



AMP 2021

ANNUAL MEETING & EXPO

November 16-20, 2021

EXHIBITOR PROSPECTUS



EXHIBITOR PROSPECTUS

2021



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AMP 2021

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Colleagues,

Thank you for your continued support of the Association for Molecular Pathology (AMP). Over the last year, the importance of molecular diagnostics was made clear to billions of people around the world. The essential role of molecular professionals in testing for COVID-19 – in addition to continued testing for a wide range of infectious diseases, inherited conditions, and cancers – irrefutably demonstrated the value of our field's technical expertise and cutting-edge technologies. We can't do this alone, and we deeply appreciate your company's commitment to our shared goal of advancing the clinical practice, science, and excellence of molecular and genomic laboratory medicine.

I invite you to join us this November for the 27th AMP Annual Meeting & Expo. This meeting is the premier gathering place where all aspects of new advances in molecular diagnostics and medicine are first discussed. While plans for an in-person gathering in Philadelphia continue, a final determination on the meeting's format will be made in the coming months as conditions in the United States evolve.

As always, our Corporate Workshop program and dynamic Expo Hall will be key highlights at the annual meeting. Complementing our educational program, these offerings serve critical roles in educating the global molecular diagnostics community on technological and therapeutic breakthroughs. This year, we are providing a wide variety of innovative sponsorship options designed to increase awareness for your brand, both during the meeting and beyond. I encourage you to check out the sponsorship opportunities listed in this prospectus, or to contact our team if you have alternative suggestions for collaboration.

In addition to serving as a venue for sharing your products and services with the decision makers of our field, the AMP Annual Meeting & Expo is world-renowned for the opportunities it provides for business-to-business networking. Exhibiting companies consistently report that the chance to find partners and solutions to achieve their business goals as a main reason for exhibiting at AMP.

The AMP Annual Meeting & Expo has a long tradition of serving the molecular diagnostics community through education, networking, and collaboration. We hope you will join us this year as our valued partners in improving patient care.

Regards,



Mary Steele Williams, MNA, MT(ASCP)SM
AMP Executive Director

ABOUT THE AMP 2021 ANNUAL MEETING & EXPO

This Prospectus and the Rules & Regulations, including any amendments published on the AMP 2021 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 2021, with forfeiture of all monies paid, loss of loyalty credits and/or denial of permission to exhibit in future years.

The AMP 2021 Annual Meeting & Expo is the only opportunity to connect with 2,200+ key decision makers involved in every aspect of molecular diagnostics, including:

- Emerging and Evolving Biomarkers
- Selection of Patients for Novel Therapies
- Latest Developments in Testing for Infectious Diseases
- Challenges and Opportunities in Bioinformatics
- Assay Development, Validation, and Performance
- Interpretation and Reporting of Molecular Tests
- Drug Therapeutics

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

- Infectious Diseases
- Informatics
- Inherited Conditions
- Hematopathology
- Oncology
- Technical Advances

AMP Members and Meeting Attendees are decision-makers who work as:

- Pathologists
- Doctoral and Clinical Laboratory Scientists
- Clinicians and Other Health Care Personnel
- Laboratory Managers

WHY EXHIBIT AT AMP?

Target Audience Access

AMP 2021 is the only educational event developed and presented by internationally renowned molecular diagnostic professionals. As the premier event for molecular diagnostics, AMP hosts 2,200+ molecular medicine professionals from around the globe, representing every aspect of the molecular diagnostics industry. Our attendees are seeking the newest information and the latest advances to enhance their ability to provide best patient care. AMP 2021 gives you three cost-effective days of unparalleled access to the key decision-makers in the market for the products and services you provide. Generate leads, build relationships and create future sales by spending quality time with quality buyers at AMP 2021!

Showcase Your Products and Services

AMP 2021 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 exchange from prospects with a focused interest. Demonstrate your products in AMP's high-visibility interactive environment on Corporate Workshop Day or share your expertise in hands-on education sessions at our Innovation Spotlight Stages as part of the Expo Hall. These engaging opportunities – and more – are available exclusively to exhibitors at an additional fee.

Expo Hall Events and Attractions to Drive Traffic to your Booth!

- Scientific Posters
- Charging Station
- General Lunches for attendees
- Coffee Breaks
- AMP CENTRAL – AMP's central location for member and attendee engagement
- Welcome Reception in the Hall
- Social Media Content Designed to encourage traffic
- Exhibitor Hosted Educational Experiences at the Innovation Spotlight Stage
- Photo Opp to Encourage Sharing of Pics on Social Media
- Exhibitor Appreciation Lunch on Saturday
- Exhibitor Meeting Rooms & Offices
- Encourage Attendee Circulation
- Prize Give-Aways to Encourage Expo Participation

Generate Leads and Promote Your Offerings All Year Long

In addition to the face-to-face meeting, our virtual expo offering, and online company profiles provides continuous exposure on the AMP website and virtual platform, providing 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 are AMP Exhibitors?

The AMP Annual Meeting & Expo is an opportunity for any company servicing the field of molecular medicine. Product and service offerings from current companies include:

- Next Generation Sequencing
- Sequencing
- Bioinformatics and Data Platforms
- Laboratory Information Systems
- Digital PCR
- DNA/RNA Analysis
- Sample Collection & Preparation
- Targeted Therapies
- Staffing Solutions
- Mutation Variant Detection
- Circulating Tumor Cell Analysis
- Inherited Conditions Detection
- Infectious Diseases Diagnosis
- Pharmacogenetics/Genomics
- Reference Laboratory Testing Services
- Gene Expression Profiling
- Medical & Scientific Publishing
- Laboratory Automation
- Reference Materials
- Diagnostic Platforms
- And more...

BENEFITS OF EXHIBITING – According to Past Exhibitors!

- Direct access to decision-makers
- Unique opportunity for your company or organization to be present at the largest gathering of molecular pathology/diagnostic professionals
- Opportunity to showcase your company's products and services in focused group settings with Corporate Workshops and sponsorship opportunities
- Build valuable B2B relationships with other exhibitors
- Meet with influential media contacts in the industry
- Virtual Expo presence providing extended/post show virtual presences with clients and prospects.

EXHIBITOR FEES & PACKAGES

EXHIBITOR FEES <i>Booth Size</i>	ADVANCED RATES <i>On or before April 25th 2021</i>	STANDARD RATES <i>After April 25th 2021</i>
10' x 10' Inline (bound by front aisle only)	\$4,200	\$4,620
10' x 10' Corner (bound by a front & side aisle)	\$4,990	\$5,495
10' x 20' Inline (bound by front aisle only)	\$8,400	\$9,240
10' x 20' Corner (bound by a front & side aisle)	\$9,190	\$10,115
10' x 20' Endcap	\$9,465	\$9,920
20' x 20' Island	\$19,960	\$21,980
20' x 30' Island	\$28,900	\$31,175
20' x 40' Island	\$36,750	\$40,425
30' x 30' Island	\$41,000	\$45,050
10' x 10' Inline (Non-Profit*)	\$2,250	\$2,500

* Refer to AMP definition of Non-profit on the following page.

Note: Please note that all fees are in USD.

Included with Your Exhibitor Fees

Year-Round Benefits

AMP will provide exhibitors year-round exposure through various marketing channels, including website visibility, newsletter highlights and social media push.

Booth Amenities

- 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 Expo Hall only. Exhibitors wishing to attend scientific sessions must register for the event at the full scientific registration rate.

Guest of Exhibitor Badges

Each exhibiting company receives six Guest of Exhibitor badges, allowing for access to the Expo Hall, only. Exhibitors are responsible for coordinating all logistics with their guest(s). Guests are not allowed into the Expo 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 Expo Guide as part of the Meeting Materials provided to attendees. The opportunity to advertise your products and services is complimentary and is available only to AMP's exhibitors. Please check the sponsorship items for additional add-ons and other opportunities.

Pre-registered Media List

AMP encourages all exhibiting companies to take advantage of the venue to announce and promote new products, publications, collaborations, or significant milestones. Approximately two weeks before the meeting,

the list of pre-registered media contacts will be made available to exhibiting companies upon request so that they can set up their own private in-person briefing. Exhibitors can meet with reporters and leave press materials in the designated News Room.

Loyalty Rewards Program (Formerly Priority Points)

We have revamped our priority point system to reward AMP exhibitors for their loyalty and participation at previous AMP shows. By exhibiting at the event, exhibitors earn loyalty credits that will be taken into consideration when selecting a booth space for the following year's meeting.

Exhibitor Lounge

Access to the Exhibitor Lounge, featuring complimentary refreshment breaks.

Meeting Exhibitor Logo

The official annual meeting exhibitor logo to use for your advertising in print, online and social media.

EXCLUSIVE EXHIBITOR ONLY MARKETING OPPORTUNITIES

Exclusive Advertising & Sponsorship Opportunities

Only AMP exhibitors may host Corporate Workshops, rent meeting space or the pre-registration list, and participate in many other select marketing opportunities designated exclusively for exhibitors.

Corporate Workshop Day

Available to AMP Exhibiting Companies, only – AMP Corporate Workshop Day will be held on Wednesday, November 17, 2021. This extremely popular program is held the day before the start of the AMP 2021 Scientific Program. These industry sponsored workshops are an attendee favorite, but are also open to the local scientific and healthcare community, free of charge. 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, onsite signage, support of services, dining, and networking events onsite at the Annual Meeting, and much more.

Attendee Bag Insert

Drive traffic to your booth by inserting an approved flyer (maximum 2 pages; 8.5" x 11") into the official AMP Meeting Bags. Bags will be distributed to 2,200+ scientific program registrants who will carry them throughout the show. Limited number available. Approval of insert by Show Management is required. Freight and Materials Handling not included in the price of the insert and will be billed to the sponsor directly.

Innovation Spotlight Stages

Launching a new product? Looking to educate potential customers about your offerings in a hands-on, exclusive educational environment? The Innovation Spotlight Stages, launched in 2016 as the Exhibitor Theater, are the perfect opportunity! Present a custom 30-minute session in front of an engaged audience right on the show floor. Package includes basic AV, space for approximately 50 people and session information in program materials and signage.

Expo 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. Expo Hall Meeting Rooms will be available for purchase on the Expo Harvester on a first come, first served basis beginning in July 2021.

Ancillary Meeting Space Opportunity

Limited space at AMP official hotels will be made available for AMP exhibitors. Details will be available online in June 2021. All ancillary events must be approved by AMP. Please contact 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 2021 Sponsorship and Marketing Opportunities List available online now at: <https://amp21.amp.org/exhibits-sponsorships/exhibitor-information/>

BOOTH SPACE SELECTION AND INFORMATION

Booth Space Configuration

All booth space configurations 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 expo 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).

Expo Hall Floorplan

The current 2021 floorplan can be viewed online at <https://www.conferenceharvester.com/floorplan/floorplan.asp?EventKey=DUSWNQLD>

Space Assignment – Reserving Your Booth

Applications for exhibit space at the AMP meeting are received online using our online Expo Harvester. 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 Expo Harvester to review the floorplan 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 \$2,250 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) for more information.

IMPORTANT DATES AND DEADLINES

IMPORTANT NOTE: As the meeting and expo program develops, Expo Hall hours are subject to change

Expo Hall Hours & Dates

Thursday, November 18

Welcome Reception in the Expo Hall

11:30am – 4:30pm

5:45pm – 7:00pm

Friday, November 19

*Appointment only demos

9:00am – 4:00pm

4:00pm – 5:00pm

Saturday, November 20

*Appointment only demos

Exhibitor Appreciation Lunch

9:00am – 1:30pm

8:00am – 9:00am

12:15pm – 1:30pm

Important Deadlines

Booth Draw for Eligible Exhibiting Companies	March 10
Advance (Reduced) Exhibitor Fee Deadline	April 25
Corporate Workshop Deadline*	May 30
Corporate Workshop Descriptions Deadline	June 30
Exhibitor Cancellation or Reduction Deadline	June 26
Regular Exhibitor Fee Deadline*	June 26
Company Description Deadline	July 31
Island Space Booth Rendering Deadline	July 31
Exhibitor Meeting Space Request Deadline*	July 31
Notification of Use of EAC	September 15
Certificate of Insurance	September 15

**based on availability*

Exhibitor Registration Desk Hours

Tuesday, November 16	11:00am – 6:00pm
Wednesday, November 17	7:00am – 5:00pm
Thursday, November 18	6:45am – 5:00pm
Friday, November 19	6:45am – 5:00pm
Saturday, November 20	6:45am – 2:00pm

Exhibit Installation

Move-in:

Wednesday, November 17	7:00am – 6:00pm
Thursday, November 18*	7:00am – 10:00am

**internal booth work only, no freight delivery*

Move-out:

Saturday, November 20	1:30pm – 9:00pm
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**DATES AND TIMES LISTED ABOVE ARE SUBJECT TO CHANGE.*

Exhibit Dismantling

No packing or dismantling of exhibits will be permitted until 1:30pm, Saturday, November 20. Early departure will result in the company or group being penalized a fee no less than \$2,500, the loss of loyalty rewards and may result in being prohibited from participating in future AMP Events..

BOOTH STAFFING, GUESTS, & EXHIBITOR HOUSING

Please note social distancing regulations may alter the allocations of items listed below. AMP show management will communicate these guidelines as needed.

Booth Staffing

Booths must be staffed at all times during Expo Hall hours. Early departure or absence in the in-person expo participation will result in the company or group being penalized a fee no less than \$2,500, a loss of Loyalty Rewards, 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 Expo Hall only. Exhibiting companies receive six badges per 10'x 10' booth space. Exhibitor contacts may register booth staff in advance using the online Expo Harvester 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 Expo Harvester.

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 the registration desk, by the designated company representative. Guest of Exhibitor badges allow for access to the Expo Hall, only. Exhibitors are responsible for coordinating all logistics with their guest(s). Guests are not allowed into the Expo 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 2021, and can be reserved online. OnPeak is the official housing providers for the AMP 2021 Annual Meeting & Expo. 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. To reserve exhibitor housing or learn more info, please visit: <https://amp21.amp.org>.

OFFICIAL SERVICES CONTRACTOR/SHOW DECORATOR

The Expo Group is the official services contractor for the AMP 2021 Annual Meeting & Expo. 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 September 6, 2021.

Exhibitor Service Manual (ESM)

The Exhibitor Service Manual will be provided by The Expo Group in August 2021. Details regarding booth decor, Internet, & electricity will be part of the ESM as will shipping and other on-site related information.

EXPO SERVICES

Expo Harvester

The Expo Harvester is your one-stop-shop resource to all things regarding AMP 2021. Once you have logged-in you can:

- Purchase sponsorships and Corporate Workshops
- Update your online company profile
- Download important documents and order forms
- Register booth staff in advance
- And Much More!

Ancillary & Satellite Meeting Request

Companies and nonprofit organizations that are supporters of AMP may apply to hold ancillary meetings during the AMP 2021 Annual Meeting & Expo. Entertainment, educational sessions, meetings and other non-approved activities with groups of attendees at the AMP 2021 Annual Meeting & Expo will not be permitted. Contracted hotels will not reserve meeting rooms or function space for anyone during the meeting dates without prior approval from AMP. Check the AMP website for additional information on the application and approval process. All Exhibiting Companies hosting ancillary & satellite events must adhere to the policies outlined on the ancillary application, which will be available in June 2021.

Lead Retrieval Services

Attendees at the AMP 2021 Annual Meeting & Expo will carry electronically coded name badges. Lead retrieval services will be available for all exhibitors. Lead retrieval service order forms will be available from the designated lead retrieval company.

Frequently Asked Questions

AMP has compiled a list of Frequently Asked Questions (FAQS). These are available in the Expo Harvester.

EXHIBITOR RULES & REGULATIONS

This Prospectus and the Exhibitor Rules & Regulations, including any amendments published on the AMP 2021 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 2021, with forfeiture of all monies paid, loss of loyalty credits and/or denial of permission to exhibit in future years.

Term of Agreement

The Term of Agreement is defined as, from the time the booth space has been requested until the closing of the dismantlement time period of the Expo.

Meeting & Expo Dates

The official AMP 2021 Meeting & Expo dates are November 16-20, 2021.

Show Dates

The official AMP 2021 Show dates are November 18-20, 2021.

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 venues 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 Prospectus and 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 Prospectus and Rules & 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 requirements in the Prospectus and Rules & 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 requirements in the Prospectus and Rules & Regulations may be subject to ejection from the conference and/ or forfeit the right to exhibit in the next conference.
6. 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

The following information outline the exhibitor fees, based on the square footage rate for the selected booth(s).

Advanced Rate (until April 25, 2021)

Inline Booth	Corner Booth
\$42.00 per s/f	\$49.90 per s/f

Standard Rate (starting April 26, 2021)

Inline Booth	Corner Booth
\$46.20 per s/f	\$54.95 per s/f

Payment Schedule & Terms

- Payments for exhibitors that participated in the initial booth draw are due March 31st for 2021. Otherwise, full payment must be received within ten (10) business days from the reservation of booth space and participation.
- Credit card payment is available and can be processed immediately; payment via check must be received within ten (10) 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.
- Failure to make payment does not release the exhibitor from contractual financial obligation.

Cancellation & Refund Policy

- Cancellation of exhibitor participation (cancellation or reduction in booth space) is required in writing and the following cancellation fees apply.
 - Cancellations/reductions received on or before April 25, 2021, 25% of the total booth cost is retained by AMP.
 - Any company cancelling/reducing its booth space from April 26, 2021 through June 25, 2021, 50% of the total booth cost is retained by AMP.
 - Any company cancelling/reducing on or after June 26, 2021, will forfeit full exhibit fee payment.

- Failure to make payment does not release exhibitors from contractual financial obligation.
- AMP may cancel exhibitor rooms and room blocks held by a company cancelling booth space.
- In the event that AMP must change the format of the meeting due circumstances beyond our control, such as a hybrid or virtual only event, that does not constitute as an automatic cancellation of participation or 100% refund – as AMP provides year-long benefits and visibility for exhibitors.

Please note the credits carried over from 2020 are nonrefundable.

Reduction of Space By Exhibitors

An Exhibitor may be required to move to a new location if a reduction of exhibit space is requested. The cancellation policy for a reduction in booth space will still apply.

Reconfiguration & Booth Relocation

Generally, Expo Management does not reconfigure the Expo 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, cancellation, 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. AMP must be notified if, for any reason, the primary contact needs to be reassigned leading up to and/or for the duration of the show (including designated set-up, show dates and tear-down times), please email exhibits@amp.org.

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, 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 expo 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 Expo Harvester or on-site. There is a \$50.00 fee for replacement badges for lost or forgotten badges.

Social Distancing

Given the current and anticipated social distance regulations, AMP will work closely with the Philadelphia Convention Center on how to ensure the safety of exhibitors and attendees, as well as maximize the use of booth space interactions within the Expo Hall. This may include adjusting the number of booth staff per square footage and/or the number of guests of exhibitor badges issued.

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 (www.IAEE.com). If there is a discrepancy between IAEE and AMP guidelines, the AMP guidelines will be used. To view the full booth construction guidelines and view booth renderings, visit: <https://amp21.amp.org>.

Inline/Linear Booths:

A 10'x 10' space 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.

Construction and Use of Inline/Linear Booths:

A. 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.

- B.** 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.
- C.** Boxes and equipment cannot be stored behind booth space.

Corner Booth:

A corner booth is an inline booth at the end of a series of inline booths with exposure to intersecting aisles on two sides. Corner booths do not include 36" draped side rails on the open corner(s). To request side drape, please order through the Exhibitor Service Manual, available in August 2021. All other guidelines for inline booths apply.

Endcap Booth:

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. Given AMP's Line-of-Sight rules, this configuration must follow the dimensions below.

Construction and Use of Endcap Booth Space:

- A.** End-cap Booths are 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum back-wall width allowed is 10ft (3.05m) at the center of the back-wall with a maximum 5ft (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.
- B.** All endcap booth exhibitors must submit a booth layout drawing for AMP approval, no later than July 31, 2021. The booth rendering should be a sketch/diagram detailing the proposed booth space layout and include booth heights and dimensions.

Island Booths:

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

Construction and Use of Island Booth Space:

- A.** Height maximum for booth structure and hanging signs is 20'. 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, 2021. 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 all entrances.

Perimeter Booths:

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.

Construction and Use of Perimeter Booths:

- A.** 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.
- B.** 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.

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 Vancouver 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 Philadelphia 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 18, 2021. 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 remove it and its materials 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. If an exhibitor's booth has to be "louned" as a result non-attendance/compliance, there will be an additional \$500 fee.

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 loyalty credits for the current exhibit year, and a penalty fee of up to \$2,500. 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 Exhibits

AMP reserves the right to decline an exhibitor permission to conduct, maintain and exhibit if, in the sole judgment of the AMP Show Management, the 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 Expo 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 Association for Molecular Pathology (AMP) as an additional insured party.

All Exhibiting Companies MUST submit a Certificate of Insurance to Show Management no later than 30 days prior to move-in day. Freight will not be

delivered unless the exhibiting companies Certificate of Insurance is on file.

Security

AMP will provide 24-hour roaming guard service in and around the Expo 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.

Exhibitors Assigned Contractors (EAC's)

Exhibitors wishing to utilize an independent service contractor must submit written notification to Show Management no later than September 15, 2021 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, 2021. Neglecting to do so will result in the contractor being prohibited from setting up. While onsite, EAC's will be required to check-in with show management and receive a wristband to gain access to the Hall during move-in/move-out.

Exhibiting companies are responsible for ensuring their independent contractors providing services at the AMP 2021 Annual Meeting abide by 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 Expo 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 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 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) 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 Expo Hall is open and while meeting programming is held. Entertainment, educational sessions, meetings and other non-approved activities with groups of attendees at the AMP 2021 Annual Meeting & Expo will not be permitted. Contracted hotels will not reserve meeting rooms or function space for anyone during the meeting dates without prior approval from AMP. Check the AMP website for additional information on the application and approval process. All Exhibiting Companies hosting ancillary & satellite events must adhere to the policies outlined on the ancillary application, which will be available in June 2021.

Suitcasing/Outboarding

Please note that while all meeting attendees and registered guests are invited to visit the Expo 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 65 decibels. The noise level and content of exhibits will be monitored by AMP staff. Content as part of displays, simulators, video or presentations must be for general audiences, i.e., free of profanity, lewd, suggestive, offensive or obscene content. 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 Expo Hall. Exhibitors may photograph or videotape from the confines of their own booth during non-exhibit hours. Photographing or recording any exhibit or presentation other than one's own is strictly prohibited. Also prohibited is the photographing/recording slides of oral presentations and posters without the express permission of the presenter/author.

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 Expo Hall

All requests to have a vehicle on the expo 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 Expo 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 Expo Hall in connection with the Annual Meeting is prohibited unless provided written approval from AMP Show Management. For more information, please contact exhibits@amp.org. Order taking is permitted.

Use of AMP Logo

The AMP logo may not be used by entities or organizations other than AMP. AMP will provide an approved logo to all exhibitors to use in advertising their presence at the show.

Official Name, Dates, Location & Tag of Events

The official name of the event is the AMP 2021 Annual Meeting and Expo or AMP 2021 for short. The Meeting & Expo dates are November 16-20, 2021. The location is the Pennsylvania Convention Center in Philadelphia, Pennsylvania, USA. The hashtag is #AMPath21. Exhibitors should adhere to this terminology.

Cancellation of Exhibition

Neither AMP, Pennsylvania 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. 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 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 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.

Data Privacy

AMP Exhibitors will act as a data controller in relation to the data attendees or AMP supply to them. Exhibiting companies must have GDPR-compliant policies in place and must adhere to those policies when using personal data of AMP attendees. If you have any questions or concerns, please contact exhibits@amp.org.

Code of Conduct

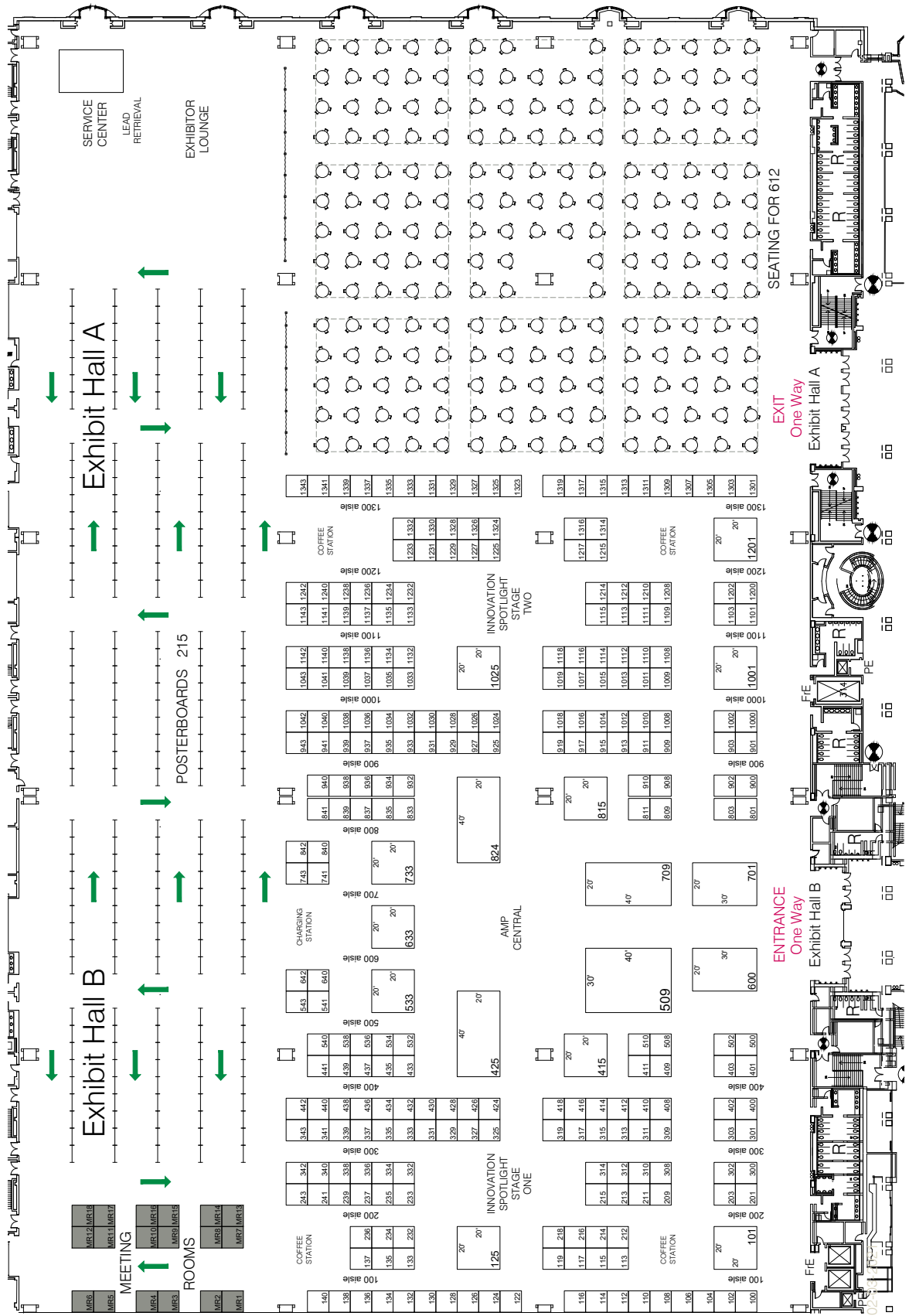
The Association for Molecular Pathology (AMP) is committed to providing a friendly, comfortable, and welcoming environment for all, regardless of gender, sexual orientation, disability, race, ethnicity, religion, national origin, age, gender identity, or any other demographic group. We expect all attendees, media, speakers, AMP staff and volunteers, venue staff, contractors, guests, and exhibitors to take an active role in providing a safe and positive experience for everyone. Please read the full code of conduct policy at <https://amp21.amp.org>.

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.

AMP 2021 ANNUAL MEETING
 NOVEMBER 18 - 20, 2021
 PENNSYLVANIA CONVENTION CENTER
 HALLS A-B & GENERAL SESSIONS HALL D
 PHILADELPHIA, PENNSYLVANIA



*This floor plan is subject to fire marshal approval.

As Of 02/21/21



ASSOCIATION
FOR MOLECULAR
PATHOLOGY

**6120 Executive Blvd., Suite 700
Rockville, MD 20852**

**301-634-7939
amp@amp.org**