



PRODUCT THEATER APPLICATION & CONTRACT
APNA 35TH ANNUAL CONFERENCE
KENTUCKY INTERNATIONAL CONVENTION CENTER | LOUISVILLE, KY
OCTOBER 13-16, 2021

About the Conference

The APNA Annual Conference is the premiere event for psychiatric nursing. The conference features continuing education specific to psychiatric nursing for registered nurses and advanced practice registered nurses. The APNA Annual Conference attracts 1,200 – 2,000+ attendees who influence or deliver care to patients across the lifespan and in a variety of settings – including outpatient, community, inpatient hospital, and academic settings.

Pending CDC and state guidelines and requirements, this conference is being planned as a hybrid meeting. 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 250-750.
Fees	Breakfast: \$55,000 Lunch: \$85,000* Dinner: \$75,000 Meals for Product Theaters will be provided by APNA, thus Sunshine Act reporting is not required. * Plus \$3,000 for AV leasing fee for in-person conference.
Fee Inclusions	<ul style="list-style-type: none"> • Exclusive, unopposed timeframe • Meeting room in conference host city • 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 August 25, 2021. • Full page advertisement in the on-site program book. Artwork must be received and approved by APNA by April 23, 2021. Please inquire for specifications. • Conference attendee list (no email addresses)

Available Dates/Times

Breakfast	Thursday, October 14	7:00am - 8:00am
	Friday, October 15	7:00am - 8:00am
	Saturday, October 16	7:00am - 8:00am
Lunch	Wednesday, October 13	12:00pm - 1:00pm
	Thursday, October 14	12:00pm - 1:00pm
	Friday, October 15	12:00pm - 1:00pm
Dinner	Wednesday, October 13	8:00pm - 9:00pm
	Friday, October 15	8:00pm - 9:00pm

Finalization of conference schedule may require edits to timing.

Product Theater Guidelines and Regulations

1. Application and Approval: Completed application and full payment must be received by April 23, 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 April 23, 2021 if openings remain. ***This is an application only; date/time preferences are not guaranteed.***
2. Cancellation Policy: Written cancellation must be received before May 21, 2021 to receive a refund less a \$1,000 administrative fee. No refunds for cancellations received after May 21, 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. Logistics & Catering/Gift Cards: APNA will assign a meeting room for the Product Theater. Doors will open 30 min prior to start time. APNA will not provide an office or speaker ready room. And will not provide day-of staffing or support. Attendance must be open to all APNA conference registrants. 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. Hotel guest rooms are booked on a first-come, first served basis. There is no separate guest room block for staff of the Product Theater or Sponsor.
4. Should the event transition to a virtual only conference, Product Theaters will be presented via live Zoom webinar on the APNA conference platform. Sponsor will be responsible for management of any/all slide presentations and audience questions. APNA does not provide logistical support or management.
5. Audio-Visual: Lunch programs have a shared AV cost of \$3,000 (payable to APNA) which includes (2) LCD projectors and screens, (1) confidence monitor, (1) lavalier microphone, (1) podium microphone. Additional equipment can be requested at the expense of the sponsoring company. APNA's contracted AV provider must be utilized for all AV needs.
6. 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 AV costs related to mgmt., labor, equipment, etc. APNA's contracted AV provider must be utilized for all 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.
7. 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. 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.
8. Material Distribution: All products and services discussed at the Annual Conference 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.
9. Changes to Materials: After application acceptance, no changes will be permitted without written approval from APNA.
10. 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.
11. 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.
12. The time allotment is 60 minutes. Program cannot begin prior to the scheduled start time and must end by the designated time.
13. Security: Meeting space will not be locked or secured. APNA is not responsible for loss of or damage to property.
14. 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.
15. 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 May 21, 2021 are subject to a \$500.00 administrative fee. No refunds provided after May 21, 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. Selection is not guaranteed until a completed contract and full payment has been received by APNA.

Wednesday, October 13, 2021 ___ 12:00pm - 1:00pm ___ 8:00pm - 9:00pm
 Thursday, October 14, 2021 ___ 7:00am - 8:00am ___ 12:00pm - 1:00pm
 Friday, October 15, 2021 ___ 7:00am - 8:00am ___ 12:00pm - 1:00pm ___ 8:00pm - 9:00pm
 Saturday, October 16, 2021 ___ 7:00am - 8:00am

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