Join us at #AMWA2020 to celebrate 80 years of advancing the profession of medical communication with vision.
AMWA Mission
To promote excellence in medical communication and provide educational resources in support of that goal.

Join Us at #AMWA2020
Share your products and services at the AMWA Medical Writing & Communication Conference and reach medical writers and editors who work in a wide variety of areas.

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

Ready to book?
Contact us at conference@amwa.org to get started.
Medical communication today requires visual displays of data in accurate, engaging, and clear representations.

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

**Freelancers build successful businesses**

Not only are freelancers decision-makers and purchasers but they also have distinct, practical needs to run their business effectively.

- Invoicing software
- Mind mapping tools
- Reference management software
- Time tracking programs

**Commitment to Excellence: Professional Development**

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

- Professional certificates
- Degree programs
- Certification and accreditation
- Leadership and management training

**Visual Communication, Data Visualization, Effective Presentations**

Medical communication today requires visual displays of data in accurate, engaging, and clear representations.

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

**Purchasing Power: Medical Writing Executives in Pharma/Biotech Settings**

At the annual forum for executives from leading pharma and biotech companies, leaders in the field are looking for tools and services that address their priorities.

- Artificial intelligence
- Automation
- Document review systems
- Project management tools

**Passions for Precision, Technology, and Creativity**

AMWA 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

**55% of medical communicators work remotely on any regular basis**

Remote work requires resources that help medical writing teams work together more productively and cost-efficiently.

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

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

*List includes attendee name, title, organization, city and state.
**First-come, first-served for selection preferences.
***Additional registrations can be purchased (up to a maximum of five total) at a special discounted rate.

Exhibit Options

<table>
<thead>
<tr>
<th>Exhibit Options</th>
<th>Early Bird (by June 1)</th>
<th>Regular (after June 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Tabletop Fee</td>
<td>$2,900</td>
<td>$3,200</td>
</tr>
<tr>
<td>Standard Tabletop Fee</td>
<td>$2,300</td>
<td>$2,600</td>
</tr>
</tbody>
</table>

Book by June 1 to save! Ready to book? Contact us at conference@amwa.org to get started.

100%: Exhibitors rated their experience as excellent or good!
90%: conference attendees very satisfied or satisfied with networking opportunities at the conference
89%: exhibitors say they strengthened relationships with existing customers and created new customer relationships

Networking is key for AMWA conference attendees, and most of their networking is done during breaks held in the Exhibit Hall. 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.
Sunday, October 11
3:00 – 5:00 PM  Exhibitor set up

Monday, October 12
7:45 AM – 6:30 PM  Exhibit Hall open
7:45 – 8:45 AM  Breakfast with Exhibitors
10:00 – 11:00 AM  Beverage Break in the Exhibit Hall
11:00 AM – 12:00 PM  General Session
12:00 – 1:00 PM  Lunch in the Exhibit Hall
3:00 – 4:00 PM  Beverage Break in the Exhibit Hall
5:00 – 6:30 PM  AMWA 80th Anniversary Reception

Tuesday, October 13
7:45 AM – 4:00 PM  Exhibit Hall open
10:00 – 11:00 AM  Beverage Break in the Exhibit Hall
11:00 AM – 12:00 PM  General Session
12:00 – 1:00 PM  Lunch in the Exhibit Hall
3:00 – 4:00 PM  Beverage Break in the Exhibit Hall
4:00 – 5:30 PM  Exhibitor Teardown

Benefits of Exhibiting
✓ Connect with medical communicators with a variety of practical needs
✓ Take advantage of networking events held in Exhibit Hall 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
## SPONSORSHIP

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

**Sponsor Levels:**  Platinum  Gold  Silver

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name, logo, and summary of services in onsite conference program</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name, logo, and 300-word precis in AMWA Journal</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference bag insert</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations</td>
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<td>1</td>
<td></td>
</tr>
<tr>
<td>Acknowledgment from the podium at all general sessions</td>
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<td>X</td>
<td></td>
</tr>
<tr>
<td>Recognition in conference signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Name and logo on AMWA website, with hyperlink to company website</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Recognition (with logo) in online conference registration brochure*</td>
<td>X</td>
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<td>X</td>
</tr>
<tr>
<td>Recognition as an 80th anniversary sponsor</td>
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</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Listing (name and logo) in AMWA Journal</td>
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<td></td>
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<tr>
<td>Discount on exhibit tabletop</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Discount on ad in AMWA Journal</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Discount on digital ad in Medical Communication News**</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*If secured by April 15, 2020

**AMWA's monthly electronic newsletter
# Sponsorship Opportunities

## Platinum

### Exclusive Opportunities

**80th Anniversary Reception**

$15,000

Support AMWA in celebrating 80 years of advancing the profession of medical communication and be recognized as the lead sponsor at the premiere networking and social highlight of the conference.

**Conference Lunch Event**

$10,000

See your name and logo at the center of any of these popular events and set your company ahead of all others. Nothing makes an attendee happier than fantastic food with friends.

**General Session**

$10,000

Engage directly with attendees through sponsorship recognition during a general session event, includes the opportunity for a short (5 minute) welcome message to attendees.

## Gold

### Exclusive Opportunities

**Conference Tote Bags**

$7,500

The number-one take-home from any conference.

**Medical Writing Executives Forum**

$6,000

Gain exposure among executives from leading pharmaceutical and biotechnology companies by sponsoring the lunch, program, or reception at this annual event.

**Conference Program**

$5,000

An indispensable guide to the conference for everyone, with your full-page ad on the inside front cover.

**New to AMWA and Conference Orientation Program**

$5,000

Provide a special welcome to new members and first-time attendees at this unique event offering tips and tricks to make the most of conference.

**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!

## Silver

### Non-exclusive Opportunities

**Refreshment Break**

$3,000

Conference attendees love networking and where better to do that but over breakfast, lunch, or a break? These events take place in the Exhibit Hall, maximizing exposure for sponsors who also exhibit.

**Conference Email**

$3,000

Sponsor a pre-conference email sent to all members and registrants.

**Tote Bag Inserts**

$2,500

The best way to share your message consistently with all attendees.

**80th Anniversary Sponsor**

$2,020

As AMWA celebrates 80 years of advancing the profession with vision in 2020, show your support for excellence in medical communication by becoming an 80th anniversary sponsor. All 80th anniversary sponsors will be recognized in AMWA’s main publications including *AMWA Update* and the *AMWA Journal* and will be listed on a special recognition page on the AMWA website.

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

<table>
<thead>
<tr>
<th>Placement</th>
<th>Specs</th>
<th>1 month (2x)</th>
<th>3 months (6x)</th>
</tr>
</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>
</tr>
<tr>
<td>Skyscraper</td>
<td>150 x 600</td>
<td>$900</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

*File Formats Accepted: JPG, GIF, or PNG.

Print advertisements in AMWA Journal
Produced quarterly and distributed by direct mail and digitally, the Journal is the premier vehicle for print advertising to AMWA’s 4,300+ members.

**Premium Placement Options (full color)**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$1,650</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Back Cover (sold out for 2020)</td>
<td>$1,650</td>
</tr>
</tbody>
</table>

**Interior Ad Options (full color or b&w)**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$850</td>
</tr>
<tr>
<td>Half Page (vertical or horizontal)</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$325</td>
</tr>
</tbody>
</table>

*Sponsor an AMWA webinar*
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.

**Post a job and hire a medical writer**
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 more than 4,300 medical writers.

<table>
<thead>
<tr>
<th>Days</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>$100.00</td>
</tr>
<tr>
<td>30</td>
<td>$175.00</td>
</tr>
<tr>
<td>90</td>
<td>$472.50</td>
</tr>
</tbody>
</table>

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

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

Contact marketing@amwa.org to discuss year-round outreach opportunities.
See you at #AMWA2020