

# Promotional Theater Guidelines

## Requirements for Promotional Theaters

- Promotional Theaters are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Continuing education credit may not be offered for Promotional Theaters.
- Because of the timing of Promotional Theaters and the busy meeting schedule, it is recommended that food and beverage service be provided for attendees.
- The sponsor or the sponsor's designated third-party meeting planning organization is responsible for all aspects associated with the planning, promotion, and management of the Promotional Theater and for payment of all additional costs related to the Promotional Theater, including but not limited to catering, meeting room rental, audiovisual equipment, electrical services, and labor.

## Application Process

- Promotional Theaters may only be conducted upon approval by ASHP. Companies wishing to sponsor a Promotional Theater should contact Michelle Rasnick Tyler, at [exhibits@ashp.org](mailto:exhibits@ashp.org). Applications are processed on a first-come, first-served basis. Space is limited for this activity.
- Applications will be accepted from meeting planning or other third-party companies only if accompanied by a letter on the sponsor's letterhead confirming sponsorship of the Promotional Theater and authorizing the company to act on the sponsor's behalf.
- Full payment is required with the completed online application, application for Promotional Theaters will open on February 1.

## Fees

The fee to conduct a Product Theater is \$15,750 for exhibiting companies and \$18,850 for non-exhibiting companies (per one hour program). **Please note:** Non-exhibiting companies must meet the exhibitor qualifications detailed in the [ASHP Exhibit Rules and Regulations Governing Exhibits](#) to conduct a Promotional Theater.

## Schedule and Location

Promotional Theaters will be conducted according to the schedule below. For June 2016, there are four promotional theater slots available, and one Promotional Theater will be conducted per time slot. All Promotional Theaters will be held at the Hilton Baltimore and the Baltimore Convention Center in the Exhibit Hall. All space and time slots will be scheduled by ASHP. Applications will be processed on a first-come, first-served basis. Promotional Theater will be set for approximately 200 people at the Hilton Baltimore or 100 people on the Exhibit Hall Floor.

<u>Date</u>	<u>Time</u>	
Monday, June 13	12:00pm-2:00pm	Exhibit Hall Floor
Monday, June 13	6:00pm -8:00pm	Hilton Baltimore
Tuesday, June 14	5:45am-7:45am	Hilton Baltimore
Tuesday, June 14	12:00pm - 2:00pm	Exhibit Hall Floor

## Audio Visual

ASHP will provide a standard AV set including: LCD projector, wired lavalier microphone, screen sized appropriately for the meeting room, and an extension cord at the registration table. Additional microphones, computers, lighting, and other equipment may be added to the existing AV set at the sponsor's expense through PSAV, the exclusive provider of audiovisual equipment for the ASHP Summer Meetings. To order, visit <http://www.avhqexhibits.com/>. For consultation, contact Ed Bodnar at [ebodnar@psav.com](mailto:ebodnar@psav.com).

## Promotion of Promotional Theaters

- A one-time use of the ASHP meeting registrant mailing list is included in the cost of the Promotional Theater. Mailing lists and hyperlinks will be provided by our marketing division, please contact Lillie Granados at [lgranados@ashp.org](mailto:lgranados@ashp.org) for further information.
- A hyperlink to an online information page (created by your company) from your online listing is included in the cost. Note: You must click Yes to Publish within the application for your listing to appear online.
- All materials intended to promote Promotional Theaters, including websites, broadcast e-mail messages, promotional brochures, invitations, signage, and other materials, must be approved by ASHP prior to release and distribution. Because changes may be required, it is strongly recommended that review and approval by ASHP occur before printing or production of the materials.

All approved promotional, marketing, and other materials used in conjunction with the Promotional Theaters must contain the following statement in a prominent type size and location on the materials:

“This Promotional Theater is conducted at the ASHP 2016 Summer Meetings and Exhibition and is a promotional activity provided by (sponsor) and is not certified for continuing education credit. The content of this Promotional Theater and opinions expressed by presenters are those of the sponsor or presenters and not of the American Society of Health-System Pharmacists. “

- No other phrase or reference to ASHP or the ASHP Meeting is permitted on Promotional Theater materials. The ASHP logo or ASHP meeting graphics may not be used on Promotional Theater materials. The words "education," "educational," or "symposium" may not be used in any presentation titles or on any Promotional Theater materials.
- The ASHP meeting registration bag insert opportunity may be used to promote your Promotional Theater. Contact the ASHP Exhibits Team at [ashpexhibits@jspargoinc.com](mailto:ashpexhibits@jspargoinc.com) for details!
- Additional [advertising and marketing opportunities](#) are available to promote Promotional Theaters.

## Signs

One professionally produced sign, not to exceed 30" x 40", may be displayed outside the assigned meeting area. ASHP does not permit the distribution or placement of presentation flyers or signs in any other area of the meeting hotel, with the exception of the sponsor's exhibit booth. ASHP reserves the right to remove and discard signs and flyers of any organization violating this policy. See "Promotion of Promotional Theaters" for additional copy guidelines.

## Speakers

All speakers, moderators and organizer's staff for Promotional Theaters must be registered for the ASHP Summer Meetings and Exhibition and must be wearing their ASHP meeting badges in order to be admitted to the assigned space. The organization coordinating the Promotional Theater is responsible for ensuring all speakers and moderators are registered in advance of the session. A one-day meeting registration rate is available.

## Changes/Withdrawals

Changes to assigned time slots must be requested in writing to ASHP at [exhibits@ashp.org](mailto:exhibits@ashp.org) and will be accommodated only if the requested time slot is available. The timeslots noted above have been approved by ASHP and may not be modified. There will be no refunds for programs cancelled after March 4, 2016. For programs that are withdrawn by the sponsor before March 4, 2016, the 50% non-refundable deposit retained by ASHP, and the balance returned to the sponsor.

## **Limitation of Liability**

The ASHP, the Baltimore Convention Center and the Hilton Baltimore will not be responsible for any loss, injury or damage whatsoever arising, which may occur to a sponsor or his contractors and/or its agents in connection with a Promotional Theater. The sponsor expressly releases ASHP and the Baltimore Convention Center from any and all claims, injury or damage arising from the content, behaviors or other activities related to the Promotional Theater.

## **Additional Information**

For questions or additional information, contact Michelle Rasnick Tyler at [exhibits@ashp.org](mailto:exhibits@ashp.org).