Exhibitor Prospectus

The Exchange is a unique opportunity to build relationships one-on-one and network with health care professionals in managed care.
The Exchange provides a personal atmosphere for participants to share new ways to improve patient outcomes, use cutting-edge technologies, become a key player in the caregiving team and provide your organization with examples of effective and quality-driven pharmacy management decisions.

General Information

When and Where Will The Exchange Be Held?
The Exchange will be held at the Henry B. Gonzalez Convention Center:

- **Wednesday, October 16, 2013**
  4:00 pm–6:45 pm  (Opening Night Reception to be held in The Exchange, 5:45 pm–6:45 pm)

- **Thursday, October 17, 2013**
  11:30 am–2:00 pm
  *(times are subject to change)*

The Exchange is open to all registered attendees of AMCP Nexus 2013. The Opening Night Reception will be held in The Exchange on Wednesday evening and a buffet lunch will be served on Thursday to conference attendees during The Exchange.

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

Who Will Be There?
AMCP Nexus 2013 attracts approximately 2,000 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 pharmaco-economics; 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 exhibit space.

Cost to Participate in The Exchange

<table>
<thead>
<tr>
<th>Category</th>
<th>Exhibit Space</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMCP Corporate Member</strong></td>
<td>10' x 10'</td>
<td>$3,850</td>
</tr>
<tr>
<td><strong>Non-Corporate Member</strong></td>
<td>10' x 10'</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

Withdrawal
Withdrawal by a Participant will not be accepted unless written notice of such withdrawal has been received no later than Friday, September 6, 2013 by AMCP. Cancellations are subject to a 25% administrative fee. AMCP shall retain the full price of Participant’s booth as liquidated damages for any Participant who withdraws after September 6, 2013.

See pages 4 and 5 for detailed information on exhibit space.
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

Connect with Health Care Professionals

Enhance Your Visibility!

In addition to the exposure your company will have with approximately five (5) 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.

Sponsorship Opportunities

AMCP boasts many opportunities for participating companies to augment their support of AMCP Nexus 2013 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 San Antonio. Participants may purchase a pre-registration mail list of conference attendees. This list will be available approximately 28 days prior to the conference. The list is only available to exhibitors and those with approved AMCP events.

AMCP Nexus 2013 Final Program

This publication will include an alphabetical listing of all participating companies including name and company description (if information is received by September 6, 2013).

Advertising in the Journal of Managed Care Pharmacy (JMCP)

In a recent national survey, JMCP was ranked number one in overall quality of a journal, credibility, most helpful in business to HMO, IPO, and pharmacy and formulary directors, and chosen as the number one journal most saved for future reference. This premier managed care pharmacy publication will highlight AMCP Nexus 2013 in its show issue, with a circulation of more than 15,000 readers.

Corporate Membership

This is your connection to the community of managed care pharmacy. Reap the benefits at the conference and throughout the year. This is your company’s opportunity to enhance visibility among the decision makers.
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 6,500 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 can be found at www.amcp.org.

Who Attends AMCP’s National Meetings?

**Non-Exhibitor Meeting Attendees**
- Managed Care Pharmacy Decision Makers — 50%
- Pharmacy Professionals — 34%
- Students — 16%

**AMCP’s national meetings includes attendees from over 1,000 different companies involved in managed care pharmacy.**

**AMCP’s top member companies include:**
- CVS/Caremark
- The Blues Family
- The New Express Scripts
- MedImpact Healthcare Systems
- Optum Rx
- Humana
- Kaiser Permanente

**The ratio of exhibiting companies to managed care pharmacy decision makers is 1:17**
AMCP welcomes any managed care/pharmacy-related company to participate in The Exchange. AMCP reserves the right to reject any application with or without cause. AMCP Corporate Members receive a discount on booth fees.

Get the face-to-face interaction you want — reserve booth space today.

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

Each standard booth will be 10’ x 10’ in size. Booth space is $3,850 for AMCP Corporate Members and $4,500 for Non-Corporate Members. The booth fee includes:

- One (1) 10’ x 10’ booth
- 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 4 weeks prior to the conference
- Company listing (50 words or fewer) in official conference publications

Please Note — Companies may reserve a maximum of (2) 10’ x 10’ exhibit spaces. 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
Booth space will be allocated on a priority points system. After the top 20 companies in the system have chosen their booth space, the remaining booths will be allocated at the sole and exclusive discretion of AMCP with due regard to grouping of Participants and date upon which the Exhibit Space 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 exhibit space, except for those also participating in a Product Theater.

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 AMCP Nexus 2013.

Booth Preparation
A “Participant’s Kit” will be sent to registered participants in late August 2013. The kit will contain necessary order forms for shipping, electricity, computer equipment, and phone line usage.
Booth Set-Up

Hall A has been reserved for display set-up on Wednesday, October 16, 7:00 am–3:00 pm (times are subject to vary slightly). Participants must be ready by 3:00 pm, Wednesday, October 16. After this time, no set-up work will be permitted without special permission from AMCP.

Packing of materials cannot begin earlier than 2:00 pm on Thursday, October 17, 2013. All materials must be removed from Hall A no later than 6:00 pm on Thursday, October 17, 2013.

AMCP and the Henry B. Gonzalez Convention Center 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 Henry B. Gonzalez Convention Center each assume no obligation to undertake material removal and assume no liability for any action in connection herewith.

Withdrawal

Withdrawal by a Participant will not be accepted unless written notice of such withdrawal has been received no later than Friday, September 6, 2013 by AMCP. Cancellations are subject to a 25% administrative fee. AMCP shall retain the full price of Participant’s booth as liquidated damages for any Participant who withdraws after September 6, 2013.

Exhibit Space Sales

Questions regarding your exhibit space? Please contact Mike Minakowski, Vice President, Sales, Scherago International, 215/860-0912 or mikem@scherago.com.

Marketing Opportunities

Maximize your efforts by using various marketing outlets such as:

1) advertising in the Final Program
2) providing a door drop to attendees staying in AMCP hotels
3) sponsoring a conference item or event
4) submitting an insert for the meeting tote bag

Additional Information | Contact Amy O’Connor at aoconnor@amcp.org or 703/683-8416, ext. 622.
Eligibility for Exhibiting — Participation in The Exchange is open to all Corporate Member companies and their agents, independent contractors, and employees. Non-member exhibitors may exhibit without a booth but may not be provided with no higher booth rental fee upon availability of space. Services/products exhibited by a company must be industry related. AMCP reserves the right to reject any application.

Floorplan — Exhibitors may make requests to allocate the space and exclusive discretion of AMCP with due regard to grouping of exhibitors and date upon which Contract for Exhibit Space is received and approved. AMCP will attempt to assign requested spaces, however Exhibitors may be required to accept other requests by the other request. Permanent booths are assigned by the sole and exclusive discretion of AMCP after official move-in day. Exhibitor who violates these regulations may occur to an Exhibitor or to his/her agents, employees, guests, the public, and all responsibility for acts of its contractors and holds harmless AMCP, the Henry B. Gonzalez Convention Center, and Freeman for any loss, damage, including reasonable attorneys fees, arising from any act or omission of its contractors; and further holds harmless AMCP, the Henry B. Gonzalez Convention Center, and Freeman from any injury to property of the contractors and the contractors’ employees, subcontractors’ agents and servants and guarantees compliance with any and all laws, ordinances, or regulations, all union and convention center requirements and guarantees all work will be coordinated through and subject to the direction of Freeman, the Official Service Contractor, to assure orderly work-flow. Exhibitors must also provide the following for their contractor: a certificate of insurance, naming AMCP and the Henry B. Gonzalez Convention Center as an additional insured in the amount of $1,000,000.00 combined single limit bodily injury and broad form property damage, including broad form contract liability. Contractors must strictly comply with the foregoing or they will not be permitted on the premises. AMCP reserves the right to discontinue any such liability all or such part of the exhibit as may be irregular.

Limitation of Liability — Exhibitor agrees to indemnify, save and hold harmless AMCP and its directors, officers, agents, employees, and company may be excluded from future AMCP shows. All exhibits must comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel at any time level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not the norm. AMCP reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Music — Exhibitors shall not play or perform any music at any time. Notwithstanding the foregoing, the Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced, or otherwise performed, by or on behalf of the Exhibitor at the Conference unless the Exhibitor has previously obtained written permission from the copyright owner, or the copyright owner’s designated representative (e.g., ASCAP, BMI, or SESAC) for such use. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay all fees. Exhibitor agrees to indemnify, save and hold harmless AMCP and its directors, officers, employees and each of them, from and against any and all claims, costs, and expenses (including legal fees & expenses) demanded, actions and liabilities of every kind and character whatsoever with respect to any breach of the foregoing representations/warranties.

Storage: Boxes and Crates — Exhibitors will not be permitted to store boxes or packing crates in or behind booths. Boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed for refuse.

Contraband拉动 — Exhibitors may use contractors other than the Official Service Contractor (Freeman) to set up, erect and dismantle exhibits. Exhibitor who violates these regulations may occur to an Exhibitor or to his/her agents, employees, guests, the public, and all responsibility for acts of its contractors and holds harmless AMCP, the Henry B. Gonzalez Convention Center, and Freeman for any damage in the event these exhibits are not dismantled in a timely manner causing Exhibitor to remain on the premises beyond the authorized time. AMCP assumes no obligation to undertake disassembly and assumes no liability for any action in connection herewith.
covered by the booth space allocation. Each Exhibitor expressly releases AMCP and the above named parties from any and all claims for any such injury, loss, or damage. The Exhibitor assumes responsibility for the Exchange personnel, employees, contractors, agents and hereby agrees to protect, indemnify, defend and save harmless AMCP, the Henry B. Gonzalez Convention Center, the City of San Antonio, Freeman, and their affiliated and subsidiary companies, and their respective partners, directors, officers, employees, and agents ("the Indemnities") 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 Exhibitor acknowledges that neither AMCP, the Henry B. Gonzalez Convention Center, nor any of the other indemnitees 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 Exhibitor to adequately insure their materials, goods, wares against theft, damage, loss or injury of any kind. The parties agree that the total liability of AMCP to Exhibitor under this contract whether in contract or tort or any other legal theory shall not exceed the total amount of the Exhibitor’s fees paid to AMCP. In no event shall AMCP be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive, or special damages or awards. AMCP shall not be liable to any exhibitor in any respect for any direct or indirect damage or loss arising from any cancellation, curtailment or delay of the event.

Insurance — Exhibitors 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, the Henry B. Gonzalez Convention Center, and Freeman are not responsible for any loss (howsoever caused) to any property of any Exhibitor. Exhibitors are solely responsible for their own actions during AMCP Nexus 2013. AMCP will provide security services during the official hours of installation, dismantle, and exhibit hours. The furnishing of such services is in no case to be interpreted by Exhibitors as guaranteeing them against loss or theft or damage of any kind.

Exhibitor Loss — AMCP shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise, of any object, item, goods or materials, whether personal or commercial property, from Exhibitor’s booth space or from the exhibit hall; except for such loss or disappearance as is due to intentional and tortious theft committed by the employees of AMCP. AMCP and the Henry B. Gonzalez Convention Center may provide certain security services including, the providing of advice on security measures to be taken, as a convenience to Exhibitors, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding either AMCP or the Henry B. Gonzalez Convention Center liable for any related loss, damage, or claim. Responsibility for the security of an Exhibitor’s area, product and property rests solely with the Exhibitor.

Amendment to Contract Regulation — Any and all points not covered specifically are subject to the discretion of AMCP. AMCP may, in its sole discretion, make reasonable changes, amendments, or additions to Exhibit Rules and Regulations. Any such changes shall be binding on Exhibitor equally with the other regulations contained herein.

Applicable Law — The contract shall be governed exclusively by the law of the Commonwealth of Virginia without regard to conflict of laws principles and any claim or cause of action arising under this agreement or in connection with the event shall be adjudicated in the state or federal courts of Northern Virginia. Exhibitor agrees to abide by the rules and regulations of the facility and all other applicable laws and regulations.
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 6, 2013. Descriptions of more than 50 words will be edited by AMCP. Faxed copies will not be accepted.

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

ATTENDEE LIST:
To assist with conference-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 conference.

MAIL COMPLETED CONTRACT WITH PAYMENT TO:
AMCP
ATTN: AMY O’CONNOR
100 N PITT ST • SUITE 400 • ALEXANDRIA, VA 22314
800/827-2627 • 703/683-8416 • FAX 703/683-8417
aoconnor@amcp.org
Please make checks payable in U.S. funds to AMCP.

FOR AMCP USE:
☐ Contract Received: _____________
☐ Payment Received: _____________
☐ Booth # Assigned: _____________

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

COMPANY NAME [AS YOU WANT IT TO APPEAR IN THE PROGRAM]

COMPANY ADDRESS

CITY ____________________ STATE ______ ZIP CODE _______

NAME OF CONTACT PERSON [PLEASE PRINT ONE CONFIRMATION LETTERS, HOUSING INFORMATION, SERVICE KITS, AND CONFERENCE MATERIALS WILL BE MAILED TO THIS NAME AND ADDRESS.]

TELEPHONE ____________________ FAX ____________________

CONTACT PERSON'S E-MAIL ADDRESS [IMPORTANT]

BOOTH SPACE FEES (Please check the appropriate circle below.)

AMCP Corporate Member* $3,850 Non-Corporate Member $4,500

Please reserve _____ booth space(s) checked above to be occupied solely by our organization at AMCP Nexus 2013, at the Henry B. Gonzalez Convention Center. Our preferences for booth space(s) are:

FIRST CHOICE ____________________ SECOND CHOICE ____________________
THIRD CHOICE ____________________ FOURTH CHOICE ____________________

METHOD OF PAYMENT (Please DO NOT EMAIL credit card information.)

Check made payable to AMCP or Wire Transfer for $ ____________________ (in U.S. funds drawn on a U.S. bank)

Visa MasterCard American Express

CARD NUMBER ____________________ EXPIRATION DATE [MONTH/YEAR] ____________________

CASHOLDER PRINTED NAME [AS IT APPEARS ON YOUR CARD] ____________________ CVC NUMBER [3 or 4 DIGIT SECURITY] ____________________

CASHHOLDER TELEPHONE ____________________ CASHHOLDER E-MAIL ____________________

CASHHOLDER SIGNATURE [REQUIRED]

* Must be a Corporate Member in good standing as of October 1, 2013 to receive the discounted pricing.

Acceptance of Contract — The Contract for Exhibit Space must be completed in its entirety and accompanied by 50% of the payment for the total booth 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 exhibitor with respect to space assigned and the use thereof and all other matters included in the Contract and the Exhibit 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 booth 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 Exhibitor hereunder are subject to and subordinated to a master lease between the Academy of Managed Care Pharmacy (hereinafter referred to as AMCP) and the Henry B. Gonzalez Convention Center and the policies, rules, and regulations of said Convention facility. This agreement provides a personal right to Exhibitor and creates no interest or estate in the Henry B. Gonzalez Convention Center or its equipment or facilities. Exhibitor 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 Henry B. Gonzalez Convention Center. Exhibitors will not mar, deface, or otherwise damage any area or equipment of the Henry B. Gonzalez Convention Center. Exhibitor assumes all responsibility of its exhibit personnel, employees, contractors, servants, agents, and for all persons admitted to the exhibit area using its exhibit badges. Exhibitors 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 Exhibit Rules and Regulations outlined above and in this Prospectus.