

# Promotional Theater

## 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 only be conducted upon approval by ASHP. Companies wishing to sponsor a Promotional Theater should contact Michelle Rasnick Tyler, ASHP Conference and Convention Division, at [mrasnickyler@ashp.org](mailto:mrasnickyler@ashp.org). A link to the online application will be provided via email upon 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 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 1-hour program) for exhibitors and \$49,500 for non-exhibitors.

## 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. For December 2016, there are a total of ten (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, 9:00AM-10:00AM – Mandalay Bay
Slot 2	Sunday, 9:00AM-10:00AM – Mandalay Bay
Slot 3	Sunday, 12:00PM-1:00PM – Mandalay Bay <b>-RESERVED</b>
Slot 4	Sunday, 12:00PM-1:00PM – Mandalay Bay <b>-RESERVED</b>
Slot 5	Monday, 11:30AM – 12:30PM – Exhibit Floor <b>-RESERVED</b>
Slot 6	Monday, 1:30PM – 2:30PM – Exhibit Floor -
Slot 7	Tuesday, 11:30AM – 12:30PM – Exhibit Floor - <b>RESERVED</b>
Slot 8	Tuesday, 1:30PM – 2:30PM – Exhibit Floor <b>-RESERVED</b>
Slot 9	Wednesday, 11:15AM – 12:15PM - Exhibit Floor
Slot 10	Wednesday, 12:45PM –1:45PM – Exhibit Floor <b>-RESERVED</b>

## Audio Visual

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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, call Ed Bodnar at 214-210-8039 or email [ebodnar@psav.com](mailto:ebodnar@psav.com).

ASHP will provide a standard AV set which includes: a LCD projector, speakers table with 4 chairs, a registration table with 2 chairs, a wired lavalier microphone and a video screen sized appropriate for the room. Additional audio visual 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 pre-registrant 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. 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.
- 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, 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 51st 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 pre-registering attendees, printed material must also indicate that pre-registration 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 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 timeslots noted above have been approved by ASHP and may not be modified.

There will be no refunds for programs cancelled after **September 2, 2016**. For programs that are withdrawn by the sponsor before September 2, 2016, 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.