

AOCD Product Theater Opportunities

What are Product Theaters?

Product Theaters are 60-minute sessions, held at an AOCD Fall and/or Spring Meeting. These sessions provide an opportunity for Physicians Residents and students to gain information on specific products and/or therapeutic areas. The material presented in Product Theaters may be promotional and may concentrate on a specific product or drug.

Product Theaters are scheduled to not compete with any other educational programming and all registered conference attendees are encouraged to attend. Due to the popularity of Product Theaters and interest in content matter, there may be an increase in attendance at any of the scheduled Product Theaters. In such case, AOCD reserves the right to use an overflow room to accommodate its participants.

How are topics and speakers selected?

Sponsors are free to provide information to conference attendees on a subject (and speaker) of its choosing while showcasing its products and services to this target market.

How are Product Theater supporters recognized?

Your support of these popular events will receive special recognition on your onsite signage. In addition, we can insert a promotional announcement (with text provided by you) on the Product Theater in the registration materials received by all conference attendees.

What kind of logistical assistance is provided?

The AOCD will provide logistical assistance of the following:

- One set of mailing labels of pre-registered attendees.
- Presentation signage directly outside the exhibit hall.
- A hard-wall presentation room located at the conference site.
- Seating for 100 attendees (“school room” set-up).
- A podium.
- Day and time of Product Theater.
- Mailing list, (available two weeks following the meeting.)
- Listing of the Product Theater and product description in the AOCD Conference Program.
- Space assignment with theater seating for -- in reserved portion of the conference center.

Are exhibit and other conference support opportunities available?

Yes, additional marketing opportunities are available. Please contact the AOCD at swood@ao.cd.org for more details.

Payment Information:

An administrative fee of \$15,000 is payable to the AOCD. This covers the services of our Director of Events, who will personally administer your program prior to and post-conference. It also includes coordination of specific details pertaining to the production of the program and covers the cost of on-site administrative support. Full payment is due to AOCD if Product Theater is cancelled less than 30 days in advance.

Payment Terms: If the executed Activity does not adhere to the terms and conditions of this Agreement, AOCD reserves the right to dissolve signed agreement. The parties, intending to be bound by the terms and conditions of this Agreement, have caused this Agreement to be signed by their duly authorized representatives. If payment is being made through a third party and must be paid to the facility, information must be disclosed to AOCD prior to signing Agreement. ***All payments are due to AOCD within 30 days of activity.***

Product Theaters provide an opportunity for organizations to present information about their products or services directly to physicians in a focused setting. The material presented in Product Theaters may be promotional and may concentrate on a specific product; therefore, these sessions are considered promotional and may not offer continuing medical education.

Cancellation Policy: No refunds will be made for cancellations after contract has been signed by both parties. All submissions for Product Theaters are subject to review and approval by AOCD. ***Note: AOCD does not guarantee attendance at the product theater lectures.***

Logistics:

The sponsoring company shall be solely responsible for the management of the logistics of their Product Theater and for payment of additional costs related to the Product Theater, including but not limited to, AV, catering, electrical, internet, phone, etc.

AOCD Will Provide:

- One set of mailing labels of pre-registered attendees.
- Presentation signage directly outside the exhibit hall.
- A listing of the presentation in the meeting programs.
- A hard-wall presentation room located at the conference site.
- Seating for 100 attendees (“school room” set-up).
- A podium.

Services Provided by the AOCD:

- Day and time of Product Theater.
- Mailing list, (available two weeks following the meeting.)
- Listing of the Product Theater and product description in the AOCD Conference Program.
- Space assignment with theater seating for -- in reserved portion of the conference center.
- Provide program signage outside the exhibit space.
- PowerPoint presentation at least 2 weeks prior to activity.

Eligibility:

Only AOCD Exhibitors who have secured a booth are eligible to apply for a Product Theater slot, subject to availability and adherence to all published guidelines. Payment for the Product Theater must be paid in full before a time slot will be issued.

The application and payment for the Product Theater must be received 30 days before the activity. The time slots are assigned on a first-come first-served basis; therefore, interested organizations should prepare and submit an application for review as soon as possible. Product information must be received two weeks before the activity in order to appear in the AOCD Conference Program. If the application or payment is not received the time slot will not be reserved.

Companies planning to host a product theater presentation during an AOCD Fall and/or Spring Meeting must complete this application and adhere to the guidelines and requirements for product theater participation. If you receive this application without the guidelines, please contact AOCD meetings and exhibits staff at swood@aocd.org to obtain a copy.

Noncompliance with this official process will prevent the exhibiting company from hosting a product theater the following year and may also result in a monetary penalty, loss of exhibitor priority points and cancellation of the event. Penalties will be determined at the discretion of the AOCD exhibitor relations committee, whose decision(s) in such matters will be final.

Each Product Theater Host is Responsible For:

- Providing presentation title, content information, presenter(s) name(s) and a summary for inclusion in the meeting advance and final programs.*
- Food service (if offered), must be coordinated and purchased through the Conference Center provider.
- Coordinating computer/Internet services through the AOCD.
- Coordinating individual presentation needs with service providers.
- AV.
- Obtaining sleeping rooms if needed.
- Paying speaker.
- Invitations.
- Providing a copy of their company compliance require to AOCD.

*For your product theater presentation to be included in the meeting programs, you must provide information to Shelley Wood at AOCD, swood@aocd.org at least 30 days prior to the meeting.

Ownership of Copyright for Content of Product Theater Presentation:

Copyright of the content presented at the product theater shall be owned by the product theater host with all rights intact. The product theater host is responsible for obtaining copyright permissions and licenses for previously copyrighted materials that will be used as part of the product theater program.