

## **AMP 2020 Annual Meeting & Expo Virtual Education and Networking Experience FAQ's**

[Corporate Workshop Day](#)

[Exhibitor Information](#)

[Sponsorship Information](#)

[General Information](#)

[Meeting Information](#)

[Meeting Registration](#)

[Technology](#)

### **CORPORATE WORKSHOP DAY**

#### **Will Corporate Workshops be offered virtually?**

The AMP Corporate Workshop Day will now be a part of the AMP 2020 Annual Meeting & Expo Virtual Education and Networking Experience. We are excited to announce that workshop hosts will now be able to have their workshop content available on demand for several weeks after the "official" virtual experience dates. The Corporate Workshops will be heavily promoted by AMP to a wide audience pre and post meeting.

#### **What do I need to do if I would like to Cancel my Corporate Workshop?**

Please check the [Virtual Exhibitor Information Page](#) for updates to the Cancellation Policy.

### **EXHIBITOR INFO**

#### **I am an exhibitor. What do I need to do?**

If you currently an exhibitor, and wish to continue as a virtual exhibitor you will be contacted directly by AMP with information regarding your virtual booth and sponsorship options, updated pricing and deadlines by July 20th. In the interim, you may also find additional information in the AMP 2020 Annual Meeting & Expo Virtual Education and Networking Experience [Exhibitor Information page](#).

#### **What are the new virtual exhibitor fees?**

Please visit the following link for pricing: <https://amp20.amp.org/exhibits-sponsorships/virtual-exhibitor-information/virtual-exhibitor-fees/>

## **What are the options for my companies original booth registration and payment?**

AMP will contact all exhibitors individually with options by July 20th. Additional information is available in the [updated cancellation policy](#).

## **What are the new cancellation guidelines?**

Please check the [updated cancellation policy](#) for updates to the Cancellation.

## **When will exhibitor hours be?**

In addition to on-demand content availability, the program committee have scheduled designated times for booth staff to engage with attendees during the following hours:

November 16, 2020  
11:00am - 12:00pm  
2:00pm - 3:00pm

November 19, 2020  
11:00am - 12:00pm  
2:00pm - 3:00pm

November 17, 2020  
11:00am - 12:00pm  
2:00pm - 3:00pm

November 20, 2020  
11:00am - 12:00pm  
2:30pm - 3:30pm

November 18, 2020  
11:00am - 12:00pm  
2:30pm - 3:30pm

## **Why should we participate as an exhibitor in the Virtual Meeting?**

The AMP 2020 Annual Meeting & Expo will offer the opportunity to increase brand awareness and provide access to leaders from every area of molecular diagnostics. We plan to do so by creating a virtual format that offers designated virtual Expo hours, engagement between attendees and exhibitors, and targeted marketing opportunities. We are confident that our Virtual Education and Networking Experience will provide additional benefits including lower cost, higher visibility to a wider audience, access to your exhibitor content months after the initial virtual experience, and most importantly a safe environment for all attendees.

### **What is included in my virtual booth?**

We are working to update the AMP 2020 Annual Meeting & Expo Education and Networking Virtual Experience Prospectus to include the full details of what is included in virtual booth spaces, pricing, add ons and marketing opportunities by July 20th.

### **When will we receive login instructions for the virtual platform?**

Information on login instructions and next steps will be communicated directly to exhibiting companies on July 20th.

### **How will attendees access our virtual booth?**

All registered attendees will receive login access and instructions to access the virtual expo hall through various correspondence leading up to the virtual meeting.

### **How do we access our virtual booth?**

Exhibitors will access their virtual booth with their unique login credentials provided by AMP Show Management.

### **Where do I find instructions on managing my virtual booth?**

Instructions on how exhibitors can access their virtual booth will be provided directly to show organizers by AMP Show Management.

### **Product visibility and generating leads is a big reason we exhibit at AMP. How are you going to offer that benefit virtually?**

The AMP Program Committee and staff are working to creatively approach engagement between attendees and exhibitors through designated exhibitor hours, gamification, drawings and unique branding opportunities. AMP will also provide exhibitor with metrics of their virtual booth traffic.

### **Who should I contact if I have questions?**

Please contact the Exhibits & Sponsorship Manager, TaNika Switzer via email at [tswitzer@amp.org](mailto:tswitzer@amp.org) or 301-634-7934.

## **SPONSORSHIP INFO**

### **What are the options for my companies original sponsorships secured?**

If you currently an exhibitor who has secured sponsorship items and wish to continue as a virtual exhibitor, you will be contacted directly with information regarding sponsorship options, updated pricing and deadlines by July 20th. In the interim, you may also find additional information on the [Virtual Exhibitor Information Page](#).

### **Where do I find information on the virtual sponsorship opportunities?**

Virtual Sponsorship listings and availability will be available to all exhibitors on or before July 20th. Exhibitors with current sponsorships will be contacted directly with comparable options.

## **GENERAL INFO**

### **Where can I find out more about the Virtual 2020 AMP Annual Meeting & Expo Education & Networking Virtual Experience?**

Please visit: <https://amp20.amp.org/> for information on the virtual meeting.

### **What are the new virtual conference dates?**

Monday-Friday, November 16 - 20, 2020

### **What are the additional virtual event details: event format, and program elements?**

The virtual meeting will take place through a virtual platform over the course of five days (Monday-Friday, November 16-20, 2020) with designated exhibitor and networking hours, live programming and on-demand sessions and workshops that will be available for an extended period after the official virtual experience dates.

### **Where do I find information on preparing for the virtual event?**

Information on preparing for the virtual event will be provided directly to show organizers by AMP Show Management.

### **What can I expect the day of the virtual meeting?**

During the day of the virtual meeting, there will be designated show management staff available to assist with any technical needs or questions. Correspondence leading up to the meeting as well as the day of the meeting will provide all relevant details.

### **What can I expect each day of the meeting?**

During each day of the virtual meeting, there will be designated show management staff available to assist with any technical needs or questions. Correspondence leading up to the meeting as well as the day of the meeting will provide all relevant details.

### **What time zone will the virtual meeting be in?**

The virtual meeting time zone will be Eastern Standard Time.

### **How will AMP promote the virtual meeting?**

AMP will promote the virtual meeting, exhibit hall and programming through a multi-channel marketing strategy that will include thousands of leaders from every area of molecular diagnostics.

## **MEETING INFO**

### **Will the virtual meeting be recorded?**

All virtual meeting content will be recorded and available on demand. Corporate Workshop host will be responsible for providing AMP with workshop recordings.

### **What will the virtual AMP 2020 Virtual Meeting & Expo look like?**

Once the Virtual Expo has been built, detailed instructions and overview for exhibitors.

### **What format are the scientific sessions?**

The scientific sessions will vary from live presentations and on-demand content over the course of five days, and later available on demand for several weeks. Additional information will be available at: <https://amp20.amp.org/>.

## **MEETING REGISTRATION**

### **What happens once I register?**

Once the Virtual Expo has been built we will provide detailed instructions and overview for exhibitors.

### **How do I register for the scientific sessions?**

Registration instructions and details will be available later this summer at:  
<https://amp20.amp.org/> .

### **What are the registration rates for the scientific sessions?**

Registration rates can be found at: <https://amp20.amp.org/>

## **TECHNOLOGY**

### **What technology does my company need to participate in a virtual meeting?**

We will provide detailed instructions and overview of technology needs once your participation is confirmed.

### **What if I have technical issues once I'm logged into the virtual meeting?**

There will be support staff designated to assist with any technical assistance/support during each day of the virtual experience.

*Updated 7/1/2020*

*Note: updates will be made to this document regularly, providing additional details as they are finalized.*