



**PRODUCT THEATER APPLICATION & CONTRACT**  
**APNA CLINICAL PSYCHOPHARMACOLOGY INSTITUTE WEST**  
**MARCH 14-15, 2020 | HILTON SAN DIEGO MISSION VALLEY**

**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. A new regional opportunity as a part of our APNA Clinical Psychopharmacology Institute, CPI West is anticipated to attract approximately 200 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	Product Theater: \$30,000 Audio Visual Leasing: \$2,500
Fee Inclusions	<ul style="list-style-type: none"> <li>- Meals for Product Theaters will be provided by APNA, thus Sunshine Act reporting is not required.</li> <li>- A meeting room appointed by APNA.</li> <li>- Complimentary conference registrations for two people.</li> <li>- Information posting about the Product Theater on the APNA website and mobile website.</li> <li>- 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 invitation must be received by Monday, February 17, 2020.</li> <li>- One 1/2 page advertisement in the onsite attendee program book. The ad must be approved by APNA and received by Monday, February 17, 2020. Please inquire for ad specs.</li> </ul>

**Available Product Theater**

Lunch	<p>Sunday, March 15, 2020: 11:45am – 1:15pm</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 Monday, February 17, 2020. Complete applications will be reviewed in the order they are received. Applications will be approved by APNA to ensure products and/or services offered by exhibitors support Psychiatric Mental Health Nursing. Acceptance will be sent within one week via email and will include assigned date and time.

**Cancellation Policy:** A written cancellation notice must be received before January 24, 2020 to receive a full refund, less a \$500 administrative fee. No refunds will be made for cancellations received after January 24, 2020.

**Logistics & Catering:** APNA will assign a meeting room for the Product Theater. APNA will not provide an office or speaker ready room. Meals for Product Theaters will be provided by APNA, thus Sunshine Act reporting is not required. Food will be set near the presentation room to encourage attendance.

**Audio Visual Leasing:** A \$2,500 fee will be assessed for leasing the program audio visual equipment. The equipment includes (1) projector and screen, 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 the allotted set-up time frame.

**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.
- 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 here:

[www.apna.org/PTRulesRegs](http://www.apna.org/PTRulesRegs). Below are further regulations and rules that relate specifically to the CPI West 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. The below APNA approved statements are required for all documents and materials distributed in connection with the Product Theater:
  - a. This APNA-approved statement is required for all documents and materials distributed or displayed 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 nursing continuing professional development (NCPD) credits and does not meet guidelines governing NCPD. Attendance is accommodated on a first-come, first served basis."*
  - b. The following statement must appear prominently on all printed materials (signage and handouts) distributed in connection with the Product Theater: *"Meal provided by APNA on a first-come, first-served basis."*
  - c. One sign may be displayed on the day of the program. The sign may be placed outside of the meeting room at the time of the function. Please note: Signage for breakfast programs can be placed in the APNA registration area on the day prior to the function. No sign may be posted more than 24 hours prior to the program.



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**Regulations Continued**

3. **Material Distribution:** APNA’s mission statement is at the forefront of this conference, therefore all products and services discussed at CPI West 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 Product Theater.
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. **Meeting Facility:** 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. All program related staff must abide by the guidelines of the corresponding facility.
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 January 24, 2020 are subject to a \$500.00 administrative fee. No refunds will be provided after January 24, 2020. 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)

**Application Consent & Signature**

Finalization of conference schedule may indicate edits to specific Product Theater times.

**Product Theater**

Sunday, March 15, 2020: 11:45am – 1:15pm\* (lunch)

*\*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 [LHoop@apna.org](mailto:LHoop@apna.org)**