLICITATION

The aisles and other spaces in the Atlanta Marriott Marquis not leased to Participants shall be under the control of AMCP Management. All presentations, meetings, distribution of literature, and the transactions of business of any nature shall be made within the Product Theater, or, if applicable, in the Participant’s exhibit space. Temporary staff and/or Product Theater personnel, including third-party planners, shall be restricted to the same aforementioned guidelines as authorized exhibitor personnel. Solicitation in the aisles outside the Product Theater or intercepting those in attendance for advertising purposes is strictly prohibited.

25. SUBMITTING, SHARING & EXCHANGING

The Participant may not assign, sublet, share, apportion or exchange all or any part of their Product Theater time slot with or to another organization or business unless prior written consent has been obtained from AMCP, which consent may be conditioned on the payment of such fees as AMCP determines. If the Participant submits a written request prior to the first day of AMCP’s 2011 Educational Conference, at its sole discretion, may grant exceptions to the following: a corporate parent or subsidiary of the Participant; another subsidiary of the parent corporation; a partner of the Participant in an ongoing partnership with a written partner agreement; and/or other partnerships/collaborations as deemed appropriate by AMCP. The Participant must provide to AMCP written documentation of the particular relationship. AMCP retains the right to remove from the Product Theater any company or organization without a signed AMCP Product Theater contract.

26. PROMOTION OF PRODUCT THEATER – PROMOTIONAL MATERIALS

a) All promotional materials (including announcements, signage, invitations, e-mails, websites, advertisements, posters and flyers) must be approved by AMCP prior to printing or use. Final versions of materials should be submitted for approval no later than September 2, 2011. Submissions should be sent via e-mail to aoconnor@amcp.org or via fax to (703) 683-8417. Please allow a minimum of five business days for approval.

b) The AMCP logo, name, insignia and other identifying marks may not be used on any participant marketing, promotional or Product Theater materials, either inside or outside The Exchange.

c) No other phrase or reference to AMCP or the 2011 Educational Conference is permitted on Product Theater materials. The AMCP logo or AMCP meeting graphics may not be used on Product Theater materials. The words “education,” “educational,” or “symposium” may not be used in any presentation titles or on any Product Theater materials.

d) No endorsement by AMCP of the Participants or its products or services, expressed or implied, is permitted or intended.

e) All materials promoting Product Theater presentations must clearly indicate the name(s) of the organizer(s) and/or the company(ies) providing financial support for the presentation.

f) The term “Education(al) Session” or “Education(al) Program” may not be used in reference to a Product Theater presentation.

g) All materials promoting Product Theater presentations must include the following two statements:

“\text{This event is not part of the official educational program portion of AMCP’s 2011 Educational Conference.}”

“This promotional activity is provided by (sponsor) and is not certified for continuing education credit. The content of this Product Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the Academy of Managed Care Pharmacy.”
h) Distribution of approved materials from Participants’ exhibit booth(s), or the Product Theater during the Participant’s contracted time slot only, is permitted. Promotional materials may not be distributed in the aisles, hotel lobbies or public areas, or anywhere else in or on official AMCP-contracted property. Promotional materials, even if approved, may not be handed out anywhere, including in hotel lobbies, restaurants, in front of the event hotel (other than in tabletop displays or in the Product Theater, as outlined above). Noncompliance of this regulation will result in the prompt removal of the offending person and property from that area and will result in loss of priority points by the Participant.

i) Promotional materials may be sent to the Participant’s in-house mailing lists or a mailing list provided by AMCP. AMCP offers a one-time use of the advance conference registration list at a discounted rate to Product Theater participants, to be used for promotion of the Participant’s Product Theater presentation. Mailing List Rental Guidelines and order forms will be provided in the Participant Service Kit and available approximately 6 weeks prior to the meeting. Please note the turn-around time for requested lists is three to five business days after completed forms and payment is received by AMCP.

j) Participants hosting Product Theater time slots are permitted to supplement AMCP signage with floor-standing signage immediately at the entrance of the Product Theater and within their contracted tabletop space, if applicable, only. Signs must be professionally printed, no larger than 28” x 44”, and may be ordered through Freeman or a contractor of the Participant’s choosing. Please note: Proposed copy for signage must be approved by the AMCP Meetings department prior to printing (see “Promotional Materials,” above, for more information). A maximum of four signs may be displayed at the Product Theater. Signage may only be placed outside the Product Theater beginning one hour prior to the Participant’s time slot, and must be removed within 15 minutes of the conclusion of the time slot. Any signs left longer than 15 minutes after the time slot’s conclusion will be considered trash and disposed of accordingly. Signs may not be placed in other venues, other areas of the Atlanta Marriott Marquis, airport, buses, taxicabs, etc. Companies violating these rules will have their items removed/confiscated, the event closed, and will lose priority points.

27. PROMOTION OF PRODUCT THEATER BY AMCP

The Product Theater will be promoted by AMCP in the following pre-show and on-site print and electronic promotions:

a) Pre-Show Promotions:
   • Weekly promotional e-mails to registered and prospective attendees — select e-mails will include a lead-in about the Product Theater and link to full information on AMCP conference website
   • Product Theater webpage on conference website — will include comprehensive information about the Product Theater, including participating companies, speakers, presentation descriptions and schedule

b) On-Site Promotional Materials:
   • Final Program — official guide to all conference events and programs being presented at AMCP’s 2011 Educational Conference
Tabletop Station Information

another way of connecting your product
to the audience you need

AMCP welcomes any managed care or pharmacy-related company to participate in the tabletop stations at The Exchange. Your service specialty can range from a pharmacy benefit management company, consulting firm, hardware or software vendor, or pharmaceutical manufacturer, to any organization with a need to reach managed care pharmacy decision-makers. AMCP reserves the right to reject any application with or without cause. AMCP Corporate Members receive a discount on tabletop display fees.

Specifications/Fees

The tabletop display arrangement is shown by the floor plan in this Prospectus. Dimension and location of each table are believed to be accurate, but only warranted to be approximate. Floor plan revisions will take place periodically.

Booth space is $1,500 per booth for AMCP Corporate Members and $2,000 per booth for Non-Corporate Members. The booth fee includes:

- One (1) 6’ rectangular draped table and two (2) chairs
- Standard booth identification sign showing your company name and table number
- One (1) conference complimentary registration per company
- One (1) discounted pre-registrant list. This list will be available approximately 3 weeks prior to the Conference
- Company listing (50 words or fewer) in official meeting publications

Note: The booth fee does not include electricity. If you require electricity, AMCP will send you an electricity form to complete in your “Participant’s Kit.”

Assignment of Space

Tabletops will be allocated on a priority points system. After the top 20 companies in the system have chosen their table, the remaining tables will be allocated at the sole and exclusive discretion of AMCP with due regard to grouping of Participants and date upon which Tabletop Station Application/Contract is received and approved. The decision of AMCP with respect to allocation of booth space will be final and binding upon all Participants. Space is officially confirmed when you receive written notification from AMCP.

Participants are allowed to distribute educational materials related to managed care including, but not limited to:

- Outcomes Studies
- Health Management Programs
- Pharmacoeconomic Studies
- Drug Use Evaluations
- Computer Demonstrations (limited to tabletop computers)
- Physician Prescribing Profile
- Information
- Compliance Programs

Companies may not distribute any materials outside of their tabletop station, except for those also participating in a Product Theater.

All displays must fit on top of your six-foot table and extend no higher than 8 feet. Pop-up booths are not allowed.
Booth Staffing

Your booth must be staffed during The Exchange hours by qualified employees of the Participant who must be able to discuss the programs or information of the Participant. One (1) complimentary conference registration will be provided to a designated representative of each participating company. Conference registration includes access to all AMCP sessions and events. Additional company representatives and all other company personnel must register for the conference and pay the appropriate fees. AMCP does not provide “exhibitor only” badges for the Educational Conference.

Booth Preparation

A “Participant’s Kit” will be sent to registered participants in early September 2011. The kit will contain necessary order forms for shipping, electricity, computer equipment, and phone line usage.

Withdrawal

Withdrawal by a Participant will not be accepted unless written notice of such withdrawal has been received no later than August 19, 2011 by AMCP. Cancellations are subject to a 25% administrative fee. AMCP shall retain the full price of Participant’s display as liquidated damages for any Participant who withdraws after August 19, 2011.

Booth Set-Up

The Atrium Ballroom has been reserved for display set-up during the following hours: Thursday, October 20; 7:00 am–11:00 am (times are subject to vary slightly). Participants must be ready by 11:15 am, Thursday, October 20. After this time, no set-up work will be permitted without special permission from AMCP. Packing of materials cannot begin earlier than 9:00 am on Friday, October 21, 2011. All materials must be removed from the Atrium Ballroom no later than 2:00 pm on Friday, October 21, 2011. AMCP and the Atlanta Marriott Marquis each reserve the right to remove display materials and charge the Participant so described above plus damages in the event these booth materials are not cleared in a timely manner. AMCP and the Atlanta Marriott Marquis each assume no obligation to undertake material removal and assume no liability for any action in connection herewith.
1. ACCEPTANCE OF CONTRACT
The Tabletop Station Application/Contract must be properly completed and accompanied by the appropriate fees for the table requested. All Contracts will undergo a review process by AMCP on a first come, first-served basis after the top 20 companies in the priority point system have chosen. If said Contract is accepted by AMCP, it shall become binding upon both the AMCP and the Participant with respect to table assigned and the use thereof and all other matters included in the Contract and the Forum Rules and Regulations. AMCP will assign and confirm display space to the Participant when the Contract is accepted.

2. TERMINATION OF CONFERENCE AND THE EXCHANGE
Should the premises in which the AMCP 2011 Educational Conference is to be held become, in the sole judgment of AMCP, unfit for occupancy, or should the Conference and The Exchange be materially interfered with by reason of action of the elements, strike, picketing, boycott, terrorism, embargo, injunction, war, riot, emergency declared by a government agency or any other act beyond the control of AMCP, the tabletop Application/Contract may be terminated. AMCP will not incur any liability for damages sustained by Participant as a result of such termination. In the event of such termination, the Participant expressly waives such liability and releases the AMCP of and from all claims for damages and agrees that the AMCP shall have no obligations except to refund to the participants a pro-rated share of the aggregate amount received by the AMCP (as rental for tabletop display space for said Exchange), after deducting all costs and expenses in connection with such Exchange, including a reasonable reserve for claims, such deductions being hereby specifically agreed to by the Participant.

3. GENERAL RULES
All rights and privileges granted Participant hereunder are subject to and subordinated to a master lease between AMCP and the Atlanta Marriott Marquis and policies, rules, and regulations of said Authority. This agreement provides a personal right to Participant and creates no interest or estate in the Atlanta Marriott Marquis or its equipment or facilities. Participant will comply with all applicable federal, state and municipal statutes, ordinances, regulations, rules, and requirements including, without limitation laws applicable to patents, copyrights and trademarks and all rules and regulations of the Atlanta Marriott Marquis. Participants will not mar, deface or otherwise damage any area or equipment of the Atlanta Marriott Marquis. Participant assumes all responsibility of its Exchange personnel, employees, contractors, servants, agents, and for all persons admitted to the Forum area using its badges. Participants will not discriminate against any person on account of race, creed, color, sex, religion, national origin or physical or mental disability. Any activity within The Exchange, including, without limitation, distribution of any literature must conform to the educational and professional nature and character of the meeting. AMCP reserves the sole right to prohibit and require immediate cessation of any activity or distribution which, in AMCP’s sole discretion, is determined not to conform as aforesaid. AMCP will provide advance approval of activities and items upon request of a Participant. The Academy’s decision to prohibit and require cessation of any activity will be in the sole and exclusive discretion of AMCP and will be final. Canvassing or distributing advertising matter outside the Participant’s own space is not permitted. All booths must conform strictly to the Rules and Regulations. AMCP reserves the right to restrict any Participant’s booth which might be considered undesirable. The restrictions include, but are not limited to, articles, conduct, printed matter or anything objectionable to The Exchange or AMCP’s 2011 Educational Conference as a whole. All points not specifically covered are subject to the decision of AMCP.

4. AMCP LOGO
Participants will not use the AMCP logo, the name of AMCP, nor in any manner associate any booth or any activity during the AMCP 2011 Educational Conference.

5. CARE OF DISPLAY SPACE AND PREMISES
The Participant shall take good care of his/her display space, not deface or mar said premises, and will keep and maintain the aforesaid premises in good order at all times. Decorations may not be used. Electrical or other mechanical apparatus must be muffled so noise does not interfere with others.

6. SAFETY
No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior and wrapping paper are to be removed from the floor and must not be stored under tables. All muslin, velvet, silken or any other cloth must stand a flameproof test as prescribed by the fire ordinance of Atlanta, Georgia. Explosive, flammable or other flammable matter, or any substances prohibited by the law or insurance carriers, are not permitted on premises. All electrical equipment must meet applicable National Electrical Codes and hotel requirements. Electrical fixtures and fittings must be UL listed and so marked. Access to public elevators and escalators must not be blocked at any time. Utility panels, switchgear, fire hose cabinets, stand pipes, and fire extinguishers must remain visible and accessible at all times. Nothing may block exit doors, fire extinguishing equipment, sprinklers, or emergency lighting systems. Participants may not use helium balloons, compressed gas, heaters, or heating devices, or motorized vehicles of any kind.

7. LIMITATION OF LIABILITY
AMCP, the management of the Atlanta Marriott Marquis, the City of Atlanta, and the officers, directors, members, agents, employees, contractors and assigns of any of the aforesaid parties shall not be liable or responsible for, and shall be held harmless from claims for any loss, damage, death or injury whatsoever or however arising, which may occur to a Participant or to his/her agents, employees, guests, the public, and all others or to the property or wares of the Participant arising out of or caused by Participants’ installation, removal, maintenance, occupancy, or use of the program’s premises or part thereof, including any outside program areas (collectively, “Claims”) during or subsequent to the period covered by the booth space allocation. Each Participant expressly releases AMCP and the above named parties from any and all claims for any such injury, loss, or damage. The Participant assumes responsibility for its Exchange personnel, employees, contractors, agents and hereby agrees to protect, indemnify, defend and save harmless AMCP, the Atlanta Marriott Marquis, the City of Atlanta and their affiliated and subsidiary companies, and their respective partners, directors, officers, employees, and agents (“the In-
TERMS AND CONDITIONS cont’d

demnities”) against all claims, losses, and damages to persons or property, governmental charges, or fines and attorney’s fees arising out of or caused by Claims. In addition, the Participant acknowledges that neither the Academy, the Atlanta Marriott Marquis, nor any of the other Indemnities maintain insurance covering participant’s property, nor are they responsible for obtaining insurance covering such losses. It is the sole responsibility and expense of the Participant to adequately insure their materials, goods, wares against theft, damage, loss or injury of any kind.

8. INSURANCE
Participants must adequately insure their materials, equipment, goods and wares against theft, damage, loss or injury of any kind and must do so at their own expense; AMCP and the Atlanta Marriott Marquis are not responsible for any loss (howsoever caused) to any property of any Participant. Participants are solely responsible for their own actions during the AMCP 2011 Educational Conference.

9. ADDITIONS TO RULES AND REGULATIONS
The Rules and Regulations of the Exchange may be amended by AMCP and such amendments are hereby made an integral part of and incorporated by reference into the Tabletop Station Application and Contract and shall be deemed to have the identical effect as if set forth in full in the Contract. Payments to AMCP are not deductible as charitable contributions for Federal Income Tax purposes. However, they may be deductible under other provisions of the Internal Revenue Code. All Participants are responsible for informing their own personnel and authorizing representatives of these Rules and Regulations.

10. DEFINITIONS
For purposes of the Rules and Regulations, the following terms have the following meaning:
- “Exchange Participant” includes and means “Participant.”
- “AMCP” includes and means the Academy of Managed Care Pharmacy, and its directors, officers, employees, agents, members, and contractors.
**COMPANY/PRODUCT LISTING**

Please provide (via email: aoconnor@amcp.org) a company/product description of no more than 50 words to be used in promotional materials by September 16, 2011. Descriptions of more than 50 words will be edited by AMCP. Faxed copies will not be accepted.

**TABLE SEPARATION**

Please list below the companies from which you desire separation. We cannot guarantee that we will be able to honor this request. You may list a maximum of four (4).

**FEES** *(Please check the appropriate circle below.)*

- AMCP Corporate Member .......................... $1,500
- Non-Corporate Member .......................... $2,000

Please reserve _______ table space(s) checked above to be occupied solely by our organization at The Exchange held during AMCP’s 2011 Educational Conference, October 20–21, 2011 at the Atlanta Marriott Marquis. Our preferences for table space(s) are:

<table>
<thead>
<tr>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
<th>Fourth Choice</th>
</tr>
</thead>
</table>

**METHOD OF PAYMENT**

- Check made payable to AMCP for $ _________ (in U.S. funds drawn on a U.S. bank)
- Charge my credit card 
  - Visa
  - MasterCard
  - American Express

**ATTENDEE LIST**

To assist with meeting-related promotion, your organization may purchase a pre-registration list for one time use only. This list will be available approximately 21 days prior to the meeting.

**MAIL THIS COMPLETED FORM WITH PAYMENT TO:**

AMCP / The Exchange
100 North Pitt Street, Suite 400
Alexandria, VA 22314

Please make checks payable in U.S. funds to AMCP.
Tel 703/683-8416 - Toll-Free 800/827-2627
Fax 703/683-8417 - Email: aoconnor@amcp.org

**FOR AMCP USE**

- Contract Received:
- Payment Received:
- Table # Assigned:

**ACCEPTANCE OF CONTRACT** — The Contract for Exhibit Space must be completed in its entirety and accompanied by 50% of the payment for the total display fee for the number of spaces requested before it will be processed or space assigned. If said Contract is accepted by AMCP, it shall become binding upon both AMCP and the Participant with respect to space assigned and the use thereof and all other matters included in the Contract and the Rules and Regulations. Any point not specifically covered in these regulations is subject to the decision of AMCP, whose decision shall be final. The remaining 50% of the payment is due within 30 days after display space allocation is confirmed. Payment must be made by check, credit card or money order, payable to the Academy of Managed Care Pharmacy (AMCP).

**GENERAL RULES** — All rights and privileges granted Participant hereunder are subject to and subordinate to a master lease between the Academy of Managed Care Pharmacy (hereinafter referred to as AMCP) and the Atlanta Marriott Marquis and the policies, rules, and regulations of said hotel facility. This agreement provides a personal right to Participant and creates no interest or estate in the Atlanta Marriott Marquis Center or its equipment or facilities. Participant will comply with all applicable federal, state, and municipal statutes, ordinances, regulations, rules, and requirements including without limitation laws applicable to patents, copyrights and trademarks, and all rules and regulations of the Atlanta Marriott Marquis. Participants will not mar, deface, or otherwise damage any area or equipment of the Atlanta Marriott Marquis. Participant assumes all responsibility of its display personnel, employees, contractors, servants, agents, and for all persons admitted to the display area using its badges. Participants will not discriminate against any person on account of race, creed, color, sex, religion, national origin, or physical or mental disability. See previous page for additional rules and regulations.

We agree to comply with all of the Rules and Regulations outlined above and in this Prospectus.

**SIGNATURE**
COMPANY AND CONTACT INFORMATION (Please type or print clearly.)

COMPANY NAME AS YOU WANT IT TO APPEAR IN THE PROGRAM

NAME OF CONTACT PERSON

ADDRESS

CITY STATE ZIP CODE

DIRECT TELEPHONE FAX

CONTACT PERSON’S EMAIL ADDRESS (REQUIRED)

If company exhibits at AMCP under a different name, what is it?

PREFERRED TIME SLOT (Please rank your preferred date and time.)

<table>
<thead>
<tr>
<th>Preferred</th>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Slot 1, Thursday, October 20</td>
<td>11:15 am–11:45 am</td>
</tr>
<tr>
<td></td>
<td>Slot 2, Thursday, October 20</td>
<td>11:15 am–11:45 am</td>
</tr>
<tr>
<td></td>
<td>Slot 3, Thursday, October 20</td>
<td>12:15 pm–12:45 pm</td>
</tr>
<tr>
<td></td>
<td>Slot 4, Thursday, October 20</td>
<td>12:15 pm–12:45 pm</td>
</tr>
<tr>
<td></td>
<td>Slot 5, Friday, October 21</td>
<td>8:15 am–8:45 am</td>
</tr>
<tr>
<td></td>
<td>Slot 6, Friday, October 21</td>
<td>8:15 am–8:45 am</td>
</tr>
</tbody>
</table>

FEES (Please check the appropriate circle below.)

- AMCP Corporate Member* ......... $30,000
- Non-Corporate Member ............ $35,000
* Must be a Corporate Member in good standing as of September 30, 2011 to receive the discounted pricing.

METHOD OF PAYMENT (Please see notes, terms and conditions on the left.)

Full payment is due with all applications received after August 19, 2011.

- Check made payable to AMCP or Wire Transfer (in U.S. funds drawn on a U.S. bank)
- Visa   ○ MasterCard   ○ American Express

AUTHORIZED OFFICER’S NAME

TITLE

AUTHORIZED OFFICER’S SIGNATURE (REQUIRED)

DATE

Fax or Scan/Email this completed form to:
AMCP • Attn: Amy O’Connor
Tel 703/683-8416 • Toll-Free 800/827-2627
Fax 703/683-8417 • Email: aoconnor@amcp.org