

Welcome to AMCP 2021

Thank you for participating in AMCP 2021. This is the final exhibitor bulletin that includes last-minute information we hope you find helpful for a successful AMCP 2021.

Registration numbers are strong. As of today, there are more than 1,700 attendees registered.

Please share this bulletin with any colleagues attending AMCP 2021 and/or staffing your exhibit.

AMCP 2021 Expo Upcoming Key Dates

The AMCP 2021 virtual platform is live, and all registered attendees have been sent emails with instructions to enter the AMCP 2021 virtual platform.

Check out the short welcome video on the AMCP 2021 home page. It offers a platform overview that includes information about the Expo and the new Talk Now feature.

Please let your colleagues know to look for their personalized email from meetings@amcp.org. They can login, create a password, and update their profile in the platform. We suggest bookmarking the site for easy access, too.

If your colleagues who have registered for AMCP2021 but have not received their email or need it resent, please email [Laura Larson](#).

Virtual exhibits may start seeing booth activity such as discussions and requests for information now through the official start of the meeting on Monday, April 12 at 3pm ET. Wishing you and your colleagues a successful event!

Promote Your Presence at AMCP 2021 Via Social Media

Promote your presence at AMCP 2021 – #AMCP2021

Use the AMCP 2021 In Conjunction With (ICW) logo in your promotions, too. And your posts show up on the Social Wall on the AMCP 2021 platform!

Need the ICW logo and usage guidelines? Please email [Laura Larson](#).

How to Add or Remove Staff from Exhibit

Remember, to access the platform, all staff must be registered for AMCP 2021.

To Add Booth Staff, access the platform and click on the Manage button in your exhibit. On Manage your Team on the right, select '+ New Member.' From the pop-up box, search by person or email and 'Add Member.'

Remember, exhibit staff have Manage privileges, can make edits, and can access the Leads and Visits files. Exhibit staff cannot be hidden.

To remove exhibit staff, follow above instructions and click on the red 'X' in the photo circle of the person you're removing.

Exhibit staff cannot remove themselves but can be removed by another exhibit staff. We suggest once the original exhibit contact adds staff, that another staff remove them using instructions above.

Event Platform Highlight: Talk Now

This new feature gives attendees the opportunity to reach out and 'meet' with designated exhibit staff 1:1 over video during Open Expo Hours – Tuesday and Wednesday, 1-2:30pm ET.

Please watch these videos in advance and share information with your booth staff. The first video is from the exhibitor perspective: <https://vimeo.com/pathable/exhibitortn> and this one from the attendee perspective: <https://vimeo.com/pathable/attendeetn>.

Exhibit staff that have not enabled Talk Now will not be contacted for 1:1 video chats during Expo hours.

Managing the Conversation Feature – Pin to Top

The chat/Conversation feature in the platform cannot be disabled. If you do not plan to use these features, we suggest creating a message in the Conversation such as: "Email us your questions and we will respond." And/or "Please do not post here as this discussion post is not monitored." Clients do not have 'pin message to the top' privileges, so if you need your message pinned to the top, please email [Laura Larson](#) and she'll pin it for you.

Virtual Exhibits Hosted on AMCP 2021 for One Year

The AMCP 2021 virtual platform will be accessible to all registered attendees for one year – until April 16, 2022. Participants can still interact, message and request exhibit information but there won't be 'live' Expo hours or ability to Talk Now. Nexus 2020 Virtual saw some activity the week or two after the but not much more activity after that.

If you would like your virtual exhibit disabled after AMCP 2021, please email [Laura Larson](#) and she will make sure you've downloaded all visits and lead information before turning your exhibit off and removing your company from the Expo listing.

Thank You Corporate Members on AMCP 2021

AMCP is proud to recognize corporate member sponsors on the AMCP 2021 platform. Corporate members are listed with their corporate logos and links.

Not a corporate member? Become one. Check out [corporate membership benefits](#) and email [Laura Larson](#) for more information.

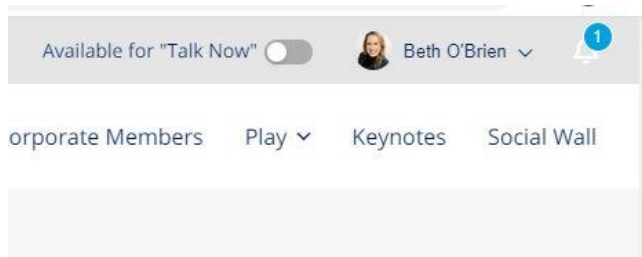
Check out Helpful Exhibit Tips and Share with Booth Staff

- Review the [Exhibit FAQs](#) page. This page includes answers to the most frequently asked questions received from exhibitors during Nexus 2020 and AMCP 2021 virtual.
- Exhibitors can make updates to their booths through April 16, 2021. Update files or videos as often as needed under the “content assets” tab. Highlight 4 files to appear as highlighted files on your exhibit main page by clicking the star icon next to that file.
- Exhibit staff available to Talk Now during Expo hours will need to take the following steps at 1pm ET on Tuesday and Wednesday:

1. Under the “Manage” tab in your booth, click “enable talk now.”



2. At the top right-hand side of the platform page, click “available to talk now.” You will now receive 1:1 video calls from attendees.



- Prior to Expo hours, view your visits and leads under the “manage tab.” Invite these attendees to schedule a 1:1 meeting through the platform or encourage them to video chat through Talk Now.
- We encourage you to engage in other aspects of the meeting! Attend education sessions, participate in our opening Escape Room networking event, and join networking sessions throughout the week.

[Click here for recent exhibitor bulletins](#) that may be helpful.

Please contact me let me know if you have any questions. I’m here and happy to help.

Thank you again and good luck next week,

Laura K. Larson, CEM

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