



Your Meeting Experience. Perfected.

BRAND GUIDE



Your Meeting Experience. Perfected.

Welcome!

Whether you are part of the AMI Team, a supplier, or agency partner, this document is your guide to understanding and representing our brand. In a nutshell, we describe our brand as:

Luxury | Professional | Friendly | Focused | Innovative
Reliable | Polished | Supportive

WHO WE ARE

American Meetings, Inc. (AMI) is a global meeting services organization that provides the technology, know-how, and resources to create experiences that exceed expectations. What sets us apart? Our attention to detail, event planning savvy, and creativity. We always put attendees and suppliers first. We know how to delight attendees and create memorable experiences every time.

Mission

Making a positive and often life changing impact by supporting our client meetings, both in-person and virtual, by providing seamless meeting management and execution which allows Clients to concentrate on the content and fulfilling their overall mission and the objective of the meeting.

Vision

To expand and solidify our role as the top choice for Meeting Services and AV solutions for Fortune 1000 companies nationwide.

Values

Our company values provide the blueprint for how we show up for our colleagues, serve clients, and do business. They are the driving force behind our commitment to change lives one meeting at a time.

Accountability

Each person's words and actions contribute equally to the end result. We honor our commitments to clients and to each other.

Professionalism

We are qualified, skilled, and committed. We respect ourselves just as we do our clients.

Diversity

We respect and appreciate the differences in our employees. A variety of talents, experiences, and backgrounds means a more dynamic workplace.

Passion

We love what we do. Our drive and energy are contagious and inspire those around us.

Core Pillars

Our company pillars provide a framework in how we work, treat clients, deliver services, treat other colleagues (and fellow humans), and so much more. We believe that our mutual growth and success is only possible through these pillars. These values are who we are and are expressed in everything we do.

Diversity

At AMI, we aim to create an organization that reflects the cultural diversity of the communities in which we work. As an LGBTQ-owned company, we embrace diversity on all levels—ethnicity, gender, religion, ability, age, and thinking style. Leveraging diversity makes us more creative and able to provide better solutions to our clients.

Sustainability

We care about you and our world. We've pledged to work on reducing the impact of producing meetings and events for our clients. From sustainable food and beverage sourcing to waste reduction and recycling, we strive to provide an environmental legacy that mirrors your company's values.

Innovation

The world is in a constant state of forward motion and your business is changing too. We plan every meeting with a keen eye toward innovation. We are always out ahead of the latest technology platforms and engagement tools so you can deliver the most cutting-edge events possible.

A High Touch Experience For You and Your Attendees

We pride ourselves on our high-touch, 100% customer-centric service for both you and your attendees. You'll never feel like "just another client" – with AMI, you'll always get the one-on-one support you deserve, ensuring you feel valued and heard. We take the time to really understand what you want from your events and meetings, which is why our clients come back time and time again.

TARGET AUDIENCES

The AMI brand has two distinct visual identities depending on the target audience. The AMI corporate visual identity is used most of the time to address AMI's primary audience. The AMI Meetings.Health visual identity is used when creating specific content targeted to the AMI Meetings.Health Audience.



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AMI Commercial Audience

At American Meetings, we work closely with Fortune 1000 companies and key stakeholders in the meeting spend process, including Procurement Officers, Supplier Diversity Officers, and Executives and Managers. We help these leaders craft strategic meeting initiatives to execute flawless programs, identify cost-saving opportunities and streamline their event management processes. Our services cover comprehensive event planning and execution, including corporate meetings management, logistics coordination, and supplier negotiations. With our deep industry expertise and a dedicated team with our one point of contact model, we deliver tailored solutions that ensure every event drives strategic value and delivers measurable results.



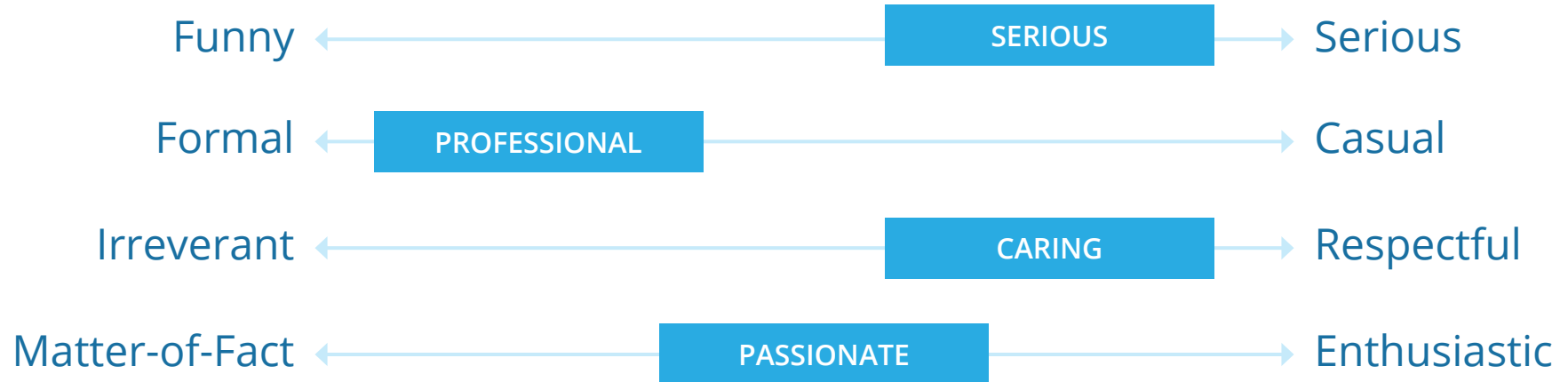
AMI Meetings.Health Audience

For over 20 years, AMI has partnered with the world's top healthcare brands to solve the unique and complex challenges of meeting strategies in Pharma, Biotech, and Healthcare. Our target audience remains the same within this target sector - Supplier Diversity Officers, Procurement Officers, Executives, and Managers. We specialize in complete Healthcare Meeting Services through the entire meetings lifecycle. This includes navigating the everchanging regulatory guidelines, security concerns, and data collection requirements associated with physicians, patients, and clinical researchers.

BRAND VOICE

At AMI, our brand voice is professional, inclusive, and client-focused, blending expertise with a welcoming and approachable tone. Messaging reflects our commitment to excellence, with meticulous attention to detail and a focus on delivering a high-touch experience that exceeds client expectations. Our tone is understanding and supportive, building trust, while also optimistic and forward-thinking, reflecting our commitment to innovation and sustainability. This thoughtful balance of professionalism and human connection positions AMI as a trusted partner in creating impactful, memorable meeting experiences.

Tone of Voice





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Full Color

The primary logo is comprised of our acronym and tagline. It should be used in this form whenever possible. The color logo should be used on white or light-colored backgrounds and photographs.

Reverse+Color / Reverse

Utilize these logos on colored backgrounds. If there is not enough sufficient contrast with the background color use the all white version..

Dark Blue

This logo should be used sparingly and in the event it can't be reproduced in full color, such as promotional items.

Reverse+Color



Reverse



Dark Blue





Full Color

The secondary logo can be used without a tagline in specific executions, such as promotional items, when the tagline text is not legible. It can also be used to reinforce the brand when the primary logo is already used elsewhere on a piece such as collateral with multiple pages or long-form digital content.

Reverse+Color / Reverse

Use these logos on colored backgrounds. If the background color doesn't provide enough contrast, opt for the all-white version.

Dark Blue

This logo should be used sparingly and in the event it can't be reproduced in full color, such as promotional items.

Reverse+Color



Reverse



Dark Blue





Full Color

Use this version of the logo when the target audience is less familiar with AMI, to reinforce the company name.

Reverse

Use this logo on colored backgrounds. If the background color doesn't provide enough contrast, opt for the all-white version.

Reverse



LOGO | AMERICAN MEETINGS WITHOUT TAGLINE



Full Color

Use this logo when the target audience is less familiar with the brand to establish name recognition. The color logo should be used on white or light-colored backgrounds and photographs.

Reverse

Use this logo on colored backgrounds. If the background color doesn't provide enough contrast, opt for the all-white version.

Reverse





Full Color

This secondary logo can be used in specific executions such as promo items to promote the americanmeetings.com website..

Reverse+Color / Reverse

Use these logos on colored backgrounds. If the background color doesn't provide enough contrast, opt for the all-white version.

Dark Blue

This logo should be used sparingly and in the event it can't be reproduced in full color, such as promotional items.

Reverse+Color



Reverse



Dark Blue





Full Color

The Primary Logo should be used in most cases when targeting healthcare providers. Use the full color version on a light background and the white version on a dark background.

Reverse+Color / Reverse

Utilize this logo on colored backgrounds. If there is not enough sufficient contrast with the background color use the all white version.

Reverse





Reverse+Color



Full Color

This logo version can be used when the target audience is less familiar with AMI Meetings.Health to describe its services and relevant target markets. These are typically used in landing page and email headers.

Reverse+Color / Reverse

Utilize this logo on colored backgrounds. If there is not enough sufficient contrast with the background color use the all white version.



Reverse+Color



Full Color

This logo version can be used when the target audience is less familiar with AMI Meetings.Health to describe its services and relevant target markets. These are typically used in landing page and email headers.

Reverse+Color / Reverse

Utilize this logo on colored backgrounds. If there is not enough sufficient contrast with the background color use the all white version.

LOGO | IMPROPER USAGE

Although these examples do not cover every scenario, they should provide a fundamental understanding of what to avoid when using the logo. Proper logo assets are accessible for all situations, and this should be the case for all logo versions to maintain consistency and brand integrity.



Don't Rotate



Don't Change the Colors



Rearrange or Remove any Logo Elements



Don't Distort Horizontally/Vertically



Change the Opacity



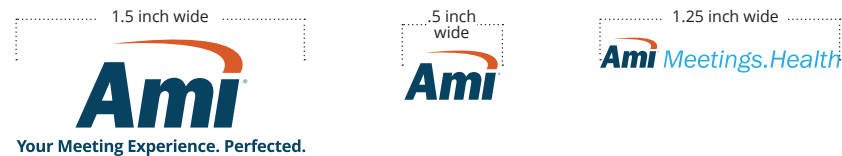
Don't place on a busy background or a background lacking sufficient contrast

Clear space refers to the visual “breathing room” around the logo, which keeps it separate from other visual elements. Ensure that no graphic element intrudes into this space, as it enhances the visibility and distinctiveness of our logo.

Clear Space



Minimum Widths



FONTS

Use the Open Sans family of fonts for headlines and subheads.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The Montserrat family of fonts is used for body copy and subheads, applying the bolder and italic fonts for emphasis. Prefer using bold over italic in most instances.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

This is an accent font. It is used sparingly for call outs and to add visual interest in design. It can also in headers for Meetings.Health.

Shadows Into Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial is recommended as a default typeface when the primary fonts are not available, such as in Microsoft Office programs.

Arial

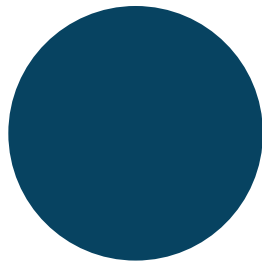
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

COLOR PALETTE

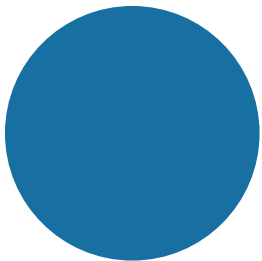
Our brand's color palette is more than just a visual identity; it's a representation of our values, personality, and the emotions we aim to evoke. Consistency in using these colors across all brand materials is crucial to maintaining a strong and memorable brand presence.

Utilize various shades of our brand colors from 10% to 90% to add depth and versatility to our visual identity.

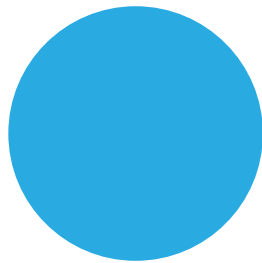
Primary Colors



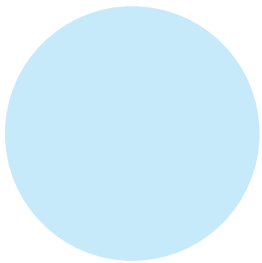
CMYK: 99, 71, 40, 27
RGB: 1, 68, 98
HEX: #014462



CMYK: 91, 53, 17, 1
RGB: 0, 110, 161
HEX: #006da0



CMYK: 69, 14, 0, 0
RGB: 44, 172, 227
HEX: #2cace3

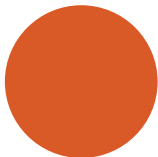


CMYK: 6, 0, 0, 0
RGB: 236, 248, 254
HEX: #ecf8fe



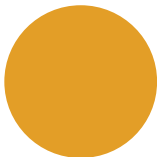
Accent Colors

Should be used sparingly.



CMYK: 10, 78, 100, 2
RGB: 216, 91, 38
HEX: #d85b26

Used as an accent color ONLY in our main brand and not Meetings.Health



CMYK: 10, 41, 98, 0
RGB: 228, 158, 40
HEX: #e49e28

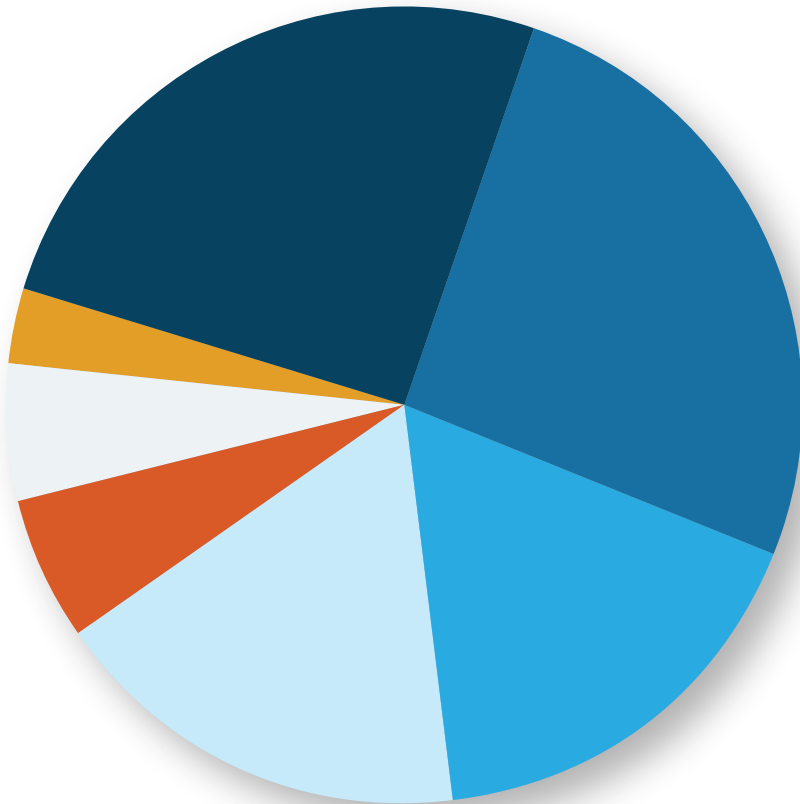
Used in backgrounds, text boxes and PowerPoint presentations info boxes.



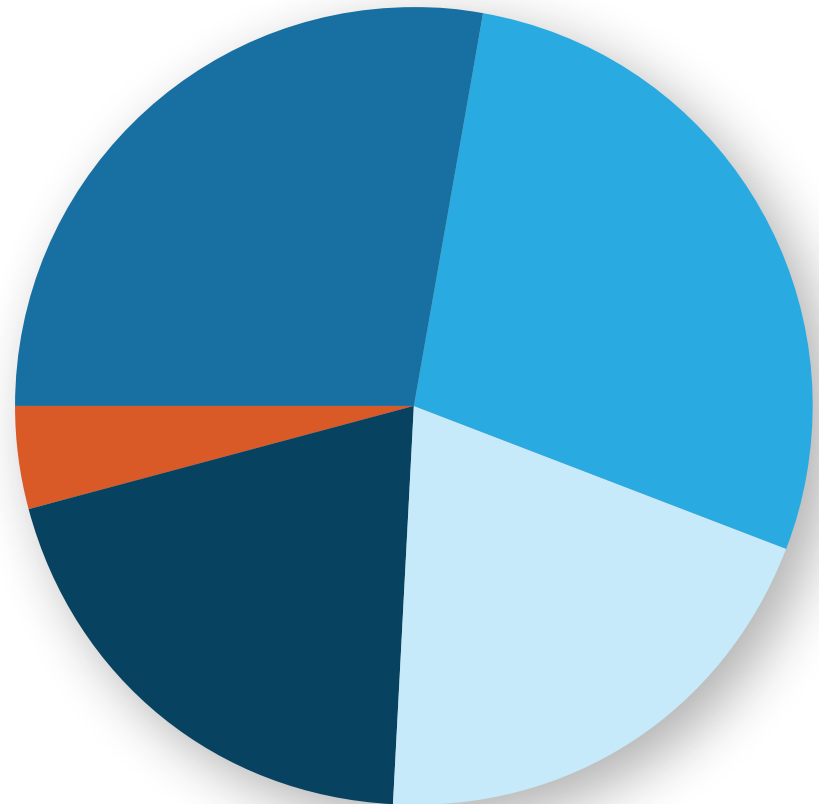
CMYK: 4, 2, 2, 0
RGB: 240, 243, 245
HEX: #f0f3f5



Color Ratios



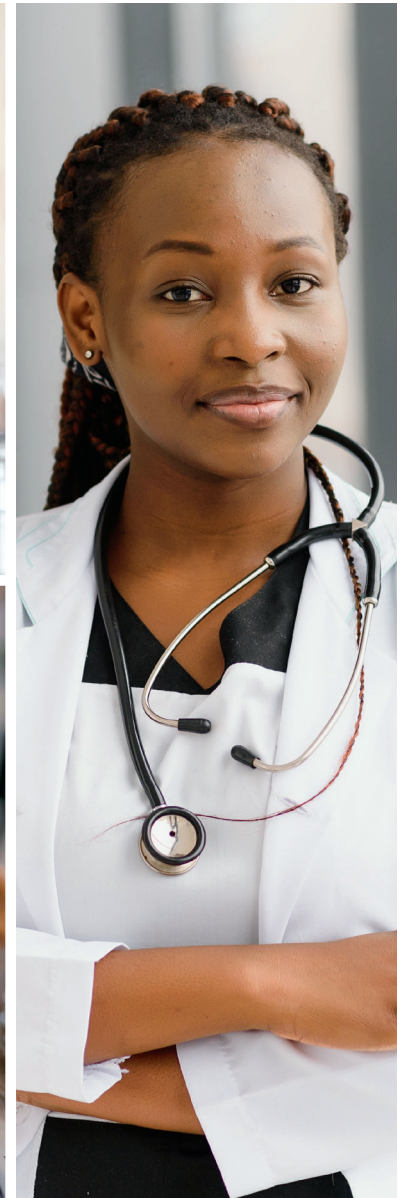
Color Ratios



IMAGERY

Look & Feel

Visually, the brand should convey a polished, professional, and modern aesthetic with a strong focus on diversity, sustainability, and innovation. Imagery highlights collaboration among a diverse range of people, reflecting an inclusive, people-centered approach. The design emphasizes luxury and high-touch service through refined details and elegant visuals, while integrating eco-conscious elements to showcase sustainability. The overall look communicates sophistication, while maintaining a forward-thinking and innovative edge.





Meetings Your Way

Corporate Event & Meeting Planning



GET THE DETAILS



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Meetings Your Way

Corporate Event & Meeting Planning for the World's Top Brands

LEARN MORE



Learn how to build your AI Meeting Strategy to drive innovations at your upcoming meetings

In today's fast-paced corporate environment, mastering AI is essential for optimizing your meetings and events. Our upcoming AI Revolution LinkedIn Live Event is designed to help you stay ahead by harnessing the power of artificial intelligence to enhance every aspect of your meetings.

REGISTER NOW



Meetings Revolution

A LinkedIn Live Event

Join us to discover how AI can transform your meeting planning in 2025 with:

- Strategic Sourcing & Collaborative Space Management
- Customized Attendee Journeys
- Elevated Networking Opportunities
- Insightful Evaluation & Data Analysis

Understanding and implementing these AI-driven strategies can significantly boost your meeting's efficiency and impact, setting a new standard for attendee engagement and satisfaction.

Don't miss this opportunity to gain valuable insights and practical tips for leveraging AI in your next corporate meeting.

Reserve your spot today and be at the forefront of the next wave of Artificial Intelligence.

REGISTER NOW

For over 22 years American Meetings, Inc. has been providing the highest level of live, virtual, and hybrid meeting services to the world's top organizations.

With more than 2,000 meeting planners and partners worldwide, we've delivered meetings on 6 continents and in over 70 countries.



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Thank you for being part of our journey to the inc. 5000. Discover more about this exciting achievement [here](#) and explore how we can create the perfect meeting experience [here](#).

[f](#) [i](#) [in](#) [o](#)

American Meetings, Inc. | 2455 E Sunrise Blvd
Fort Lauderdale, FL 33304 | United States
866-337-7799 ext 8868

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MEMORABLE EXPERIENCES START WITH THE PERFECT VENUE.



At the forefront of innovation, American Meetings, Inc. (AMI) provides high-touch meeting services and expert event sourcing to the world's top organizations.

At AMI, we are continuously combing the meeting's technology landscape to bring the solutions and tools you need to create a memorable experience.



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DID YOU KNOW?

Artificial intelligence can take your venue to the next level.

- **Enhanced Engagement:** AI-driven VR and AR applications enable virtual tours, interactive demonstrations, and remote attendance options at your venue.
- **Seamless Logistics:** AI predicts optimal venue layouts and monitors traffic flow in real-time.
- **ROI Boost:** 78% of event planners utilizing AI tools report a higher ROI, underscoring the effectiveness of these AI-powered applications and tools in streamlining event planning and execution.*



*Source: <https://www.markletic.com/blog/virtual-event-statistics/>



SCHEDULE TIME with a meeting expert.



American Meetings, Inc.
Your Meeting Experience. Perfected.

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2455 E Sunrise Blvd, Suite 900 | Fort Lauderdale, FL 33304

SAMPLE COLLATERAL | AMI MEETINGS.HEALTH

Enhance Your 2025 Healthcare Meetings & Events

[LEARN MORE](#)

Ami Meetings.Health
Pharma • Biotech • Healthcare

MEETINGS. HEALTH

INDUSTRY & INNOVATIONS UPDATE

Ami Meetings.Health
PHARMA • BIOTECH • HEALTHCARE

Latest Tools in AI
Top 10 Second-Tier Cities
State of the US Hotel Industry

HCP Meal Caps
How to Make Your Healthcare Meeting More Sustainable

Supporting:
 Carbonfund.org
RENEW YOUR FOCUS ON OTHER MEETING TOPICS

866-337-7799 Ext. 8868 | bd@americanmeetings.com

Ami Meetings.Health
PHARMA • BIOTECH • HEALTHCARE

Is your meeting compliant with general industry regulations?

HIPAA Compliance*

- ✓ Secure patient data.
- ✓ Limit use and disclosure of patient information.
- ✓ Provide compliance training.
- ✓ Plan your data breach response. – Notify affected patients and regulatory authorities. Take corrective actions.

PRO TIP: Implement a system for ongoing monitoring, auditing, and addressing compliance issues.

Questions?
Join a virtual Q&A with Pip. 1-866-377-7799 Ext. 8868

Ami Meetings.Health
PHARMA • BIOTECH • HEALTHCARE

Meeting Compliance**
Know and follow applicable regulations.

- ✓ Ensure transparent reporting.
- ✓ Create a clear attendee selection process.
- ✓ Set your meeting agenda to align with patient outcomes, not promotion.
- ✓ Select the right venue.
- ✓ Ensure transparent communications that clearly state the meeting purpose, sponsor's identity.
- ✓ Disclose conflicts of interest.
- ✓ Select speakers based on expertise without financial ties to your organization.
- ✓ Review and approve all meeting content.
- ✓ Maintain detailed records of agendas, attendee lists, expenses for reporting.
- ✓ Provide compliance training.
- ✓ Report any adverse events.
- ✓ Conduct post-meeting evaluations.

SOURCES
*US Department of Health and Human Services (HHS),
**Pharmaceutical Research and Manufacturers of America (PhRMA) and AMI's Guidance

Ami Meetings.Health

YOUR Essential GUIDE TO HEALTHCARE MEAL CAPS

Feeling overwhelmed with food and beverage meal caps?

Here are 8 nuggets of wisdom to help you navigate meal caps like a pro for your next HCP event.

1 WHAT ARE FOOD AND BEVERAGE MEAL CAPS?
This is the amount of money event planners are allowed to spend per meal on individual healthcare professionals at their meetings. This food and beverage budget limit ensures that food provided at healthcare events is both "modest" and "reasonable," and in line with local costs.

2 WHY DO FOOD AND BEVERAGE MEAL CAPS EXIST?
The pharmaceutical, biotech and healthcare industries are highly regulated. The decisions tackled and life-changing for patients, so all decisions must be made without bias and bribery.

3 WHAT'S THE LATEST ON MEAL CAPS TODAY?
Post-pandemic, the rise in energy costs and gas costs have pushed food prices to the roof. This has impacted event professionals especially those working within strict budgets, such as those planning HCP events.

In the US, several pharmaceutical companies have recently increased their HCP meal caps to account for higher food prices. This eases the pressure on event organizers and gives more wiggle room in planning food and beverage meals.

Fast Facts: 2025 EVENTS

82% OF EVENT PLANNERS ARE FEELING POSITIVE ABOUT THE INDUSTRY.

74% OF EVENT PROFESSIONALS EXPECT VENUE COSTS TO INCREASE IN 2025.

35% OF EVENT PROFESSIONALS BELIEVE COST-SAVING MEASURES ARE A PROMINENT FACTOR FOR EVENT PLANNING IN 2025.

Special event venues are on the rise, with some of the most popular being:

37% RESTAURANTS	26% ART GALLERIES	25% THEATERS
24% VINEYARDS	21% CRUISE SHIPS	

Top factors contributing to the success of an event include:

31% ATTENDANCE	28% ATTENDEE ENGAGEMENT	28% ROI
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6 | MEETINGS.HEALTH



marketing@americanmeetings.com