



PRODUCT THEATER APPLICATION & CONTRACT
APNA 19TH ANNUAL CLINICAL PSYCHOPHARMACOLOGY INSTITUTE
VIRTUAL/IN-PERSON | HYATT REGENCY RESTON | RESTON, VA
JUNE 10-13, 2021

About the Conference

The APNA Annual Clinical Psychopharmacology Institute (CPI) focuses on complex clinical issues and is targeted for specialists in psychiatric nursing - those who administer and/or prescribe medications. Complex health issues, medication challenges, and recently approved medications will be addressed. Recognizing that a person is more than a mental health disorder, this institute addresses the interaction of health care issues, mental disorders, ethnopsychopharmacological treatment and care. CPI attracts attendance of 500-800 Nurse Practitioners and Clinical Nurse Specialists.

This program will be offered as a hybrid meeting with the majority of registrants attending virtually and, pending CDC and state safety guidance and requirements, a smaller scale in-person audience. The meeting format is subject to change.

Product Theater Information

Information

Product Theaters are promotional and may concentrate on a specific product, medication, or disease state. Due to the promotional aspect of these sessions, continuing education contact hours are not provided. The sponsoring company must appoint a speaker who will present content related to the company's products and/or services. Product Theaters are exclusive, unopposed presentations with an average attendance of 250-500.

Fee

Afternoon: \$50,000 | Evening: \$38,000

Fee Inclusions

- Exclusive, unopposed timeframe
- Information posting about the Product Theater on the APNA website
- Two complimentary one-day conference registrations
- Email invitation sent to conference registrants. HTML and text files must be received and approved by APNA by May 6, 2021.
- APNA will send a promotional email to all APNA members with information about all sponsored sessions at CPI
- Program participant list of virtual attendees and a complete conference attendee list (no email addresses provided)

Dates/Times

Thursday, June 10, 2021	___ 6:30pm - 7:30pm	
Friday, June 11, 2021	___ 12:00pm - 1:00pm	___ 6:30pm - 7:30pm
Saturday, June 12, 2021	___ 12:00pm - 1:00pm	___ 6:30pm - 7:30pm
Sunday, June 13, 2021	___ 12:00pm - 1:00pm	

Finalization of conference schedule may require edits to timing listed above.



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Product Theater Guidelines and Regulations

1. Application and Approval: Completed application and full payment must be received by May 6, 2021. Applications will be reviewed and approved by APNA in the order received, to ensure information is suitable for attendees. Product Theater date/time will be assigned on a first-come, first served basis after completed application and full payment have been received. Acceptance will be sent via email within one week of receipt and will include assigned date/time. APNA will continue to accept applications after May 6, 2021 if openings remain.
2. Cancellation Policy: Written cancellation must be received before March 11, 2021 to receive a full refund, less a \$500 administrative fee. No refunds for cancellations received after March 11, 2021. The meeting is scheduled to be held in a hybrid format and is subject to change. Adjustment to the meeting format does not provide cause for cancellation and/or reimbursement.
3. Event Platform: Product Theaters will be presented via livestream webinar. Sponsor is responsible for managing all logistics of the webinar including the slide presentations, audience questions, etc.
4. Meals & Gift Cards: A meal may be provided to the in-person audience and a small gift card to the virtual audience. Meals and gift cards will be provided by APNA, thus Sunshine Act reporting is not required.
5. Additional Costs to Sponsor:
 - Full management and related expenses of the Product Theater, including but not limited to all pre-conference logistical support and materials production and distribution, day-of program 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, additional technician services, modifications to APNA's event platform (with prior approval from APNA), charges related to shipping, receiving and delivery of materials. Product Theaters are an extension of the APNA exhibits program and must abide by rules/regulations at www.apna.org/PTRulesRegs.
6. 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. "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 used at the in-person program (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 at the in-person meeting on the day of the program. The sign may be placed outside of the meeting room at the time of the function. Please note: No sign may be posted more than 24 hours prior to the program.
 - d. Virtual Exhibit: Product Theater sponsors are welcome to promote their programs from an online virtual display. Contact Denise Stone at dstone@apna.org for more information.
7. Material Distribution: All products and services discussed at CPI are required to be directly relatable to the APNA mission and 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 contracted timeframe.
8. Changes to Materials: After application acceptance, no changes will be permitted without written approval from APNA.
9. 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.
10. Time Allotment: The time allotment is 60 minutes. The program cannot begin prior to the scheduled start time and must end by the designated time.
11. 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 related to the in-person meeting.
12. Amendments: APNA has authority to interpret and enforce all contractual items. Additionally, APNA will make contractual amendments or rules as needed to maintain a productive and educational environment. The meeting format is subject to change at the sole discretion of the APNA Executive Director.
13. Agreement to Conditions: All involved companies and parties with their employees agree to adhere to all conditions herein.



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Application Inclusions

The following information must be included with the completed application:

- Title of the Product Theater
- Agenda and a short description of the Product Theater
- The product and/or research being presented at the Product Theater
- A faculty disclosure(s)
- Faculty names and CV/Bio(s)

Company Information

Sponsoring Company _____
 Company Name _____
 Primary Contact _____ Title _____
 Street _____
 City _____ State _____ Zip _____
 Email _____ Telephone _____

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 _____

Written cancellations received prior to March 11, 2021 are subject to a \$500.00 administrative fee. No refunds provided after March 11, 2021. Full payment is required with completed application. Space will not be held without payment. 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.

Product Theater Selection

Please rank your desired date/time 1-3 with 1 being your first choice. Finalization of conference schedule may require edits to Product Theater times.

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 Sunday, June 13, 2021 ___ 12:00pm - 1:00pm

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

Signature _____ Date _____

Send completed application and payment to Denise Stone at dstone@apna.org