

# 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 [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org) for the online application link. The application link is not posted on the ASHP meeting website. 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, using a credit card online, is required at the time the online application is completed. The online application link will be available early February.

## Fees

The fee to conduct a Promotional Theater is \$17,350 for exhibiting companies and \$20,785 for non-exhibiting companies (per one hour program). **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. There are two promotional theater slots available, and one Promotional Theater will be conducted per time slot. All Promotional Theaters will be held at the Washington State Convention Center. All space and time slots will be scheduled by ASHP. Applications are accepted on a first-come, first-served basis. The room set includes: seating for 100 people, lectern, riser, speakers table with four chairs, registration table with two chairs and one easel.

<u>Date</u>	<u>Time</u>	
Monday, June 8	6:30 a.m.-7:30 a.m.	Sheraton Grand Seattle
Monday, June 8	12:00 p.m.-1:00 p.m.	Exhibit Hall, Washington State Convention Center
Tuesday, June 9	6:30 a.m.-7:30 a.m.	Sheraton Grand Seattle
Tuesday, June 9	12:00 p.m. -1:00 p.m.	Exhibit Hall, Washington State Convention Center

## Audio Visual

ASHP will provide a standard AV set including: LCD projector, 16:9 video screen and wired lavalier microphone. Additional microphones, computers, lighting, other equipment and any labor fees, 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, contact Matt Thomas at 214-210-8028 or [mwthomas@psav.com](mailto:mwthomas@psav.com).

## Promotion and Marketing

- 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 Shannon Benjamin at [sbenjamin@ashp.org](mailto:sbenjamin@ashp.org) for further information.
- A hyperlink to an online information page (created by your company) from the [ASHP promotional theater listing page](#) is included in the cost. Note: You must click Yes to Publish within the online 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. As changes may be required, it is strongly recommended for 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 2020 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 space. 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 the "Promotion and Marketing" section for additional copy guidelines.

## Speakers

Meeting badges are not included in the promotional theater cost. All speakers, moderators and organizer's staff for Promotional Theaters must be [registered](#) for the ASHP 2020 Summer Meetings and Exhibition and must be wearing their ASHP meeting badge in order to be admitted to the assigned space. Meeting badges are not included in the promotional theater cost. 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 [mrasnicktyler@ashp.org](mailto:mrasnicktyler@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 5, 2020. For programs that are withdrawn by the sponsor before March 5, 2020, the 50% non-refundable deposit retained by ASHP, and the balance returned to the sponsor.

## Limitation of Liability

The ASHP, the Washington State Convention Center and the 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 Washington State 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 [mrasnicktyler@ashp.org](mailto:mrasnicktyler@ashp.org).