

# 2022 PRODUCT THEATER APPLICATION AND CONTRACT

## Details

Held at the convention center, Product Theaters are 45-minute sessions that provide supporters with a high-value live marketing opportunity to reach motivated professionals in a private session during breakfast or lunch (provided by AAPA). Product Theaters provide a forum to gather and discuss issues on patient education, specific products, and therapeutic areas with company representatives or your designees. AAPA recognizes that Product Theaters will be promotional and may concentrate on a specific product or medication. These sessions are not approved for CME credit.

## Contact Information

Company	Title/Topic
Supporter/Contractor	Contact Name(s)
Phone	Email(s)
Address	

Signature - *Applications not signed will not be accepted.*

## Product Theater Information

PRODUCT THEATER TYPE	DAYS AVAILABLE	
<input type="checkbox"/> Coffee-up & Connect Breakfast Product Theaters 7—7:45 a.m. \$45,000	<input type="checkbox"/> Sunday 5/22	<input type="checkbox"/> Tuesday 5/24
	<input type="checkbox"/> Monday 5/23	<input type="checkbox"/> Wednesday 5/25
<input type="checkbox"/> Energize & Educate Lunch Product Theaters Noon—12:45 p.m. \$50,000	<input type="checkbox"/> Saturday 5/21	Monday 5/23 (SOLD)
	Sunday 5/22 (SOLD)	<input type="checkbox"/> Tuesday 5/24

Product Theaters are on a space available, first-com, first-served basis. Mark your choices in order of preference numerically.

### What's included:

- Meeting room (rounds of 10 with riser, head table and podium)
- Audio-visual equipment (2 screens, LCD projectors, one lavalier mic, one standing audience mic, laser pointer, sound amplification, mixer)
- Pre- and post-conference attendee mailing list
- Website and conference scheduler listing
- Full session details listed in printed guide
- Promotional listing on signs located in the venue
- Social media promotion the day before and day of the session

## Payment Terms

### Terms:

Full payment is due February 1, 2022. **This contract is binding once signed. Applications not signed will NOT be processed.** A 20% non-refundable payment is due at the time of application. All Product Theater cancellation requests must be submitted in writing. Any cancellation requests submitted after January 31, 2022 will result in the forfeiture of the entire Product Theater fee. Make checks payable to AAPA.

- I have read and understood this agreement, and serve as an authorized agent for the applicant company.

### Return completed form to:

Heather Teplitz, CEM  
Manager, Exhibit Sales & Services  
AAPA 2022  
2318 Mill Road, #1300, Alexandria, VA 22314  
hteplitz@aapa.org

AAPA Tax ID number: 23-7067770