



Thought Leadership Sponsorship Opportunities at AMCP

AMCP continues to offer powerful thought leadership solutions for achieving your critical marketing and education objectives as well as opportunities to interact with AMCP members.

Industry Workshops (IWs) are open exclusively to AMCP corporate members and are held during lunch time on Wednesday at Nexus 2020. There is minimal programming competition. Industry Workshops are an hour in length and offer corporate members a venue to promote their latest technologies, disease-state research and drug therapies affecting managed care pharmacists. Industry Workshop clients provide lunch for participants (up to 150) and any associated fees for food, beverage, linens, etc. are not included in the sponsorship fee.

Science & Innovation Theaters (SITs) provide opportunities for Nexus 2020 exhibiting companies to showcase their latest drug therapies, technologies, and a wealth of products and services affecting professionals working in managed care pharmacy. Science & Innovation Theaters are 30 minutes and are held during exclusive exhibit viewing hours. Theaters are conducted in hard-walled theaters inside the Exposition. They are set in a school-room style for 50 and headsets are provided for participants.

Industry Workshops and Science & Innovation Theaters are promotional in nature and are not eligible for continuing education credits. Both are 'plug and play' – AMCP provides basic AV and has techs available to assist with file set up.

Partner Sessions (PSs) are 75-minute, non-accredited sessions held during concurrent continuing education sessions at Nexus 2020. Sessions are positioned within one of the designated education tracks and are not product related. Instead, these sessions focus on important industry issues for managed care pharmacy.

Example educational tracks include: Making the Way for Innovation; The Rx for Digital Therapeutics; Keeping Up with Legislation; Research: Explore. Learn. Apply; The Business Trends Defining the Future of Managed Care Pharmacy; Drugs, Diseases and the Managed Care Impact; and Value-based Care in 2020 and Beyond.

An "exclusive Partner Session sponsor" will have the opportunity to work with AMCP to develop the Partner Session topic and invite speakers or bring an already developed panel topic for consideration.* A "co-sponsorship" would ensure that the sponsoring company has a thought-leader as a participant on the partner session panel, and works with AMCP to develop the content and coordinate with other sponsoring organizations/speakers.

Partner Sessions are designed to be thought provoking panel discussions led by a moderator. All sponsoring companies will be positioned as industry leaders and have unparalleled exposure in front of the managed care pharmacy audience. Partner Sessions are to be developed by the sponsoring company in conjunction with AMCP and are not meant for agencies to develop.

* AMCP reserves the right to review partner session content in advance, make content suggestions and/or additions to ensure content meets AMCP education standards.

Please contact Laura Larson to discuss pricing and availability at 703-684-2619 or llarson@amcp.org.