



PRODUCT THEATER APPLICATION & CONTRACT
APNA 17TH CLINICAL PSYCHOPHARMACOLOGY INSTITUTE
JUNE 6-9, 2019
OMNI LOUISVILLE HOTEL | LOUISVILLE, KY

About the Conference

The APNA Clinical Psychopharmacology Institute focuses on complex clinical issues and is targeted for specialists in psychiatric nursing - those who administer and/or prescribe medications. Recognizing that a person is more than a mental disorder, this institute addresses the interaction of health care issues, mental disorders, ethnopsychopharmacological treatment and care. Complex health issues, medication challenges, and recently approved medications will be addressed. CPI attracts approximately **500-550** high level attendees (Nurse Practitioners and Clinical Nurse Specialists).

Product Theater Information

Information	This is an opportunity to provide information and demonstrations from recent research on products and/or drugs to a targeted group. Due to the promotional aspect of these 90-minute sessions, continuing education contact hours are not provided. Meals must be provided for each attendee at the Product Theater. There are no APNA educational sessions held during the scheduled Product Theater times. Additionally, only one Product Theater can be scheduled at a time, which gives your company exclusive presentation rights during that time period. The sponsoring company must appoint a speaker who will present content related to the company's products and/or services. Because these sessions are promotional, information can address a specific drug or product.
Fees	Dinner Product Theater: \$15,000 Audio Visual Leasing Fee: \$3,000
Fee Inclusions	<ul style="list-style-type: none"> - A meeting room at the Omni Louisville Hotel where the Conference is hosted. - Complimentary conference registrations for two people. - Information posting about the Product Theater on the APNA website to include: date, title, time and a short program summary. - One email invitation sent to conference registrants. The invitation must be approved by APNA and received at least five (5) days before desired send date. The email deadline is Monday, May 13, 2019. - One 1/2 page horizontal advertisement in the onsite attendee program book. The ad must be approved by APNA and received by May 13, 2019. Please inquire for ad specs.

Available Product Theaters

Dinner	<p>Friday, June 7, 2019: 6:45pm – 8:15pm</p> <p>Saturday, June 8, 2019: 6:45pm – 8:15pm</p> <p><i>Finalization of conference schedule may require edits to timing listed above.</i></p>
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Product Theater Guidelines

To Apply: Use the attached form to submit your Product Theater application. All applications and payments must be received by May 13, 2019. Complete applications will be reviewed in the order they are received. Applications will be approved by APNA to ensure information is suitable for conference attendees. Acceptance will be sent within 1 week of receipt via email and include assigned date and time.

Cancellation Policy: A written cancellation must be received before April 26, 2019 to receive a full refund, less a \$500 administrative fee. No refunds will be made for cancellations received after April 26, 2019.

Logistics & Catering: The Product Theater will take place in APNA's general session room. The CPI Conference will conclude at 6:15pm on Friday, 6/7 and Saturday, 6/8. After attendees vacate the general session room, access will be allowed for Product Theater set-up. All food and beverage functions must be provided through the hotel. The sponsoring company assumes all Product Theater food and beverages costs. Catering is required for the Product Theater and must be offered to each conference registrant at the session. All conference registrants are permitted to attend. APNA does not provide an office or speaker ready room.

Audio/Visual Leasing: A \$3,000 fee will be assessed for leasing the CPI Conference audio visual equipment. The equipment includes (2) projects and screens, speakers, podium and aisle microphones. Additional equipment may be added by using APNA's contracted Audio/Visual partner. Thirty minutes are allotted for additional equipment to be set; APNA's Audio/Visual partner will determine if the additional equipment can be set within 30 minutes.

Additional Costs:

- Full management and related expenses of the Product Theater, including but not limited to: all pre-conference logistical support and materials production and distribution, on-site conference support and registration requirements and post conference support. APNA does not provide logistical support or management.
- Food and beverage fees and any additional conference management affiliated costs, etc. See "Logistics & Catering" above for further information.
- Additional audio/visual costs related to management, labor, equipment, etc. APNA's contracted audio/visual provider must be utilized for all Product Theaters AV needs.
- Any service outside of the listed "Fee Inclusions", including but not limited to: telephone and internet services, electrical needs, additional technician services, modifications to APNA's meeting room sets (with prior approval from APNA), charges related to shipping, receiving and delivery of materials.

Regulations

Product Theaters are considered an extension of APNA's exhibits program at the APNA Clinical Psychopharmacology Institute. Thus, all Product Theaters must abide by the regulations and rules included online at:

www.apna.org/PTRulesRegs. Below are further regulations and rules that relate specifically to CPI's Product Theaters:

1. **Logistics & On-Site Staffing:** The Product Theater's sponsoring company must pay any additional expenses affiliated with the Product Theater which may include: electrical, catering, audio visual equipment, phone, internet, on-site support, etc. APNA does not provide on-site staffing or support.
2. **Marketing & Promotional Materials:** APNA must approve all promotional and marketing materials before distribution. The sponsor is responsible for collaboration with APNA to obtain material and document approval. This APNA approved statement is required for all documents and materials distributed in connection with the Product Theater: *"The Product Theater content and the views expressed therein are those of the sponsor and not of APNA. The Product Theaters are a part of APNA's Exhibit Program. This program is not intended or eligible for continuing nursing education (CNE) credits and does not meet guidelines governing CNE."*
3. **Material Distribution:** APNA's mission statement is at the forefront of this conference, therefore all products and services discussed at CPI are required to be directly relatable to the APNA mission. Additionally, products and services are required to be of educational or professional value to registrants. Eligibility of potential sponsoring companies will be determined by APNA. Materials may not be distributed to conference registrants outside of the designated time slot.



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Regulations Continued

4. Changes to Materials: After application acceptance has been received, no changes will be permitted without written approval from APNA.
5. Limitation of Liability: APNA will not be responsible for any loss, injury, damage claims or attorney’s fees incurred by the sponsoring company and/or its associates in connection with the Product Theater.
6. Conference Room: Materials must not be in any way adhered to any area of the meeting space, including but not limited to: walls, floors, ceilings, railings and columns.
7. Time Allotment: The time allotted for Product Theaters is 90 minutes and is not allowed to be extended or surpassed.
8. Insurance and Security: Meeting or foyer areas will not be locked or secured. APNA will not be held accountable for loss or damage to the property of the sponsoring company.
9. Amendments: APNA has authority to interpret and enforce all contractual items as listed above. Additionally, APNA will make contractual amendments or rules as needed in order to maintain a productive and educational environment.
10. Agreement to Conditions: All involved companies and parties with their employees agree to adhere to all conditions listed in the APNA Product Theater Application and Contract.

Company Information

Sponsoring Company _____

Company Name _____

Primary Contact _____ Title _____

Street _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Payment Information

Payment Method Check Credit Card Payment Amount \$ _____

Name on Card _____ Credit Card Type _____

Card Number _____ Expiration Date (MM/YYYY) _____

Billing Address (If different from above) _____

Signature _____ Date _____

Cancellations received prior to April 26, 2019 are subject to a \$500.00 administrative fee. No refunds will be provided after April 26, 2019. Full payment is required with the completed Product Theater Application and Contract. Credit card or check payments from a U.S. bank, in U.S. dollars are accepted. Please make payable to "APNA." Tax ID No. 22-2814679.



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Application Inclusions

The below information must be included with the completed Product Theater Application:

- The title of the Product Theater
- An agenda and a short description of the Product Theater
- The product and/or research being presented at the Product Theater
- A faculty disclosure(s)
- The faculty and CV/Bio(s)

Product Theater Selection

Please mark your desired time slot with a “1” for your first choice and a “2” as your second choice. Finalization of conference schedule may indicate edits to specific Product Theater times.

Dinner Product Theater

___ Friday, June 7: 6:45pm – 8:15pm

___ Saturday, June 8: 6:45pm – 8:15pm

Time is subject to change

By signing below, I, my company, and affiliated associates agree to all contractual obligations.

Signature _____ Date _____

Send completed application and payment to:
Leslie Hoopengardner, 3141 Fairview Park Drive, Suite 625, Falls Church, VA 22042 or via email to
LHoop@apna.org