2017 ASCP Annual Meeting & Exhibition

Gaylord Palms Resort & Convention Center | Kissimmee, Florida | November 3-5, 2017

PRODUCT THEATERS

SPONSORING ORGANIZATION

Company Name :

Contact Name & Title

Address

City State Zip

Phone Fax Email Address

PROGRAM INFORMATION

Program Title (for use in promotional materials)

Program Description (brief)

Intended Speakers (please attach CV/Bios, if possible)

I certify that this application is complete and understand the fees and guidelines related to ASCP's Product Theaters.

Signature Date and time contract is signed

Print Name Title

Please contact Debbie Furman at dfurman@ascp.com or call 703-739-1300 ext 146 for available product theater dates and times.

Friday, November 3 **Saturday, November 4** **Sunday, November 5**

LOGISTICS PLANNING

Any additional Special Requests, outside of what is included in the product theater fee, that result in additional charges from vendors will be at company's own expense. Food and Beverage is to be coordinated directly with the ASCP Approved Catering Vendor, unless ASCP has been asked to make these arrangements on their behalf.

ASCP will send a confirmation letter, providing scheduled date, time, and location of the product theater, as well as, the Approved ASCP Vendors List and Contact information on or prior to June 15, 2017.

Please contact Debbie Furman, Vice President of Membership & Strategic Alliances, at 703-739-1300 x146 or dfurman@ascp.com with any logistical questions.

All logistical details are due to ASCP Approved Vendors by October 6, 2017. Should no information be received by this date, ASCP will set as listed under the guidelines and fees with no catering arrangements made.

TIME SLOTS & FEES

Time slots are assigned by ASCP and are awarded on a first-come first-served basis with priority consideration given to ASCP Corporate Partners. All participating companies must also be exhibitors at the ASCP Annual Meeting.

The standard fee for a one-hour theater is $20,000

Food and Beverage Provided for an additional $15,000 for lunch and $20,000 for dinner.

PAYMENT & CANCELLATION POLICY

Programs accepted for presentation as ASCP Product Theaters will be invoiced in full upon confirmation. Payment must be received in full 30 days from the date of invoicing.

Cancellation of program by presenting/sponsoring company must be received by ASCP in writing. Should the presenting company withdraw their program, cancellation fees will be assessed as follows: 50% fees refunded 120 days prior to presentation; 25% fees refunded 90 days prior; 10% of fees refunded 89 days or less prior to presentation. Program cancellations received 30 days or less from presentation are not eligible for slot fee refunds and payment is expected in full.

QUESTIONS?

Please contact Debbie Furman, 703-739-1300 ext 147 (dfurman@ascp.com) for more information.

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PRODUCT THEATERS

Highlight your company's new products and services! Share new findings on key products! Conduct product details and demonstrations to attendees! ASCP is pleased to offer your company with an opportunity to reach your customer in a small interactive forum during its Product Theater programming.

Successful programs have included expert presentations from peer users, demonstration of new technology, and in-depth discussions on particular products and their use in senior care. Product theaters are a great way to have your sales force understand the needs of their customer even better! These programs allow your sales force to pose questions of attendees and find the answers they need to better position their products in this market!

Time slots are limited; don't miss this opportunity to provide a unique value-added service in one venue to your pharmacy and nursing customers!

GUIDELINES:

Companies interested in holding a Product Theater should complete the following application and return to Debbie Furman at dfurman@ascp.com or fax to 703-739-1321. Applications are now being accepted.

Product Theaters should present new information or innovative technology about your company's products or services. Applications will be reviewed to ensure that promotional programs are suitable for the audience.

Product Theaters will be assigned on a first-come, first-served basis. All participating companies must be exhibitors at the meeting where the product theater is being held. One-hour theaters are available as identified at various times throughout the conference. One or more theaters slots may be requested and are assigned based on space availability.

Sponsors are encouraged to provide catering at their own expense for the participants attending the Product Theaters. Continuing education cannot be offered for these programs.

FEES:

Fees for product theaters are $20,000. If ASCP is to provide food and beverage there will be an additional charge of $15,000 for lunch and $20,000 for dinner.

Your fee includes the following:

- Function space set in cresent rounds for 100 people
- A raised stage with space for a head table for 2 and a podium
- Audiovisual Equipment
  - Wireless Microphone
  - Podium Microphone
  - LCD Projector
  - Projection Screen
  - Lead Retrieval for the product theater

Additional AV from an ASCP approved vendor will be at the sponsors expense.

ASCP will send a confirmation letter providing scheduled date, time and location with a consolidated product theater services kit byAugust 1, 2017. Contact information for Food and Beverage will be provided in the letter if not using ASCP. If you have any special needs, please contact Debbie Furman at 703-739-1300 ext. 146 to discuss.

The $20,000.00 Fee includes the following marketing promotions:

- Inclusion in the emailed Product Theater Supplement
- Visibility on the conference web pages of ASCP

Other marketing opportunities are available at additional cost:

- On-site Registration Bag Announcements
- Direct Mail piece to ASCP Membership (sponsors will receive the conference rate on mailing lists)
- Electronic advertising in ASCP Brief
- Customized Graphics/Signage
- eBlast to all registered attendees of a product specific email

QUESTIONS?

Contact Debbie Furman at 703-739-1300 ext 146 or via email at dfurman@ascp.com