

# Promotional Theater Guidelines

## Requirements for Promotional Theaters

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- Promotional Theaters are considered promotional activities and must be conducted in accordance with all applicable federal, state, and local laws as well as all applicable standards and guidelines, including but not limited to 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

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- Promotional Theaters may be conducted only upon approval by ASHP. Companies wishing to sponsor a Promotional Theater should contact Michelle Rasnick Tyler, ASHP Conference and Convention Division, at [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org). A link to the online application will be provided via email on request. Applications including time-slot selection are processed on a first-come, first-served basis. Space is limited for this activity; therefore, a slot cannot be held without a completed online application with payment.
- 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.

## Fees

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The fee to conduct a Promotional Theater is \$33,000 (per one-hour program) for exhibitors and \$49,500 for nonexhibitors.

## Schedule and Location

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Promotional Theaters will be conducted during times that do not conflict with ASHP programming and exhibits, according to the schedule below. There are a total of 10 slots. All Promotional Theaters will be held with the designated ASHP meeting space listed below. All space and time slots will be scheduled by ASHP. Applications will be processed on a first-come, first-served basis. Promotional Theaters will be set for approximately 100 people.

View the [Online Promotional Theater Listing](#).

## Permissible Times and Locations

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Slot 1	Sunday, 9:00 a.m.–10:00 a.m. — W102, Level 1
Slot 2	Sunday, 9:00 a.m.–10:00 a.m. — W103, Level 1
Slot 3	Sunday, 12:00 p.m.–1:00 p.m. — W102, Level 1
Slot 4	Sunday, 12:00 p.m.–1:00 p.m. — W103, Level 1
Slot 5	Monday, 11:30 a.m.–12:30 p.m. — Exhibit Hall, Level 2 - <b>RESERVED</b>
Slot 6	Monday, 1:30 p.m.–2:30 p.m. — Exhibit Hall, Level 2 - <b>RESERVED</b>
Slot 7	Tuesday, 11:30 a.m.–12:30 p.m. — Exhibit Hall, Level 2 - <b>RESERVED</b>
Slot 8	Tuesday, 1:30 p.m.–2:30 p.m. — Exhibit Hall, Level 2 - <b>RESERVED</b>
Slot 9	Wednesday, 11:15 a.m.–12:15 p.m. — Exhibit Hall, Level 2 - <b>RESERVED</b>
Slot 10	Wednesday, 12:45 p.m.–1:45 p.m. — Exhibit Hall, Level 2 - <b>RESERVED</b>

## Audiovisual

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PSAV is the exclusive provider of AV equipment for Promotional Theaters. You may order equipment directly using the PSAV Order Form or, for consultation, contact Ed Bodnar at 214-210-8039 or [ebodnar@psav.com](mailto:ebodnar@psav.com).

ASHP will provide a standard AV set, which includes an LCD projector, a speakers table with four chairs, a registration table with two chairs, a wired lavalier microphone, a lectern, and a 16:9 video screen. Additional audiovisual needs may be added to the existing set at the activity organizer's own expense.

## Promotion of Promotional Theaters

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- A one-time use of the ASHP meeting preregistrant mailing list is included in the cost of the Promotional Theater. After review and approval of your mailer, the list will be provided by the ASHP Marketing Division within one week after the first deadline for early registration. For further information, please contact Tesa Reynolds at [treynolds@ashp.org](mailto:treynolds@ashp.org).
- A hyperlink to an online information page (created by your company) from your online listing is included in the cost.
- All materials intended to promote Promotional Theaters, including websites, broadcast email messages, promotional brochures, invitations, signage, and other materials, must be approved by ASHP prior to release, printing, and distribution.
- 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 52<sup>nd</sup> Midyear Clinical Meeting 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.
- If you are preregistering attendees, printed material must also indicate that preregistration is for planning purposes only, and seating will be available on a first-come, first-served basis.
- The [ASHP Meeting Registration Bag Insert](#) may be used to promote Promotional Theaters. Please contact the ASHP Exhibits Team at [ashpexhibits@jspargo.com](mailto:ashpexhibits@jspargo.com) for details.
- [Additional advertising opportunities](#) are available to promote Promotional Theaters.

## Signs

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One professionally produced sign, not to exceed 30" x 40", may be displayed outside the assigned meeting room. ASHP does not permit the distribution or placement of presentation flyers or signs in any other area of the meeting hotels or the convention center, 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

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All speakers, moderators, and organizer's staff for Promotional Theaters must be registered for the ASHP Midyear Clinical Meeting and must be wearing their ASHP meeting badges in order to be admitted to the meeting room and/or Exhibit Hall. The organization coordinating the Promotional Theater is responsible for ensuring that all speakers, moderators, and staff are registered in advance of the session. A one-day meeting registration rate is available.

## Changes/Withdrawals

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Changes to assigned time slots must be requested in writing to Michelle Rasnick Tyler at [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org) and will be accommodated only if the requested time slot is available. The time slots noted above have been approved by ASHP and may not be modified.

There will be no refunds for programs cancelled after **September 8, 2017**. For programs that are withdrawn by the sponsor before September 8, 2017, 50% of the fee will be nonrefundable and will be retained by ASHP, and the balance returned to the sponsor.

## Limitation of Liability

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ASHP will not be responsible for any loss, injury, or damage incurred by a sponsor or its contractors and/or its agents in connection with a Promotional Theater. The sponsor expressly releases ASHP from any and all claims, injury, or damage arising from the content, behaviors, or any other aspects of the Promotional Theater.

## Additional Information

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For questions or additional information, contact Michelle Rasnick Tyler at [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org) or 202-536-5234.