



OCTOBER 18-21  
**NEXUS**2021  
*Igniting action* | TOGETHER DENVER



## IMPORTANT INFORMATION

### **Nexus 2021 Exhibitor Bulletin, September 8**

#### **Welcome to The Exchange – the Exposition at Nexus 2021!**

Thank you for participating in Nexus 2021. These Exhibitor Bulletins include important deadlines and information aimed at helping you have a successful experience at Nexus.

Look for future Exhibitor Bulletins on September 22, October 6, and a post-Nexus bulletin October 28.

Important dates and past Nexus 2021 Exhibitor Bulletins are posted on the [Nexus website](#).

#### **Exhibitor Service Kit Available**

The Nexus Exhibitor Services Kit is available on the [Exhibitor Information page](#). Freeman has also emailed each exhibit contact with the link and user instructions.

The Kit contains key contact and pricing information, order forms, and exhibit display rules and regulations. The Kit site also includes a Freeman login and forms/links for other Nexus vendors such as Maritz (lead retrieval), Encore (electricity and rigging), and Gaylord Rockies (catering).

All companies using an Exhibitor Appointed Contractor must return the EAC Notification form included in the Kit to [llarson@amcp.org](mailto:llarson@amcp.org) by September 15. EAC companies must also supply COI insurance forms prior to move-in at the Gaylord. EAC clients will be sent follow up instructions once their EAC Notification form is received.

#### **COVID Safety at Nexus**

AMCP is partnering with VOW Digital Health to implement a COVID-19 vaccine protocol at Nexus. All registered attendees will receive a text message from VOW the week of September 13 that will walk them through uploading their driver's license and their COVID-19 vaccination card. Once uploaded and verified, the VOW system will issue a confirmation confirming that they can pick up their badge onsite at Nexus.

Registered attendees that aren't vaccinated due to religious reasons or recommendations from their doctor will need to send an email to [meetings@amcp.org](mailto:meetings@amcp.org) and will receive a different protocol asking them to upload a negative COVID-19 test within 72 hours of arrival in Denver. That test will be verified in the VOW system and the same verification as mentioned above will be issued allowing them to pick up their badges onsite. All VOW processes are 100% HIPAA compliant. Additional information regarding the VOW vaccine protocol will be emailed to registered attendees this week.

Masks will be required at all indoor events during Nexus 2021. For more information regarding onsite COVID Safety measures, visit our [COVID Safety](#) page.

#### **Updated Info Only Pre-Registration List – coming this week**

Look for an updated Info Only Pre-Registration list this week. The list will be sent in an excel file via email – please note: the email will be from and to me: [llarson@amcp.org](mailto:llarson@amcp.org) and all exhibit contacts will be Bcc'd.

The Info Only list will contain name, title, company, city, and state. Please use this list to see who's attending and for pre- and post-event marketing.

The list may not be added into any type of electronic database. The list will also be updated on the [Nexus website](#) by the end of this week.

## Instantly Capture Contact and Demographics with Lead Retrieval

AMCP is partnering with Maritz to offer exhibitors mobile app lead retrieval options. Maritz's SWAP lead retrieval system is a native app for Android or iOS downloadable on a personal device and is a low-touch way to get scanning solutions in the hands of each booth staff at Nexus.

Look for their form in the Exhibitor Service Kit, visit <https://exhibitor.experientswap.com> or email [ExhibitorServices@maritz.com](mailto:ExhibitorServices@maritz.com).

## New Opportunity: AMCP Partnering

Launching at Nexus 2021, AMCP is piloting a new opportunity for managed care decision makers to formally connect with key audiences face-to-face within a designated area in The Exchange, the Expo at Nexus. Visit the [AMCP Partnering page](#) on the Nexus website for more information or contact Liz Colangelo on the Business Strategies team at [corporateopportunities@amcp.org](mailto:corporateopportunities@amcp.org) to sign up!

## Sponsored Attendee Emails Available

Reach pre-registered Nexus attendees with an email sent by AMCP with your marketing message. Sponsored attendee emails start soon and September 16, 23, 28 and October 7 send dates are still available.

AMCP 2021 sponsored attendee emails had 100% delivery and 33% open rates! [Secure online](#) or email [llarson@amcp.org](mailto:llarson@amcp.org) for more information.

## Nexus 2021 Schedule

**Exhibitor Move-In:** **NEW:** Monday, October 18, Noon-5pm

Tuesday, October 19, 7am-2pm

**Exchange Hours:** Tuesday October 19, 4pm-7pm

Wednesday October 20, 11am-2:30pm

**Exhibitor Move-Out:** Wednesday October 20, 2:30pm-5pm

The complete Nexus 2021 schedule is on the [Nexus website](#).

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

Thank you again.

Sincerely,

Laura K. Larson, CEM  
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