AMWA Mission
To promote excellence in medical communication and provide educational resources in support of that goal.

AMWA Value Proposition
AMWA offers its members a unique, welcoming, and collaborative environment in which medical communicators can connect directly with peers and experts, fill gaps in knowledge, and acquire practical resources to help them work efficiently and effectively.

Join Us at #AMWA2019
Share your products and services at the AMWA Medical Writing & Communication Conference. Join us at the premiere educational event for medical communicators where you have the advantage of reaching writers and editors who work in a wide variety of areas.

• Continuing education for health care professionals
• Health communication
• Medical marketing
• Patient education resources
• Publications planning
• Research grant proposals
• Regulatory documents
• Scientific publications

94% OF ATTENDEES ARE SATISFIED OR VERY SATISFIED WITH THE CONFERENCE

93% OF ATTENDEES WOULD RECOMMEND THE CONFERENCE TO A COLLEAGUE OR FRIEND

Benefits of Exhibiting
• Connect with medical communicators, who have a variety of practical needs
• Take advantage of networking events held in the Exhibit Area every day
• Demonstrate your product to eager-to-learn medical communicators
• Gain recognition for your company’s or organization’s expertise
• Reach all AMWA members with listing in the AMWA Journal, AMWA’s premiere publication

Ready to book? Contact us at conference@amwa.org to get started.
The strong trends reflected in our most popular sessions indicate that our attendees need and want:

- Data visualization programs
- Polling tools
- Infographic applications
- Presentation software

Remote work has increased in the medical communication profession, bringing with it the need for resources that help teams in remote locations work together more productively and cost-efficiently. Medical communication teams need the following:

- Collaborative tools
- File transfer programs
- Video conferencing programs
- Web-based meeting programs

Our members care about the details and spend their free time engaged in creative pursuits. These types of products and services grab their attention:

- Editing software
- Planning apps
- Self-publishing companies
- Writing apps

In conjunction with its conference, AMWA holds an annual forum for executives from leading pharma and biotech companies. These executives are looking for tools and services that address their priorities for their employees.

- Artificial intelligence
- Automation
- Document review systems
- Leadership/management training

AMWA members are committed to continuing education to support career growth.

- Professional certificates
- Degree programs
- Certification and accreditation
Networking is key for AMWA conference attendees, and most of their networking is done during breaks held in the Exhibit Area. Conference attendees look forward to meeting with exhibitors to learn more about how new products and services can enhance the quality and efficiency of their work.

**Exhibit Options: Premium and Standard**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Premium</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>6’ table, including standard linens and chairs</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>List of attendees before conference</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition (name and logo) in onsite conference program</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition (logo) in general sessions and conference signage</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Listing and 300-word precis in <em>AMWA Journal</em></td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Recognition (name) in issue of <em>AMWA Journal</em></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Selection of location in Exhibit Area</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Number of full-access conference registrations*</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

*Additional registrations can be purchased (up to a maximum of five total) at a special discounted rate.

**Book by June 30 to save!**

<table>
<thead>
<tr>
<th></th>
<th>Early Bird</th>
<th>Regular</th>
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</thead>
<tbody>
<tr>
<td>Premium Tabletop Fee</td>
<td>$2,700</td>
<td>$2,900</td>
</tr>
<tr>
<td>Standard Tabletop Fee</td>
<td>$2,200</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

**Ready to book?** Contact us at conference@amwa.org to get started.
Preliminary Exhibitor Schedule
Several meal events take place in the Exhibit Area, giving more time for attendees to meet with exhibitors.

**WEDNESDAY, November 6**
3:00-6:00 PM  Exhibitor set up

**THURSDAY, November 7**
7:00 AM – 3:30 PM  Exhibit Area open
7:00 – 8:45 AM  Breakfast with Exhibitors
10:30 – 11:00 AM  Beverage Break
12:00 – 1:30 PM  Lunch with Exhibitors
2:45 – 3:15 PM  Beverage Break

**FRIDAY, November 8**
10:30 AM – 4:00 PM  Exhibit Hall open
10:30 – 11:00 AM  Beverage Break
11:30 – 12:30 PM  Lunch with Exhibitors
3:00 – 3:30 PM  Beverage Break
4:00 – 5:30 PM  Exhibitor Take-down

Sponsorship
Become a recognized name in medical communication and gain exposure for your brand by sponsoring the premiere educational event in the field.

Benefits of Sponsorship
- Acknowledgment from the podium at all general sessions
- Recognition in conference signage
- Acknowledgment on the AMWA website
- Recognition (with logo) in the online conference registration brochure*  
- Listing (name and logo) in the AMWA Journal
- Listing (name and logo) in the onsite conference program
- Platinum and Gold Sponsor Discounts: 20% off  
  - Exhibit tabletop  
  - Print ad in AMWA Journal  
  - Digital ad in Medical Communication News**

*If secured by May 1, 2019  
**AMWA's monthly electronic newsletter

100% 2018 EXHIBITORS WERE SATISFIED OR VERY SATISFIED WITH THEIR EXPERIENCE!
PLATINUM

Lunch .................................................... $45,000
Breakfast ............................................... $25,000
Your name and logo at the center of any of these popular events will set you ahead of all others. Gain the greatest exposure and the appreciation of attendees by sponsoring a group event.

GOLD

Conference Tote Bags .................................. $7,500
The number-one take-home from any conference.

Water Bottles ........................................... $6,500
Be the eco-friendly reason that the attendees stay hydrated throughout the conference!

Medical Writing Executives Forum Lunch or Reception ............................................. $6,000
Gain exposure among executives from leading pharmaceutical and biotechnology companies by sponsoring lunch at this annual event.

Beverage Breaks ........................................ $5,000
Conference attendees love networking and where better to do that but over a break? These events take place in the Exhibit Area, maximizing exposure for sponsors who also exhibit.

Onsite Printed Program ................................. $5,000
An indispensable guide to the conference for everyone, with your full-page ad on the inside cover.

SILVER

Conference WiFi ........................................ $4,500
Keep attendees connected by adding your brand name to the wifi password.

Name Badge Lanyards ................................. $4,000
Every attendee wears one!

Conference Email .................................... $3,000
Spark interest early by sponsoring a pre-conference email sent to all members and registrants.

Have an idea for another sponsorship opportunity? Let’s try to make it happen!
Contact us at conference@amwa.org to talk about how we can achieve your outreach goals.

Available exclusively to AMWA Exhibitors and Sponsors

Onsite Program Ads (full color or b&w)
• Full Page: $1,000
• Half Page: $500
• Quarter Page: $325
Other Outreach Opportunities

Reach all AMWA members through our expanded marketing opportunities to support your outreach goals to professional medical communicators.

- Digital Advertisements
- Print Advertisements
- Sponsored Webinars
- Job Advertisements

Digital advertisements in Medical Communication News
Advertise digitally with our e-newsletter, Medical Communication News, which provides an executive summary of noteworthy articles pertaining to the medical communication industry. Distributed twice a month, this e-newsletter is an exclusive and valued resource for AMWA members.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Specs</th>
<th>1 month (2x)</th>
<th>3 months (6x)</th>
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</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>468 x 90</td>
<td>$900</td>
<td>$2,500</td>
</tr>
<tr>
<td>Middle Banner</td>
<td>468 x 90</td>
<td>$800</td>
<td>$2,200</td>
</tr>
<tr>
<td>Lower Banner</td>
<td>468 x 90</td>
<td>$650</td>
<td>$1,500</td>
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<tr>
<td>Skyscraper</td>
<td>150 x 600</td>
<td>$900</td>
<td>$2,500</td>
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*File Formats Accepted: JPG, GIF, or PNG.

Print advertisements in the AMWA Journal
Produced quarterly and distributed by direct mail and digitally, the AMWA Journal is the premier vehicle for print advertising to AMWA’s 4,000+ members.

<table>
<thead>
<tr>
<th>Premium Placement Options (full color)</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
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<tr>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Back Cover (sold out for 2019)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Interior Ad Options (full color or B&amp;W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
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<tr>
<td>Half Page (vertical or horizontal)</td>
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<tr>
<td>Quarter Page</td>
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</tbody>
</table>

Sponsored AMWA webinars
Highlight your product and service while supporting AMWA’s mission of excellence in medical communication by sponsoring and presenting a webinar to the AMWA community. The AMWA team will work with you as needed to determine a topic that will provide value to the AMWA community and position your company as a knowledge leader in the medical writing field. Sponsorship Fee: $2,000.

Job advertisements
To advertise your open positions to AMWA members, post a job in AMWA Jobs Online. Choose from 15-, 30-, and 90-day options to reach over 4,000 medical writers.

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<tbody>
<tr>
<td>15-days</td>
<td>$100.00</td>
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<tr>
<td>30-days</td>
<td>$175.00</td>
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<tr>
<td>90-days</td>
<td>$472.50</td>
</tr>
</tbody>
</table>
Don’t miss out on this opportunity to connect and collaborate with the medical writing community.

Contact conference@amwa.org to secure your space for #AMWA2019 now.

See you in San Diego! November 6 – 9, 2019